



“Our role as the council’s engine room is pivotal; we are the driving force behind innovation, improvement, and the consistent delivery of high-quality services that meet the needs of our residents.”

James McLaughlin - Assistant Chief Executive

Achieving Our Ambitions

We will provide **clear and transparent decision making and effective governance**. Our key focus is to **improve outcomes for local people** by providing excellent, **high quality inclusive services for all of our customers**. To do this, we will continue to listen to those we serve, ensuring that **all of our residents, including our children and young people are active participants in influencing change**.

Driving the culture of the organisation starts with us. We will improve our **understanding and work with our communities**, ensuring that **our workforce is representative** of our local community. We aspire to be an **employer of choice, with a high performing workforce**.

Our Services:

- Corporate Communications
- Corporate Customer
- Democratic and Member Services
- Equalities, Diversity and Inclusion
- Human Resources and Organisational Development
- Leader and Cabinet Office
- Service Improvement

Key Plans and Strategies

- Council Plan 2024 - 2027
- Customer Experience Strategy
- People Strategy 2024 - 2027
- Performance Management Framework
- Sandwell Neighbourhoods Strategy 2024 - 2027



Priority Actions and Monitoring Progress

We support delivery of the **One Council One Team** and **Living in Sandwell** strategic themes from the Council Plan. To achieve the desired outcomes outlined in the Council Plan 2024 - 2027, we will:

Living in Sandwell

- Implement the new neighbourhood working model

One Council One Team

- Set the council’s strategic direction and vision
- Complete a comprehensive review of the council’s constitution, governance and decision-making frameworks
- Continue to consult with residents
- Establish a new Sandwell place-based partnership
- Develop a new story and narrative for Sandwell
- Design and deliver a Data Strategy
- Agree an approach for continuous improvement
- Implement the Member Development Strategy
- Design and deliver the Equality, Diversity and Inclusion Strategy
- Streamline our approach to voluntary sector grants
- Implement the Communications Strategy
- Deliver the Discovery phase of UNICEF UK Child Friendly Communities framework
- Implement the Customer Experience Strategy and Customer Service Standards

Our top Key Performance Indicators are:

1. Customer satisfaction - One Stop Shop, MySandwell, Contact Centre
2. Trust in the council as reported in the annual residents survey
3. Satisfaction in the council as reported in the annual residents survey

We monitor performance on a quarterly basis through our Corporate Performance Report. You can view our progress here:

www.sandwell.gov.uk/performance