



“The services we provide touch our communities’ lives daily and play a vitally important role in ensuring their wellbeing. In all we do we place the needs of our residents and our communities first and foremost.”

Alan Lunt - Executive Director

Achieving Our Ambitions

Our key focus is to **improve outcomes for local people**. To do this we will provide **safe and affordable homes** that are **well connected** and keep our public spaces **clean and well maintained**. We will support **businesses to grow, maximise investment** into the borough and **create job opportunities** for local people. Working together with our partners, we aim to ensure that our **residents feel safe in their communities** during the day and at night.

Our Services:

- Community Safety, Regulatory Services and Public Protection
- Contracts, Projects, Strategy and Policy
- Environment
- Highways
- Housing Services
- Property and Assets
- Regeneration and Growth

Key Plans and Strategies

- Asset Management Strategy
- Business Growth Plan
- Climate Change Strategy
- Community Safety Strategy
- Cultural Strategy
- Domestic Abuse Strategy
- Housing Asset Management and Compliance Strategy 2025-2030
- Housing Strategy 2023-2028
- Regeneration Strategy and Pipeline
- Strategic Road Safety Plan 2024-2030



Priority Actions and Monitoring Progress

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

Living in Sandwell

- Review and implement new structures to address anti-social behaviour
- Work with partners to deliver our Community Safety Strategy to reduce crime and increase public safety
- Deliver compliance with the Consumer Standards for Social Housing
- Deliver Housing Repairs Review and Backlog Improvement Plan
- Continue to improve street cleansing and response to fly tipping
- Implement Alternate Weekly Collection regime for waste and recycling
- Continue to manage and maintain our green spaces
- Plant 10,000 trees by 2030

Thriving in Sandwell

- Deliver priorities within the Regeneration Pipeline
- Deliver Haden Hill Leisure Centre
- Implement new model of Business Support / Skills Development
- Commence delivery of Birchley Island Major Highway Improvements
- Develop a sustainable and attractive visitor services offer

One Council One Team

- Delivery of Corporate Landlord approach to Asset Management

Our top Key Performance Indicators are:

1. Housing Compliance Health Check (over six key areas)
2. Household waste recycled and composted rate
3. Total Recorded crime

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

www.sandwell.gov.uk/performance