

Neighbourhoods

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High Level Priorities for Neighbourhoods

- Delivery of 600 new homes and maintenance of existing housing to ensure homes are high quality.
- Ensure we have a range of different housing types which meet a wide range of needs and allow people to meet healthy, independent lives.
- Work closely with the business community to identify local business need and ensure this information is shared with our schools and colleges.
- Offer a wide range of activities via Leisure, Museums and Libraries, which supports local nurseries, schools and home educated children.
- Reduce the number & impact of anti-social behaviour on our residents - through the delivery of the new ASB policy.
- Deliver significant improvement schemes to the key network routes, including M5, Birchley Island and M6.
- Ensure Town Plans are focused on meeting the needs and regeneration priorities of each town.
- Develop & deliver a cultural strategy which excites and enthuses local people.



Neighbourhoods

Regeneration and Growth

- Development Planning
- Spatial Planning, Regeneration and Business Growth
- Strategic Land and Assets
- Highways

Housing and Communities

- Housing Management
- Asset Management and Maintenance
- Communities and Partnerships (Voluntary Sector, Libraries and Museums)
- Commercial Services (Leisure, Waste, Greenspaces)

Aquatics Centre and Commonwealth Games

Business Excellence and Transformation



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.

- Delivery of 600 new homes and maintenance of existing housing to ensure homes are high quality.
- Planning framework to ensure developments are of a high quality which demonstrate high aspirations for the area.



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.

- Deliver a preventative homelessness service to meet requirements of the homelessness reduction act.
- Ensure we have a range of different housing types which meet a wide range of needs and allow people to meet healthy, independent lives.
- Improve the safety of our roads, reduce road casualties and increase the quality of and access to walking routes.



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.

- Work closely with the business community to identify local business need and ensure this information is shared with our schools and colleges.
- Ensure we use all available methods to help local people get jobs and local businesses to benefit from public sector investment.
- Offer more opportunities via the Neighbourhoods apprenticeship programme.



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.

- Support the school building programme and use our land to maximise advantage.
- Offer a wide range of activities via Leisure, Museums and Libraries, which supports local nurseries, schools and home educated children.
- Providing enrichment opportunities for young people via our Sports and Leisure provision.



Ambition 5 - Our communities are built on mutual respect and taking care of each other, supported by all the agencies that ensure we feel safe and protected in our homes and local neighbourhoods

- Partnership approach to tackling issues of modern day slavery.
- Reduce the number & impact of anti-social behaviour on our residents - through the delivery of the new ASB policy.
- Improve the safety and security of our housing stock and environment.
- Work in partnership to improve our responses to the Prevent agenda - terrorism, extremism & radicalisation.



Ambition 6 - We have excellent and affordable public transport that connects us to all local centres and to jobs in Birmingham, Wolverhampton, the airport and the wider West Midlands

- Support improvements to & access to Sandwell's transport infrastructure including metro, bus & rail.
- Work closely with Midlands Metro Alliance on the new Wednesbury – Brierley Hill Metro Link.
- Deliver significant improvement schemes to the key network routes, including M5, Birchley Island and M6.



Ambition 7 - We now have many new homes to meet a full range of housing needs in attractive neighbourhoods and close to key transport routes

- Continue to deliver new housing across the borough - both as a local authority & in conjunction with housing associations & the private sector.
- Ensure Town Plans are focused on meeting the needs and regeneration priorities of each town.
- Ensure we have local planning guidance which helps local areas manage permitted development schemes.



Ambition 8 - Our distinctive towns and neighbourhoods are successful centres of community life, leisure and entertainment where people increasingly choose to bring up their families

- Develop & deliver a cultural strategy which excites and enthuses local people.
- Ensure each Town Plan fully represent local needs.
- In partnership with the Heritage Lottery Fund and other funders, deliver improvements to our key visitor attractions - including Manor House & West Smethwick Park.
- Continue to improve the condition of green & open spaces, canals & waterways - through a review of the green space strategy and in partnership with Canals and Rivers Trust.



Ambition 9 - Sandwell has become a location of choice for industries of the future where the local economy and high performing companies continue to grow.

- Promote Sandwell as a strategic location for local business expansion & investment.
- Develop an account management approach to new and existing business.
- Use the Sandwell Business Ambassadors programme to encourage business growth and investment.
- Work closely with the Combined Authority and LEP to attract funding to support land remediation and growing priority sectors.



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

- Manage the council's assets & commercial estate more effectively using One Public Estate principles.
- Use commercial approaches to development where appropriate.
- Develop a new swimming facility to support the Commonwealth Games.
- Continue to ensure good practice across teams is recognised locally and nationally.

