

Sandwell Business Growth Plan

Stronger Businesses, Thriving Communities

October 2024



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Foreword



“Sandwell Council recognises that successful businesses are key to creating and sustaining jobs, raising aspirations, nurturing skills, and generating wealth for our region. Businesses are Sandwell’s lifeblood – and we’re here to champion your Sandwell business at every stage, supporting you to thrive and grow.

Sandwell Council plays an important role in supporting businesses. Between March 2023 and April 2024 the Sandwell Business Growth Team:

- Successfully handled 259 business customer enquiries
- Launched a new Social Value framework to create new local jobs and increase local spend
- Established the Sandwell Start-Up Hub I Oldbury which hosted 23 service users. The Hub has also hosted over 25 events with nearly 150 attendees
- Delivered £280,000 in grant support to 15 businesses
- Helped 42 businesses receive free net zero site energy audit reports.

Our Sandwell Business Growth Plan, updated for 24/25, builds on this good work.

By continuing to utilise government investment (including from the UK Shared Prosperity Fund), regeneration opportunities and other sources of funding, we will continue to implement practical measures that help our Sandwell businesses to become stronger, more resilient, adaptable and innovative, succeeding and growing in a way that elevates local people up alongside them.”

Kerrie Carmichael
**Councillor Kerrie Carmichael,
Leader of Sandwell Council**



“It is estimated that Sandwell will lever in £3 billion of regeneration and infrastructure investment by 2027 – presenting huge opportunities to advance our economy. For our borough to feel the full economic, social, and environmental benefits of such investments, Sandwell Council must support local businesses to seize these opportunities. Local businesses are the foundations of healthy, thriving and prosperous communities – providing neighbourhoods with opportunity, Sandwell’s young people with ambition and aspiration and ensuring our communities prosper.

That’s why, through Sandwell’s Business Growth Plan, we focus on practical actions for the Sandwell Business Growth Team to deliver, which ensures Sandwell businesses have the skills, knowledge, and resources they need to thrive and grow. We will work closely with our businesses, local and regional partners to achieve our aim of increasing local wealth. We want Sandwell to be the place of possibilities, where nothing is impossible and where people of all backgrounds can live their best lives.”


Shokat Lal, Chief Executive of Sandwell Council



"In a world marked by constant change and upheaval, the pursuit of sustainable economic growth has become an imperative for nations and communities alike. As we stand at the intersection of unprecedented global challenges, including environmental crises,

technological disruption, and social inequalities, the need for a comprehensive approach to regeneration and economic growth has never been more pressing.

Sandwell's Business Growth Plan is a thought-provoking and timely exploration of how we can foster economic prosperity while simultaneously revitalising our natural environments, enhancing social well-being, and promoting inclusivity. This plan assembles a suite of priorities and actions Sandwell Council's Business Growth Team will deliver in Sandwell's path towards a more holistic and sustainable economic future.

We have a fantastic business community here in Sandwell, and their innovative, go-getting spirit holds the key to building a healthier, stronger Sandwell. Councillor Pam Randhawa is the Council's Economy Champion representing Sandwell Council's commitment to delivering the right support at the right time, to make the most of the exciting developments coming to our borough."

Councillor Sukhbir Singh-Gill,
Cabinet Member for Business and Skills



"The Sandwell Business Ambassadors are a collective of business leaders who meet regularly with Sandwell Council officers and cabinet members to discuss challenges and opportunities affecting our borough's business community.

One of our priorities is responsible procurement: seeking to ensure that money invested in Sandwell is, wherever possible, spent with local businesses, to protect, create and sustain jobs, preserve skills, and boost community wealth.

We welcome Sandwell's Business Growth Plan, its recognition of the power of businesses to transform a region, and the proactive vision it sets out to ensure our local businesses (and, by extension, residents and communities) benefit from the huge investments being made in Sandwell."

Alan Taylor,
Sandwell Business Ambassadors Chair

Introduction

Sandwell is a great place to do business boasting a £6.4 billion economy with twice the number of manufacturing firms to the national average. It is home to fast growing, high employment, and high turnover businesses. The borough benefits from six interconnected towns, a tradition of locally focused small businesses and an economy driven by private sector employment and growth.

Sandwell's economic strengths are not widely recognised, and as a result the borough is punching below its weight.

Investment is coming to Sandwell; the regeneration pipeline forecasts £2.9 billion of investment by 2027. It brings the opportunity to make real improvements to high streets, public assets, skills provision, and transport to level up the borough. In addition, we can support our businesses to meet the challenge of economic recovery, the carbon net zero transition, and rapidly changing global and local markets and supply chains.

This means focusing on doing the things that the council and partners can do to create the conditions for new jobs and skills, tackling inequality and keeping wealth local. The borough is part of the UK's largest Combined Authority, and with a range of partners delivering regional business support, the Sandwell Business Growth Team have the resources and expertise to deliver this plan.

We listen to our businesses to understand their challenges and have used this to shape the plan and this means doing some things differently. Despite access to local business support services, across the UK it is estimated that about 40% of businesses have received formal external advice, 20% of which were from the public sector. To maximise the impact of business support amongst those who do take it up, we need to

target resources at the areas in which businesses want help and the support that they most need.

The Sandwell Business Growth Plan 23/24 established seven priorities to support businesses over the next 2 financial years, and this update sets out the Council's continued commitment throughout 24/25 as well as recognising the important contributions of our businesses and partners.

The ambition of the Sandwell Business Growth team is to accelerate business growth, creating a wealthier Sandwell, gripping investment opportunities, and addressing long term economic challenges – **stronger businesses, thriving communities.**



Plan Priorities

The Plan now provides a summary of what the Sandwell Business Growth Team will continue to do to address local economic and business challenges to maximise growth opportunities against Sandwell's seven priorities. It is not exhaustive and does not capture all activities of the council in supporting economic growth. It captures key activities aligned to the economic priorities with consideration to available resources from the council, government funding, and our partners. The Plan is not for the council to deliver alone, and the council will use its role as a place leader to co-ordinate and lever in support from partner organisations to ensure the right resource and expertise for businesses are in place. Detailed outputs and outcomes of the Sandwell Business Growth Plan are included in Appendix 2, with a detailed budget profile in Appendix 3.



1 Support in Sandwell

What - Deliver a consistent, accessible customer service experience to Sandwell

Businesses, while striving to understand, anticipate, and exceed customer needs, fostering trust and loyalty through responsive communication, problem-solving, and a commitment to delivering a high standard of service excellence.

Why - To maximise the impact of business support amongst those who do take it up, we need to target resources at the areas in which businesses want help and the support that they most need.

How - Provide an excellent Customer Journey through our new website, contact center, and the adoption of our Customer Charter (see appendix 1) setting out our service standards and the adoption of the Sandwell Business Growth Plan.



2 Start Up in Sandwell

What - Make Sandwell the Home of the Successful Start Up by empowering

entrepreneurs and providing tailored guidance, resources, and mentorship to help them navigate entrepreneurship challenges, achieve sustainable growth, and realise their full potential in the competitive business landscape.

Why - A high number of residents are starting new businesses but may lack the skills, resources, and information to make these successful. We want to change this through increased and tailored access to advice around starting a business, finance, recruitment, and marketing.

How - Continue to operate the Sandwell Start-Up Hub which is providing entrepreneurs dedicated workspace and the opportunity for peer-to-peer collaboration, specialist support, advice, and access to grants for those who are eligible. In addition, we will continue to host 'Business Schools' providing Start Ups with an intensive course on how to Start and Grow a business. The Business Growth Team will continue to host events



3 Grow in Sandwell

What - Empower businesses to achieve sustainable and scalable growth by

providing strategic guidance, resources, and solutions to drive innovation, enhance competitiveness, and expand market reach, enabling businesses to reach their full growth potential and thrive in dynamic markets.

Why - Sandwell businesses are part of the West Midlands and national supply chains. We want to help them grow and create more good jobs by exporting more and investing in new opportunities.

How - Continue to support Sandwell's Small & Medium Enterprises (SMEs) to grow through providing specialist advice and access to growth programmes and funding. Through UKSPF the Sandwell Business Growth Team have secured funding for grants to be administered to eligible SMEs, in addition to the Access to New Markets programme developed by the team to provide SMEs with importing and exporting advice. The Sandwell Business Growth Team have conducted a review of Sandwell's Top 50 Fastest Growing Businesses and Sandwell's Strategic Businesses to ensure Key Account Managers have been allocated to work with them on their growth ambitions.



4 Innovate in Sandwell

What - Champion and nurture innovation, fostering an environment where creativity, collaboration, and exploration thrive in Sandwell.

Why - Innovation Clusters are a major priority of the West Midlands, but innovation support is often focused

around the region's cities and not within towns or strategic centers. As a result, Sandwell is not benefiting from innovation investment, skills & business support.

How - Continue to work with our regional innovation partners to understand what innovation support is available for economies such as Sandwell. Undertake deep-dive analysis to determine what innovation means in Sandwell, and what we as a local authority, working with our regional innovation partners can do to encourage cluster activity in the borough. The Sandwell Business Growth Team have secured investment from the West Midlands Global fund to work with the West Midlands Growth Company to focus specifically on this priority.



5 Invest in Sandwell

What - Attract and facilitate investment in Sandwell, creating a dynamic and

prosperous environment for businesses, entrepreneurs, and investors by showcasing the opportunities, infrastructure, and resources Sandwell offers, and fostering strategic partnerships to drive economic growth.

Why - With a young population and more affordable land, Sandwell is an attractive location for businesses to locate and grow, creating more jobs locally. However, we have an under supply of employment land and commercial space. Increasing new inward investment & investment from existing business will create more good jobs in Sandwell.

How - Continue to work with our partners to develop an investment offer ready to maximise investment from existing business, attract new inward investment, and create jobs.



6 Social Value in Sandwell

What - Enhance Social Value in Sandwell by enabling our contractors and partners to provide employment and skills opportunities for local people, provide local supply chain opportunities for our businesses, and community benefits for our voluntary organisations to create a more inclusive and thriving local community.

Why – Encouraging Social Value within a local area is a powerful catalyst for local economic growth. It serves as an engine that propels numerous benefits throughout the community and has a ripple effect that contributes to the overall well-being and prosperity of the area.

How - Through our Social Value Policy & Toolkit support contract managers across the council, Sandwell's anchor institutions, and contractors to spend locally through embedding good social value practice within procurement contracts and raising awareness of local suppliers. Promote and educate the merits of Social Value and provide wrap-around support to those leading procurement contracts and local suppliers submitting tenders for local opportunities. Work with the Employment & Skills Team to broker employment and training opportunities for local people with our contractors.



7 Net Zero in Sandwell

What - Empower and guide businesses in their transition to carbon net zero, helping to reduce their carbon emissions and support them to reach their carbon neutrality goals while creating a greener and more sustainable borough.

Why - We want to support Sandwell to have net zero carbon emissions by 2041. Many of our businesses face high demand for energy and premises that are not climate resilient. We want to support them by providing easy access to advice on how to become energy efficient & reduce costs. We also want firms to adopt models of circular economy including recycling and repurposing.

How – Continue to work with our regional partners to deliver the Net Zero programme to Sandwell Businesses, who stand to benefit from specialist advice, energy audits and grant funding to help decarbonise their business.

Evidence Base

Working with the Black Country Economic Intelligence Unit we have reviewed and analysed Sandwell's economic data to inform the aims, objectives, and actions for the Sandwell Business Growth Plan 24/25. It is now presented as the evidence base for the plan, underpinning each of the seven economic priorities.



**Sandwell Population
347,551**



**12th Most Deprived Local
Authority in England**



**3rd Largest Population in
the West Midlands**



**80th Largest Local
Authority by GVA**



**30th Largest Population
in the UK**



**2nd Most Productive
Local Authority in the
Black Country**

Figure 1 Headline Economic Indicators

Sandwell is home to fast growing, high employment, and high turnover businesses, with manufacturers accounting for 48% of the top 50 fastest growing companies in Sandwell last year.

There are 126,000 jobs in Sandwell, employed across a diverse sector base. Manufacturing accounts for 22,625 jobs, with subsector strengths in metals. Sandwell businesses create the materials that are used in modern machinery such as automotive and aerospace.

These strengths are important for future success. However, supply chain firms are highly dependent on existing advanced manufacturing strengths in the region. Manufacturing is vulnerable to changing trends in the industry - automation, Artificial Intelligence, and the phasing out of fossil fuels within industries all bring a need for investment in innovation. Industry 4.0, the digital industrial revolution, presents an opportunity if there is support for rapid innovation, with innovation in products and processes providing an opportunity to make local businesses more competitive and raise productivity levels within the borough.

Sandwell is an employment hub in the West Midlands

Sandwell has the 5th largest workforce across all Local Authorities in the West Midlands and the largest in the Black Country. Residents and businesses benefit from the interconnected labour market with West Midlands neighbouring local authorities. Sandwell is a net exporter of labour to Birmingham, and a net importer of labour from the rest of the Black Country. Every day 46,691 people come to Sandwell from neighbouring areas to work, and almost 53,699 Sandwell residents work outside the Borough. This is set to increase through extensions to the Metro, the Sprint Bus network and HS2. Most of the borough's economic activity is centred on the intersection of Oldbury, West Bromwich, and Smethwick - with areas on the border looking to large urban centres outside of the borough for jobs and opportunity.



We must tackle the causes of deprivation

High deprivation levels present huge, long-term challenges, which have only been made more complex by the pandemic which has exposed health inequalities. We still do not know the full impacts of the pandemic but areas such as Sandwell who were already experiencing challenges around productivity, skills, and deprivation are likely to see existing challenges exacerbated.

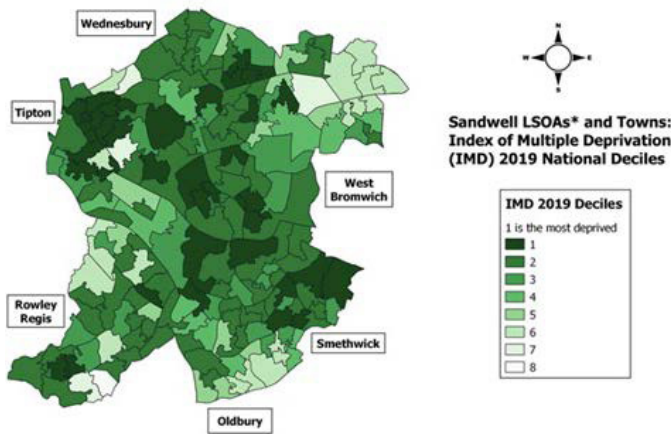


Figure 2 Deprivation Levels Measured Across Sandwell

We face long-term challenges around low wages, low skills, and deprivation. This cycle needs to change. Wages have risen 3.2% in the past year and are below the Black Country average. More residents are employed in traditionally lower paid roles, with fewer residents in top managerial positions than comparators. The employment rate is lower than elsewhere and there have been large increases in the claimant count since the start of the pandemic.

There are signs that things may be starting to change as latest qualification figures show that 64,300 (31.2%) of the working age population in Sandwell were qualified to RQF4+ qualification levels, an increase of 43.8% (+19,600 people), significantly above the national increase of 6.3%. However, there is a shortfall of 32,044 to reach the national level of 46.7% and this is also lower than the Black Country average of 35.7% In addition, 24,300 (11.8%) of Sandwell residents have no qualifications and there is a shortfall of 11,545 to reach the national average level of 6.6%. The Black Country average is 9.7%.

It will take time to shift the dial on long term challenges around deprivation. Working alongside Sandwell’s Employment & Skills Team, this plan must create the foundations for more good jobs in the borough, supporting residents to develop the skills to access local jobs.

Sandwell’s population is young & diverse but there are concerns about inequality

40% of residents are under 30 years old and only 15% of residents are over the age of 65. This provides a supply of talent and labour, which is vital for businesses as workers retire and new jobs emerge based around changing technology and demand.

Sandwell is also diverse, with almost 42.8% of residents identifying within an ethnic minority. Ethnic minority-led businesses make important contributions to the borough’s economy (as part of an annual contribution of £25 billion to the UK economy). They tend to be more innovative, more likely to export and are more likely to be led by women. However, ethnic minority-led businesses are often more detached from mainstream business support and struggle

disproportionately when accessing finance. This is particularly concerning in the context of the pandemic where many ethnic minority-led businesses were badly impacted. This plan needs to include support for ethnic minority-led businesses, including support to improve access to finance, to help with recovery and growth but also to harness and maximise innovation and exporting strengths.

Sandwell’s Productivity Gap

Sandwell previously had been the most productive economy within the Black Country and for the second consecutive year (2021 and 2022 period), has remained in second place. Productivity is an important driver of economic growth, as economic output can only be increased by either increasing the number of inputs or by raising productivity. Without productivity growth, an economy can only increase its output of goods and services if more people worked or if they worked longer hours. We cannot lose sight of the skills and wages challenges facing residents. But we must ensure that success we see in our businesses translates into higher wages for residents and more wealth generated and retained translates into higher wages for residents and more wealth generated and retained in Sandwell.

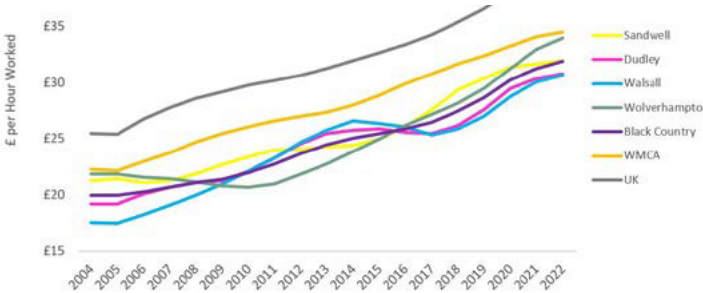


Figure 3 GVA per hr worked compared across Black Country, West Midlands, & UK

Sandwell Business survival rates and the number of business births has decreased

- 15,160 new businesses started in Sandwell (2013 to 2022)
- 33.6% survive in Sandwell after 5 years (39.6% UK avg.)

For the second consecutive year, Sandwell has seen a decline in the number of new businesses, decreasing by 7.1% between 2021 and 2022, albeit the longer-term trend has been one of strong growth. Survival rates for businesses after the first five years were 33.6%, below both the Black Country and national averages (37.1% and 39.6% respectively). This suggests a need for more support for businesses to start up along with during the first five-year period in operation, with support targeted at areas where businesses report having trouble accessing appropriate premises, finance and knowing where and who to turn to for advice.

This support will need to be tailored to reflect the business needs; it is critical that Start Ups and SMEs think through a financially viable business plan, and we need to ensure that we reach out to all of Sandwell so that every business understands the support available.


The number of businesses in Sandwell is rising faster than regional and national growth rates.

- 11,530 VAT registered businesses in Sandwell (+6.1% increase since 2020 & +1.4% nationally)
- 98% of these are small and micro businesses


After three years of growth, the latest figures show a small decline in the number of active enterprises, reflecting the national trend. Sandwell is home to 76 strategic companies with turnover of at least £20m and almost half of the top 50 fastest growing businesses are in the manufacturing sector. Productivity is rising, and there has been an increase in 2,000 jobs (+1.6%). However low wages and skills levels remains significant issue for residents and the productivity gap.

Many businesses now face challenges to become more resilient and to take advantage of new opportunities around technology and new markets. Businesses may require support to remain competitive in this changing business landscape and to create more higher skilled roles. This support is wide ranging, covering advice around exporting, investing in new opportunities, changing business models, and linking with growth sectors in the wider West Midlands economy.


Sandwell produced 1,247Kt CO2 emissions in 2022, the highest level in the Black Country



10% (approx.) of business base are manufacturers (cf. 5% national avg.)



1,247Kt CO2 emissions produced in Sandwell in 2022 the highest level in the Black Country




-17.4% reduction in emissions over the past 5 years (faster decline than nationally -15.7%).

In 2020, Sandwell Council declared a Climate Emergency and pledged to be carbon neutral by 2041. To reach this target, all parts of Sandwell will need to play their part in reducing emissions. This includes businesses who currently produce around 30% of the borough’s overall carbon emissions and thus have the potential to make a large contribution to overall reductions.


As a manufacturing and industrial hub, companies in Sandwell may see high demand for energy or be in premises that are not climate resilient. To change can sometimes require significant investment in time and money, which not all companies have the capacity to manage alone.

Despite the challenge, there is a big prize here, for the environment, future generations, and in creating new green jobs and cost savings for businesses. Where local businesses have received support, they reported it had been effective with reductions in energy costs. This success must be replicated with all our businesses by raising awareness of sector growth opportunities and providing easy access to advice on how to become energy efficient and reduce costs.


Sandwell is home to nearly 700 known ultimate other foreign-owned companies, supporting over 53,000 jobs.



759 FDI projects funded in the West Midlands in the past 5 years



133 FDI projects in the West Midlands 2023/24 (8.6% of total UK FDI)




70 single site FDI projects created 6,082 new jobs in the West Midlands


Foreign Direct Investment (FDI) is an important source of job creation, alongside supporting existing businesses, wider economic growth requires more new companies locating to the region. With a young population and cheap land, Sandwell should be an attractive location for businesses to locate and grow. Yet the lack of high quality, market-ready employment land and an investment offer means the borough struggles to land new businesses. In addition, existing businesses tell us they struggle to find suitable grow-on space in Sandwell.

Working with partners, we need to better support existing firms and attract more investment to Sandwell with an improved employment land and investment offer that showcases the opportunity that comes from being a business in Sandwell.


£3b Regeneration investment is coming on stream between now and 2027.




2.9 BILLION
in investment




1 GOAL




67
live projects



11
projects completed



4 THOUSAND
new homes



15 THOUSAND
jobs supported

Figure 4 Regeneration Pipeline Figures (Oct 2023)

Close to Birmingham, Sandwell is well-connected and affordable. Significant investment in regeneration and connectivity between now and 2027 is estimated to be worth £3b, providing a strong foundation for economic growth. However, Sandwell experiences challenges such as a trend of higher value jobs and skilled residents leaving the borough permanently. The Sandwell Business Growth Plan is appended to the Regeneration Strategy, ensuring the economic growth benefits are maximised through regeneration investment.

Innovation investment and support are focussed to the region’s cities, with little attention on towns or strategic centres



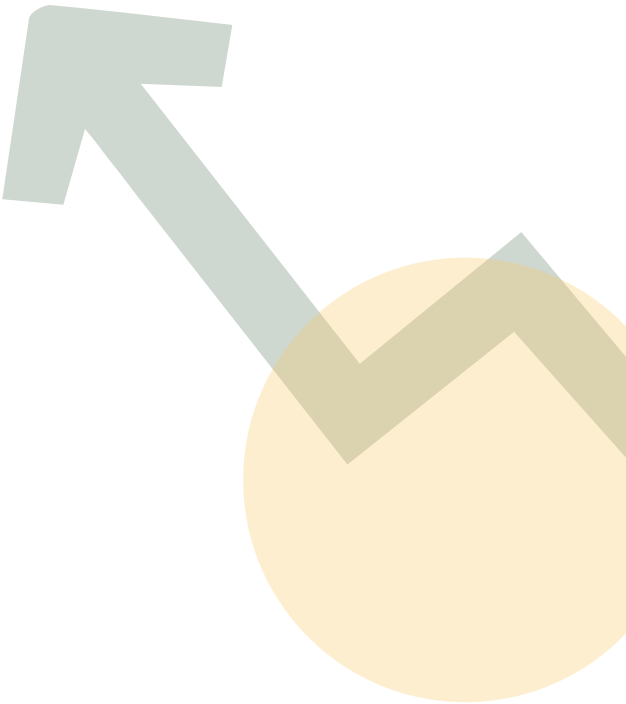
Since 2018/19, Sandwell organisations received £4.5m of Innovate UK funding






Sandwell received under £1m in funding from UK Research & Innovation (2020-21)

Since 2018/19, Sandwell-based organisations have received £4.5m worth of funding from Innovate UK specifically and recipients include Metal Assemblies and Robinson brothers. However, Sandwell received under £1m in total direct UK Research and Innovation (UKRI) funding (including Research Councils, Research England, and Innovate UK) in 2020-21, equal to £3 per person. This is substantially lower than regional and national averages, but comparable to other Black Country local authorities.

Innovation is a priority of the West Midlands and there have been recent successes such as the investment in Birmingham Health Innovation Campus. However, innovation investment and support are focussed to the region’s cities. We want to work with innovation partners to determine how we maximise the benefits of innovation clusters for Sandwell through the development of a Sandwell innovation narrative and a programme of support



A higher-than-average proportion of employees in Sandwell are earning below the Real Living Wage and a high number of jobs in traditionally low wage sectors

-  **19.9% of employee jobs in Sandwell are below the real living wage (18.6% increase since 2021)**
-  **Sandwell residents earn c.£5,506k less than the national avg.**
-  **Working age residents with RQF4+ qualifications are rising but nearly 12% have no formal qualifications (National 6.2%)**
-  **16.2% are in elementary occupations in Sandwell, above the 7.1% national average**

Wages are often low with a higher-than-average proportion of employee jobs earning below the Real Living Wage and a high number of jobs in traditionally low wage sectors. We need to work with businesses to increase demand for high level skills and create jobs with good pay and conditions, aligning skills supply with demand. This requires better labour market intelligence and raising awareness of the opportunities available with young people, ensuring that we communicate to the next generation what opportunities will be available in Sandwell based on economic growth areas.

Sandwell Council is spending 39% with Sandwell suppliers.

-  **Sandwell Council spent £582m with suppliers**
-  **39% in Sandwell**

Sandwell Council as an Anchor Institution wants to increase spend with local businesses by changing how we procure contracts and monitor social value, embedding inclusive economic growth across the Council.

Increased local spend retains wealth in Sandwell and creates jobs. Significant investments from the £3b Regeneration Programme will increase tendering opportunities for local businesses. As well as increase our own spend, we want to encourage our businesses to increase theirs by raising awareness of local suppliers.

Listening to Businesses

The collective insight and experiences of the local business community have been instrumental in shaping this plan. We recognise that businesses are the backbone of our local economy, and their input has been invaluable in crafting a plan that is both relevant and effective. Through continual dialogue with local businesses, we have gained an understanding of their challenges and aspirations. Their insights have guided us in identifying key issues, prioritising solutions, and tailoring our plan to address the specific needs of our business community.

A range of economic challenges, from access to capital and workforce development to regulatory obstacles and market competition were identified. With this knowledge, the plan combines short-term

actions with long-term sustainability, providing immediate support while fostering an environment for growth and prosperity. The voices of local businesses in our plan ensures that our actions are not only well-informed but also reflective of the diverse and evolving needs of our entrepreneurs. The below table demonstrates examples of where business insights have been translated into actions within the plan, demonstrating our commitment to being responsive and solution-oriented, and reinforcing our belief that when our **businesses are strong, our communities thrive.**

Business Challenge	Business Suggestions	Plan Actions
Employment Land/ Commercial Space	Address contaminated land from industrial use and create a map of available employment land.	Grow in Sandwell - Provide property and land searches service to business wanting to locate, relocate or expand within the Sandwell. Grow in Sandwell - Work with Government and the WMCA to lever in funding to regenerate brownfield land for commercial investment. Support in Sandwell - Make the employment land sites map available on the Sandwell Business Growth website.
Funding and support for Start-Ups and SMEs	Support entrepreneurs and SMEs with grants, capital and finance.	Start Up in Sandwell - deliver wrap around support including grants to Sandwell Start-Ups. Grow in Sandwell - provide support and grant funding to Sandwell SMEs Grow in Sandwell - Facilitate SMEs accessing support and grant funding from the regional SME programme.
Access to Research & Development opportunities	Sandwell needs a strong narrative about the innovative businesses that are already here. The council could help broker connections into regional assets an development opportunities for these businesses.	Innovate in Sandwell - commission research to define what innovation means in Sandwell and how the council can support it. Innovate in Sandwell - work with innovation support partners to identify what support is available for Sandwell Businesses and how we can facilitate.
Clarity around how and who to access for Business Support	Create a single 'front door' through which businesses can access a range of support services; & more proactive and dedicated support services.	Support in Sandwell - Produce the Sandwell Business Growth Plan to articulate the support offer. Support in Sandwell -Adopt a Customer Charter setting out our service standards to Businesses Support in Sandwell -Improve the customer journey through a new website and contact call centre provision

Figure 5 Business Insights



Working with Partners

Collaboration with partner organisations is central to our plan for fostering local economic growth and assisting businesses in addressing their economic challenges. By joining forces with like-minded entities, we create a synergy that enhances our collective capacity to drive positive change and ensure the long-term prosperity of our community. Partner organisations bring complementary strengths, resources, and expertise to the table. Through these collaborations, we gain access to a broader range of tools and solutions, making it possible to offer a more comprehensive and robust support system for our local businesses. Whether it's access to funding, specialised knowledge, or extended networks, these partnerships open new avenues for addressing the multifaceted challenges faced by our business community.

By working together, we can pool resources and share best practice, resulting in more efficient and effective solutions. This collaborative approach allows us to develop and implement initiatives that are more finely tuned to the specific needs of our local businesses. It fosters innovation and encourages the exchange of fresh ideas, ensuring that we remain adaptable and responsive to the ever-evolving economic landscape. Furthermore, partnering with like-minded organisations enhances our advocacy and outreach efforts. It amplifies our voice in promoting policies and initiatives that are conducive to local economic growth, while also bolstering our ability to secure funding and support from government agencies, philanthropic organisations, and other stakeholders who share our vision for a prosperous community.

Together, we are more resilient, innovative, and equipped to overcome economic challenges, ensuring a thriving and sustainable future for our community.



The West Midlands Combined Authority provides additional resource and a collaborative partnership through which to make collective decisions to support business and economic growth and development across council boundaries.



The Sandwell Business Ambassadors, made up of local business people, act as a bridge between the council and wider business community to encourage greater partnership between the two that enables businesses to thrive.



The Black Country Chamber of Commerce provides dynamic business support services via advice services, programmes & networking events to SMEs across the Black Country.



The West Midlands Growth Company support West Midlands Local Authorities to attract investment, jobs, visitors and businesses to the region.

Figure 6 Snapshot of Partnerships

Case Studies 2023/24

Phoenix Sealing Ltd: cutting energy costs with solar panels and fast shutter doors

Phoenix Sealing Ltd has taken significant steps to reduce energy costs and carbon emissions by installing solar panels and a new fast shutter door at its Tipton facility. With support from our UKSPF Net Zero Grant programme, the company is demonstrating its commitment to sustainability.

Investing in sustainability

Phoenix Sealing Ltd, founded in 2012, is a globally recognised supplier of sealing products to over 40 countries. Faced with rising energy costs and a desire to enhance sustainability, the company engaged with Sandwell's Decarbonisation Net Zero Programme. Through a free energy audit, Phoenix Sealing identified key areas where energy efficiency could be improved, leading to the installation of Solar PV panels and a fast-moving roller shutter door.

Key improvements include:

- Installation of a Solar PV system to generate renewable energy on-site.
- A fast-moving roller shutter door to reduce heat loss and lower energy consumption.
- Grant support from Sandwell Council's UKSPF Net Zero Programme to fund the project.

Sustainable solutions

By installing solar panels, Phoenix Sealing is not only reducing its reliance on grid electricity but also cutting carbon emissions and contributing to a more sustainable future. The new roller shutter door further enhances energy efficiency by reducing heat loss in the goods-in area, leading to lower heating costs.



The investment offers multiple benefits:

- Environmental impact: Solar PV reduces the company's carbon footprint and allows excess energy to be exported back to the grid.
- Financial savings: Significant reductions in energy costs and protection from future energy price volatility.
- Operational efficiency: Increased energy independence and lower peak demand charges.

Emma Tudor, Group Accounts Manager at Phoenix Sealing, emphasised the importance of this investment: *"These investments, assisted by the Decarbonisation Net Zero Programme grant funding, have allowed us to ensure the site can be resilient against future energy costs, especially because, as manufacturers, our costs can go up considerably."*

Phoenix Sealing Ltd's commitment to energy efficiency sets an example for other businesses looking to embrace sustainability. They also have plans to replicate this investment at its Chesterfield site. The company is showing how renewable energy solutions can deliver both environmental and economic benefits.

Case Studies 2023/24

A&M-EDM secures investment to power growth in Sandwell

We're pleased to celebrate the continued growth of Sandwell-based A&M EDM, a leading precision engineering company. They have used a grant from Sandwell Council and Business Growth West Midlands to fuel their expansion and enhance their capabilities.

Driving innovation with cutting-edge machinery

A&M EDM has invested significantly in state-of-the-art equipment, including a Hurco VMX42i three-axis machining centre. This cutting-edge technology will enable the company to take on more complex and larger-scale projects. The new machinery will not only boost the company's production capacity but also improve the precision and quality of its engineering services. This will further solidify its reputation as a leader in the field.

Expanding facilities and workforce

In addition to upgrading its equipment, A&M is also expanding its facilities to accommodate the increased production demand. This expansion is set to create new jobs, providing valuable opportunities for skilled workers in the Sandwell area. By investing in both technology and talent, A&M is positioning itself for long-term growth and contributing to the economic development of the region.

A boost for the local economy

A&M has grown from a two man start-up in 2002 to a workforce of 82 with sales over £8 million, creating new jobs by applying its engineering expertise in CNC machining, spark and wire electro discharge machining and toolmaking with continuous investment in new technology.

The investment marks a significant milestone for A&M and a positive development for the Sandwell community. With plans to continue expanding its services and workforce, the company is playing a key role in driving local economic growth and supporting the region's engineering sector.



Positive Impact

Mark Wingfield, managing director of A&M EDM, said: *"Sandwell Council's support was important; the grant was a refreshingly straightforward process and accelerated our investment in a new machining centre to increase our manufacturing of precision aerospace components."*

Sandwell Council's cabinet member for business and skills, Councillor Sukhbir Gill, said: *"This is a great example of how, working in tandem with business, Sandwell Council is determined to drive growth and increase employment. We want Sandwell to be the location of choice for business and would encourage anyone in business or thinking of starting a business however big or small to contact our Sandwell Business Growth Team."*

Case Studies 2023/24

MAC Surfacing Ltd: Investing in sustainable, modern machinery

MAC Surfacing Ltd, a prominent road surfacing company in Tipton, received a grant to support an upgrade to its plant and machinery. This investment enables MAC Surfacing Ltd to secure more projects, reduce emissions and create a job.

MAC Surfacing Ltd faced a series of challenges due to market changes following COVID-19, coupled with increased machinery costs and finance charges. The company also encountered project limitations with aging equipment that could not meet the standards of HS2.

New equipment

To overcome these obstacles, MAC Surfacing Ltd started to upgrade its fleet, investing in modern equipment to increase reliability and operational efficiency. Through consultations and trials with leading manufacturers, MAC Surfacing selected the Wirtgen W100Fi Planer, which offers a more sustainable, cost-effective alternative to older machinery.

MAC Surfacing contacted Sandwell Business Growth for help and support with their planned investment.

Helping them through the grant process was Helen Peach, a member of our Sandwell Business Growth Team, who guided MAC Surfacing Ltd in completing the application and securing the funding.

Key outcomes of this investment include:

- **Enhanced Project Access:** The new equipment meets the emissions standards.
- **Improved Efficiency:** The Wirtgen W100Fi Planer offers better fuel efficiency and lower operating costs, which directly boosts margins.
- **Job Creation:** The acquisition also led to hiring an additional HGV driver, supporting local employment.



Significant Results and Industry Impact

The positive impact of this upgrade is reflected in both operational metrics and financial performance. With the new machinery in place, MAC Surfacing has seen:

- **Increased Machine Utilisation:** Utilisation rates for the new machinery rose from 75.60% to 80.66%.
- **Improved Profit Margins:** Gross margin on projects increased from 14.55% to 17.83%, enhancing overall profitability.

Jake Wherton, Managing Director of MAC Surfacing, said *"The grant we received helped us accelerate our ambition to upgrade our plant fleet and, as such, protect the jobs of those we employ. Knowing that government support is available for businesses investing in their future is truly encouraging."*

With new confidence gained from the success of this upgrade, MAC plans to further invest in its fleet as the year closes.

Through these initiatives, MAC Surfacing Ltd shows how strategic use of grants can secure a competitive edge while supporting environmental goals and creating jobs.

Case Studies 2023/24

Bridge Construction Ltd gives back to Smethwick community

Bridge Construction Ltd (BCL) has gone above and beyond its contractual obligations to ensure the safety of some of the youngest members of a Smethwick primary school.

Bridge Construction Ltd was appointed by Sandwell Council to undertake connectivity improvement works in Smethwick. In a display of its commitment to social value, the team took on additional voluntary work at a local school.

With the new academic year approaching, Shireland Hall Primary Academy had been facing concerns about the condition of the timber fencing surrounding the reception year playground. The ageing structure posed a potential safety risk for the young children who use the area daily.

Safety first

Recognising the importance of children’s safety, Bridge Construction Ltd stepped in to offer their services free of charge.

Richard Lewis, Commercial Director of BCL, explained their involvement. He said: *“The school approached us with concerns over the safety of the existing timber fencing around the reception year playground. BCL volunteered all resources and material to remediate the issues by removing the existing timber fencing and adjacent block paving. We then installed new timber fencing with edgings and re-laid the block paving to make the area safe for use in the upcoming term.”*

The works are complete in time for the new school term in September 2024.

Thanks to BCL

Jason Evans, Site Manager at Shireland Hall Primary Academy, expressed his gratitude for the works carried out by BCL. He said: *“Many thanks to Richard Lewis and his team. They came out and replaced an ageing curved fence that provides vital protection for the Reception Classes. Their punctuality, politeness and professionalism resolved a problem that would have cost us several thousands of pounds to put right.”*



“Bridge Construction Ltd’s generosity in providing this service was amazing and the quality of groundwork and construction was brilliant. As a result of this hard work, the curved fence will protect some of the youngest children in our school for years to come. Once again, thank you.”

Social value in Sandwell

The voluntary works at Shireland Hall Primary Academy highlight Bridge Construction Ltd’s commitment to helping local communities. Social value is a priority for Sandwell and the support provided to the Academy is a testament to this commitment.

For more information on how your business can give back to the community visit our [Social value page](#).

Case Studies 2023/24

Community centre car park: making life easier

Fitzgerald Contractors worked with North Smethwick Development Trust (NSDT) to renovate the car park at the Brasshouse Community Centre.

The car park at the community centre on Brasshouse Lane in Smethwick was in need of renovation. It was covered in potholes, and had no designated parking spaces. This had been causing problems for staff and visitors for many years.

A localised approach

When carrying out social value projects, Fitzgerald always looks to support something specific and unique to the community it is working in. After discussions, Sandwell Council’s Social Value Team put Fitzgerald in touch with NSDT, which manages the Brasshouse Community Centre.

Steve Jones, Fitzgerald’s contract manager, made an initial site visit, and work began at the end of June. By Monday 1 July the car park was pothole-free and marked up with clear parking spaces.

Benefits to the whole community

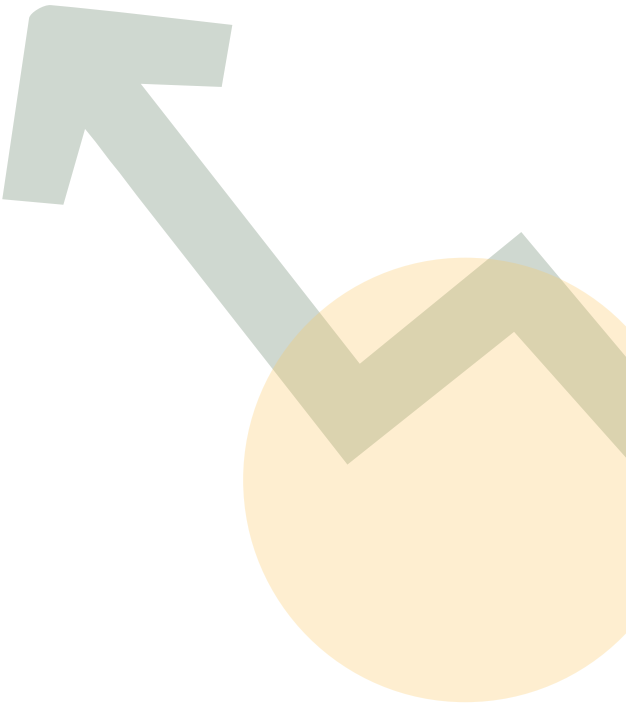
Jennifer Harrison, chief executive of NSDT, said: *“I want to give a big thank you to all involved. We are extremely grateful to Fitzgerald Contractors and Sandwell Council’s social value team working together to make this happen. The new look car park will maximise our space to avoid parking issues in the surrounding area. It will make life a little easier for all our visitors and neighbours in the future.”*

Steve Jones said: *“It’s been a pleasure to work on this project. We always like to construct a great outcome and obviously bring a greater benefit to the people and communities we work with.”*



Can your business help renovate community facilities?

Our Sandwell Business Growth Team can help match you with a local partner to help make a big difference in the borough.



Case Studies 2023/24

C & S Electrical Installations: Growing the workforce through apprenticeships

C&S Electrical Installations are a Wednesbury company who partners with Sandwell Council with an Electrical contract and carry out work for other council partners as a sub-contractor – but they don't just carry out contracts they also add a huge amount of social and economic value to the local area across our 4 pillars of social value.

- With currently 11 apprentices at different stages of their qualifications and the majority of employees living in Sandwell and the Black country they have a big impact in the employment and skills in the area.
- They support local schools, sports teams, help with repairs to local community buildings and are always happy to help with community initiatives.
- Use local suppliers to buy materials and use local supply chain if/when needed.
- Recycle and re-use materials were possible and continuously look for ways to reduce carbon footprint and energy usage.

Kevin Spittle Director – *'we're a family run business who live in Sandwell and believe in carrying out high quality work but also putting back into the community we live and work. We also believe in growing our workforce from within and giving young local people a chance to learn and develop into our skilled workforce'*

Michael Wragg Social Value Officer – *'C&S are one of our excellent social value contract partners who have a great approach to supporting the local area. It's great to see so many local apprentices working on our contracts whilst working towards being fully qualified in an area of work that will always be needed'*

For more information and new case studies <https://sandwellbusinessgrowth.com/case-studies/>



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Conclusion

Recent years have been tough on our businesses and residents. During this time, we have worked hard as a Council to support them including providing companies with tens of millions of pounds of emergency business grant support and have been proud of the resilience and adaptability that local businesses have shown. With the changes in structural funding from central government to assist business support measures, and with increased devolution powers moving to the Mayor of the West Midlands, we continue to adapt and improve our local offer.

We are optimistic for the future. Sandwell is seeing major investment from the public and private sector with regeneration levering in billions of pounds in capital investment between now and 2027. These new assets, with the right co-ordination, can help support new and existing businesses, creating jobs, attracting inward investment and kickstarting growth across the borough.

We know that businesses are vital to creating jobs and wealth in Sandwell and we want to ensure that they are well-placed to capitalise on this investment. We have developed the Sandwell Business Growth Plan to do everything we can to ensure our businesses and communities thrive. This includes a commitment to work more collaboratively with partners to maximise the resource and expertise available to businesses.

We have listened to businesses and dialogue will continue to ensure we are allocating appropriate resources and prioritising the right interventions. Let's continue to work together to make the most of this opportunity and make this Sandwell's time to prosper.



Sandwell Business Growth Customer Charter

Our Commitment to Your Business

The Sandwell Business Growth Team is dedicated to building stronger businesses, thriving communities, and supporting your business to achieve your ambitions.

When your business wins, everyone wins. This Customer Charter sets out our commitment to you, a member of our Sandwell business community, and what you can expect from us and the support we give.

Our standards

- We are helpful, polite, and respectful to you always
- We do not make promises to you we cannot keep
- We use plain language, and avoid jargon
- We provide relevant business guidance and support to your business
- We make referrals to specialist advisers to meet your business needs
- We direct you to alternative sources of information if required
- We assign a dedicated Key Account Manager to your business where applicable
- We ensure our website is accessible, up to date, accurate and relevant.
- We work continuously to improve Sandwell's economic prospects
- We are committed to delivering social value and community benefits
- We are your business link into Sandwell Council and the wider West Midlands region.

What you can expect

If you call our enquiry service:

- Your enquiry details to be captured accurately and referred to the relevant officer for a response
- To receive an initial call back or email response within two working days of enquiry receipt during our published opening hours
- Your data and information to be kept confidential and secure.

If you contact us with an email enquiry:

- To receive an initial call back or email response within two working days of enquiry receipt during our published opening hours
- A response to your enquiry within ten working days of receipt during our published opening hours
- A response that addresses all the points you raised, in plain language
- To be kept informed of progress and, if we are unable to answer your enquiry fully within the ten working day timeframe, to know when you can expect our full response
- To be directed to alternative sources of information if your enquiry falls outside the remit of our service
- That your data and information will be kept confidential and secure
- We will only use personal information you send us for the purposes for which you provide it.
- We will only hold your information for as long as necessary, once we have responded to your enquiry, for these purposes and will not pass it on to any other parties.

Contact us

Email: business_growth@sandwell.gov.uk Website: www.sandwellbusinessgrowth.com

Call: 0121 569 2700 Opening hours Monday to Friday, 9am-5pm
(excluding public holidays and council closures).

Source	Capital / Revenue	Activity	Budget 24/25
Support in Sandwell			
SMBC	Revenue	Sandwell Business Growth Website	£42,470.00
SMBC	Revenue	Sandwell Business Growth Service Marketing Collateral	£9,530.00
Grow in Sandwell			
UKSPF Regional	Revenue	SME Advisors	£305,597.00
UKSPF Regional	Capital	SME Grants	£1,448,225.00
UKSPF Regional	Revenue	SME Grants	£156,276.00
CEG	Revenue	Top 50 Report and Launch Event	£3,350.00
UKSPF Regional	Revenue	Wraparound Support Programme	£50,000.00
UKSPF Regional	Revenue	Trading in New Markets Programme	£50,000.00
Social Value in Sandwell			
CEG	Revenue	Meet the Buyer Events	£15,000.00
CEG	Revenue	Social Value Platform	£12,000.00
CEG	Revenue	Tender/Bid Workshops	£1,500.00
Start Up in Sandwell			
UKSPF Local	Revenue	Start Up Grants	£145,000.00
UKSPF Local	Revenue	Sandwell Business School Programme	£100,000.00
UKSPF Local	Revenue	Sandwell Start Up Hub premises	£222,167.18
Net Zero in Sandwell			
UKSPF Regional	Capital	Net Zero DNZ Grants	£543,129.77
Innovate in Sandwell			
WM Global	Revenue	Black Country Innovation Delivery Framework	£50,000.00
Total			£3,102,244.95
CEG	£31,850.00		
WM Global	£50,000.00		
UKSPF Regional	£2,553,227.77		
UKSPF Local	£467,167.18		
Total	£3,102,244.95		

Appendix 3 - Outputs & Outcomes Profile

Plan Priority	Activity	Forecast Team Outcomes		Achieved Team Outcomes			Forecast Contracted Outputs		Achieved Contracted Outputs		Funding Source	Commentary
Support in Sandwell												
Support in Sandwell	Customer Charter and Service Standards	Initial response within 2 working days.	98%	Initial response within 2 working days.	%						SMBC	Confirmation of enquiry receipt and referred to appropriate Sandwell Business Growth Officer.
		Full response within 10 working days.	95%	Initial response within 2 working days.	%						SMBC	R esponse provided to customer from Sanwell Business Growth Officer.
Support in Sandwell	Sandwell Business Growth Website	Enquiries derived from the website.	50%	Enquiries derived from the website.	%						SMBC	The Sandwell Business Growth website is designed to provide Businesses with accessible support and advice.
		Customers rating website service as Excellent or Good	80%	Customers rating website service as Good	%							
Start Up in Sandwell												
Start Up in Sandwell	Sandwell Start Up Hub						Businesses receiving non-financial support	40	Businesses receiving non-financial support	No.	UKSPF	
Start Up in Sandwell	Hub events and workshops	No. hosted	40	No. hosted	No.						SMBC	
		No. of attendees per event (av)	70	No. of attendees per event (av)	%						SMBC	
Start Up in Sandwell	Start Up Grant Programme						Grant Value Administered	£145,000.00	Grant Value Administered	£	UKSPF	
							No. of Grants	50	No. of Grants	No.	UKSPF	
Start Up in Sandwell	Sandwell Business School Programme						No. of potential entrepreneurs attending the business school	120	No. of potential entrepreneurs attending the business school	No.	UKSPF	
Start Up in Sandwell	Number of Business School attendees assisted to become enterprise-ready						Number of Business School attendees assisted to become enterprise-ready	16	Number of Business School attendees assisted to become enterprise-ready	No.	UKSPF	
Grow in Sandwell												
Grow in Sandwell	Businesses receiving support from the Sandwell Business Growth Team.	No. of Businesses supported	N/A	No. of Businesses supported	N/A						SMBC	All business enquiries actioned by the Sandwell Business Growth Team. Align to the Corporate Performance measures.
Grow in Sandwell	Sandwell Businesses receiving specialist advice from partner organisations.	No. of Businesses referred	N/A	No. of Businesses referred	No.						SMBC	All referrals made by the Sandwell Business Growth Team to specialist advisor partners.
Grow in Sandwell	Regional SME Programme						No. of Businesses receiving non-financial support	410	No. of Businesses receiving non-financial support	No.	SMBC	
							Value of Capital Grant Administered	£1,448,225.00	Value of Grant Administered	£		
							Value of Revenue Grant Administered	£156,276.00	Value of Grant Administered	£		
							Businesses receiving financial support	54	Businesses receiving financial support	No.		
Grow in Sandwell	Sandwell Trading in New Markets Programme	Businesses receiving 1:1 support	20	Businesses receiving 1:1 support	No.						SMBC	
		Business diagnostics	20	Business diagnostics	No.							
		Businesses participating in workshop support	20	Businesses participating in workshop support	No.							

Appendix 3 - Outputs & Outcomes Profile

Plan Priority	Activity	Forecast Team Outcomes		Achieved Team Outcomes			Forecast Contracted Outputs		Achieved Contracted Outputs		Funding Source	Commentary
Grow in Sandwell	Sandwell's Top 50 Growing Businesses Programme	Growing Businesses actively engaged with account manager	10	Growing Businesses actively engaged with account manager	No.						SMBC	
		Annual Top 50 Networking Event	1	Annual Top 50 Networking Event	No.							
		Event Attendees	70%	Event Attendees	%							
Grow in Sandwell	Strategic Businesses KAM Programme	Strategic Businesses receiving dedicated KAM	4	Strategic Businesses receiving dedicated KAM	No.						DBT	KAM provided by WMGC & DBT
	Strategic Businesses SRM Programme	Strategic Businesses receiving dedicated SRM	9	Strategic Businesses receiving dedicated SRM	No.						WMGC	Team works with the WMGC on account management. Each Strategic Business will have a named primary and secondary account manager.
Grow in Sandwell	Wrap-around specialist support - Regional Advice Grant Programme	Start Up Businesses receiving 1 Year Free Membership	15	Start-Up Businesses receiving 1 Year Free Membership	No.						SMBC	
		SME Businesses receiving 1 Year Free Membership	50	SME Businesses receiving 1 Year Free Membership	No.							
Net Zero in Sandwell												
Net Zero in Sandwell	Regional Decarbonisation Net Zero Programme						UKSPF Grant Value Administered	£543,129.77	UKSPF Grant Value Administered	£	UKSPF	Grant administered by SMBC
							Number of enterprises receiving UKSPF grants	31	Businesses receiving financial support	No.		Based on a value of £1K-£100K
							Businesses adopting new to the firm technologies or processes	5	Businesses adopting new to the firm technologies or processes	No.		
		Businesses receiving non financial support/energy audit	N/A	Businesses receiving non financial support/energy audit	No.							
		Businesses participate in Net Zero training	N/A	Businesses participate in Net Zero training	No.							
	Business Energy Efficiency Grant Programme	BEEGP Grant Value Administered	N/A	BEEGP Grant Value Administered	No.						UKSPF	Working in partnership with Birmingham City Council
		Businesses receiving BEEGP financial support	N/A	Businesses receiving BEEGP financial support	No.							
Innovate in Sandwell												
Innovate in Sandwell	Innovation Framework and Delivery Plan for the Black Country						Innovation Framework and Delivery Plan for the Black Country	£50,000.00	Research conducted	Y/N	SMBC	Black Country-wide delivery framework.
Invest in Sandwell												
Invest in Sandwell	Secure Inward Investment in Sandwell	New Landed Investment	3	New Landed Investment	No.						SMBC	Work with the Department for Business & Trade to support them in landing new inward investment to Sandwell.
		New Jobs Created	30	New Jobs Created	No.							

Appendix 3 - Outputs & Outcomes Profile

Plan Priority	Activity	Forecast Team Outcomes		Achieved Team Outcomes			Forecast Contracted Outputs		Achieved Contracted Outputs	Funding Source	Commentary
Invest in Sandwell	Growth Sectors - Professional Services	Strategic Businesses engaged	3	Strategic Businesses engaged	No.						Ensure Sandwell Strategic Businesses within Growth Sectors are engaged with the West Midlands Growth Company Sector Leads.
	Growth Sectors - Life Sciences		3		No.						
	Growth Sectors - Tech, Creative and Digital.		3		No.						
	Growth Sectors - Advanced Manufacturing		3		No.						
	Growth Sectors - Professional Services		3		No.						
Invest in Sandwell	International Inward Investment Relationships	Delegations Supported/ Hosted	1	Delegations Supported/ Hosted	No.						Support the hosting of international delegation visits to Sandwell to support Foreign Direct Investment (FDI).
	Domestic Inward Investment Relationships	Delegations Supported/ Hosted	2	Delegations Supported/ Hosted	No.						Support the hosting of domestic delegation visits to Sandwell to support Inward Investment.
Invest in Sandwell	Investment Events Supported	Investment Events Supported	1	Investment Events Supported	No.						Work with the West Midlands Growth Company to ensure Sandwell is supported and promoted at national and international investment events, including brokerage of meetings with key investors.
Social Value in Sandwell											
Social Value in Sandwell	Sandwell Social Value Awareness & Advice	Social Value Sessions	6	Social Value Sessions	No.					SMBC	A programme of Social Value sessions to promote awareness of Social Value, Best Practice, and where to find support. The sessions will focus on internal stakeholders and partners.
		Good News Stories	8	Good News Stories	No.						Good News Stories published on Social Media and websites.
Social Value in Sandwell	Monitoring & Measuring Social Value outputs & outcomes	Implementation of a Social Value Monitoring System		Implementation of a Social Value Monitoring System	Y/N						
Social Value in Sandwell	Social Value Planning Applications	Apprenticeships		Apprenticeships	No.						
		Jobs		Jobs	No.						
Social Value in Sandwell	Social Value Council Contracts	Apprenticeships		Apprenticeships	No.						
		Jobs		Jobs	No.						
Social Value in Sandwell	Community/School Engagement	Community Support Hours	100	Community Support Hours	No.						
		School Support Hours	100	School Support Hours	No.						
Social Value in Sandwell	Supply Chain Support	Meet the Buyer Events	2	Meet the Buyer Events	No.						Events for local supply chains meet with leading contractors of significant regeneration and infrastructure.
		Tender Training	3	Tender Training	No.						Training sessions for local supply chains in writing winning tenders.
Social Value in Sandwell	Employment & Skills Strategy	Apprenticeships		Apprenticeships	No.						Work with the Think Sandwell Employment & Skills Team to support local recruitment & training opportunities through brokering relationships with our contractors and partners.
		Jobs		Jobs	No.						
Social Value in Sandwell	Sandwell Anchor Network Partnership	Anchor Network Charter Commitments	75%	Anchor Network Charter Commitments	No.					SMBC	Anchor Institutions committing to the Anchor Network Charter.

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