

Appendix 2 | Inclusive Growth in Sandwell – Vision 2030

Sandwell MBC has a vision for its towns and citizens for 2030: they will be **thriving**, **optimistic** and **resilient**. It sees inclusive growth as the approach that will take Sandwell to that vision: and is working to develop its definition, metrics and delivery tools.

Like other partner authorities in the West Midlands, Sandwell owns its vision and is building inclusive growth around it – but the PSR team at WMCA has been supporting key officers and sharing insight, to ensure that both institutions can learn from one another.

Sandwell's Ambitions for People

	1. Sandwell is a community where our families have high aspirations and where we pride ourselves on equality of opportunity and on our adaptability and resilience.
	2. Sandwell is a place where we live healthy lives and live them for longer, and where those of us who are vulnerable feel respected and cared for.
	3. Our workforce and young people are skilled and talented, geared up to respond to changing business needs and to win rewarding jobs in a growing economy.
	4. Our children benefit from the best start in life and a high quality education throughout their school careers with outstanding support from their teachers and families.
	5. Our communities are built on mutual respect and taking care of each other, supported by all the agencies that ensure we feel safe and protected in our homes and local neighbourhoods.

Sandwell's Ambitions for Place

	6. We have excellent and affordable public transport that connects us to all local centres and to jobs in Birmingham, Wolverhampton, the airport and the wider West Midlands.
	7. We now have many new homes to meet a full range of housing needs in attractive neighbourhoods and close to key transport routes.
	8. Our distinctive towns and neighbourhoods are successful centres of community life, leisure and entertainment where people increasingly choose to bring up their families.
	9. Sandwell has become a location of choice for industries of the future where the local economy and high performing companies continue to grow.
	10. Sandwell now has a national reputation for getting things done, where all local partners are focused on what really matters in people's lives and communities.

One key aspect of Sandwell's approach is a complementary set of 'soft' insights on how people are feeling: the Sandwell Barometer. The Barometer results will be combined with other metrics to build a picture of progress across the six towns: Oldbury, Rowley Regis, Smethwick, Tipton, Wednesbury, and West Bromwich. This is a key area for WMCA to learn from.

As it matures, the Inclusive Growth Unit will create the space for Councils and others to develop, share and refine their approaches to defining and delivering inclusive growth. The WMCA's aspiration is that differences will arise from the distinctiveness of places and people, but not from ignorance of one another's work.

A summary of an early iteration of Sandwell's tracker is below:

Theme	Key Factor	Indicator
How we do things	Designing our work	Co-production
		Commissioning/procurement
	Engagement	Listening
		Engagement
Health and Wellbeing	Children get the best start in life	Healthy pregnancies
		Child development and school readiness
		Social Mobility
		Growing up into healthy adults
		Emotional and mental wellbeing
		Additional support needs
		Better physical and mental health
	Life Expectancy at birth	
	Hospital admissions alcohol attributable. Working age population with ESA cases with mental health and behaviour disorder diagnosis.	
	Additional support needs	
	Social Isolation	

	Vulnerable people will be given the right support	Adverse Childhood Experiences
		Older people health and independence
		Additional support needs
Community	Aspiration and optimism	Child and parent aspiration
		Optimism for the future
		Engagement in Education
	Safety	Feeling Safe
		Child Exploitation
		Anti-social behaviour
	Revitalised town centres	Domestic Abuse
		Prosperity
		Living in town centres
	Sustainable environment	Community Activity
		Accessibility by public transport
		Pollution
	Business	Employment land
		Apprenticeships
		Business community optimism
	Homes	Business Starts
		Sustainable/ accessible housing
		Housing mix
Homelessness		
Inclusion	Income	Housing Quality
		Out of Work benefits
		In-work Tax Credits
	Living costs	Low earnings
		Housing affordability
		Housing costs
	Labour market exclusion	Fuel Poverty
		Unemployment

		Economic inactivity
		Workless households
		Funded Early Education and Childcare
Prosperity	Output growth	Output
		Private sector businesses
		Wages/earnings
	Employment	Workplace jobs
		People in employment
		Employment in low pay sectors
	Human Capital	Higher level occupations
		Intermediate and higher-level skills
		Educational Attainment
		Low level skills