

Assistant Chief Executive



“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:

- Customer, Democracy and Neighbourhoods
- Human Resources and Organisational Development
- Strategy and Communications

Key Plans and Strategies

- Council Plan 2024 - 2027
- Communications Strategy
- Customer Experience Strategy 2025 - 2028
- Forward Plan
- Member Development Strategy
- People Strategy 2024 - 2027
- Performance Management Framework
- Sandwell Neighbourhoods Strategy 2024 - 2027



Plan on a Page 2026 - 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

- Conduct a 12 month review of the neighbourhood working model
- Develop the Sandwell Aspirations Programme, setting out tangible actions to address deprivation

One Council One Team

- Work collaboratively with the Sandwell Together Partnership to co-produce and launch a shared vision for the borough
- Drive intelligence led decision making, improving the use of insights and further enabling the voice of all residents in this process
- Reset the council’s strategic priorities and launch a new Council Plan
- Drive high standards of customer service across the Council ensuring that all staff focus on the delivery of consistent and quality services that meet the needs of our communities
- Deliver the People Strategy Action Plan
- Implement the Communications Strategy
- Implement Elected Member Induction and Development programme
- Increase youth participation in and engagement with decision making
- Ensure effective governance and oversight of voluntary sector grant programmes that are aligned with council priorities
- Maintain the Constitution, publish the Forward Plan of Key Decisions and develop and deliver ambitious work programmes for scrutiny

Our top Key Performance Indicators are:

1. Customer satisfaction - One Stop Shop, MySandwell, Contact Centre
2. Trust and satisfaction in the council as reported in the 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