

Sandwell
Metropolitan Borough Council

**Economy, Skills,
Transport and Environment
Scrutiny Board**

**Thursday 10 October, 2019 at 5.30 pm
in Committee Room 1
at the Sandwell Council House, Oldbury**

Agenda

(Open to Public and Press)

1. Apologies for absence.
2. Members to declare:-
 - (a) any interest in matters to be discussed at the meeting;
 - (b) the existence and nature of any political Party Whip on any matter to be considered at the meeting.
3. To confirm the minutes of the meeting held on 18 July, 2019 as a correct record.
4. Our Waste Our Resources
5. Sandwell Guarantee
6. Unified careers offer for 15-29 year olds
7. Sandwell Cycling & Walking Infrastructure Policy SCWIP

Date of next meeting: 7 November, 2019

D Stevens
Interim Chief Executive

Sandwell Council House
Freeth Street
Oldbury
West Midlands

Distribution:

Councillors Allcock, Crumpton, Eaves, L Giles, Hackett, M Hussain, Padda, Rollins, Sandars, Singh and Worsey.

Agenda prepared by Deb Breedon
Democratic Services Unit - Tel: 0121 569 3896
E-mail: deborah_breedon@sandwell.gov.uk

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Economy, Skills, Transport and Environment Scrutiny Board

Apologies for Absence

The Board will receive any apologies for absence from the members of the Board.

Economy, Skills, Transport and Environment Scrutiny Board

Declaration of Interests

Members to declare:-

- (a) any interest in matters to be discussed at the meeting;
- (b) the existence and nature of any political Party Whip on any matter to be considered at the meeting.

**Minutes of the Economy, Skills, Transport and Environment
Scrutiny Board**

**18th July, 2019 at 5.30 pm
at Sandwell Council House, Oldbury**

Present: Councillor Rollins (Chair);
Councillor Sandars (Vice-Chair);
Councillors Allcock, L Giles and M Hussain.

Apologies: Councillors Crumpton, Eaves, Hackett and
Padda.

In attendance: Amy Harhoff, Director – Regeneration and
Growth.
David Harris, Service Manager – Strategic
Assets and Land.

11/19 **Minutes**

Resolved that the minutes of the meeting held on 11th June,
2019 be approved as a correct record.

12/19 **West Bromwich Indoor Market Redevelopment Proposals and
Investment Options**

The Board received a report from the Director – Regeneration and
Growth which outlined the redevelopment proposals and
investment options for the future of West Bromwich Indoor Market.

Cabinet on 26 June 2019 agreed to consult with a range of
stakeholders, Directors and experts to develop a comprehensive
and detailed business case and determine its feasibility.
Feedback from the consultation process and comments from this
scrutiny meeting would inform the future development and any
other matters that should be factored into the feasibility study and
options appraisal.

The preferred options appraisal would be presented to this Board
to scrutinise before going to Cabinet in June 2020 for decision.

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The Board was advised that the property was no longer fit for purpose and that a business case was to be explored to investigate potential investment and partnering options to help redevelop the market and enhance its commercial viability.

The Board received an update on the redevelopment project timetable, which highlighted the key tasks and timelines, the current position, deliverability, finance and next steps.

The Board noted that the Indoor Market redevelopment scheme would act as a regeneration catalyst in the area, increasing footfall and interest in West Bromwich as a place to work and live. Decent housing options would be built into the regeneration and development of the area as a whole, not just focus on the indoor market.

The Board noted that there would be in-depth analysis, commercial investment, assessment and consultation feedback to inform design options of what was feasible for appraisal and to present to Cabinet on what the future market development could look like. The Board noted that the Council also needed to consider what more it could do in terms of community and businesses, to consider the impact of the development on the economy, and to consider what investment in the new development could do for land values and raising interest in the area.

In response to questions the Board discussed the proposals in the report and the following comments were noted:-

- further consultation with market traders, businesses, general public and ward members would inform an analysis of design options in autumn 2019. The preferred option would be agreed by Cabinet in Spring 2020, the marketing and procurement process could then take place;
- Sandwell Council owned the market area, Kings Square was in third party control;
- the entrance to the market was the wrong way and that Kings Square entrance for the market would be better placed by the metro station;
- there was a suggestion that a hotel be factored into the redevelopment design, close to the metro station and market area;

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- consideration should be given to how the indoor market and outdoor market would look and work together in the future development;
- the consultation strategy was to consult on several levels, engaging with stakeholders, using social network platforms to gather wider public and business perspectives. The consultation process would end in September 2019;
- there were concerns that the quality of the stalls on the market and the public love of the market had decreased from 1972 – 1990 and the market had not been nurtured in recent years;
- there was a need to look at initiatives elsewhere, such as the Doncaster Wool Market which had been redeveloped and was now a thriving market. The redevelopment had raised the evening economy and traders' demand for a space there. The Telford South Water development had built an ice rink, hotel and night club into their offer to raise the night-time economy and to achieve that, they had started the development again and built a new configuration;
- there was a need to dovetail the market development with the rest of the Town Centre plan and development in the area to make sure that there was the right food, night time economy and retail offers and that there were quality offices and hotel available;
- there was concern that there was little to attract young professional people to West Bromwich, the residential offer in the town centre was a problem and there was a need to make key locations around the Metro and the Town Centre desirable places to eat and socialise. The Board highlighted the need to utilise and improve available facilities in the development to raise the local economy;
- the Board identified a need for wider consultation to find out what would attract younger people to the area;
- the Town Plan was an integral part of the master plan for the development. The Council owned and managed the market and would be at the forefront of thinking to inform the master plan;
- further suggestions included moving the market forward to the metro line, to have active frontage on both sides of the market, to increase the street food offer near the metro entrance for better quality and variety, such as vegan options.

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The Chair summarised that the Board wanted the market to be diverse and vibrant, to be a market that people would travel to, an attraction that increased numbers of visitors who may want to stay and explore what else the area had to offer.

The Chair thanked everyone for their contribution at the meeting.

Resolved

- (1) that the Economy, Skills, Transport and Environment Scrutiny Board note the decision of Cabinet 26 June 2019 and the content of the report submitted for comment;
- (2) that the comments of the Economy, Skills, Transport and Environment Scrutiny Board be referred to the Director – Regeneration and Growth to consider during preparation of the feasibility study and options appraisal;
- (3) that a briefing note relating to the proposed consultation approach be circulated to the Economy, Skills, Transport and Environment Scrutiny Board;
- (4) that a pre-decision scrutiny report be presented to the Economy, Skills, Transport and Environment Scrutiny Board in March 2020 relating to the outcomes of the consultation process and options appraisal relating to West Bromwich Indoor Market with comments to be referred to Cabinet for consideration in April 2020.

13/19 Inclusive Economy Deal

The Board received a presentation from the Director – Regeneration and Growth to provide an overview, and information about, the inclusive economy in Sandwell. The main points of the presentation were noted as follows:

- how the inclusive economy aligned to the Vision 2030, recognising the importance of building a local economy that benefits people and businesses, that had the right skills, jobs, environment, land and transport. To work with the wider

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region and being engaged and part of the Combined Authority;

- what was an inclusive economy – where everyone benefited, built on the strengths of the community, where wealth was more evenly spread and where we worked to ensure no-one was left behind;
- two components were required - an inclusive approach and a deal-based approach. The deal-based approach was about the Council setting a plan on what was needed for the area based on what all would do to deliver the plan, from small plans to large regeneration projects;
- Sandwell had the largest economy in the Black Country and was one of the largest local authorities in the Country, but it had less productivity than elsewhere, and productivity had fallen since 2010. Sandwell had the potential to become more prosperous;
- in Sandwell over 40% of the population was under 30 years old, the population was diverse and, in housing terms, Sandwell was affordable;
- there were challenging issues for Sandwell including the type of jobs, low skills and education attainment, and also high poverty and poor health levels;
- businesses in Sandwell were productive and wanted to grow but there were land issues which restricted this happening;
- young adults underperformed on skills. The proportion of NEETs was lower than national and regional averages;
- aspirations were high but not linked to opportunities and youth unemployment was the same as the regional average but higher than England;
- each of the six towns performed differently, whilst there were challenges Sandwell overall was in a strong position, with several double growth and investment dividend projects for the region and Sandwell – such as Sprint (largest investment in Europe), Midland Metropolitan Hospital and the Metro extension;
- community wealth building, the deal based approach, and ‘The Preston Model’ were being considered for Sandwell, with an aim of democratic ownership of the local economy. It was expected that by Spring 2020 the Sandwell deal-based approach would afford Sandwell national recognition.

In response to questions the Board noted the following:-

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- Sandwell was looking to attract industries to the area, not only traditional metal industries, but more new industry; there were several high value industries already based in Sandwell, such as the aeronautical industry;
- there was a need to make the best use of the Small and medium enterprise (SME) in supply chain in Sandwell for the larger local industry;
- there was a need to consider the impact of Brexit on the export economy and on Sandwell; this would be a risk and an unanswered matter in reports relating to the local economy;
- there were concerns that there was not enough information on the business portal about smaller contracts and information for businesses to find out more about opportunities;
- there was a concern whether social value was incorporated into developments, if it was encouraged locally and whether big contractors were on board;
- the Council needed to support small business putting forward procurement bids, give advice on how to procure and what social value was. Larger businesses already knew how to complete bids, answer questions and present policies;
- the Board highlighted the need to identify what businesses the Council wanted to keep and grow in Sandwell and whether Sandwell could develop the skills base for existing and new businesses.

The Director highlighted the need for the Board to have knowledge and be informed of the principles of an inclusive economy deal to robustly check and challenge the next stages of developing a Sandwell Inclusive Economy Deal. The next stage was the co-development phase which would begin a significant borough wide engagement process.

Resolved

- (1) that a report relating to the development of the Sandwell Inclusive Economy Deal be presented to a future meeting.

(Meeting ended at 6.40 pm)

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Contact Officer: Deb Breedon
Democratic Services Unit
0121 569 3896

Economy, Skills, Transport and Environment Scrutiny Board

10th October 2019

Subject:	Our Waste Our Resources – A Strategy for England'
Cabinet Portfolio:	Cabinet Member Safer Communities, Maria Crompton
Director:	Director Homes and Communities, Alan Caddick
Contribution towards Vision 2030:	
Contact Officer(s):	Max Cookson

DECISION RECOMMENDATIONS

That Scrutiny:

1. Consider the contents of this report relating to the Governments strategy relating to "Our Waste Our Resources"

1 PURPOSE OF THE REPORT

- 1.1 Further to the discussion at the Board on 5th March 2019 it was requested that an update report be presented to Scrutiny panel detailing how Sandwell MBC is responding to 'Our Waste Our Resources – A Strategy for England'.

2 IMPLICATION FOR VISION 2030

2.1 Ambition 2

Sandwell is a place where we live healthy lives and live them for longer, and where those of us who are vulnerable feel respected and cared for.

Recycling reduces waste which otherwise would be sent to landfill sites.

2.2 Ambition 10

Sandwell now has a national reputation for getting things done, where all local partners are focused on what really matters in people's lives and communities.

Sandwell council continue to provide a food waste recycling collection service for 120,000 properties (excluding high rise flats).

3 **BACKGROUND AND MAIN CONSIDERATIONS**

- 3.1 Consideration was given to the cessation of food waste collection from within the borough.
- 3.2 This would have resulted in a saving of approximately £600k per annum in collection costs. It is not yet known if future government strategy will require mandatory food waste collections / recycling by local authorities or how these collections will be required to be made.

4 **THE CURRENT POSITION**

- 4.1 Sandwell are currently receiving support from WRAP (Waste & Resources Action Programme) and Local Partnerships (Local Partnerships (LP). LP is a venture between HM Treasury the Local Government Association (LGA) and the Welsh Local Government Association), to assess strategic options in line with the proposals contained in the Government's Resources & Waste Strategy. The support will be provided to all local authorities that make up the West Midlands Combined Authority and is comprised of two separate but complimentary work packages:
- 4.2 Work package one: an assessment of the future municipal waste disposal/processing options available to the member authorities.
- 4.3 Work package two: an assessment of the future municipal waste collection options available to the member authorities.
- 4.4 As part of the above we are currently undertaking a "Mapping" exercise of waste assets with a view to establishing future requirements, along with reviewing existing contracts and obligations, which may offer the opportunity of utilising shared assets/resources. Currently a number of neighbouring councils, including (but not limited to) Birmingham, Wolverhampton, Dudley, Solihull and Walsall are jointly participating in this strategic review of collection services. At present it would be prudent

to await until further guidance from Government In relation to separately collected materials before implementing any change to the current Food Waste and Recycling collection service within the borough.

5 CONSULTATION (CUSTOMERS AND OTHER STAKEHOLDERS)

- 5.1 Sandwell are currently receiving support from WRAP (Waste & Resources Action Programme).
Local Partnerships (Local Partnerships (LP) is a venture between HM Treasury the Local Government Association (LGA) and the Welsh Local Government Association), Waste Resources action programme.

6 ALTERNATIVE OPTIONS

- 6.1 Cessation of food waste collections which would result in a saving of approximately £600,000 per annum. Neighbouring Authorities such as Wolverhampton have recently ceased food waste collections.
- 6.2 Alternative weekly collections or a “subscription service” for the food waste collections may be options available to the Local Authority. However, this is dependent upon the outcome of further guidance from Government.

7 STRATEGIC RESOURCE IMPLICATIONS

- 7.1 Future procurement of the type of recycling vehicles to be purchased will be dependant on government strategy with regard to separate collections of food waste.
- 7.2 At present separate collections of food waste require a specialised vehicle which has a food pod collection area.

8 LEGAL AND GOVERNANCE CONSIDERATIONS

- 8.1 As a Waste Collection Authority (WCA), under the Environmental Protection Act 1992, the Authority is required to provide a collection of household waste in its area. More recent legislation requires the Authority to provide a two-material recycling collection to householders if economic and practicable to do so. Note: this is just for guidance and not a legal interpretation of the legislation.
- 8.2 However, the EU amending Directive 2008/98/EC (Circular Economy) requires member states to ensure that bio-waste is either collected separately or recycled at source. This obligation is not required to be in place until 31st December 2023 and it will require transposition into UK regulation which is likely to include transition or derogation arrangements

which could limit the effect of this Directive on current municipal collection arrangements.

- 8.3 Government has recently produced a new resources and waste strategy in December that includes outlined requirements for consistency of collections by local authorities and mandatory free domestic organic collections for householders in line with the EU directive above.
- 8.4 The Government is currently consulting on these proposals and at this time it is not known what the outcome and final regulations will look like regarding food waste.
- 8.5 It should be noted that despite this EU legislation and strategy a number of local authorities are making the decision to discontinue food waste collection services on primarily cost grounds. This includes most recently Wolverhampton City Council and Barnet Council.

9 EQUALITY IMPACT ASSESSMENT

- 9.1 An initial Equality Impact Assessment (EIA) has been carried out by the service area for the proposals. No issues have been identified which impact on a particular group and therefore a full EIA is not required.

10 DATA PROTECTION IMPACT ASSESSMENT

- 10.1 Not applicable

11 CRIME AND DISORDER AND RISK ASSESSMENT

- 11.1 Not applicable

12 SUSTAINABILITY OF PROPOSALS

- 12.1 No proposals made at this time.

13 HEALTH AND WELLBEING IMPLICATIONS (INCLUDING SOCIAL VALUE)

- 13.1 Not applicable.

14 IMPACT ON ANY COUNCIL MANAGED PROPERTY OR LAND

- 14.1 Not applicable.

15 CONCLUSIONS AND SUMMARY OF REASONS FOR THE RECOMMENDATIONS

15.1 It is recommended that a further report is brought to scrutiny panel upon further guidance being received from the Government. SMBC will continue to participate in consultations currently being held between Partner Members of the West Midlands Combined Authority, WRAP and Local Partnerships.

16 BACKGROUND PAPERS

16.1 [Waste Contract 12 July 2018](#)

16.2 [Notes of Waste and Recycle site visits -7 February 2019](#)

16.3 [Food waste report to Scrutiny Board - 7 March 2019](#)

17 APPENDICES:

Link to <https://www.gov.uk/government/publications/resources-and-waste-strategy-for-england>

Alan Caddick
Director Housing and Communities

Cabinet resolved:

- (1) that the recommendations of the Economy Skills Transport and Environment Scrutiny Board in relation to food waste recycling be received;
- (2) that the Director - Homes and Communities be requested to consider:

Executive Response:

a. an options appraisal relating to the future for food waste recycling in Sandwell;	It is recommended that until further guidance is received from the Government in relation to the Our Waste – Our Strategy A Policy for England and Wales is received, and further consultation is undertaken with WRAP, Local Partnerships and other members of the West Midlands Combined Authority. An options appraisal at this point in time would not provide members with the full and concise view of options available.
b. the requirements of the EU amending Directive 2008/98/EC (Circular Economy) in relation to food waste;	As above
c. options on how to encourage residents to reduce food waste;	We will continue to promote food waste recycling via the Sandwell MBC website, food waste bins are replaced or given free of charge to our customers, our customers receive periodic texts and social media messages during festive periods (Christmas, Pancake Day, Halloween, etc), a significant number of our waste collections vehicles advertise the food waste service, promotional articles will continue to be placed in the Sandwell Herald, Waste Awareness Officers will continue to visit residents and offer advice and guidance on food waste (and all other) recycling.
d. the focus for future food waste campaigns in Sandwell to 'reduce first and recycle last';	By using the methods above to encourage our customers to recycle food waste this will highlight to them the amount of food waste they are discarding. Evidence has shown that this encourages our customers reduce their food waste. Further options on Reduce First – Recycle Last campaigns will be considered as/when further guidance is received from central Government in relation to the Our Waste – Our Strategy A Policy for England and Wales.

REPORT TO ECONOMY, SKILLS, TRANSPORT AND ENVIRONMENT SCRUTINY BOARD

10 October 2019

Subject:	Sandwell Guarantee
Cabinet Portfolio:	Councillor Danny Millard - Cabinet Member for Employment and Skills
Director:	Director – Education, Skills and Employment – Chris Ward
Contribution towards Vision 2030:	
Contact Officer(s):	Kelly Thomas – Employment and Skills Manager kelly_thomas@sandwell.gov.uk

DECISION RECOMMENDATIONS

That Economy, Skills, Transport and Environment Scrutiny Board:

1. Note the progress report for the Sandwell Guarantee programme and make comments as necessary.

1 **PURPOSE OF THE REPORT**

- 1.1 To provide a progress report on the Sandwell Guarantee programme which is due to end on 31 March 2020

2 **IMPLICATIONS FOR SANDWELL'S VISION**

Ambition 1. Sandwell is a community where our families have high aspirations and where we pride ourselves on equality of opportunity and on our adaptability and resilience.

Ambition 3. Our workforce and young people are skilled and talented, geared up to respond to changing business needs and to win rewarding jobs in a growing economy.

3 **BACKGROUND AND MAIN CONSIDERATIONS**

- 3.1 The Sandwell Guarantee programme began in September 2014 as a response to high youth unemployment figures and a limited amount of external support for this age group.
- 3.2 The programme was for Sandwell residents who were NEET young people aged 16-24. Support was provided to match individuals to an apprenticeship or job opportunity.
- 3.3 The funding for the programme came from Council reserves and funded wage subsidies for local employers to employ an apprentice or provide a job opportunity.
- 3.4 **The Delivery Model**
The Sandwell Guarantee was an 'ethos' and represented access routes for Sandwell residents to Employment support including Work Experience, the Connexions Service, Youth Services and Sandwell College.
- The programme funded up to 50% of the salary for a maximum of 12 months with the employer contributing the remainder of the salary. Jobs had to be new (and not replace existing posts or staff) and last for a minimum of 12 months.
 - The funding provided 50% of the national minimum wage for the individual's age therefore the amount of funding was varied.
 - The funding enabled the Employment and Skills team to negotiate opportunities which may not otherwise exist. Thus, providing support for some of the most disadvantaged groups within Sandwell including looked after children (LAC), care leavers and those with disabilities and mental health.
 - The programme also generated an additional development of the Fast Forward programme. An outward-bound programme aimed at young people lacking employability skills delivered at the Frank Chapman Centre.

4 **THE CURRENT POSITION**

- 4.1 The Sandwell Guarantee programme is now in the final year of funding and is coming to an end on 31 March 2020. The programme is not taking any further starts but payments to employers who employ existing participants will continue to be made up until 31 March 2020.
- 4.2 The Sandwell Guarantee was launched in September 2014 and has funded 700 young people from September 2014 to date.

4.3 The programme has reached a cross section of the community. Of those supported, 58% were males and 42% were females. The programme has also supported young people across the full age range and of multiple ethnic groups.

Age	16	17	18	19	20	21	22	23	24
Percentage	5%	14%	17%	18%	14%	10%	10%	6%	6%

Ethnicity	Indian	White British	Pakistani	Black British	Black Caribbean	Bangladeshi	White other	Mixed white/black Caribbean	Mixed white Asian	Black African	Not Disclosed
	5%	70%	3%	3%	1%	2%	2%	5%	1%	1%	7%

4.4 The programme has provided support to 12 Looked after Children who secured employment and Apprenticeship programmes, along with 35 young people who considered themselves to have a disability ranging from learning disabilities, mental health, autism, and physical disabilities.

4.5 The total cost of the programme to date is **£1,737,044.55** funding a total of 700 people into outcomes at a unit price of £2,481.50. This breaks down to 486 apprenticeships and 214 jobs.

4.6 In comparison to the DWP Future Jobs Fund wage subsidy programme which averaged £6000 per job and for only a 6-month opportunity, the Sandwell Guarantee performs well on a value for money basis.

4.7 Throughout the duration of the programme 368 organisations have been supported to take on an apprentice or entry level job. The retention rate for the programme is 84% reaching 12 months.

4.8 **Impact of the Programme**

4.9 Whilst it is not possible to show a direct correlation between delivery of the programme and the reduction in unemployment figures or NEET figures. The statistical trends within the 5 years of delivery have seen an improving picture.

4.10 The table below shows the 18-24 year old claimant count (Unemployment benefits) at the beginning of the programme compared to the current position.

Claimants 18-24	Sandwell Number	Sandwell %	West Midlands %	Great Britain %
Apr 14	2730	9.7	5.7	4.7
Aug 19	1825	6.8	4.8	3.9

4.11 Since the start of the programme the Sandwell figure has decreased by 2.9% compared with 0.9% and 0.8% for the West Midlands and Great Britain. The significant decrease means that Sandwell is closing the gap regionally and nationally in terms of the number of 18-24 year olds that are claiming benefits.

4.12 The table below shows the 16-18 NEET figures from the start of the Sandwell Guarantee to the current position.

NEET 16-18	Sandwell %	West Midlands %	Great Britain %
Mar 14	5.7	6.0	5.3
Jul 19	3.8	5.1	6.0

4.13 Since the start of the programme the Sandwell figure has decreased by 1.9 % with 0.9% for the West Midlands and an increase nationally of 0.7%. Therefore, Sandwell is performing better on NEETs than the overall regional and national picture.

4.14 Exit Strategy

4.15 Since funding is due to cease March 2020 and no new starts are able to be funded, the programme is no longer being advertised to employers or residents.

4.16 The Employment and Skills Services Manager has presented the success of the programme to date to the Black Country Local Enterprise Partnership. The findings of the programme will be included in their Future Funding Pipeline Log.

4.17 Wage subsidy programmes do not usually qualify for external funding therefore sourcing external funding for the programme is unlikely.

4.18 Currently there are no plans for the programme to be continued via council budgets. Should the Council decide to continue delivery of the programme, a budget of between £300,000 and £400,000 per year would be required.

5 CONSULTATION (CUSTOMERS AND OTHER STAKEHOLDERS)

5.1 There is no consultation associated with this report.

6 ALTERNATIVE OPTIONS

6.1 There are no alternative options.

7 STRATEGIC RESOURCE IMPLICATIONS

7.1 The funding for Sandwell Guarantee ceases on 31 March 2020. Currently there are no plans to continue funding post this date.

8 LEGAL AND GOVERNANCE CONSIDERATIONS

8.1 There are no specific legal and governance requirements regarding the information provided.

9 EQUALITY IMPACT ASSESSMENT

9.1 There are no equality implications arising from this report.

10 DATA PROTECTION IMPACT ASSESSMENT

10.1 The information contained herein does not include any personal data and is publicly available.

10.2 There are no data protection issues from this report.

11 CRIME AND DISORDER AND RISK ASSESSMENT

10.1 There are no crime and disorder implications arising from this report.

12 SUSTAINABILITY OF PROPOSALS

12.1 Update reports on the information herein will be available at a frequency required by Scrutiny.

13 HEALTH AND WELLBEING IMPLICATIONS (INCLUDING SOCIAL VALUE)

13.1 There are no specific health and wellbeing implications in the information provided.

14 IMPACT ON ANY COUNCIL MANAGED PROPERTY OR LAND

14.1 There are no implications on any council managed property or land in relation to this report.

15 CONCLUSIONS AND SUMMARY OF REASONS FOR THE RECOMMENDATIONS

15.1 The information provided summarises the current position for Sandwell Guarantee.

16 BACKGROUND PAPERS

16.1 None.



17 APPENDICES:

17.1 None.

Chris Ward
Director – Education, Skills and Employment

REPORT TO ECONOMY SKILLS TRANSPORT AND ENVIRONMENT SCRUTINY BOARD

10 October 2019

Subject:	Unified careers offer for 15-29 year olds
Cabinet Portfolio:	Councillor Danny Millard - Cabinet Member for Skills and Employment
Director:	Director – Education, Skills and Employment – Chris Ward
Contribution towards Vision 2030:	 
Contact Officer(s):	Erroll Blackwood – Post 16 Manager erroll_blackwood@sandwell.gov.uk

DECISION RECOMMENDATIONS

That Economy Skills Transport and Environment Scrutiny Board:

1. Consider how the Council’s unified 15 – 29 careers and employment ‘offer’ supports young people more effectively during their transition to adulthood.
2. Note the report and make any comments and recommendations as necessary.

1 PURPOSE OF THE REPORT

- 1.1 To provide an update on careers advice for 15-29 year olds.

2 IMPLICATIONS FOR SANDWELL’S VISION

- 2.1 The benefits for Sandwell’s 2030 vision for all age careers service are:

Ambition 3 – Our workforce and young people are skilled and talented, geared up to respond to changing business needs and to win rewarding jobs in a growing economy.

Our young people will get a better understanding of potential work and progression routes

Ambition 4 – Our children benefit from the best start in life and a high quality education throughout their school careers with outstanding support from their teachers and families.

Our young people are better motivated to commit to education and acquire the skills and qualifications they require for a successful working life and, as a result, are likely to achieve more.

3 BACKGROUND AND MAIN CONSIDERATIONS

3.1 Connexions leads the delivery of the Council's statutory responsibilities in relation to young people in education, employment and training. All local authorities have broad duties to promote participation and specific duties in relation to RPA (Raising the Participation Age).

3.2 The Employment and Skills service leads on the Council's activity in relation to employment support (for the unemployed and those looking to further advance) and specialist employment support for people with disabilities and mental health. The service also supports local employers to recruit jobs and apprenticeships.

3.3 In late 2018 the Council commissioned Cambridge Education to carry out a review of education which included Connexions and the Employment and Skills team's two services that would identify a range of possible options to deliver a preferred model of provision.

- i. This year the LGA asked government that local areas must be required to put in place all-age, locally responsive careers advice and guidance services, which can offer high quality independent advice and guidance to support people to make the right decisions at key stages in their lives.
- ii. Careers advice and guidance should be embedded and available to support adults and people of all ages at pivotal stages of their learning and working lives.
(source <https://www.local.gov.uk/topics/employment-and-skills/work-local/radical-overhaul-careers-advice>)
- iii. While data and digital information resources can help with making a career choice (social media is cited as an influence) young people are inspired by anything that gives them an idea of what it would be like to have a particular job. (source www.careersandenterprise.co.uk). However, developments like the

internet, mobile phones and Facebook, new careers are developing at lightning speed to satisfy the demand technology created.

4. THE CURRENT POSITION

4.1 In April 2019 both services were co-located in the same office to bring together the Connexions service, tracking and NEET engagement services with the services offered by the Employment and Skills service, to provide a coherent integrated offer to young people and adults.

4.2 All the Council's delivery teams hold the recognised Matrix national quality standard for information, advice and guidance (IAG). To achieve the Standard, organisations will need to demonstrate that they provide a high quality and impartial service.

4.3 Challenge for schools

Ofsted is increasingly giving CEIAG a higher priority in school inspections how leaders, managers and governors plan and manage careers advice, so all learners are well prepared for the next stage in their education, training or employment. All Connexions Information, Advice & Guidance (IAG) therefore is provided in an impartial manner — no bias or favouritism towards a particular education or work option, as they explore the whole range of education or training options — including apprenticeships and other vocational pathways. Advice is always given in the students' best interests. This is measured/tested through the Matrix Quality Award. (Connexions hold the Matrix – Excellence standard).

4.4 Support for NEETS/unemployed aged 15 – 29

The Youth Employment Initiative (known as Black Country Impact) for young people aged 15-29 who are NEET or at risk of NEET is no longer commissioned in isolation. This has resulted in young people benefiting from the full range of adult employment opportunities and employer engagement opportunities that take place across Employment and Skills arena.

4.5 Black Country Impact

Black Country Impact provides a personalised programme for young people aged 15-29 years who are NEET, sometimes marginalised and often further away from the labour market, to enable them to engage in provision, secure positive out-comes and sustained engagement in further education, employment or training.

The programme also focuses on supporting young people into pre-apprenticeship programmes, inclusive apprenticeships and helping young people to upskill in English and Maths so that they can compete for the apprenticeships which are available. Tailored pathways are developed for individuals to support them with their specific needs and career goals.

4.6 The Sandwell programme has engaged with nearly 1500 NEET Participants. The table below shows progress to date.

Target	December Target (total programme)	Actual	Percentage
Unemployed participants	3888	3777	97%
Unemployed participants – who are in education or training, gain a qualification or are in employment upon leaving	906	925	102%

The programme is due to finish in December 2021. An application has recently been submitted to request an extension until December 2023.

4.7 Progress to Higher Education

Access to university for young people with top GCSEs is low, but Sandwell ranks well in all other higher education measures, though West Midlands Combined Authority local authorities generally dominate these statistics.

		Rank within WM (out of 14)	Rank within WMCA (out of 7)
University start rate (young people with top GCSEs)	67%	11	6
University start rate (young people without good GCSEs)	16%	4	4
University start rate (disadvantaged young people with top GCSEs)	65%	4	4
University start rate (disadvantaged young people without good GCSEs)	15%	4	4

(source Impetus July 2019 – The Employment Gap in the West Midlands)

4.8 Preparing for the world of work/events

- National evidence suggests that high quality encounters with employment have a real impact on the likelihood of a young person getting a job and the amount they earn. (source www.careersandenterprise.co.uk). The council therefore continues to offer 300 work experience places per annum. In 2020 it is planned to expand the current offer.
- Sandwell now has two Careers Hubs covering Primary and Secondary working together with partners in the business, public, education and voluntary sectors to deliver the Gatsby Benchmarks

and ensuring that careers outcomes are improved for all young people.

- Connexions have seconded a member of staff to the Careers Enterprise Company to work as an Enterprise Coordinator. Each Enterprise Coordinator works with clusters of schools to connect them with employers and careers providers to support the school meet the Gatsby Benchmarks. (Gatsby benchmarks can be found at www.careersandenterprise.co.uk/schools-colleges/understand-gatsby-benchmarks)
- Sandwell Council promotional events for all ages range from Job fairs; Careers fairs; recruitment events and workshops where residents can learn about a particular topic to help them with their career. In addition, most weeks there are events for 16-29 group in the West Midlands.
<https://careersinspiration.co.uk/West-Midlands/Events>

4.9 Working with Employers

- The Employment and Skills team provide a job brokerage service for local employers. This includes advertising for vacancies, sifting applications and delivering briefing sessions to provide the most suitable candidate for the vacancy.
- Employment advisors provide post-employment support and mentoring in the workplace which can improve sustainability of the opportunity by resolving any issues.
- Employers are provided with advice and guidance on employing apprentices and the service is also able to transfer apprenticeship levy funds to provide financial support for the qualification.
- Support and advice is also provided on employing people with disabilities, including reasonable adjustments and funding applications for access to work.

4.10 Jobs of the future

- Labour Market Intelligence (LMI) is vital in ensuring that careers advice and guidance (for both school pupils and adults) reflects an understanding of what business and jobs are available in the locality. Each Sandwell Town has its own map which provides information on the demographics, the location of schools & strategic employers, local apprenticeship vacancies and business skills required.
<https://www.blackcountryskillsfactory.co.uk/school-resources/local-labour-market-intelligence/local-town-maps/>

- By 2022 it is anticipated there will be a shift to higher level occupations requiring increasing numbers of individuals with degree or equivalent qualifications and skills. It is expected 44% of the demand for employment will be at degree or equivalent by 2022 and 15.9% will be at higher degree or doctorate level. (Source: Black Country Area Review January 2017).
- Recent debates about the future of jobs have mainly focused on whether or not they are at risk of automation (Arntz et. al., 2016; Frey and Osborne, 2017; McKinsey, 2017; PwC, 2017). Studies have generally minimised the potential effects of automation on job creation. Some low-skilled jobs, in fields like construction, are less likely to suffer poor labour market outcomes than has been assumed in the past. https://media.nesta.org.uk/documents/the_future_of_skills_employment_in_2030_0.pdf
- Apprenticeships have been developed over recent years to ensure that there are a range of standards to meet employment needs. They have been recognised as a significant development tool within businesses to provide the required training whilst gaining the relevant employment experience. As a result of the Apprenticeship Levy, we are now able to fund a wider range of apprenticeship opportunities at all levels, to new and existing staff and at any age.

4.11 Online platforms

- Students can use BBC Bitesize Careers to explore job profiles across a wide range of sectors. Each profile features a young person in the early stages of their own careers who explains what it's like to do their job, what route they took to get there, and which curriculum subjects were most useful to them. Job roles are grouped by curriculum subject, helping students understand the links between school and the world of work. <https://www.bbc.co.uk/bitesize/careers>
- The National Careers Service is free and impartial online information, advice and guidance to help adults make decisions about careers, courses and work. Whilst available to any individual aged 13+, National Careers Service focuses on supporting six priority groups to get into work. These include: young people aged 18-24 who are not in education, employment or training; those unemployed for more than 12 months; low-skilled adults; single parents; unemployed adults over 50; and adults with special educational needs or who have a disability.

5 CONSULTATION (CUSTOMERS AND OTHER STAKEHOLDERS)

- 5.1 The Council sits on the LEP Board which leads on the Black Country Strategic Economic Plan (SEP). The SEP is built upon the three pillars of 'People', 'Place' & 'Business'. The 'People' pillar is concerned with raising employability, education and skills.
- 5.2 The Black Country SEP is underpinned by the Black Country Performance Management Framework (PMF) which provides a clear framework to monitor progress and the changes required to achieve the 30-year Vision. Within each priority key measures of success are monitored; specifically, Sandwell will help the SEP meet a number of range of its KPIs including reducing the number of people with no qualifications, reducing the number of 16-17-year olds classed as NEETS, raising the number of local jobs and increase the total employment rate.
- 5.3 The West Midlands Combined Authority Regional Skill's Plan is built on the concept of a 'family of SEP's including the Black Country. A priority action set out in the WMCA Skills plan relates to 'Skills for growth and employment for all'.

6 ALTERNATIVE OPTIONS

Not applicable

7 STRATEGIC RESOURCE IMPLICATIONS

- 7.1 The Black Country Impact programme was appraised by strategic finance as part of the risk assessment procedure.
- 7.2 The Connexions Service school based Personal Advisors promote and support the use of the Gatsby benchmarks to enable schools to be externally assessed against a Quality award. Each secondary school will be allowed to use up two days of their Connexions Personal Advisor time to help them achieve the award. If a school requires more allocation than the two days, then the Connexion Service will charge them for it. PWC has estimated that it would cost a school just over £50K the first year to fully implement all eight Gatsby career benchmarks (if no activity is currently happening)

8 LEGAL AND GOVERNANCE CONSIDERATIONS

- 8.1 Recently the Council has formed an Employment and Skills Partnership of key strategic partners within the employment and skills sector to have an oversight of the Sandwell challenge, the provision available in the local area and provide a platform for more collaborative working. Findings

from the partnership including the Sandwell local perspective will be shared with the WMCA for future shaping of policy and provision.

9 EQUALITY IMPACT ASSESSMENT

9.1 There is equality of access/opportunity and equality of outcomes on the Black Country Impact programme.

10 DATA PROTECTION IMPACT ASSESSMENT

10.1 All the information contained in this report is in the public domain.

11 CRIME AND DISORDER AND RISK ASSESSMENT

11.1 Not applicable

12 SUSTAINABILITY OF PROPOSALS

12.1 The Youth Employment Initiative has already been extended until December 2021 and we have applied to further extend the project until December 2023.

13 HEALTH AND WELLBEING IMPLICATIONS (INCLUDING SOCIAL VALUE)

13.1 Research from education and employers shows that young people who have four or more workplace encounters while at school are 86 per cent less likely to be 'not in education, employment or training' (NEET) and, on average, will go on to earn 18 per cent more than their peers who did not. Source - The Careers & Enterprise Company.

13.2 Being NEET is associated with poorer physical and mental health. Someone who is NEET as a young person has a greater chance of depression in early adulthood. He or she is also more likely to use drugs and alcohol. This means that being NEET imposes a significant burden on the healthcare, social care, and criminal justice systems. Source Man Group plc Charitable Trust.

14 IMPACT ON ANY COUNCIL MANAGED PROPERTY OR LAND

14.1 None

15 CONCLUSIONS AND SUMMARY OF REASONS FOR THE RECOMMENDATIONS

15.1 A further update for Scrutiny is planned twelve months from now.

16 BACKGROUND PAPERS

16.1 None

17 APPENDICES:


Chris Ward

Director – Education, Skills and Employment

REPORT TO

**ECONOMY SKILLS TRANSPORT AND ENVIRONMENT
SCRUTINY BOARD**

10 October 2019

Subject:	Sandwell's Cycling and Walking Infrastructure Plan (SCWIP)
Cabinet Portfolio:	Cllr Jackie Taylor
Director:	Director of Regeneration and Growth - Amy Harhoff
Contribution towards Vision 2030:	
Contact Officer(s):	Talvinder Sandhu – Transportation Team Leader talvinder_sandhu@sandwell.gov.uk

DECISION RECOMMENDATIONS

That :

1. The board consider this report and supporting presentation on Sandwell's Cycling and Walking Infrastructure Plan (SCWIP) prior to taking to it to Cabinet for approval and adoption

1 PURPOSE OF THE REPORT

- 1.1 To provide a briefing overview of the development of Sandwell's Cycling and Walking Infrastructure Plan (SCWIP). This will be accompanied by a presentation to the board.

2 IMPLICATIONS FOR VISION 2030

- 2.1 The provision of a safe and convenient network of cycle routes will help address the health impacts of inactivity thus contributing to Vision 2030 Ambition 2.
- 2.2 All three tiers of the cycling network; National, Metropolitan and Local, contribute to the provision of a high-quality transport system linking homes and communities to jobs and facilities (Vision 2030 Ambitions 6, 7 and 8).

3 BACKGROUND AND MAIN CONSIDERATIONS

- 3.1 The Government's Cycling and Walking Investment Strategy was published in April 2017 with the aim of making cycling and walking the natural choices for shorter journeys, or as part of a longer journey. The strategy seeks to double the 2013 number of journeys, or part journeys, made by cycle by 2025. It recognises that achieving this will require a sustained investment in cycling infrastructure by Central Government, Local Transport Authorities and third parties. The Government anticipates that Local Cycling and Walking Infrastructure Plans (LCWIPs) will be the principal vehicle for targeting this investment.
- 3.2 The West Midlands Combined Authority has developed an LCWIP that identifies and enables a plan to develop strategic cycling and walking networks throughout the West Midlands up to 2028.
- 3.3 To complement the WMCA LCWIP Sandwell MBC commissioned work to develop a Sandwell LCWIP that will identify and enable a plan to develop local cycling and walking networks throughout the borough till 2030. The Sandwell Cycling and Walking Infrastructure Plan (SCWIP) will be published in November 2019 and will subsequently go to cabinet for approval. It will then come into effect in 2020. The SCWIP will replace the Sandwell Cycling Strategy which was published in 1999 and has been the guiding framework for local cycle infrastructure investment since then. Whilst the overall strategy of 'islands of safe cycling' linked by signed routes, and the network that supports it, remains relevant, the advent of LCWIPs has provided the ideal opportunity to update the strategy.
- 3.4 Consultants Mott MacDonald were appointed by Sandwell MBC to prepare Sandwell's Local Cycling and Walking Infrastructure Plan to support mode shift to active modes across the authority. The process undertaken conformed to the Department for Transport (DfT)'s defined six-stage LCWIP process. The geographical scope was the whole of the

area within the authority's boundary. A policy and data led analysis was carried out to establish areas of highest cycle and walking demand. These areas were then reviewed by Sandwell's Transportation team to select those which aligned with Sandwell's policy objectives. These included: air quality improvement areas, regeneration corridors, proximity to secondary schools, proximity to transport hubs, current and planned 20mph zones and areas of high congestion. A map of the selected cycle routes and core walking zones can be found in Appendix A.

4 THE CURRENT POSITION

- 4.1 The Sandwell local cycle network was originally identified as part of the Cycling in Sandwell strategy at the end of the 1990s. It has subsequently been incorporated into the Council's Local Plan through the Site Allocations & Delivery Plan (2012) and West Bromwich Area Action Plan (2012). The West Midlands Strategic Transport Plan – Movement For growth includes a proposed Strategic Cycle Route network. The plan illustrates an indicative network linking locations rather than identifying actual routes. Many of the local links also form part of the intended Strategic Network and as such serve a dual purpose. Wherever possible routes are either segregated or follow quieter streets with low speed limits. However, there are occasions where space precludes segregation and no parallel route is available, when cycle lanes need to be provided on carriageway along principal roads or as shared pedestrian/cycle footways.
- 4.2 Local Cycling and Walking Infrastructure Plans (LCWIPs), as set out in the 2017 Cycling and Walking Investment Strategy, are a new, strategic approach to identifying cycling and walking improvements required at the local level. They enable a long-term approach to developing local cycling and walking networks, ideally over a 10-year period, and form a vital part of the Government's strategy to increase the number of trips made on foot or by cycle.
- 4.3 The SCWIP will have a prioritised plan for improvements to the local network within Sandwell, which align with existing Black Country and West Midlands strategies for planning and transport. It will be refreshed in a three to five-year period, incorporating new and updated data sources to support cycling and walking interventions in Sandwell.

5 CONSULTATION (CUSTOMERS AND OTHER STAKEHOLDERS)

- 5.1 The projects that deliver the SCWIP programme will be subject of individual consultations in line with exiting highway and transportation procedures and processes.

6 ALTERNATIVE OPTIONS.

- 6.1 For each scheme within the SCWIP, the options considered and the reasons for the recommended option will be set out in the individual approval reports as they are submitted to the Cabinet Member for Sustainable Transport

7 STRATEGIC RESOURCE IMPLICATIONS

- 7.1 The majority of funding for 'standalone' cycle infrastructure projects comes from Sandwell's allocation from the Integrated Transport Block (ITB). ITB is allocated annually by Central Government to Local Transport Authorities, such as the West Midlands Combined Authority. In the West Midlands the WMCA then re-allocates this funding to the districts on a 'per-capita' basis.
- 7.2 £125k of ITB is allocated to the 'Measures to Encourage Cycling' category in 2019/20. In addition, some of the projects to be funded from other categories such the 'Measures to Encourage Walking' and the various safety-related categories include a cycling element.
- 7.3 As well as ITB, cycle infrastructure is also funded through regional/sub-regional initiatives such as Managing Short Trips (MST), the Government's Local Sustainable Transport Fund and similar funding streams. These will be combined with ITB allocation to deliver the project within the SCWIP

8 LEGAL AND GOVERNANCE CONSIDERATIONS

- 8.1 Under section 65 (1) of the Highways Act 1980, a highway authority may, in or by the side of a highway maintainable at the public expense by them which consists of or comprises a made-up carriageway, construct a cycle track as part of the highway; and they may light any cycle track constructed by them under this section.
- 8.2 To convert all or part of a footway to a shared pedestrian and cycle route, all or the appropriate part of the footway must be removed under section 66 (4) of the Highways Act 1980, and a cycle track 'constructed' under section 65 (1) of the act. No physical construction is necessary but there needs to be clear evidence that the local highway authority has exercised these powers. This can be provided by a resolution of the appropriate committee or cabinet member.
- 8.3 Actions to manage and improve air quality are required by EU legislation via the 2008 ambient air quality directive (2008/50/EC) which sets legally binding limits for concentrations in outdoor air pollutants that impact public

health. This was transposed into UK legislation by the Air Quality Standards Regulation 2010 and came into force on 11th June 2010. There is the potential for the UK Government to be fined if EU limit values are continually exceeded. There is a risk to the Council as the reserve powers in the Localism Act 2011 have the potential to pass EU fines to local authorities and public bodies (where they have failed to take action when they could) unless air quality standards are met locally.

- 8.4 Measured air pollution levels in the Metropolitan Borough of Sandwell are amongst the highest in the West Midlands, with concentrations exceeding the annual Air Quality Objective for nitrogen dioxide (NO₂) at roadside monitoring sites. The whole borough was declared an Air Quality Management Area (AQMA) in 2005. Sandwell MBC has had an Air Quality Action Plan (2005) for a number of years which has a range of measures to improve air quality in the borough including “implementing a range of measures to promote alternative and sustainable travel” and “encouraging walking, cycling and take up of public transport”. Despite progress with the council’s Air Quality Action Plan, measured NO_x concentrations in the borough are not declining as expected.

9 EQUALITY IMPACT ASSESSMENT

- 9.1 Individual projects will be subject of Equality Impact Assessments as part of their formulation and the results reported to the Cabinet Member for Highways & Environment.

10 DATA PROTECTION IMPACT ASSESSMENT

- 10.1 The recommendations in this report do not result in the collection or retention of personal data.

11 CRIME AND DISORDER AND RISK ASSESSMENT

- 11.1 There are no Crime and Disorder issues arising from the recommendations set out in this report. Individual projects require Cabinet Member approval and will be subject of risk assessments as part of the approval process. Any resultant implications for crime and disorder will be included in the report.

12 SUSTAINABILITY OF PROPOSALS

- 12.1 All ‘on-road’ cycle infrastructure and those ‘off road’ routes that are parts of the public rights of way network form part of the Borough’s highway network and the cost of their maintenance is covered by the overall

highways maintenance budget. The canal-based routes remain the responsibility of the Canals & Rivers Trust.

13 HEALTH AND WELLBEING IMPLICATIONS (INCLUDING SOCIAL VALUE)

13.1 Nationally Sandwell is the 13th most deprived local authority out of a total of 326, with unemployment rates at 7.3%, which is higher than the national average of 5.4%. In Sandwell 34% of households do not have access to a car. Limited travel choices and high costs of public transport can limit social mobility by restrict residents from accessing employment, education and services. Sandwell residents that have limited travel choices and sparse resources can be disadvantaged in their aspirations. This has implications for council budgets in terms of benefits, housing, health, social care, and council tax revenue.

13.2 In 2012 24.5% of Year 6 children and 25.4% of adults in Sandwell were classified as obese; with levels physical activity and life expectancy being worse than the England average. Obesity and lack of exercise costs the Black Country £37 million a year and data published in 2018 showed Sandwell was the sixth worst area for obese children in the country. The West Midlands on the Move 2017-30 Physical Activity Strategy identifies that nearly two million adults or 29% of the West Midlands population are doing less than 30 minutes of activity a week. Inactivity is holding back economic growth and the better life chances, raised aspirations and better quality of life and leads to:

- Poorer health
- Less productivity at work
- More isolated society
- Reduced educational attainment

13.3 In order to mitigate the health impacts of inactivity in the West Midlands, the Strategy aims to provide a working partnership with local authorities and Transport for West Midlands (TfWM) “to create an extensive, safe and coherent network of well-designed off and on-road links connecting key destinations irrespective of administration boundaries to promote walking, cycling and running”.

14 IMPACT ON ANY COUNCIL MANAGED PROPERTY OR LAND

14.1 There are no direct implications for Council managed property or land arising directly from this report. Cycle routes on the highway network form part of the highways asset and are managed as such.

15 CONCLUSIONS AND SUMMARY OF REASONS FOR THE RECOMMENDATIONS

- 15.1 The provision of dedicated infrastructure for cyclists is an important element in making cycling a genuine mode choice, especially for short journeys. The investment in cycle infrastructure within Sandwell is targeted at delivering the routes across all three tiers; the National Cycle Network, the Metropolitan Cycle Network as identified in Movement for Growth, and a local Sandwell Network which will be identified in the Sandwell Cycling and Walking Infrastructure Plan
- 15.2 The board is recommended to consider this report and presentation on Sandwell's Cycling and Walking Infrastructure Plan prior to taking to it to Cabinet for approval and adoption

16 BACKGROUND PAPERS

- 16.1 None. A Power Point presentation will be given to the board supporting this report.

17 APPENDICES:

Appendix A: Map of SCWIP Improvement Routes and Core Walking Zones

Amy Harhoff
Director – Regeneration & Growth

