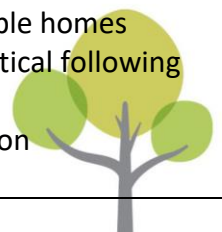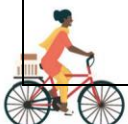| Strategic Outcomes	Challenges
One Council, One team	• Balancing the budget • Developing the new operating model and transformation agenda • Developing the digital offer • Combatting digital exclusion • Embedding senior management restructure • Strategic communication • Positive mental wellbeing of staff • Equalities Commission • Updating our governance arrangements
Best Start in Life for Children and Young People	• Rising poverty and household stress, notably food insecurity • Increasing safeguarding concerns and need for family support • Young people disproportionately affected by the pandemic • Lost teaching in pandemic worsening existing education gap and risk of those Not in Employment, Education or Training (NEET) increasing
People live well, age well	• Widening health inequalities • Pandemic gravely affected specific groups, notably BAME and disabled people • Combatting mental ill health and social isolation • Promoting wellbeing and preventing the need for longer term support. • Joined up care • Vaccination take-up and risk of localities where Covid persists
Strong, Resilient Communities	• Rising reliance on benefits, poverty, debt and inequality • Impact on our high streets • Anticipation of increasing homelessness • Building on the increase in civic participation • Digital exclusion made worse • Action to address climate change as an organisation and in the community, a green recovery • 40% increase in waste collection
Quality Homes in Thriving Neighbourhoods	• Aspiration for new house building programme delivering green, environmentally-friendly and affordable homes • Fire safety in our high and low-rise blocks critical following Hackitt Report • Vulnerability in private rented accommodation • Isolation of families in high rise blocks

A Strong, Inclusive Economy	- Low wages, low Skills, and higher levels of deprivation - Meeting additional skills and retraining needs - Increasing need for digital skills and equipment - Increasing need for improved support for businesses - Disadvantaged groups being left behind - Impact on high streets and other economic scarring - Making the most of government funding opportunities
A connected and accessible Sandwell	- Continuing development of sustainable travel opportunities to build on increased walking/cycling - Securing funding/investment and delivering major transport projects - Implementing 5G infrastructure