

**Cabinet Report – Sandwell Valley 10 Year Master Plan Approval - Appendix D: Social Value Impacts**

Activity	Who will benefit	Social Value Outcomes (Community, wellbeing, sustainability, diversity)	Extended impact (vision 2030)
Wider Country Park visits (Zone 1-4)	Sandwell residents, community groups, visitors from outside of Sandwell, Schools, collages	<ul style="list-style-type: none"> <li>- Provision of trails, zones and increased connectivity will take hundreds of thousands if people further into the country Park than the existing playground and car parks.</li> <li>- Increased physical activity improve physical well-being, and mental health of Sandwell residents.</li> <li>- Access to green open spaces, nature, wildlife without having to leave Sandwell will improve resident’s mental well-being.</li> <li>- Provision of new play areas provide great ‘days out in Sandwell’ benefiting communities and providing equal opportunities to those unable to travel due to ability or cost.</li> <li>- Encourage a wider sense of community and civic pride in Sandwell.</li> </ul>	<p>Thriving Neighbourhoods</p> <p>People live well and age well</p> <p>Centre of community life leisure and entertainment</p>
Swan Pool- water sports and bike track (Zone 5)  (Not applicable in in bronze option)	Sandwell residents, community groups, visitors from outside of Sandwell	<ul style="list-style-type: none"> <li>- Formation of new club/societies and the provision of facilities for existing community groups within Sandwell to further build a sense of community.</li> <li>- Provide equal opportunities to Sandwell residents are unable to travel outside of Sandwell to participate in water sports and activities.</li> <li>- Improved well-being confidence and ability to build resilience in challenging times, particularly for young people.</li> <li>- Increase outdoor water safety skills within Sandwell diverse residents.</li> <li>- Provide great days out in Sandwell creating civic pride.</li> <li>- Encourage physical activity to improve physical and mental well-being.</li> <li>- Ensure that future Sandwell residents understand how to protect green spaces, lakes, ponds and watercourses for wildlife and nature.</li> </ul>	<p>High aspirations for young people</p> <p>Centre of community life leisure and entertainment</p> <p>Improve long term health and well being</p>
Forge Mill farm visits (Zone 6)  (Reduced offering in silver and bronze options)	Sandwell residents, community groups, visitors from outside of Sandwell, schools, groups	<ul style="list-style-type: none"> <li>- Opportunity for high quality experiences and encounters at an affordable price for the whole community- up to 123,000 individual visits a year by 27/28.</li> <li>- Provide equal opportunities and experiences for Sandwell residents, particularly those who are unable to travel outside of Sandwell, to encounter farming, animals, the outdoors and food production in Sandwell.</li> <li>- Improved mental well-being through interactions with animals and the outdoors in a safe and accessible environment.</li> </ul>	<p>Thriving Neighbourhoods</p> <p>People live well and age well</p>

		<ul style="list-style-type: none"> <li>- Celebrate the farming heritage of many of Sandwell's diverse residents to being able to share animal and farming experiences with next generation.</li> <li>- To prorate sustainable practice and inspire the next generation.</li> <li>- To provide exciting and accessible day out for residents with disabilities on an accessible site.</li> <li>- To empower Sandwell residents to shop, cook and eat in a way that promotes physical and mental well-being throughout their whole life.</li> <li>- Provide increased employment and training opportunities through increase visitor numbers</li> </ul>	<p>Centre of community life leisure and entertainment</p> <p>Raising aspirations</p>
<p>Education and outreach engagements (whole site)</p> <p>(Reduced offering in silver and bronze options)</p>	<p>Schools, collages, community groups, SEND, LAC, Under-fives, older adults</p>	<ul style="list-style-type: none"> <li>- Provision of quality, curriculum targeted school trips within Sandwell that require limited travel time/cost for up to 15,000 a year by 28/29.</li> <li>- Encourages more 'first-time use' of the country Park leading to further future visits</li> <li>- Improving confidence, well-being and ability to build resilience in Sandwell residents, particularly young people.</li> <li>- Encourage increased physical activity to improve physical well-being, and mental health of Sandwell residents.</li> <li>- Introducing green careers and setting a culture of hard-working responsible young people with a clear focus for the future.</li> <li>- Encourage improvement in attendance/behaviour, tough reward-based approach.</li> </ul>	<p>High aspirations for young people</p> <p>Create a skilled and talented workforce</p> <p>Provision of High-quality education</p>
<p>Volunteers and community projects (whole site)</p>	<p>Young People, Unemployed residents, retired people, people with disabilities, out or work parents/carers, community groups, Sandwell green spaces</p>	<ul style="list-style-type: none"> <li>- Volunteering to improve community outcomes and green spaces accessibility.</li> <li>- Build a greater sense of community, build relationships and tackle loneliness.</li> <li>- Introducing green careers and setting a culture of hard-working responsible young people with a clear focus for the future.</li> <li>- Encourage increased physical activity to improve physical well-being, and mental health of Sandwell residents.</li> <li>- To prorate sustainable practice and inspire the next generation.</li> <li>- Improving confidence, well-being and ability to build resilience in Sandwell residents, particularly young people.</li> </ul>	<p>High aspirations for young people</p> <p>Create a skilled and talented workforce</p> <p>stronger community links built</p>
<p>Forge Mill Farm Food Barn and Food Field</p>	<p>Schools, collages, community groups, SEND,</p>	<ul style="list-style-type: none"> <li>- To empower Sandwell residents to shop, cook and eat in a way that promotes physical and mental well-being throughout their whole life.</li> </ul>	<p>Residents live healthy lives longer</p>

<p>(Zone 6)</p> <p>(Not applicable in silver and bronze options)</p>	<p>LAC, Under-fives, older adults, groups and organisations outside of Sandwell.</p>	<ul style="list-style-type: none"> <li>- To provide skills, advice and training on how to cook affordable meals from scratch to tackle the obesity and food poverty crisis.</li> <li>- Improved community engagement through wider growing projects, demonstrations and displays.</li> <li>- To welcome groups and organisations from outside of Sandwell to showcase sustainability, community and diversity in Sandwell.</li> <li>- Support the provision of quality, curriculum targeted school trips within Sandwell that require limited travel time/cost for up to 15,000 a year by 28/29.</li> <li>- Opportunity for high quality experiences and encounters for the whole community when they visit Forge Mill Farm- up to 123,000 individual visits a year by 27/28.</li> <li>-</li> </ul>	<p>Provision of High-quality all education</p> <p>Nationally recognised centre of excellence</p> <p>Raising aspirations</p>
<p>Conservation and environmental stewardship work (whole site)</p>	<p>Sandwell residents, greenspace, wildlife,</p>	<ul style="list-style-type: none"> <li>- Regenerative approach to managing the land will promote improvements in natural habitats.</li> <li>- Strategic winter grazing will reduce soil damage, nutrient leaching and subsequent damage to watercourses, invertebrates which have within them and bird and small mammal species which rely on them.</li> <li>- Mark to promote diversity within grasslands, hedges and field margins to encourage more insect species, small mammals and birds.</li> <li>- Protection and management of hedgerows to provide environments for wildlife to live within and feed off promoting increased numbers of larger bird species.</li> <li>- Managing land and animals to reduce reliance on insecticides and antiemetics.</li> <li>- Promote carbon sequestration through better soil management to increase organic matter levels within the soil. Positively Contributing to Sandwell's climate change objectives.</li> <li>- Management of local nature reserves promote target species and improve habitat.</li> <li>- Welcome groups and land managers from all around the UK to promote knowledge exchange great civic pride.</li> </ul>	<p>Nationally recognised centre of excellence</p> <p>Raising aspirations</p> <p>Improve long term health and well being</p>