

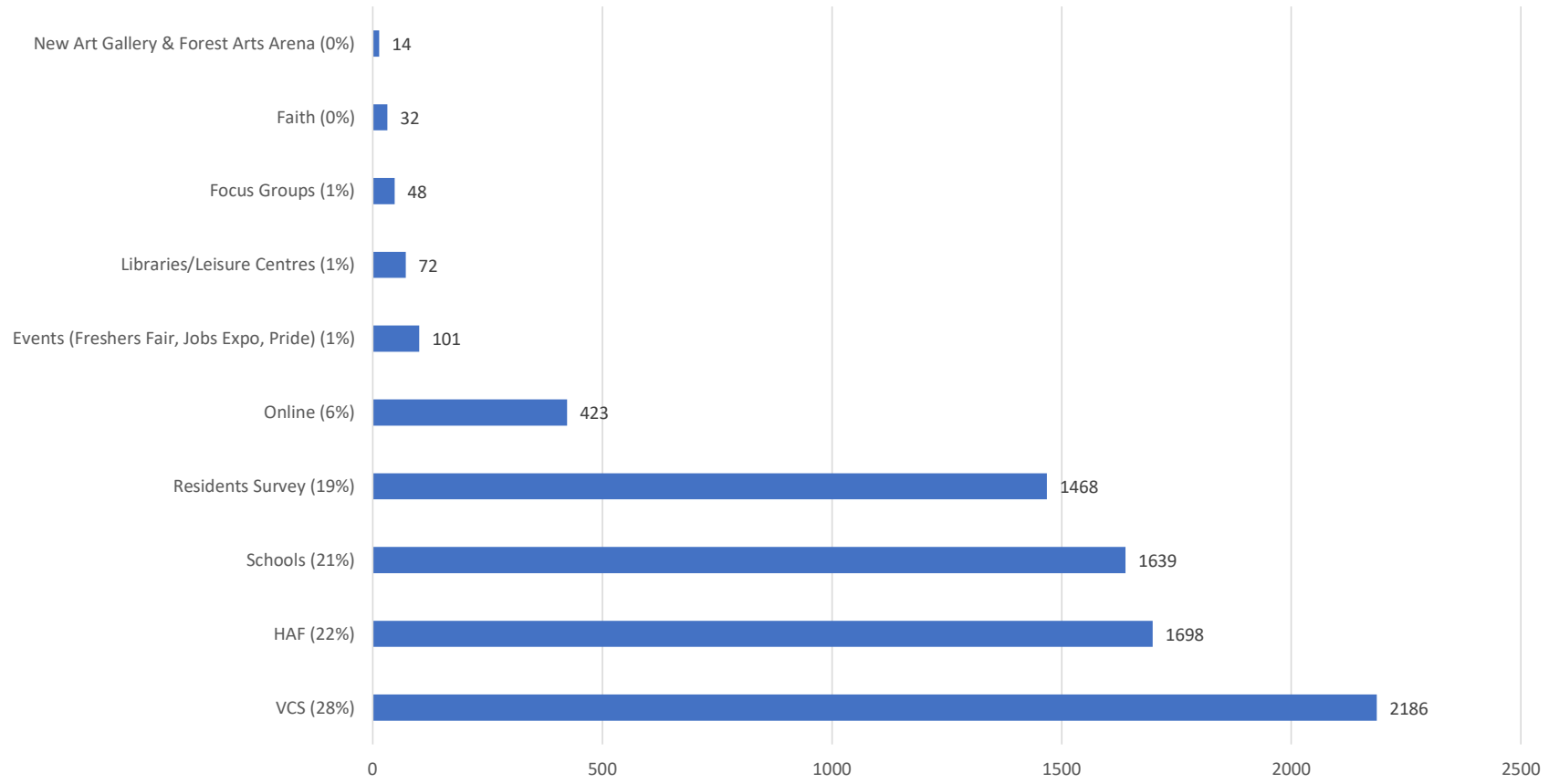
# WE ARE WALSALL 2040

Engagement feedback



# Participants to date

Engagement to date is 7681 and still counting...

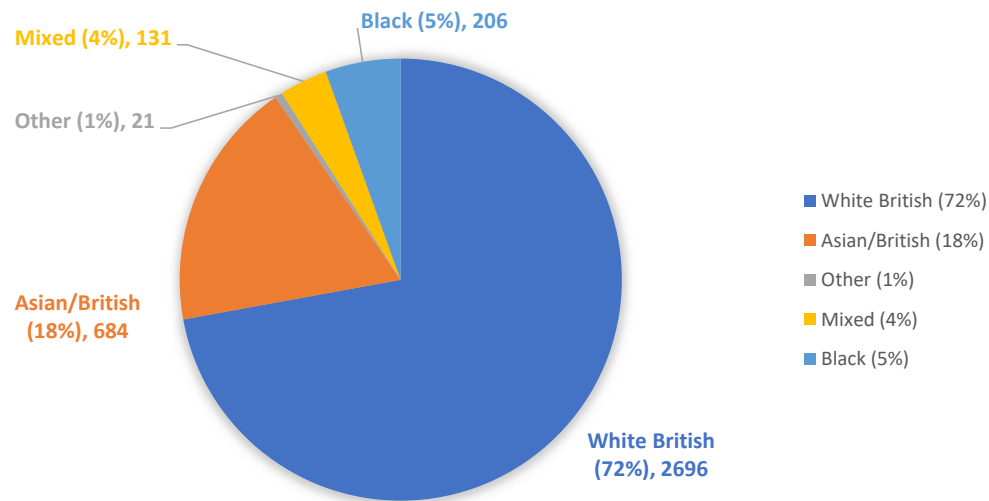


# Engagement profile overall data to date



Vera Group

## ETHNICITY PROFILE ACROSS WAW2040 PARTICIPANTS



Darlaston All Active



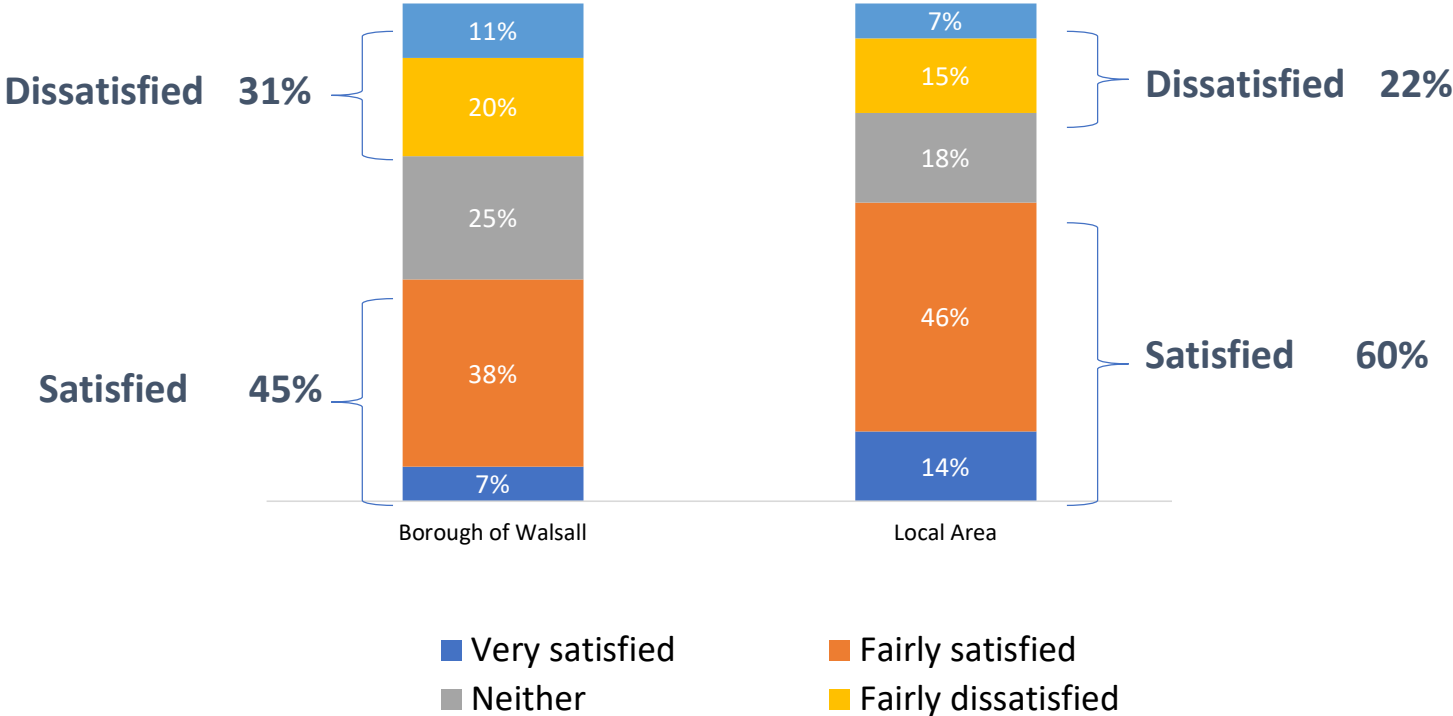
MindKind

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# **Satisfaction**

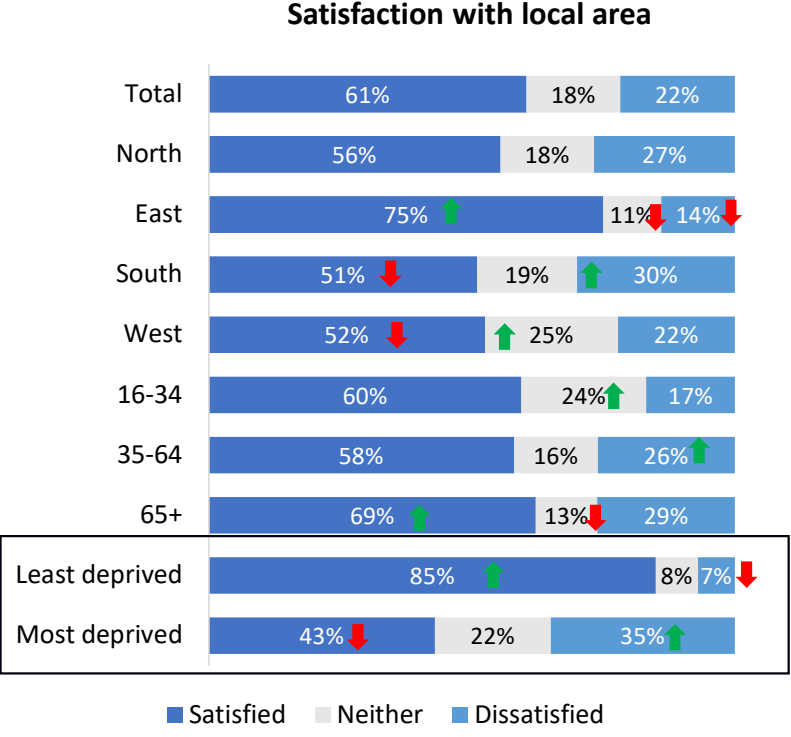
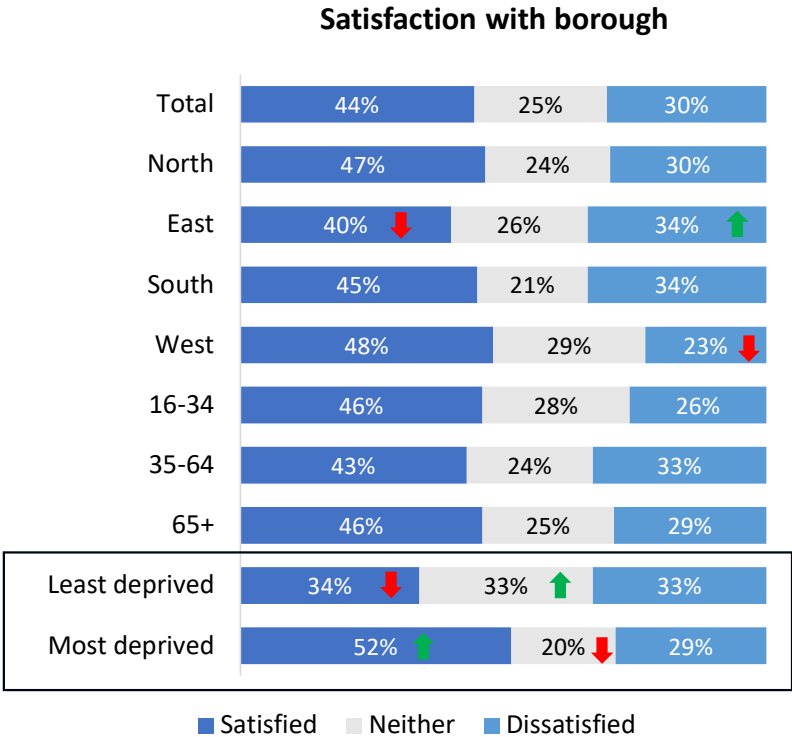
# Residents Survey: More people are satisfied with their local area than the borough overall.

Satisfaction with borough/local area as a place to live



Source: We Are Walsall 2040 Postal Survey  
 Q3 Overall how satisfied or dissatisfied are you with the following as a place to live? - The borough of Walsall. Base (Valid responses): Total (1374)  
 Q3 Overall how satisfied or dissatisfied are you with the following as a place to live? -Your local area. Base (Valid responses): Total (1304)

Those in the most deprived areas are happier with the borough but unhappy with the local area.  
 The reverse is true for those who are least deprived.

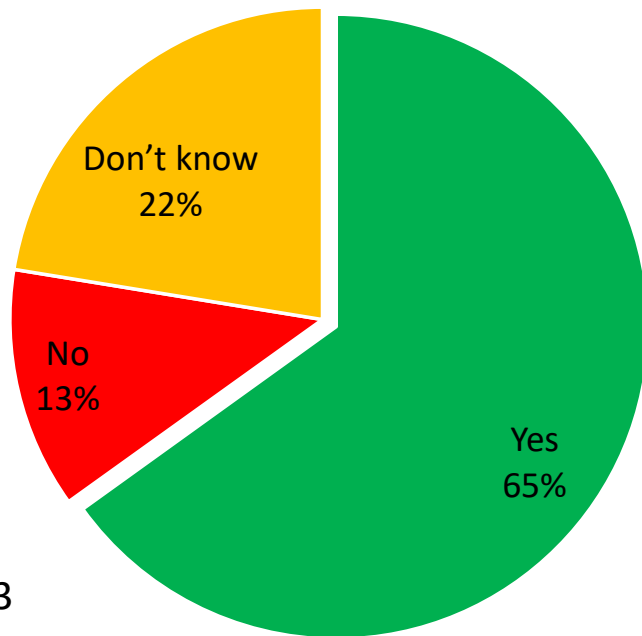


↑ ↓ Significantly higher/lower than Total

Source: We Are Walsall 2040 Postal Survey  
 Q3 Overall how satisfied or dissatisfied are you with the following as a place to live? - The borough of Walsall. Base (Valid responses): Total (1374) North (243) East (560) South (278) West (293) 16-34 (101) 35-64 (611) 65+ (611) Least deprived quintile (380) Most deprived quintile (239)  
 Q3 Overall how satisfied or dissatisfied are you with the following as a place to live? -Your local area. Base (Valid responses): Total (1304) North (220) East (549) South (262) West (273) Male (545) Female (713) 16-34 (99) 35-64 (584) 65+ (574) Least deprived quintile (371) Most deprived quintile (217)

## How positively do people speak about Walsall?

**VCS discussions: Would you recommend Walsall as a place to live?**



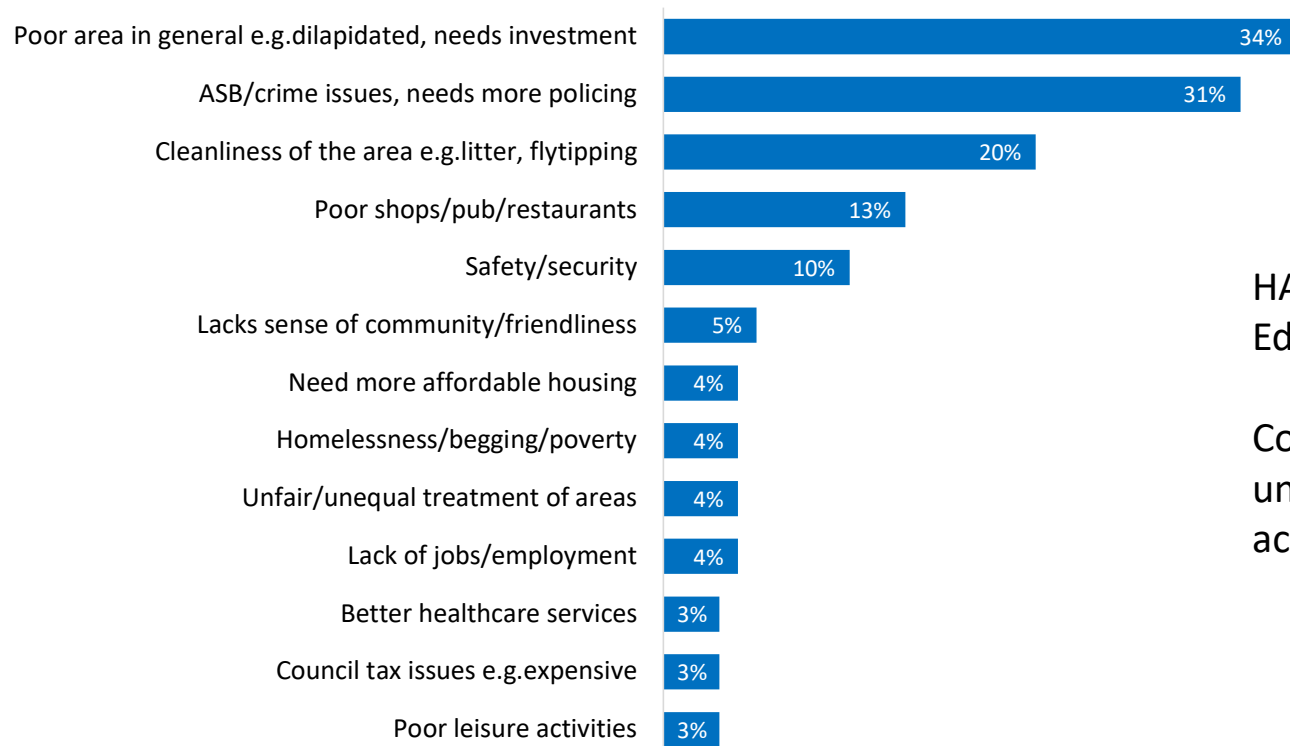
N=673

**Community Group respondents n=438**

- 4% of the resident survey respondents spoke positively about Walsall
- 26% of the Spring HAF survey respondents spoke positively about Walsall
- 65% of VCS respondents recommend Walsall as a place to live

# Residents survey - cite a general need for investment, crime issues and lack of cleanliness as key reasons for not recommending the borough

## Reasons for unlikeliness to recommend (Detractors)



HAF: Community safety, clean & green, Education, Housing, leisure, jobs

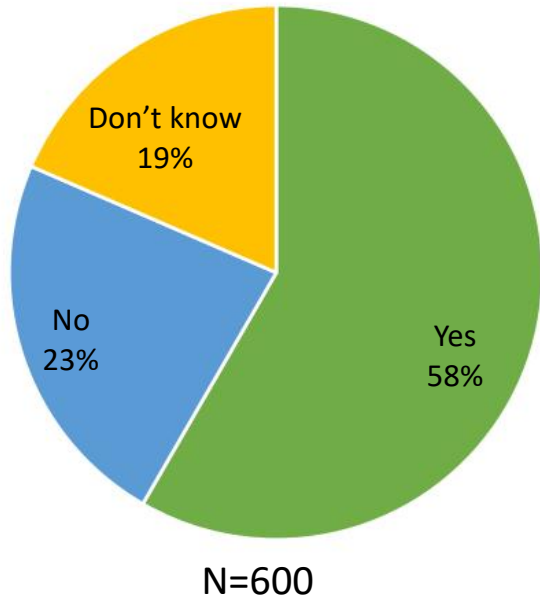
Community groups: Cleanliness, feeling unsafe, regeneration/revamp, services activities for young people

Source: We Are Walsall 2040 Postal Survey  
Q5. Why do you say this? Base (Valid responses): Detractors (772) [answers reported over 3%]

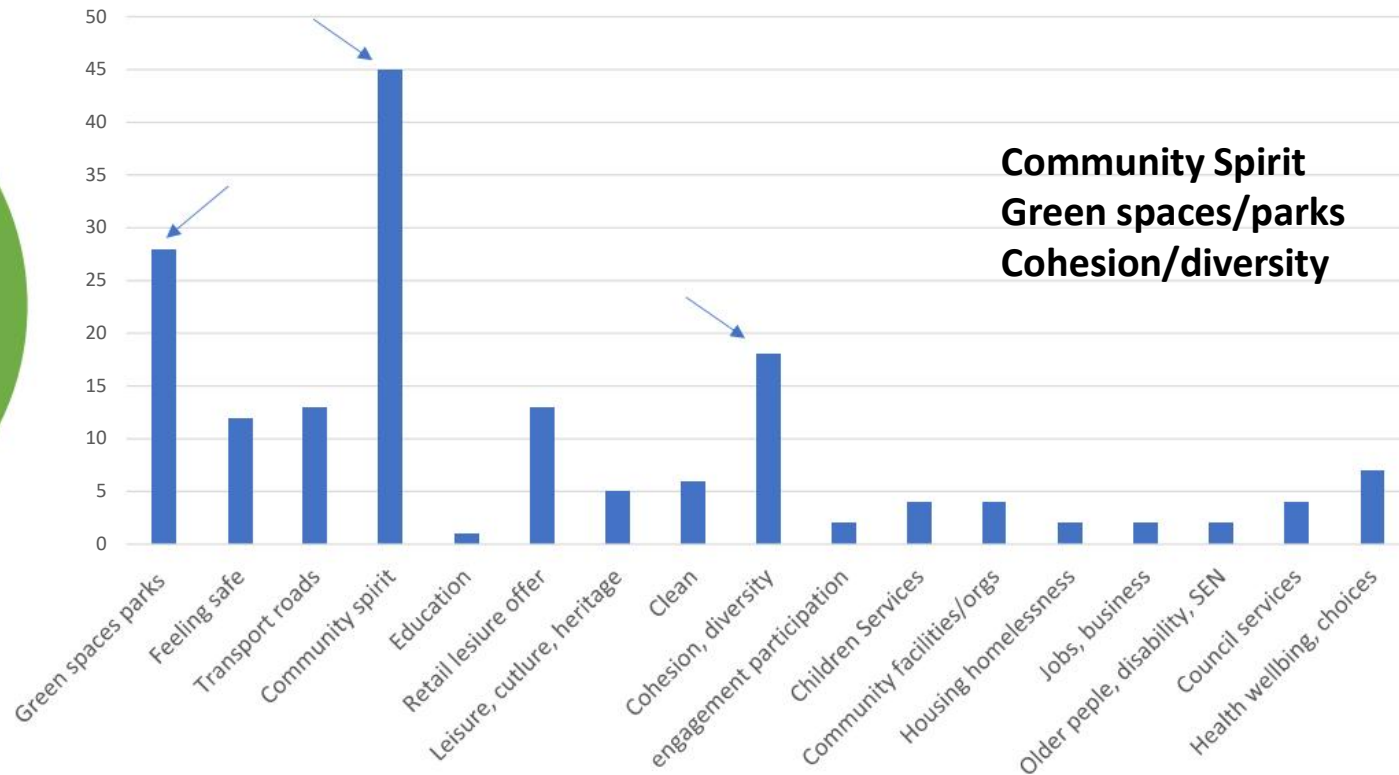


# Community group respondents - majority like living in the borough with community spirit being the main reason why they like it

## Do you like living in the borough?



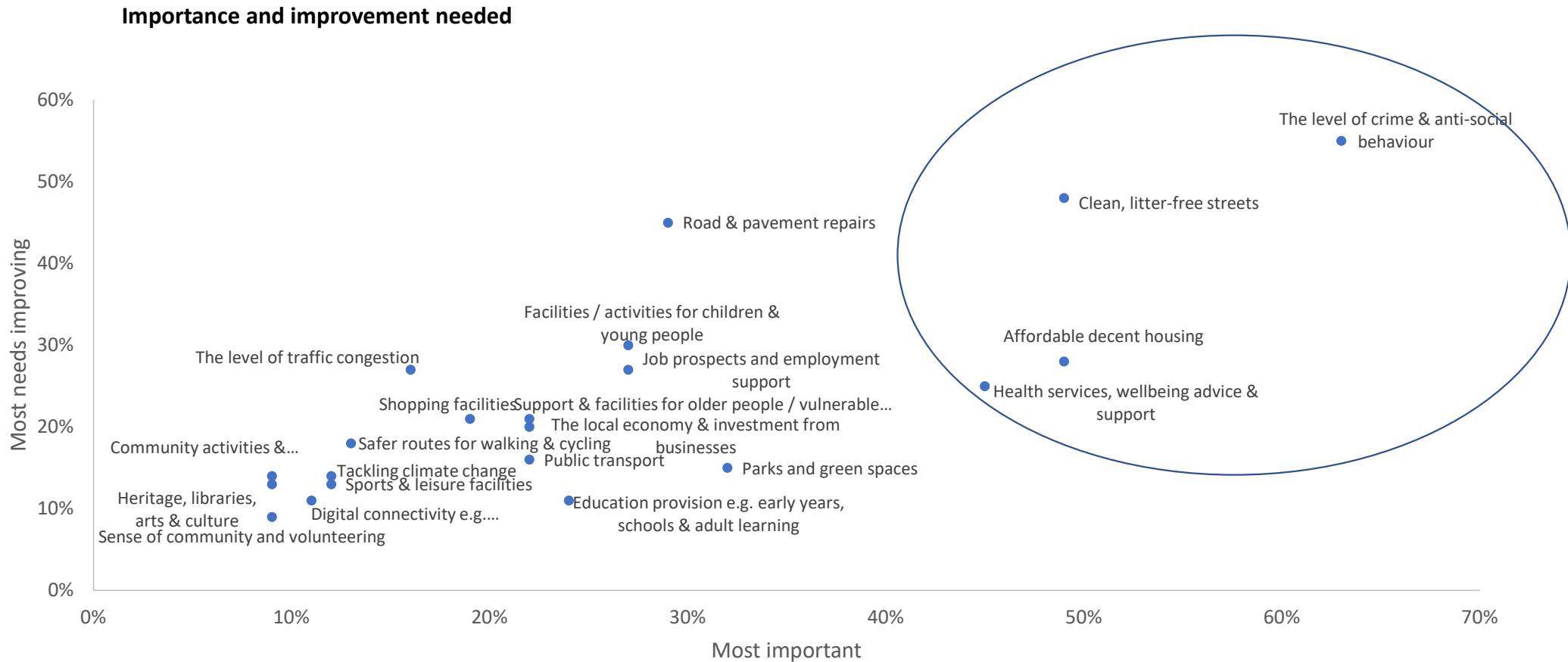
## What community participants like about living in Walsall



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# **Priorities for 2040**

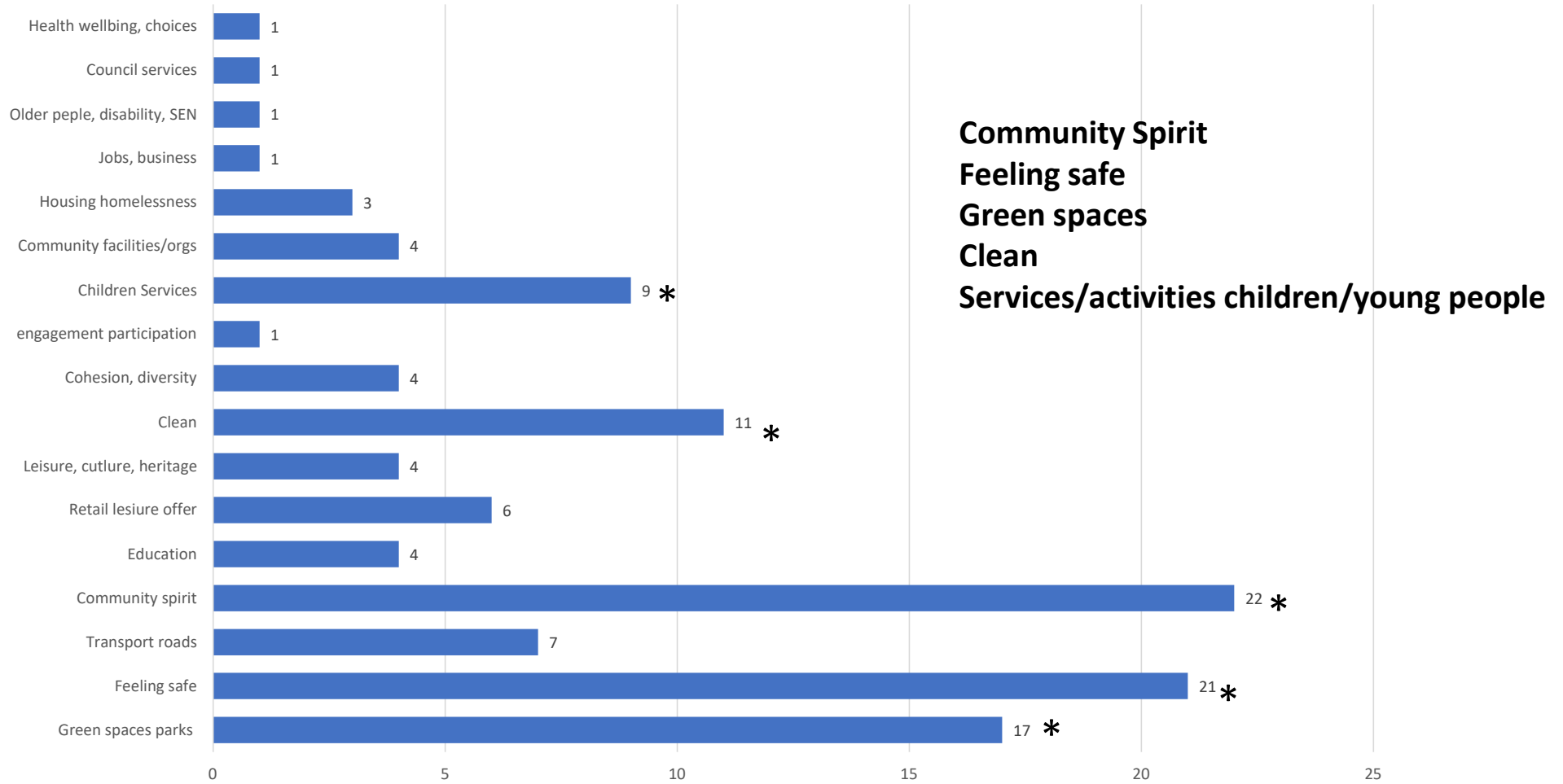
# A good place to live: Some of the most important features for a good place to live are also considered most in need of improvement



Source: We Are Walsall 2040 Postal Survey  
 Q1a Thinking generally, which of the things below would you say are most important in making somewhere a good place to live? Base (Valid responses): All respondents (1428) Q1b. And thinking about the borough of Walsall, which of the things below, if any, do you think most need improving? Base (Valid responses): All respondents (1312)

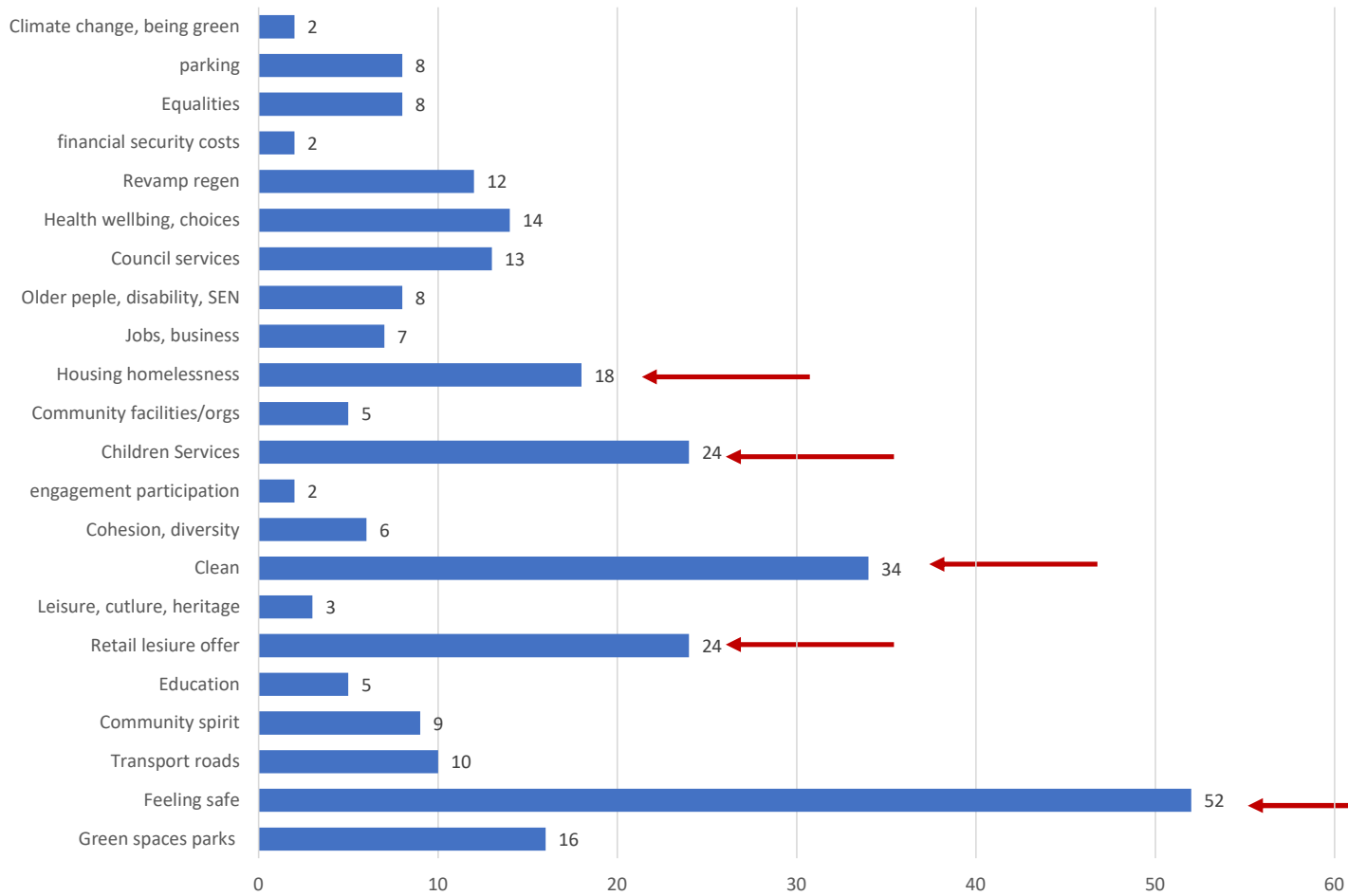
# Community group & focus group discussion – good place to live priorities

## What makes somewhere a good place to live %



# Community group discussion – what needs improving

What needs improving %



What needs improving: ←

**Feeling Safe**

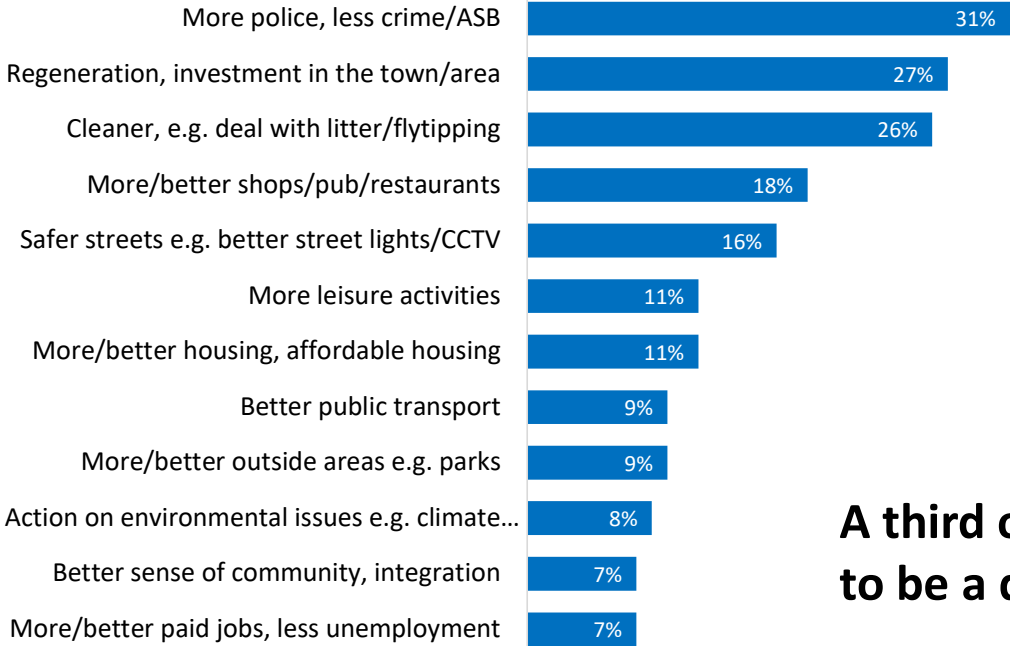
**Clean**

**Services and activities for young people**

**Retail and leisure offer**

# Over a quarter of people believe that community safety, regeneration and making the borough cleaner are key changes they'd like over the next 18 years

## Preferred changes



## Community groups:

- Feeling safe
- Clean and invested regenerated Borough
- Increase opportunity communities –networks and events
- Retail and leisure offer and activities for youth
- HAF - leisure services young people features strongly

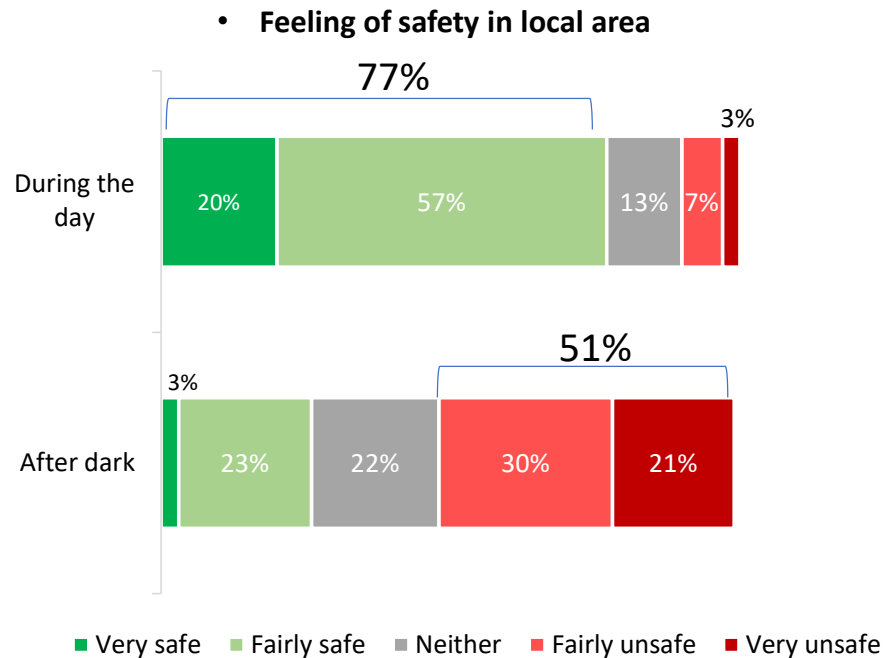
**A third of residents would like Walsall to be known to be a desirable place to live in 18 years time**

Source: We Are Walsall 2040 Postal Survey  
 Q8. What main changes would you like to see in the borough of Walsall over the next 18 years?  
 Base (Valid responses): All respondents (937)

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# Community Safety

Nine in ten residents feel safe during the day, this drops to half after dark.  
 People in the most deprived areas and women feel less safe



- Our community engagement shows that some minority groups feel less safe.

Source: We Are Walsall 2040 Postal Survey

Q7. How safe do you feel when out and about in your local area during the day? Base (Valid responses) All those who live in borough of Walsall (1400) North (251) East (575) South (279) West (295) Male (584) Female (762) 16-34 (100) 35-64 (616) 65+ (631) Least deprived (387) Most deprived (242)

Q7. How safe do you feel when out and about in your local area after dark?

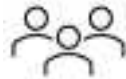
Base (Valid responses) All those who live in borough of Walsall (1333) North (238) East (545) South (268) West (282) Male (566) Female (716) 16-34 (100) 35-64 (601) 65+ (583) Least deprived (368) Most deprived (233)



# What are we doing about community safety?

## ➤ Community Safety Team

- Currently being strengthened



## ➤ Road Safety

- Delivering safety schemes
- More investment



## ➤ Partnership Work

- With the police
- WMP Design Out Crime team



## ➤ Developing Active Public Spaces

- Safe
- Inviting
- Engaging
- Linked to the town



## ➤ Strengthened Partnership Work

- 100 days of Action and Continuation of Safer Streets programme
- Walsall Community Network
- Safe Place Scheme
- By Update of CONTEST
- Continuation of night time economy campaigns including street pastors

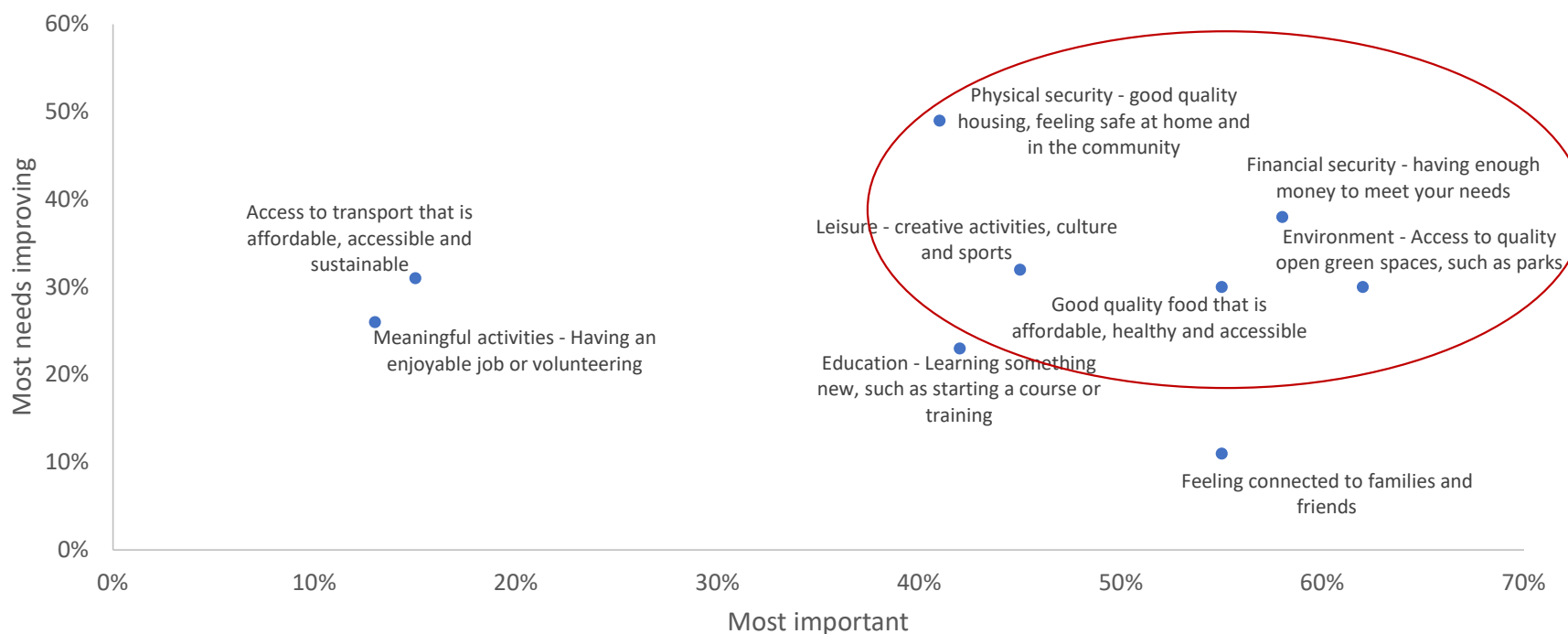


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# **Health & Wellbeing**

# Wellbeing: Financial and physical security, as well as the environment are considered important to wellbeing and in need of improvement

## Importance and improvement needed



Source: We Are Walsall 2040 Postal Survey

Q19A. Thinking generally, which of the things below would you say are most important for your wellbeing? Base (Valid responses All respondents (1440)

Q19B. And thinking about the borough of Walsall, which of the things below (including existing support services), if any, do you think most need improving? Base (Valid responses All respondents (1147)

## What are we doing about reducing health and wellbeing inequality?

- New Health and Wellbeing Strategy for the Borough
- A 10-year Mental Wellbeing Strategy by HWBB
- New drugs and alcohol strategy in development
- A new medical centre on Challenge Block Site
- Funding to support SEND
- £1m invested into mental wellbeing
- Physical Activity Framework being developed with partners
- Town Centre Community Learning Campus development
- Funding for a new children's residential home
- To improve existing leisure facilities (more fitness spaces / teaching pools)
- Improve living standards, housing, education and air quality
- Three new hubs in Walsall for young adults support and signposting
- No Wrong Door campaign continued

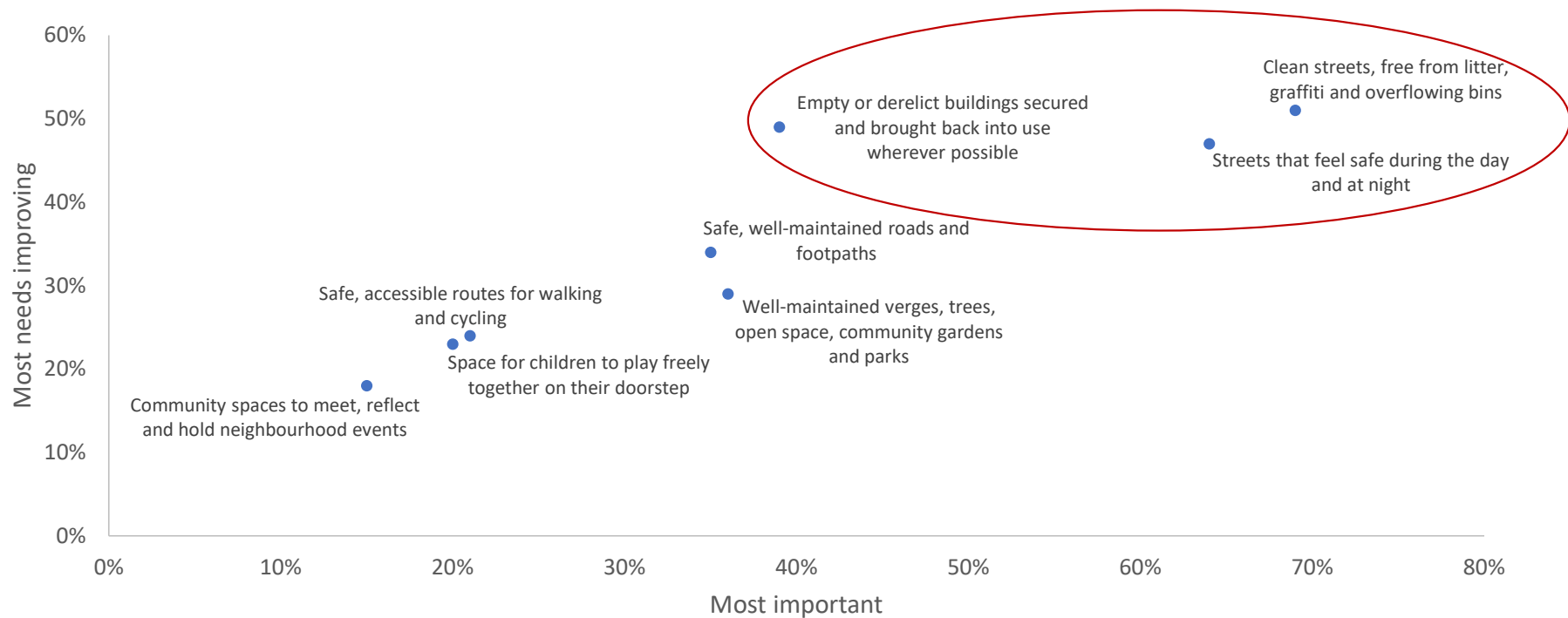


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# **Clean and green and environment**

# Streetscene: Having clean, safe streets are the most important factors in creating an attractive area, and the most in need of improvement

Importance and improvement needed



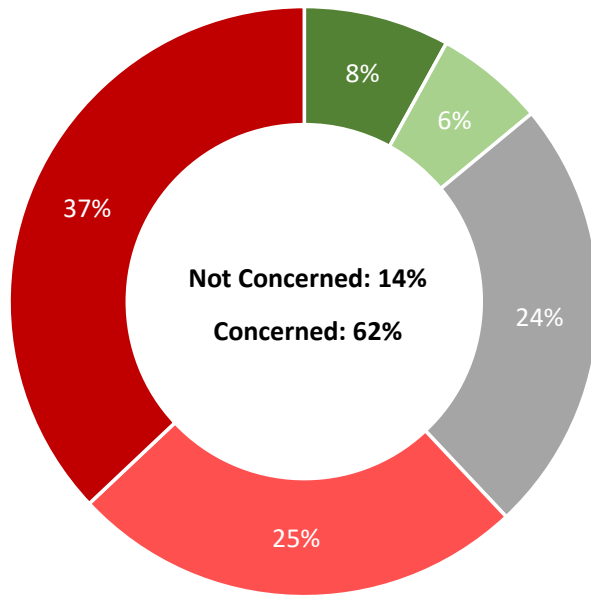
Source: We Are Walsall 2040 Postal Survey

Q6A. Thinking generally, which of the things below would you say are most important in making your local area cleaner, greener and more attractive? Base (Valid responses): All respondents (1393)

Q6B. And thinking about the borough of Walsall, which of the things below, if any, do you think most need improving? Base (Valid responses): All respondents (1227)

# People are concerned about Climate Change

## Concern over Climate Change



■ Not at all concerned (1) ■ 2 ■ 3 ■ 4 ■ Very concerned (5)

- Six in ten residents are concerned about climate change.
- Nine in ten think it is important for organisations and people to work together to reduce impact on the environment

Source: We Are Walsall 2040 Postal Survey

Q9. On a scale of 1 to 5, how concerned, if at all, are you about the effects of climate change? Base (Valid responses): All respondents (1349) East (561) Q10. In your view, how important, if at all, is it for people and organisations in the borough to work together to reduce our impact on the environment in the borough of Walsall? Base (Valid responses): All respondents (1407), North (255) East (577) South (276) West (299) Male (581) Female (773) 16-34 (102) 35-64 (613) 65+ (640)

# What are we doing about clean and green and the environment?



New Street Scene Strategy



Planting more trees, creating more natural habitats and improve our allotment offer



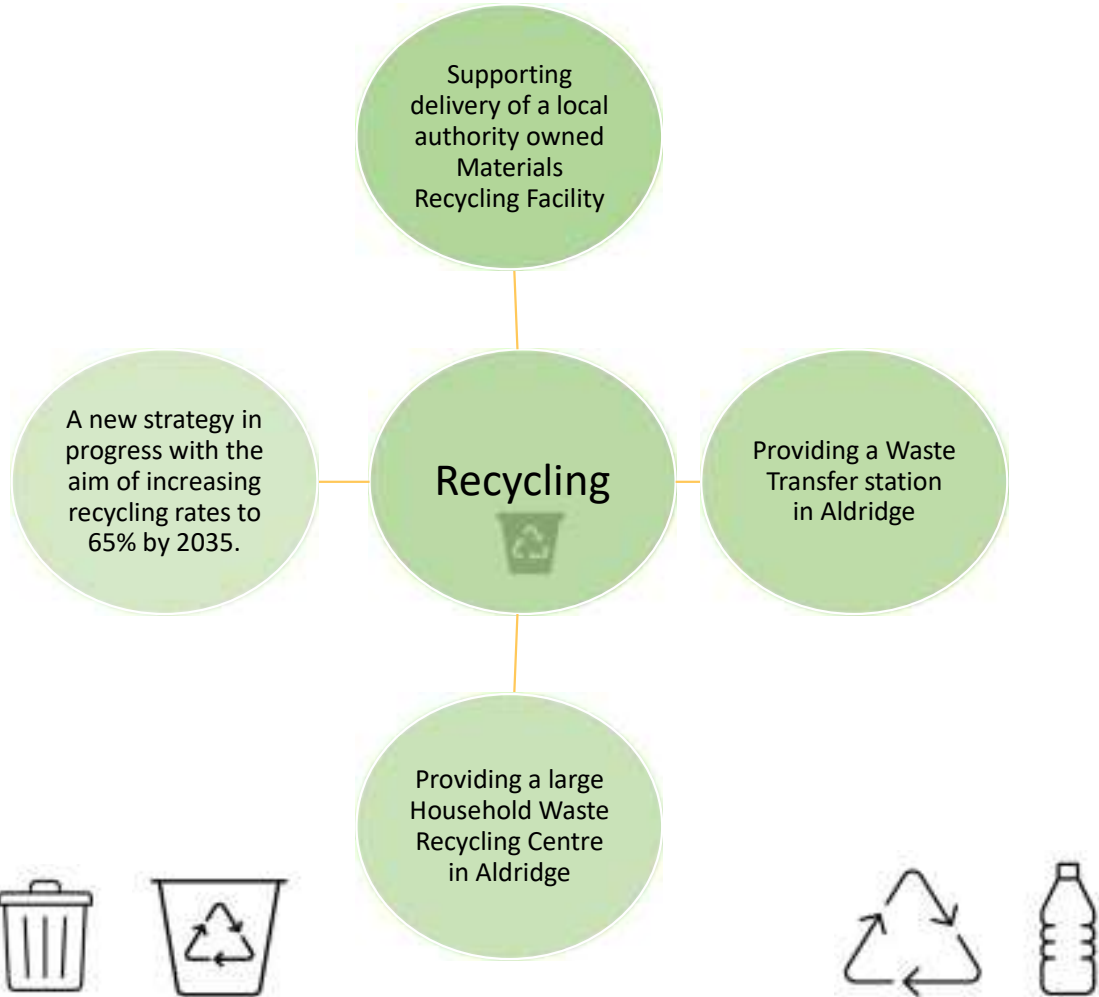
Pledged more street sweeping, litter picking and bins



Town Deal Active Public Spaces project and the Connected Gateway project to secure public realm improvements



Climate change commitment to be carbon neutral by 2041



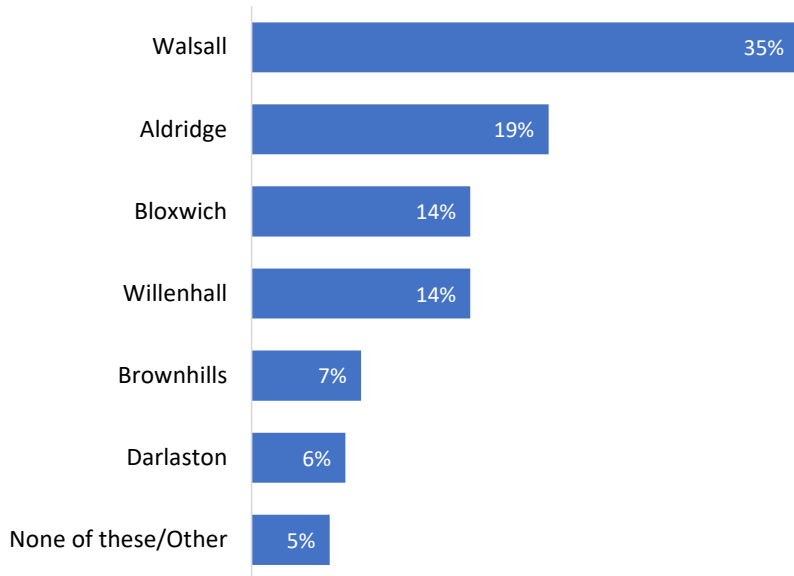


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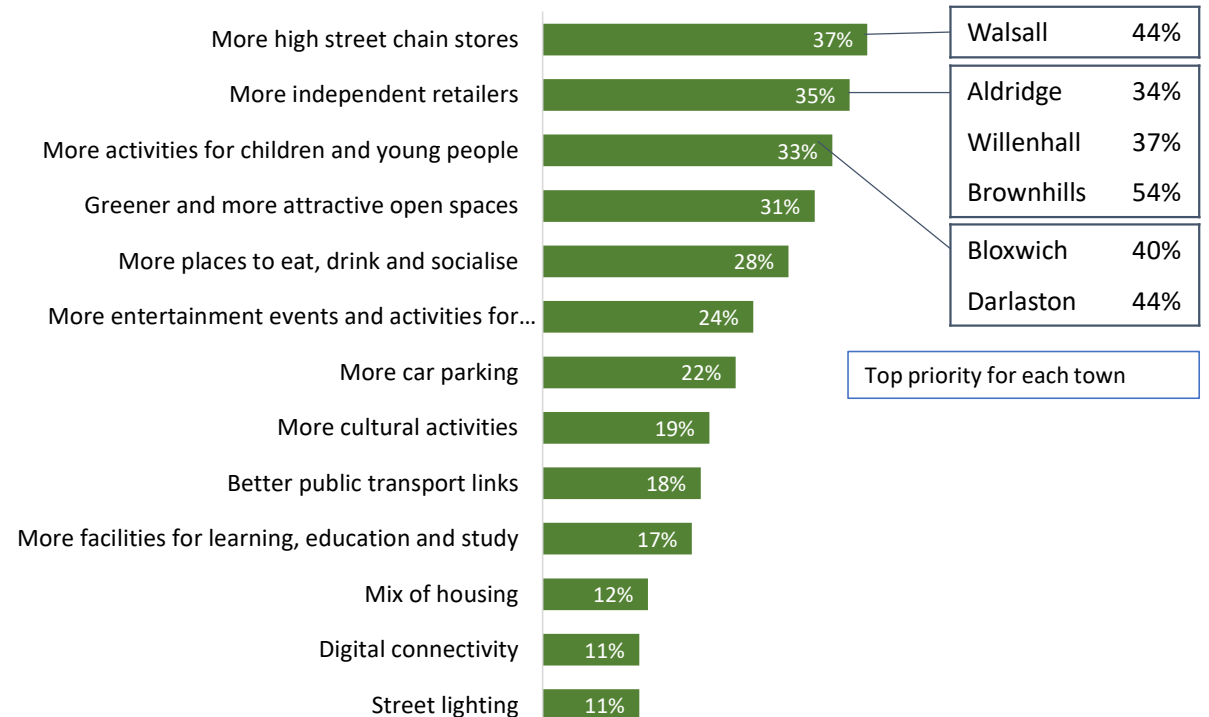
# **Regeneration and Economy**

# Priorities for making towns more appealing to visitors are similar across towns and revolve around more activities for children and more retail

Town most visited



Priorities for improving visitor experience across all towns visited



Focus groups/Community:  
Safety and cleanliness features strongly

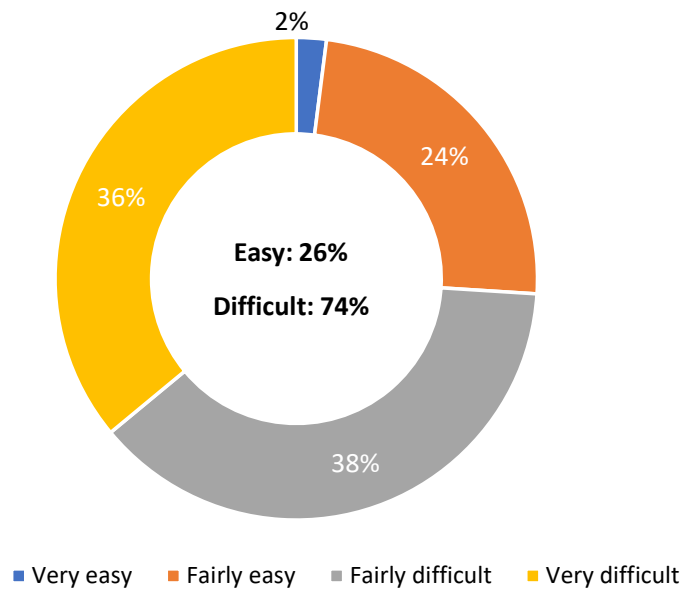
Source: We Are Walsall 2040 Postal Survey

Q12. Which town in the borough of Walsall, if any, do you visit most often? Base (Valid responses): All respondents (1408)

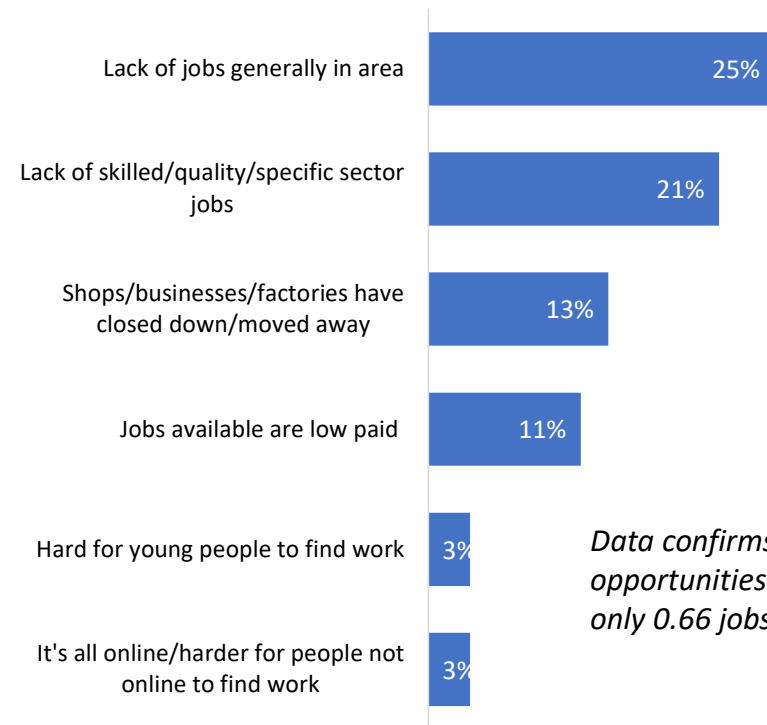
Q13. Thinking about the town in the borough of Walsall you visit most often, which of the following do you think should be prioritised in terms of improving the visitor experience? Base (Valid responses): Visiting any town most often (1278) Aldridge (350) Bloxwich (186) Brownhills (102) Darlaston (66) Walsall (426) Willenhall (148)

# Three quarters of residents find it difficult to find work within Walsall with a quarter citing this due to lack of jobs generally and two in ten citing lack of skilled jobs

How easy it is to find work within Walsall



Why is it easy or difficult to find work within Walsall



*Data confirms a shortage of job opportunities in the borough: only 0.66 jobs per adult*

Source: We Are Walsall 2040 Postal Survey  
 Q14. From your experience, how easy or difficult is it to access good quality jobs locally, within the borough of Walsall? Base (Valid responses): All respondents (679)  
 Q15. Why do you say this? Base (Valid responses): All respondents (450) [answers reported over 3%]

## Businesses highlighted similar issues to residents although often with a longer-term viewpoint

**Partnerships:** businesses want to work with public sector to add value

**Communication:** effectively set out our support offer to businesses

**Promotion:** lots of local private sector and inward investment opportunities

**Skills:** including apprenticeships, recruiting skilled staff and upskilling for the future

**Sites:** challenges of making these available is limiting growth

**Location:** our connectivity and accessibility is a strength to be exploited

**Public realm & safety:** concern that centres are unappealing and declining – but should be key assets

**Low carbon:** offers opportunities, and some companies already very conscious of working towards net zero targets and improving sustainability



# What are we doing about regenerating our towns and the economy?

Economic Strategy and Action Plan  
(December 2022)

Public Realm Improvements  
Street Scene Strategy  
Active Public Spaces  
Connected Gateway

Placemaking and housing delivery  
Willenhall Masterplan  
Station Quarter  
Walsall Gateway

Digital Skills  
Digital Skills Hub  
Digital Catch Up proposal  
Digital Skills Bootcamps

Remediation work  
across the borough to allow for  
disposal for employment sites

Walsall Town Centre  
Town Centre Masterplan  
Community Learning Campus  
Performing Arts Venue

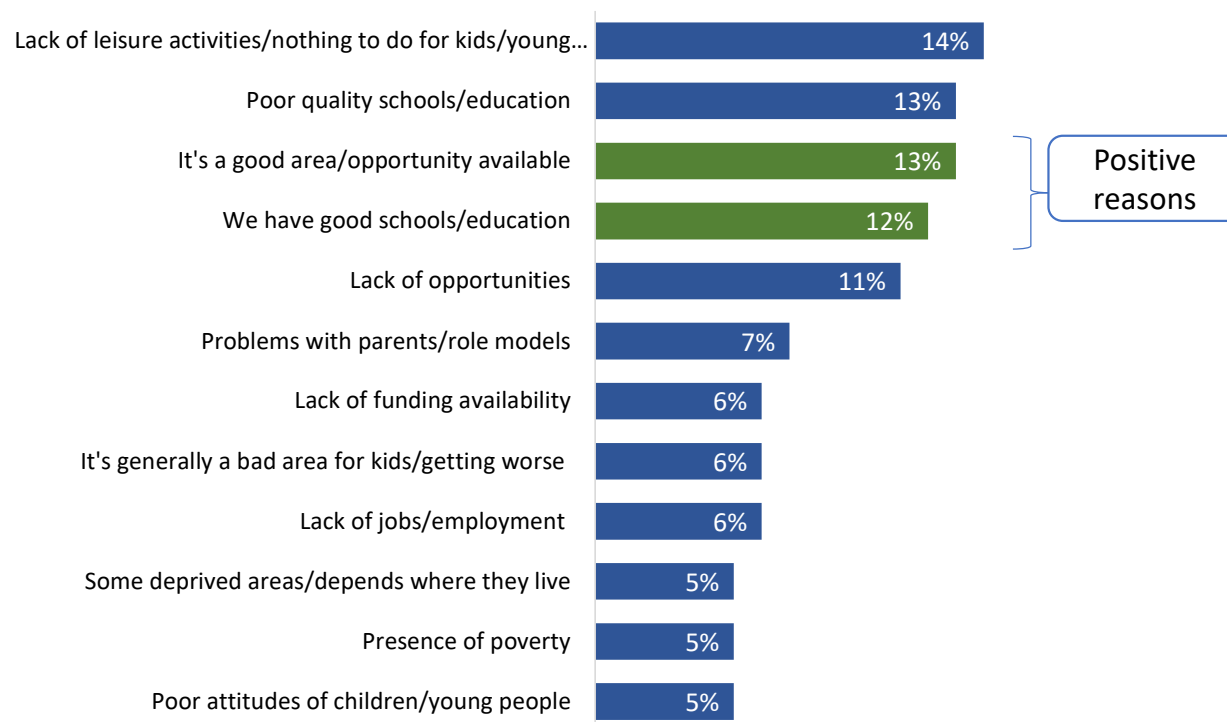
Black Country Enterprise Zone  
key part of Walsall's employment  
land supply

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# **Children & young people**

# Residents are split 50/50 when asked whether they agree that young people in the borough have bright futures

## Reasons for agreeing/disagreeing



Source: We Are Walsall 2040 Postal Survey

Q17. To what extent do you agree or disagree with the following statement - Children and young people who are growing up in the borough of

Walsall have bright futures with opportunities to learn, play and grow. Base (Valid responses): All respondents (1092)

Q18. Why do you say this? Base (Valid responses): All respondents (756) [answers reported over 5%]

## Why children like living where they do?

### Family and Home

Love for their family, mom and dad. Can see their grandparents who live close by. Home makes them feel safe. Because they have lots of friends, and everyone is very kind.

### School

Like living close to home. Enjoy walking to school. There are good schools in the area.

### Enjoy places to visit

Swimming pool and outdoor areas, good schools and libraries. There are a variety of supermarkets to buy toys.

### Community cohesion and diversity

Like different types of people from all over the world. Enjoy to go to the Gurdwara (temple). Neighbours/communities are friendly. A variety of religious buildings and diversity.

### Green environments to visit

There are different parks and green spaces to visit.

### Travel / Transport to use

Metro is good to travel. There are good transport links to other places.





Children were asked what would help make the area they live in and the places they go even better?



**MORE  
ACTIVITIES &  
FACILITIES  
FOR  
CHILDREN**

**Community  
Cohesion**

**Community  
Safety -  
Feeling Safe**

**Greener  
Environment**

*Educational  
clubs*

**Better  
travel and  
transport**

**Regeneration**

**Cleaner  
Streets**

**TACKLE  
CLIMATE  
CHANGE**

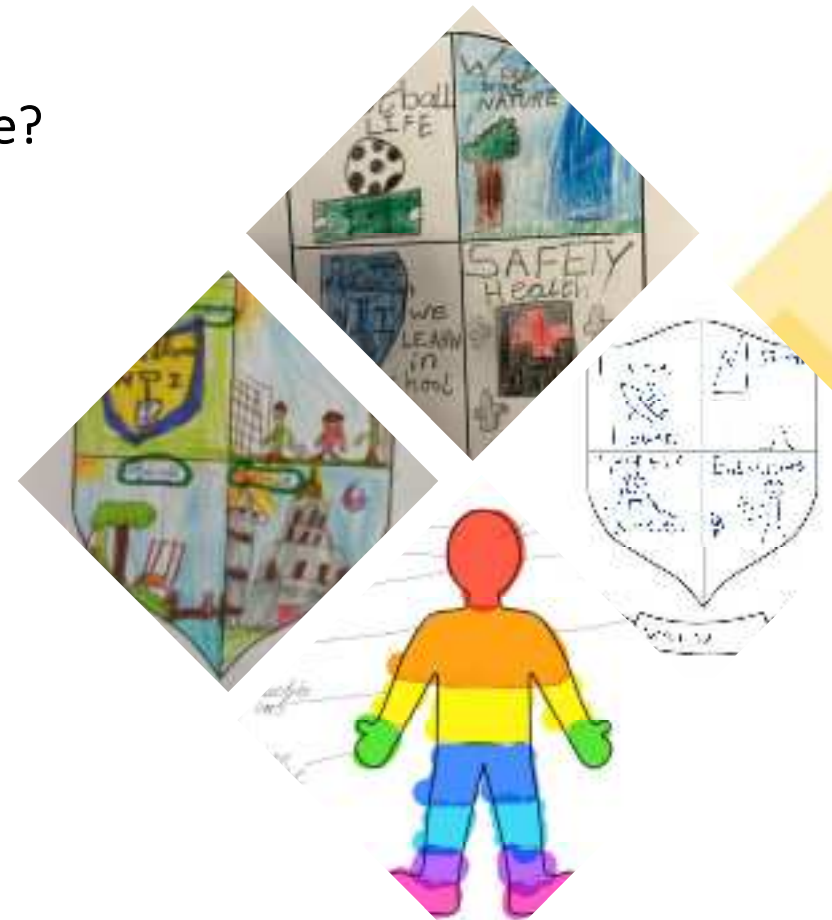
**Health  
and  
Wellbeing  
Services**

**HELP WITH  
POVERTY**

*More places  
to visit*

## What are we doing for children and young people?

- Holiday Activity and Food programme delivered by our Walsall Right 4 Children during school holidays provides:
  - Free healthy meals
  - Free sports activities
- Walsall Children & Young People Strategic Alliance regularly considers how lived experiences can be improved
- Education, skills and training via:
  - Pathfinder
  - Construction Skills Academy
  - Community Capital for VCS
- Funding to support the current SEND need within the Borough, grant of £10.4m falls short of the places needed
- Walsall is one of 55 Education Investment Areas, benefiting from levelling up funds



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# **Summary and conclusions**

## Summary

- Regeneration and investment across Borough are key for our residents
- Economic Strategy to support growth and investment
- Safer Walsall focus on reassurance, enforcement and work in specific local areas
- Maintaining quality parks and open spaces an ongoing priority for residents.
- Climate Change acknowledged as important.
- Retail offer and leisure opportunity including youth offer and local activities/events
- Community –we have a strong foundation to be built on for future years
- Stronger communications from Council and partners

