

"THE WORLD SAYS YES YOU CAN, BUT ONLY IF YOU ARE PRIVILEGED."

A CALL FOR EVIDENCE

Living a life of disadvantage in Walsall

Summary Report

Connecting Communities, Connecting People



Social Justice: Call for Evidence Summary Report

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"People from marginalised groups feel like they live looking at a brick wall with a dead end. People experiencing disadvantage feel completely trapped like they can't escape. They feel like they will be stuck in the situation and that there is no way out. They certainly don't feel that anyone wants to listen to them. So, trying to engage with them means there is so much untrust"

- Call for Evidence Participant

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Foreword

A'isha Khan
CEO of Aaina Community Hub
& Chair of Walsall For All



As Chair of Walsall for All and CEO of Aaina Community Hub, I have had the privilege of witnessing first-hand the resilience, strength and solidarity that exists within our diverse communities. Yet, I have also seen the persistent inequalities that prevent too many people in Walsall from living with dignity, security and opportunity.

This Social Justice Call for Evidence has been a powerful process, one rooted in listening and engaging with community representatives and key stakeholders. We heard from individuals and families experiencing food and fuel insecurity, from those who feel locked out of education, employment or other areas and from people navigating systems that too often feel cold and inaccessible. Their voices are at the heart of this report.

What emerges is clear: social justice must be more than a principle. It must be a shared commitment to equity, to inclusion and co-designing services and systems that truly see, hear and serve the people of Walsall. This report is not the final word, but a call to action. I hope it will spark courageous conversations and collaborative change.

Thank you to every individual and organisation who contributed. Your insight and honesty will shape the way forward.

A'isha Khan, CEO of Aaina Community Hub & Chair of Walsall for All

Introduction



This summary encapsulates the findings from an extensive 85-page report (1) on Social Justice issues in Walsall. The report was conducted through discussions, research, and engagement with diverse community voices. It provides an accessible overview of the key themes, challenges, and actionable recommendations that emerged, forming a foundation for future policy development in the Borough.

Background & Purpose

The Social Justice Call for Evidence was initiated to understand the lived experiences of Walsall residents and the systemic barriers they face. By gathering insights from community groups, professionals and individuals, the initiative sought to inform the development of policies and interventions that promote fairness, dignity and inclusivity in Walsall.

The discussion around developing an Anti-Poverty Strategy for Walsall began in February 2024, inspired by the Bradford Model, which was discussed at a Walsall for All Board Meeting. With child poverty rates significantly above the national average and deprivation worsening, a collaborative, grassroots-led approach was identified as essential to addressing poverty and social injustice across the Borough.

Consultations with over 750 residents identified the Cost of living as a critical issue, which was then integrated into the **Walsall Community Cohesion Strategy 2025–2035 (2).** This approach aligned with the **We Are Walsall 2040 vision (3)**, recognising the intersection of poverty and social justice. As part of this, Walsall for All, alongside why team, proposed a Call for Evidence initiative to provide unfiltered insights into the real-life experiences of those facing poverty and deprivation.

A committee of Social Justice Champions, including individuals with lived and professional experience of disadvantage, was formed to explore key questions such as: What does life in Walsall look like for those struggling? What drives social injustice? What pathways lead to poverty?

Over five months, Social Justice Champions met bi-weekly to explore key themes of deep-rooted deprivation, combining national research with the lived experiences of individuals directly impacted by these challenges. These personal stories ensured that the voices of those most affected were central to the discussions and the solutions proposed. The sessions highlighted a recurring sentiment: "The world keeps telling you 'Yes, you can,' when in reality, only the privileged can." This Call for Evidence initiative is critical in shaping Walsall's future Social Justice Strategy, ensuring that future policies reflect the experiences of those facing inequality.

Methodology

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Engagement Methods

A Community-Embedded Approach

The Call for Evidence was intentionally designed to amplify the voices of Walsall residents, especially those often excluded from traditional consultation processes. By combining structured thematic discussions, community-led engagement and professional insights, the methodology created a comprehensive understanding of social justice issues within the Borough. Through the process, it became clear that many residents face not only economic hardship but also a profound lack of hope, connections, and a sense of agency.

Defining Poverty Through Lived Experience

At the foundation of this approach was a shared belief that poverty is more than financial hardship: it is a lived reality of social exclusion, fear, and instability. The project group explored definitions of poverty, drawing on research from the Joseph Rowntree Foundation (4), which defines poverty as: "Not being able to heat your home, pay your rent, or buy the essentials for your children. It means waking up every day facing insecurity, uncertainty, and impossible decisions about money. It means facing marginalisation – and even discrimination – because of your financial circumstances."

To ground this understanding in personal narratives, the group collectively examined Poor: A Memoir by Katriona O'Sullivan, which resonated deeply with participants. Through this lens, discussions explored how acts of kindness and compassion can affirm or deny the labels of poverty, shaping individuals' sense of self-worth and opportunity.

To capture a full range of experiences and ensure inclusivity, the project employed multiple engagement methods, as outlined below.

Walsall For All Community Advisors

The six Community Advisors, embedded within local communities, engaged with approximately 120–150 residents through informal conversations, one-to-one interviews, and group discussions. These participants came from diverse age groups, ranging from 16 to 60 years old, and represented a broad spectrum of ethnic backgrounds, including South Asian, Eastern European, African and Caribbean, and White British communities. The consultations took place across various locations, such as Palfrey, Caldmore, Birchills, Pleck, Bloxwich, and the Town Centre, ensuring a wide range of geographic and social representation. Key themes that emerged from these discussions included crime and safety, urban decline, economic hardship, environmental concerns, and limited access to public services.

Walsall Homeless Prevention Conference

At the 2024 Homeless Prevention Conference, organized by OHPP and One Walsall, the Social Justice Champions actively engaged with professionals and attendees, creating a space for meaningful discussions. A QR survey was distributed during the event to gather responses on lived experiences and perceptions of poverty in Walsall. The survey results highlighted key themes, with participants stressing the importance of ambition, routine, connection, and safety. Additionally, the responses pointed to the critical need for equitable access to housing, education, and employment opportunities to address poverty and improve community well-being in the region.

Social Justice Champions' Direct Engagement

A group of Social Justice Champions, consisting of professionals and community representatives, met biweekly over five months to focus on pre-planned thematic areas. The members included representatives from housing associations (whg), social prescribing teams, faith groups, food banks, police, voluntary sector organisations, and Walsall Council. Each session centred on a specific theme, with Champions gathering insights from their networks and providing real-life case studies, data, and reflections. To deepen the discussions, specialists in each theme were invited to explore existing data on Walsall and identify gaps in support and intervention. This direct engagement allowed for a place-based, authentic approach to understanding poverty and ensured that traditionally unheard voices were prioritised.

Key Themes

The project group structured its analysis around key thematic areas that emerged as central to residents' experiences of poverty and social injustice. Each session was informed by lived experiences, national data, and academic research, ensuring a balanced and well-evidenced perspective.

Food & Fuel Insecurity

Housing & Homelessness

Education, Employment & Skills

Health Inequalities



"Food is more than sustenance; it embodies dignity, hope, and empowerment," Lisa Gakunga, Lucy's Pantry

Food and Fuel insecurity remains a pressing Social Justice issue in Walsall, disproportionately affecting low-income households and marginalised communities.

Evidence gathered through the Social
Justice Call for Evidence highlights the
growing crisis and the urgent need for
coordinated and sustainable solutions.
This is not just an economic issue but a
matter of dignity and fairness. Addressing it
requires systemic change, stronger
partnerships, and a commitment to
sustainable Food and Energy support.

For a detailed explanation of this theme, read the Social Justice full report.

Housing & Homelessness

"Homelessness is the ultimate exclusion" Jean Templeton, CEO, St Basils, Walsall Homeless Prevention Conference 2024
Like in many areas, the Housing and Homelessness situation in Walsall is marked by significant challenges, with limited housing availability and increasing demand. The system for assessing homelessness is complex and often punitive, with vulnerable individuals facing barriers such as stigma, affordability issues, and the fear of being moved away from support networks.

Design justice in Housing also plays a crucial role, as poor urban planning exacerbates social exclusion, with marginalised communities often excluded from the decision-making process.

Recommendations include reviewing lived experiences in the Housing process, addressing unconscious biases, and adopting poverty-informed care to ensure more equitable Housing solutions.

For a detailed explanation of this theme, read the Social Justice full report.



Domestic Abuse

Domestic abuse was highlighted as a major concern within the findings from the consultations on the Women's Health Hubs initiative, proposed by Walsall Together. Many women shared feeling overlooked or dismissed when disclosing abuse, leaving them ashamed and reluctant to seek further help.

Experiences included being told to "go back home" after reporting abuse during moments of acute vulnerability. Domestic abuse is complex, involving emotional, psychological, sexual, financial, and physical harm. Yet health and support services often fail to fully understand or respond to the nuances of victims' experiences.

Although the IRIS programme has been introduced to improve awareness within GP practices, gaps in training remain. Domestic abuse is closely linked to deprivation, with women and men in low-income households facing greater risks and barriers to support. Unlike visible issues such as knife crime, it remains a hidden but pervasive threat to safety and wellbeing in Walsall.

Addressing domestic abuse must be a priority within any strategy for crime, offending, and community safety in the Borough.

Entrenched Poverty

Entrenched poverty in Walsall is marked by deep, multi-generational deprivation that is often hidden by official statistics. In small estates, the presence of more affluent households can skew data, leading to the neglect of some of the most affected areas.

Communities in Walsall, including Blakenhall, Bloxwich, and Mossley, face significant social and economic challenges. These areas have been labelled as "problem estates," contributing to a sense of exclusion and mistrust in public services. Crime and drug-related issues are prevalent, yet residents feel unfairly judged and misunderstood.

Residents reject the labels of "poor" or "disadvantaged," instead taking pride in their strong sense of belonging. Efforts to break the cycle of poverty must be community-led, focusing on building aspirations and providing tailored support at different stages, whether through immediate financial relief, skill-building opportunities, or preventive interventions.

Real change will require sustained, relationshipdriven investment to empower individuals and communities to shape their futures.

For a detailed explanation of this theme, read the Social Justice full report.



Education, Employment & Skills

The Education, Employment, and Skills theme highlights significant inequalities within Walsall and the UK, especially for disadvantaged groups such as ethnic minorities, low-income families, and individuals with mental health challenges. Research shows that educational deficits, such as lower GCSF attainment and lack of qualifications, hinder social mobility and employment prospects. In Walsall, these issues are exacerbated by high deprivation rates, language barriers, and limited access to education and training programs. Despite this, initiatives like Walsall Works. Walsall Skills for Life, and whg programmes have made strides in providing training and career support, with thousands of residents engaging in these programs. However, achievement gaps persist, with many individuals struggling with childcare, digital exclusion, and poverty-related barriers.

Recommendations include expanding ESOL provisions, improving access to vocational training, and supporting working parents. The report underscores the need for targeted, inclusive approaches to tackle these challenges and enhance economic mobility for all residents.

Parveen engaged with the Work 4 Health programme via whg and she secured an NHS role after completing a tailored pre-employment training course: "This programme changed my life. It gave me the skills and confidence to get a job where I can support others."

For a detailed explanation of this theme, read the Social Justice full report.

Health and Well-being

"People from marginalised groups feel like they live looking at a brick wall with a dead end. People experiencing disadvantage feel completely trapped, like they can't escape. That feels like they will be stuck in the situation, feeling there is no way out. They certainly don't feel that anyone wants to listen to them. So, trying to engage with them means there is so much untrust" Call for Evidence participant

The Health and Wellbeing theme in Walsall highlights significant disparities in access to care, particularly for marginalised groups. Participants described feeling trapped by systemic barriers such as racial bias, lack of understanding from healthcare professionals, and delays in treatment, including cases like Sickle Cell Disease.

The Walsall Together Partnership aims to address these health inequalities by focusing on the wider determinants of health (5), such as housing, education, and employment, as well as working directly with wider health services, including hospitals, GPs, and mental health services. Social prescribing and the whg Community Champion model are noted for their success in engaging hard-to-reach individuals and supporting behaviour change.

However, challenges like stigma, limited access to services, and the intersectionality of health with other social issues, such as food insecurity and homelessness, require a more holistic, integrated approach to improve health outcomes and reduce inequalities.

For a detailed explanation of this theme, read the Social Justice full report.

EDI (Equality, Diversity & Inclusion

"I can't go to other organisations without booking an interpreter or taking someone with me due to language barriers." – Aaina Community Hub participant

EDI and Social Justice in Walsall highlight persistent inequalities across Ethnicity, Gender, Disability, and LGBTQ+ communities, influencing Employment, Education, Housing, and access to services. Despite increasing diversity, barriers such as language difficulties, discrimination, and economic disparities persist, with ethnic minorities and women facing heightened challenges in leadership and financial stability.

Community initiatives like Aaina Community Hub, Walsall For All Community Advisors Programme, and faith-based programmes play a crucial role in fostering inclusion, providing essential services, and promoting social cohesion.

The Walsall Community Cohesion Strategy 2025-2035 and WeAreWalsall2040 aim to address these disparities through targeted interventions, enhancing social inclusion, economic participation, and access to essential services.

However, continued engagement, policy adjustments, and community-led initiatives are necessary to ensure long-term systemic change, enabling all residents to thrive in an equitable and inclusive society.

For a detailed explanation of this theme, read the Social Justice full report.

Addiction, Crime & Offending

Jordan's story: "The poverty my family experienced while I was a child affected me on a level that I'm still working toward understanding. As I got older, I developed the subconscious beliefs that the government doesn't love us, the police want to punish us, not help us, and that we need to look after ourselves."

Community safety and crime reduction are key concerns for Walsall residents, with issues such as knife crime, drug misuse, youth gangs, and antisocial behaviour frequently raised. Fear for personal safety, particularly at night, is exacerbated by limited police presence and ineffective enforcement. Vulnerable groups, including migrants and older adults, face increased risks of public harassment. Although initiatives like the 'Catalyst for Change' outreach project and Walsall Street Pastors provide some support, residents feel these efforts fall short of addressing the broader need for visible, proactive interventions. Crime statistics provided by authorities often fail to capture the lived experience of safety concerns among residents.

Additionally, many feel traditional youth engagement methods are ineffective, and there is a call for more investment in preventative programs such as mentoring, boxing, music, and youth centres. Regarding addiction, community opinions are divided: some see drug use as an antisocial issue, while others highlight the inadequacy of overstretched and underfunded support services. Residents call for a shift from reactive measures to proactive, community-led interventions that prioritise prevention, rehabilitation, and systemic change.

For a detailed explanation of this theme, read the Social Justice full report.

Pillars of Social Justice

Despite the valuable community insights into various thematic areas, there were four common principles that repeatedly emerged across all discussions. These findings became the core concepts the group referred to as "the Under-Arching Pillars of Social Justice."

To illustrate this, imagine Social Justice as a house: these four pillars are the supporting beams that hold it up.



The four under-arching pillars



During the final Social Justice Champion session, we delved deeper into these identified Pillars of Social Justice, which were shaped by our engagement with communities. Regardless of the organisation, locality or individual, these pillars consistently appeared as key areas for improvement. The group recognised that embedding these principles into wider partnerships, systems and services could help reduce the challenges and inequalities faced across Walsall. Furthermore, there was a collective acknowledgment that services must consciously take steps to reach out and support the most vulnerable members of the community.

Tackling Stigma



Stigma is a powerful force that reinforces poverty, marginalisation, and distrust in public services. It manifests through labelling, stereotyping, and social isolation, making it harder for individuals to seek support without fear of judgment.

In Walsall, communities experiencing poverty often feel blamed rather than supported, as seen in the way issues such as begging or social services interactions are framed. Mistrust in services like the police and social care is deeply rooted, with many viewing them as institutions that judge rather than help.

Overcoming stigma requires reframing narratives, recognising poverty as a systemic issue rather than an individual failing, and ensuring that anti-poverty efforts actively dismantle stigma.

Real change demands community engagement, trust-building, and a shift away from narratives that blame individuals for structural inequalities.

Preserving Dignity



Preserving dignity is essential in service provision, ensuring that every individual is treated with respect, regardless of their background or circumstances. Dignity supports self-respect, improves health and wellbeing, builds trust, promotes fairness, and encourages independence.

In Walsall, citizens emphasize the importance of respectful communication, active participation, recognition of lived experiences, and accessible services. Simple steps, such as offering choices, using inclusive language, and removing barriers to access, can make a significant difference.

By embedding dignity into service design, we can create a more just and supportive society where everyone feels valued and heard.

Poverty Proofing



Poverty Proofing, first developed by Children North East in 2011, reviews policies and services to ensure they do not disadvantage people living in poverty. It focuses on actively identifying and removing barriers that might exclude or harm those with limited financial resources, making sure support systems are fair, inclusive and accessible to all.

Throughout conversations in Walsall, many residents shared experiences of hidden costs and bureaucratic hurdles that prevent them from fully engaging with essential services, education, healthcare and cultural opportunities.

Inspired by national approaches, Poverty
Proofing emphasises designing systems that
anticipate barriers, minimise stigma and do
not add burdens to those experiencing
financial hardship. Embedding PovertyInformed Approaches across Walsall can help
ensure services meet the needs of people
facing financial difficulties.

Developing a Poverty-Informed Toolkit, including training and a peer review framework, could support consistent adoption of this approach, helping create a Borough where no one is excluded because of their financial circumstances.

The Race for Life



The Race for Life metaphor highlights the stark inequalities in opportunity and access that shape people's ability to thrive. Some individuals are equipped with resources, support, and a clear pathway, while others face systemic barriers that make even starting the race a challenge.

The Privilege Walk exercise, used during the Call for Evidence, vividly demonstrated these disparities, showing how privilege affects outcomes and access to opportunities. Real change requires listening to lived experiences, amplifying marginalised voices, and actively removing the systemic hurdles that perpetuate disadvantage.

In Walsall, we have seen powerful examples of co-designed services where individuals with lived experience are integral to shaping and delivering support. Ensuring that services reflect the communities they serve, incorporating cultural competency, and embedding peer-led advisory panels can drive meaningful engagement. Too often, services assume what communities need without involving them, leading to low participation and ineffective programs.

To build trust and dismantle barriers, statutory services, such as policing, education, healthcare, and welfare, must adopt bold, inclusive approaches that centre lived experience and grassroots expertise. By championing equity and ensuring those with real-life understanding shape service design, we can create a system that genuinely supports all citizens in their race for a better life.





Principles of Social Justice

Through our exploration of the thematic areas, we identified four key pillars of Social Justice that hold up our 'house'. Additionally, the Social Justice Call for Evidence group recognised five fundamental principles that underpin this framework. These principles are clearly outlined in this report. By embedding these five principles and four pillars within any organisation's approach, meaningful and tangible steps can be taken to advance Social Justice in Walsall.

Supporting Principles & Action Plan

Representation Mattters

- Move from tokenistic consultation engaging meaningful with seldom-heard voices.
- Embed lived experiences within your organisation/services.
- Your workforce should reflect the people it serves. Look at targeted recruitment/shaping processes to increase representation.

Effective Partnerships and Collaborations

- Developing strengthened collaboration to increase resilience and thriving communities
- Ensure that the boundaries of our services will be clear, and by working in collaboration, we can provide Inclusive services
- Embed a No Wrong Door approach/mentality across wider systems. Working in partnership to prevent people falling out of our systems
- Prevention is Key

Data driven decisions with heart and purpose

- We will make use of the data and insight available to us to decide where resources should be best allocated which are tailored to the citizens and community needs.
- Putting people at the heart of the data. It's easy to lose the connection to the reality when it's just numbers.
- Being bold in allocating resources based on where the need sits Targeting people who really need the intervention/support/service.

Reviewing our own organisations through the lens of social justice

- Being a critical friend to our approaches, identifying where we place barriers, complicate the process, or exclude.
- Challenge our own unconscious bias in operational delivery.
- Recognise the impact of social injustice on citizens.
- Use our voice and influence to drive systemic change.d influence to challenge and improve systems.

Embed the theory of belonging to our organisations and services reaching beyond EDI

- Be Bold, Be Radical, and be open to change
- Inclusivity sits at the heart of all we do. Inclusion is not enough.
 Belonging goes beyond service access to being valued for who you are and not just tolerated in the space

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Conclusion

"Social Justice is about making society function better – providing the support and tools to help turn lives around" - Social Justice Transforming Lives 2012

The UK Government's approach to Social Justice in 2012 was built on five core principles: a focus on prevention and early intervention; prioritising recovery and independence over maintenance; promoting work as a sustainable route out of poverty while ensuring unconditional support for those who cannot work; recognising that the most effective solutions are often designed and delivered locally; and ensuring a fair deal for taxpayers. This approach recognised the inseparable connection between Social Justice and Social Mobility: the idea that everyone should have the opportunity to progress, regardless of their background. However, having a Social Justice Strategy is not just about enabling social mobility; it is about ensuring that everyone has a fair chance to even step onto the ladder.

Through this Call for Evidence, we have identified both the four foundational pillars and five guiding principles of Social Justice in Walsall. These are ambitious and bold, but they provide a framework for real, tangible action. Throughout the Borough, Senior leaders bear a significant responsibility for advancing social justice, encompassing creating equitable systems, addressing injustices, and fostering inclusivity within their organisations and communities. This involves actively reviewing policies and practices, advocating for marginalised groups, and promoting a culture where everyone feels valued and respected. By embedding the pillars and principles into their services, Walsall can move to a fairer, more just society, one where disadvantage is no longer an accepted reality but a challenge effectively addressed through collaborative effort.

Alan Boot, Black Country Foodbank Coordinator, summarised the essence of this work: "My gain is our gain, which will conclude in shared success". Disadvantage and Social Injustice were described in powerful ways during our consultations. When asked what these terms meant to them, participants expressed feelings of being forgotten, neglected, isolated and without opportunity. They described social injustice as enforcing inequality, deepening insecurity and creating a sense of hopelessness. Many felt that disadvantage meant being in a constant state of struggle, rushed, running behind others, stigmatised and battling despair, with no clear way forward. Carrying this weight every day is exhausting and all-encompassing.

Yet, when asked what Walsall could look like without disadvantage, a different vision emerged. Residents spoke of a Borough with strong community spirit, where communication flows easily and support networks are reliable and inclusive. They envisioned a place that is secure, equitable and connected: a Borough where access to safety, food and shelter is universal and mental and physical well-being are prioritised. A Walsall without disadvantage would be progressive, hopeful and prosperous: a place where resilience, creativity and innovation thrive, and the playing field is levelled for all.

This Call for Evidence was a collaborative effort, bringing together partners from all sectors to ensure that all voices, especially those often unheard, are represented. The insights gathered here must now translate into action. By embedding the recommendations and principles outlined in this report, Walsall can take meaningful steps towards ensuring that the future of tomorrow is far better than the realities of today.

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WALSALL FOR ALL

Connecting Communities, Connecting People

To read the full report, please visit the Walsall For All Website

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