

In 2030, Sandwell is a thriving, optimistic and resilient community.

It's where we call home and where we're proud to belong - where we choose to bring up our families, where we feel safe and cared for, enjoying good health, rewarding work, feeling connected and valued in our neighbourhoods and communities, confident in the future, and benefiting fully from a revitalised West Midlands.



People



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.



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.



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.



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.



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.



Place



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.



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



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



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



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.



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.

- Too many Sandwell children live in deprived households – and this restricts social mobility from one generation to the next.
- Children growing up in households where a parent does not work, or has low skills, are more likely to be out of work, in low income jobs or have a low level of education attainment themselves.
- Our ambition is to break this cycle by 2030. To do this, we need to:
- improve children’s life chances;
- have high expectations of children to achieve; and
- raise aspirations in schools and at home.
- We believe Sandwell’s future holds opportunity and success and that everyone has the potential to do well. We will all be bringing up our children to aim higher and expect better.



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.

- Sandwell people have less healthy lifestyles than the national average. People are living longer but are often in poor health as they get older – we want people to live well for longer.
- Everyone can help make this happen. By 2030, we will:
- all be taking more responsibility for improving our own health and the health of our families;
- have excellent co-ordination between social care and the NHS;
- have a strong approach – with all partner organisations – to prevent ill health and improve long-term health and wellbeing; and
- be doing well in protecting our most vulnerable adults and children.



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.

- Sandwell's low level of skills and qualifications is holding back people from achieving their potential.
- Having the right skills is important for people to get better paid jobs, and this is likely to become ever more important as lower skilled jobs will be at risk from automation.
- For Sandwell people to take up the jobs and opportunities available in 2030, we must:
- make sure people have the right mix of skills to equip them for the future job market;
- provide the right training – including the right balance of high-quality vocational training, apprenticeships and academic provision; and
- nurture links between education and business to fully understand what the job market needs and tailor it accordingly.
- In 2030, companies will be choosing to be in Sandwell because of our long-term approach to developing our workforce.



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.

- Giving children the best start in life through a good quality, well-rounded education is vital to increasing their life opportunities and social mobility.
- Our aim is that by 2030:
- high-quality primary and secondary education will be attracting and keeping young families in Sandwell;
- we will be expecting more for our children;
- the quality of teaching will be much better;
- technical and vocational education will have dramatically improved, with strong co-operation between schools and colleges; and
- parents will be more involved and schools will be excellent at developing skills to prepare children for life and raising their aspirations.



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.

- Sandwell's violent crime and anti-social behaviour levels are currently similar to the national average.
- More will be done in the coming years to reduce crime and anti-social behaviour – and our long-term plans to reduce deprivation and improve every child's life chances will also help with this.
- Our focus will be on:
 - continuing our effective working with the police and partner organisations;
 - building stronger community links;
 - preventing crime and anti-social behaviour; and
 - dealing effectively with domestic violence, female genital mutilation (FGM) and modern slavery.



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.

- Sandwell is well placed at the heart of the West Midlands transport system. We must make sure people have efficient and cost-effective ways to get to job and leisure opportunities.
- Around 30,000 Sandwell residents already commute to Birmingham every day.
- The new West Midlands Combined Authority (WMCA) aims to improve links both within the region and into the national network via HS2.
- By 2030, Sandwell will be reaping the rewards from better transport links across the region and growth in Birmingham, the rest of the Black Country and beyond.
- We'll also be making the most of the new Metro line, which includes linking Dudley Port station with Wolverhampton via Wednesbury.



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.

- Sandwell needs new areas of quality housing in places where people want to live and bring up their families and can easily get to jobs across the region by public transport.
- Significant numbers of new homes will also support businesses, town centres and local services.
- We also need well-placed new business sites to attract and retain successful employers.
- we will identify major development opportunities along public transport routes and develop plans with the community and developers to make this happen; and
- around 8,500 new homes will be built on sites with rapid transport connections into Birmingham, including the Dudley Port line, Metro and Jewellery line (Worcester to Birmingham).
- These homes will be serviced by excellent facilities. The scale of change will mean Sandwell will be a noticeably better place to live.



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.

The distinctiveness of Sandwell's six towns is a major strength. These towns already provide a focus for community life and have further potential.

By 2030:

- our six towns will be more vibrant, focusing on their individual strengths, strong heritage and community;
- Sandwell's industrial heritage will have been given new life, creating local pride and jobs;
- the great work already achieved in parks and green spaces will be kept up, and we will have made the most of our canals to link these aspects of community life; and
- families will be choosing to move into and stay in Sandwell and be proud of their town.



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.

- The new West Midlands Combined Authority (WMCA) says the region's strengths and opportunities lie in the advanced manufacturing sector, new digital industries and the harnessing of environmental technologies.
- Sandwell has many strong businesses that are developing to build resilience for the future – but there is more we need to do to put Sandwell at the forefront of a successful regional economy.
- By 2030, Sandwell will have geared up to attract the industries of the future to locate, expand or do business in the borough.
- This means making sure the best companies have the land, trained workforce and necessary infrastructure to grow and prosper.
- Sandwell's economy will be resilient and flexible, able to respond and evolve because all the basics will be in place.



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.

To build a more resilient and successful Sandwell, we all need to work together and focus on addressing the things that really matter in people's lives.

We need to tackle the challenges and get the basics right by working together in a different way. By 2030, Sandwell will be:

- nationally recognised for getting things done by everyone working together;
- a place known for trying out new things and taking measured risks – adopting new ideas from businesses, voluntary and community organisations, schools and colleges, and local people.
- Sandwell people will play a central role in deciding what happens in their area and achieving success.
- Sandwell will be proud of what it has achieved and confident that the future will be better and that other areas will want to learn from our achievements.

