



“We want to ensure that every child and young person has the opportunity to learn, grow and thrive in a safe, supportive environment. Our shared goal is clear: to provide every child with the support and opportunities they need to flourish.”

Sally Giles - Executive Director Children and Education

Achieving Our Ambitions

Our focus is to ensure that all children and young people in Sandwell are **given the best start in life** so that they can go on to **achieve their full potential** in the future. We will support them to **lead happy, healthy lives** offering a range of opportunities for **positive activities, play and having fun**. We want every child in Sandwell to grow up in a **safe, stable loving home**. Our aim is to ensure that children, young people and their families **receive the right support, in the right place and at the right time**.

Our Services:

- Commissioning, Partnerships, and Improvement
- Education Services
- Education Support Service
- Special Educational Needs and Disabilities (SEND)

Key Plans and Strategies

- Attendance Improvement Plan
- Children and Families Strategy 2025 - 2028
- Child Friendly Sandwell Action Plan 2026 - 2029
- Corporate Parenting Strategy 2025 - 2028
- Corporate Safeguarding Oversight Improvement Plan
- Early Years Strategy 2026 - 2028
- Elective Home Education Improvement Plan
- Inclusion Strategy
- Neglect Strategy
- School Improvement Strategy
- Skills and Employment Strategy 2024 - 2030
- SEND Strategy and Improvement Plan
- Workforce Development Plan



Priority Actions and Monitoring Progress

We support delivery of the **Growing up in Sandwell** strategic theme from the Council Plan. To achieve the desired outcomes outlined in the Council Plan 2024 - 2027, we will:

Growing up in Sandwell

- Ensure the Early Years Strategy aligns with the Best Start in Life Plan to meet national EYFS Good Level of Development targets by 2028
- Ensure schools are supported to meet national Key Stage 4 standards, focusing on Maths and sustained progress from Key Stage 2 onwards
- Adopt a whole-system approach supporting Sandwell schools boost attendance above national averages, focusing on reducing persistent absences and improving attendance among vulnerable groups
- Deliver SEND transformation by ensuring children and young people with SEND receive the support they need as soon as possible, partnering across services and families to incorporate lived experience into service design and delivery
- Prepare young people for their next step by creating a multi-agency employment and careers hub to boost their access to education, employment or training
- Develop a children and young people's voice, influence and change programme of activity and deliver the communication priority as set out in the Child Friendly Sandwell Action Plan
- Ensure there is a partnership approach to implementing the national reforms in respect of family help and safeguarding

Our top Key Performance Indicators are:

1. % of children achieving a Good Level of Development in the EYFS
2. % of all pupils in Sandwell schools achieving a Grade 5 (strong pass) or above in both English and Maths at the end of Key Stage 4
3. % of Education, Health and Care Plans completed within 20 weeks, excluding agreed exceptions for all age groups, from referral date

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

www.sandwell.gov.uk/performance