

# Regeneration & Inclusive Growth Strategy and Delivery Plan

## Update to Select Committee for Policy Review

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# Sandwell's Vision 2030

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.

## 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 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.

## 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.

## 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.

## 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.

## 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.

## 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.

## 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.

## 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.

## 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.

Find out more  
[www.sandwell.gov.uk/vision2030](http://www.sandwell.gov.uk/vision2030)

## The key question

**‘How do we close the growth and prosperity gap in Sandwell Borough, to the benefit of all residents and communities?’**



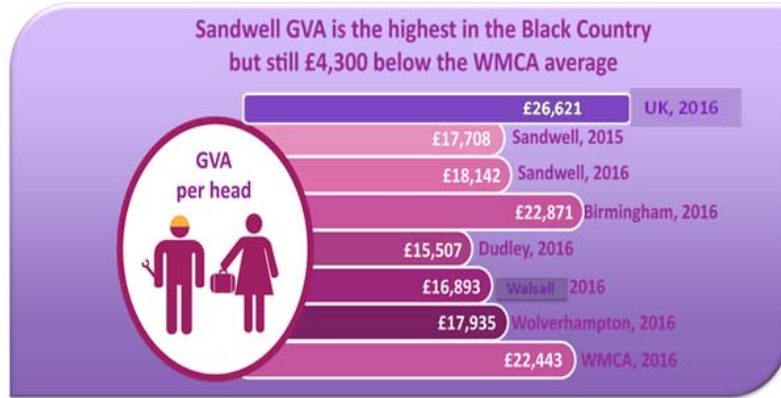
# What are the Drivers?

## Sandwell Drivers

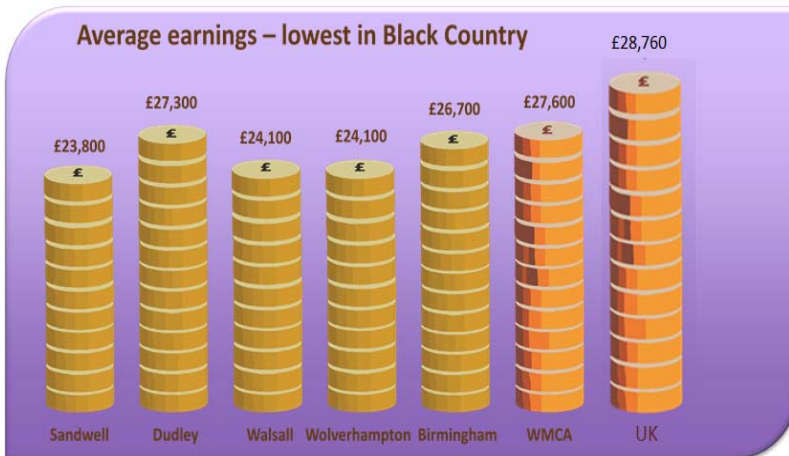
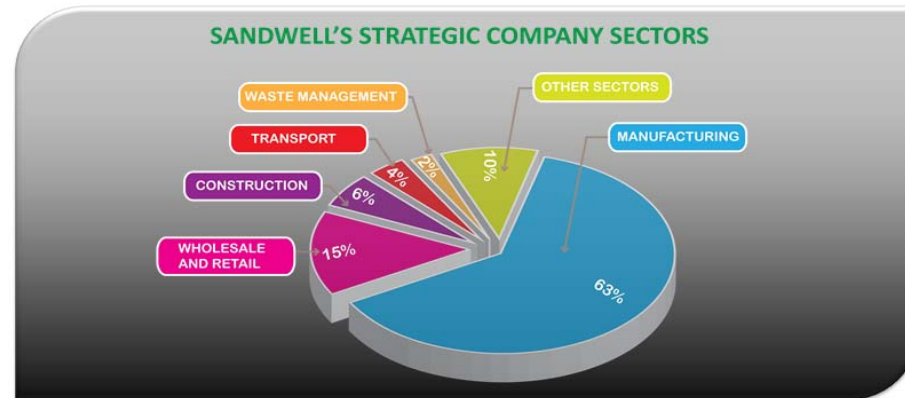
- Committed to change – to deliver the 2030 vision we need a drive on regeneration and a strategy to ensure growth is inclusive
- Low pay is a significant problem and we have the lowest average annual full time earnings across the Black Country.
- Complex supply side market failures e.g. land supply, viability gaps and low skills and educational attainment.
- Ensuring economic resilience.
- Poor health indicators
- **External Drivers**
- Working in a complex policy, strategy, funding and delivery environment (National, WMCA and LEP)
- Competitive edge – many areas face the same challenge.
- Alongside an uncertain national context (Devolution/ Brexit).
- The requirement for a clear signal to the market – skills, education, health, regeneration sites, infrastructure



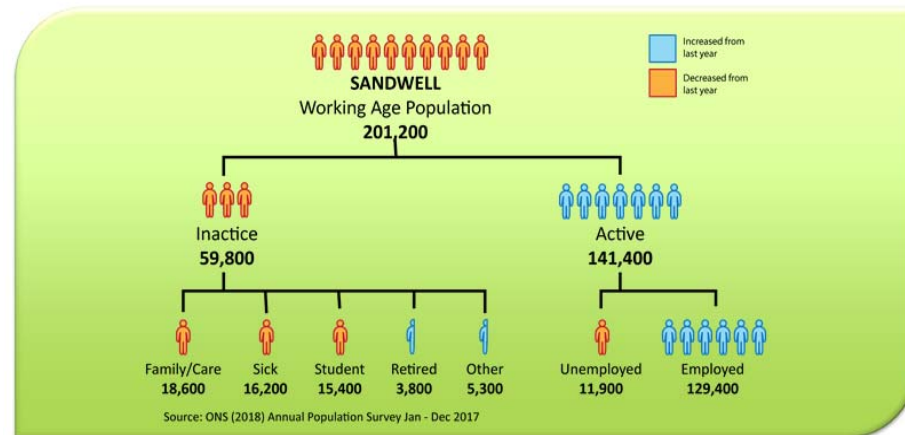
# Corporate data analysis

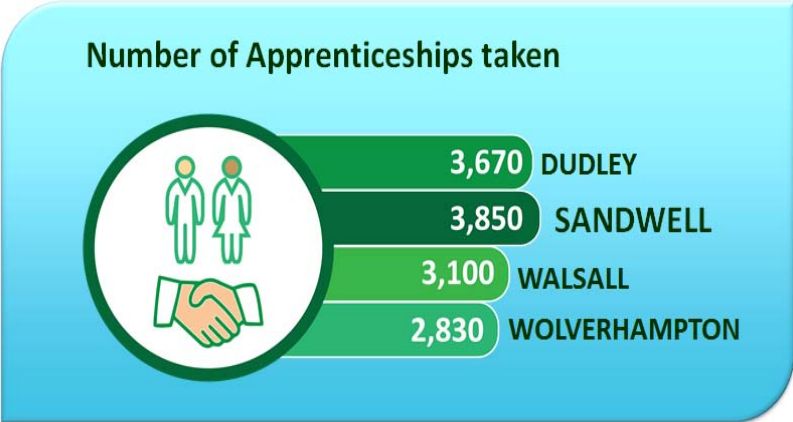
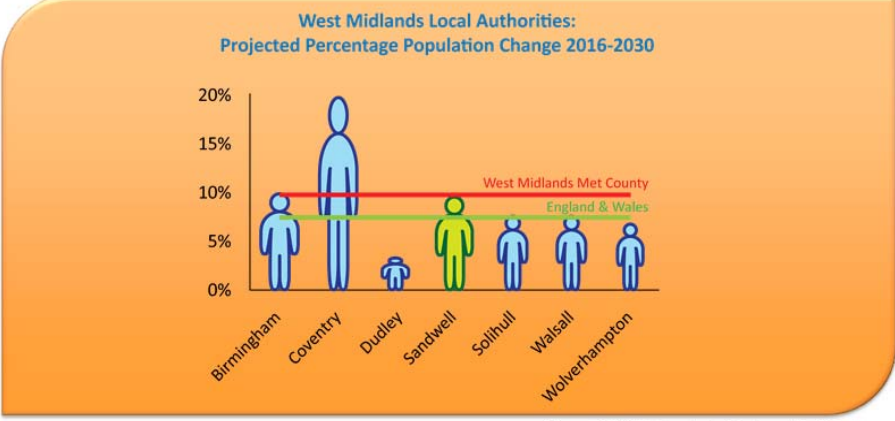


Source: ONS (Dec 2017) Balanced Gross Value Added (GVA) by Local Authority in the UK



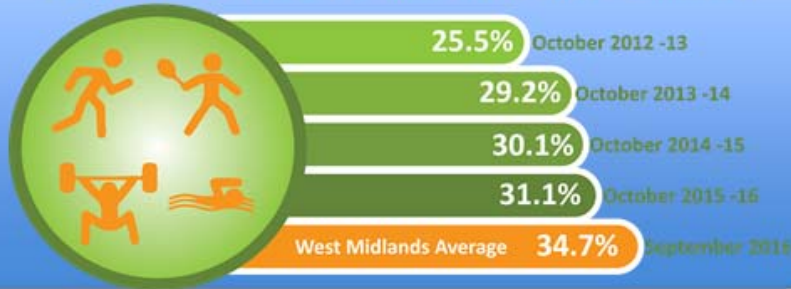
Source: ONS (2017) Annual Survey of Hours and Earnings





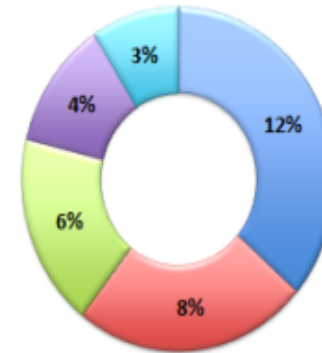
Participation has increased to 31.1% representing a 1% increase in the population

### Sandwell - % increase in sport activity 1 x 30 minutes



Source: Active People Survey

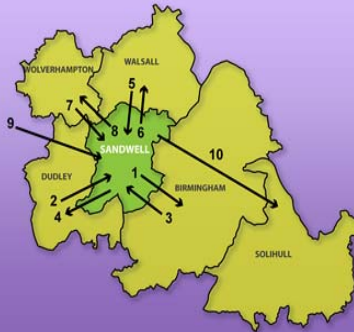
### Residents who commute to Sandwell from neighbouring local authorities



■ Dudley ■ Walsall ■ Wolverhampton ■ South Staffs ■ Birmingham

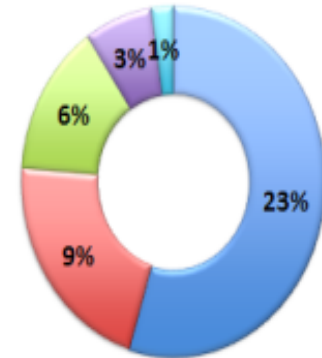
### Travel to work Flows

The 10 largest travel to work flows in or out of the authority are shown on the map opposite



| No. | Volume of Commuters |
|-----|---------------------|
| 1   | 28,088              |
| 2   | 16,877              |
| 3   | 13,661              |
| 4   | 11,739              |
| 5   | 8,679               |
| 6   | 6,843               |
| 7   | 6,133               |
| 8   | 3,780               |
| 9   | 1,894               |
| 10  | 1,511               |

### Sandwell residents who commute to neighbouring local authorities



■ Birmingham ■ Dudley ■ Walsall ■ Wolverhampton ■ Solihull



## Feedback from LGA Peer Challenge – Jan 2018

**‘Consider and develop a strategic regeneration and skills plan for the Borough to compliment Vision 2030 ambitions’**

**‘Create a narrative about the long term inclusive growth of the Borough’**





## What is Inclusive Growth

We are working with the Joseph Rowntree Foundation who define inclusive growth as:

**“enabling as many people as possible to contribute to and benefit from growth”**

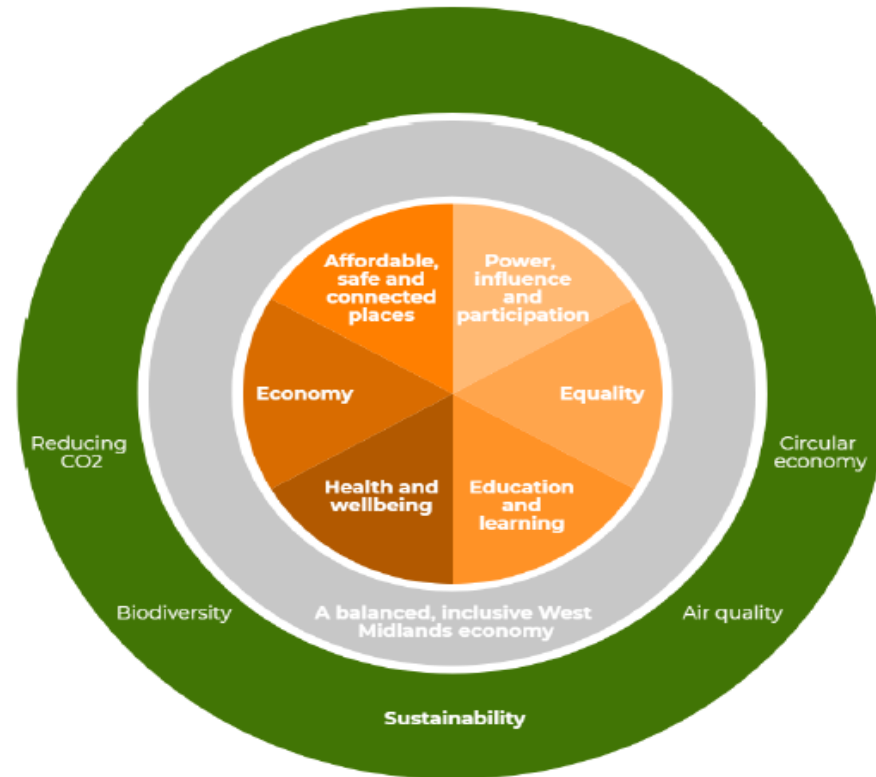


## WMCA Inclusive growth agenda

- SMBC working closely with the Combined Authority to lead on developing Sandwell's Inclusive Growth agenda and set the benchmark across the West Midlands.
- June 2017, WMCA Board approved its Policy Research Plan, which placed inclusive economic growth as one of four priorities.
- Sept 2017, the Productivity & Skills Commission's call for evidence backed this direction of travel aligning with the Joseph Roundtree Foundation view of an inclusive West Midlands.
- June 2018, Inclusive Growth Unit launched.
- Sept 2018, WMCA board recommended first iteration of the Inclusive Growth Framework.



**Inclusive Growth Framework – the space for a balanced, inclusive economy is where social challenges can be met without degrading the environment**



## Proposed next steps – Member session, partner engagement to develop Regeneration and Inclusive G Strategy

### Member Steer

- Key discussion with corporate portfolio holders to understand objectives
  - Understand how we can maximise the benefits of regeneration and inclusive growth across all portfolios.
  - Start of on-going member involvement
  - Business planning alignment from each portfolio
- Partner engagement:
    - Communication and engagement strategy to be drafted for internal and external partner involvement.
    - Key focus on meaningful engagement with Sandwell's businesses and communities

