



“ 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 Place

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:

- Economy and Regeneration
- Environment and Public Protection
- Housing
- Property and Assets

Key Plans and Strategies

- Alternate Weekly Collections Implementation Plan
- 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 Improvement and Transformation Plan
- Housing Strategy 2023-2028
- Regeneration Strategy and Pipeline
- Strategic Road Safety Plan 2024-2030
- Sandwell Local Plan (when adopted)



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

- Deliver phase two of Alternate Weekly Collections - expand for flats
- Develop a clear strategy for parks and visitor services
- Develop and refresh the Housing Improvement and Transformation Plan
- Provide advice and assistance to landlords and residents in line with Renters Right Act reforms
- Recommission the service for Welfare Rights and Debt Advice
- Refresh the Housing Strategy and Allocations Policy
- Standardise how we maintain the public realm
- Implement new Anti-Social Behaviour operating model

Thriving in Sandwell

- Work with West Midlands Combined Authority to maximise the benefits of the Birmingham, Smethwick to West Bromwich and Wednesbury to Dudley Growth Corridors
- Align Business Growth service to Economic Development Vehicle
- Deliver Regeneration Pipeline programmes
- Embed the new Sandwell Local Plan into decision making
- Ensure robust policy basis to improve highways connectivity
- Conduct Strategic Leisure Review

One Council One Team

- Adopt a new Asset Management Strategy

Our top Key Performance Indicators are:

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

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

www.sandwell.gov.uk/performance