

Sandwell Business Ambassador Charter

The Sandwell Business Ambassadors voluntarily and independently voice the interests of Sandwell businesses and promote responsible business practices.

Our purpose is to support and represent Sandwell businesses, on issues that matter to our borough's business community, with the aim of building inclusive economic growth that benefits every resident and business in Sandwell.

Sandwell Business Ambassador values:


Aspirations Rooted in the belief that a thriving community is built on the foundation of empowered individuals, we encourage and inspire businesses and individuals to reach new heights by cultivating a mindset of boundless potential, fostering resilience in the face of challenges, and instilling a passion for continuous growth.

Local employment and skills Dedicated to the development and prosperity of local communities, we strive for the creation of sustainable employment opportunities through investing in local talent, providing not just jobs but pathways for professional and personal growth. By fostering a culture of learning and skill development, we aim to elevate the capabilities of our workforce, empowering them to contribute meaningfully to their communities and fostering a resilient and self-sufficient local economy.

Local spend We champion the value of local spend as a catalyst for shared and inclusive prosperity. Our commitment extends beyond business transactions to actively investing in the vitality of our community. By prioritising local suppliers, businesses and services, we cultivate a resilient economic ecosystem. We believe in the transformative power of every pound spent locally, creating a ripple effect that stimulates growth, fosters innovation and sustains the unique character of our community.

Constructive lobbying Advocating for the collective interests of Sandwell businesses, we are committed to engaging with local government through transparent and constructive lobbying efforts. Our aim is to be a responsible and informed voice, actively contributing to the decision-making process for the betterment of Sandwell communities.

By signing this charter as a Sandwell Business Ambassador, I agree to make a long-term collaborative commitment to embody these values and represent Sandwell businesses, on issues that matter to them, with the aim of building inclusive economic growth that benefits every resident and business in Sandwell.

Ambassador name:	BEVIL WILLIAMS
Signature:	
Date of declaration:	9th May 2024
Ambassador chair:	