

BE BOLD

BE SUTTON ROUGHLEY

**Ward Action Plan
2022 to 2026**

Please refer to 'Guidance for Completing the Ward Action Plan Template' document

Ward Information:



Councillor Ewan Mackey

Conservative Party

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[Read more about Councillor Ewan Mackey](#)

MP for Sutton Coldfield:

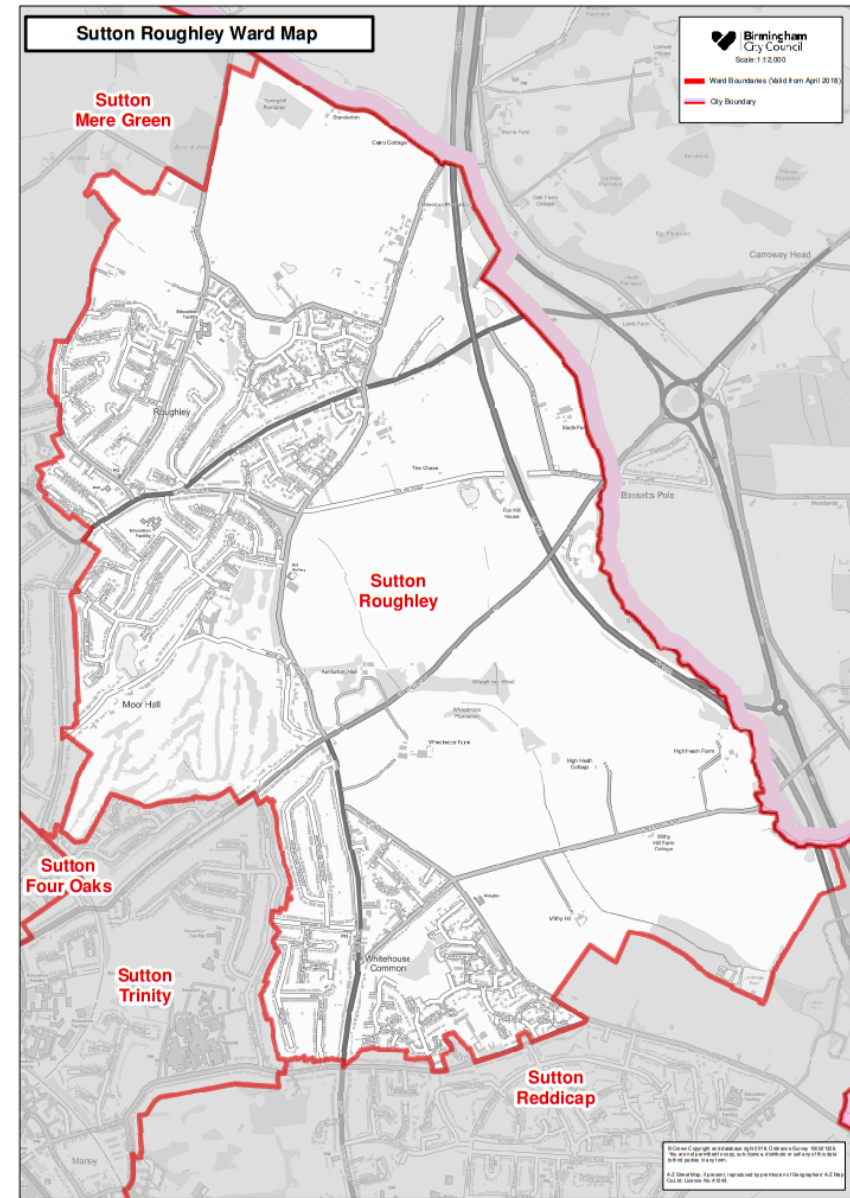
Mr Andrew Mitchell

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[Read more about Mr Andrew Mitchell](#)

Further Ward Information:

[View the Ward Profile for more information about Sutton Roughley ward](#)



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A Bold Prosperous Sutton Roughley

Priority 1:	Supporting businesses in the Ward, especially Chase Farm Centre, Mitchells Centre and Whitehouse Common Road Shops
Why has this been chosen as a priority?	In the recent Sutton Roughley Ward Survey delivered to every house in the Ward, 23.86% of residents chose supporting local shops and businesses as one of their top three priorities. In a recent petition of, hundreds of residents asked for pavements and street lighting on Weeford Road to enable them to walk to the Chase Farm and Mitchells Centres as well as 59.09% of survey respondents asking for improved Highways
Who will own this priority?	Birmingham City Council (BCC)/ Royal Sutton Coldfield Town Council (RSCTC) / Councillors for BCC and RSTC
Which organisations and groups do we need to engage and/or work with?	BCC/ RSCTC/ West Midlands Combined Authority (WMCA)
What does good look like? How will we know we have achieved our ambition?	Well-used lively shops and businesses with units let and being regularly used by local residents, preferably walking rather than driving.

Set up to three clear, realistic goals that we want to achieve locally

	Specific: Clear and well defined	Measurable: With criteria for how progress will be measured	Achievable: Attainable and not impossible to achieve	Realistic: Within reach and relevant to your means and resources	Timely: With a clear timeline, including a target date
1	Improved access to local shops where required to enable more customers to access the facilities.	Is there a pathway to access centres.	Pathway to Chase Farm		Within 4 years

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2	Approach WMCA over a public transport link between the North and South of the Ward enabling Roughley residents to access commercial centres via public transport	Positive communication held over implantation. It will be challenging as public transport use has not as yet returned to pre-pandemic levels			Within 4 years
3	Keep communicating and informing BCC highways department and Birmingham PFI Service Provider of roads/ pathways and lighting of locations that need maintenance or replacement. There are too many locations that need attention	Requests of works required			Ongoing

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Set the actions needed to achieve each of our goals

Goal	What actions are needed to reach your goal?	Where in the Ward do the actions relate to?	Who is responsible for the action?	Does action require additional funding? (Internal/External?)	When does the action need to be completed by?	Six Monthly Update
1a	Contact BCC Planning and Highways officers asking for funds to be made available for the works needed	Weeford Road	BCC Councillor	Internal £50K	2026	
1b	Contact RSCTC Planning and Highways committee asking for funds to be made available for the enhancement of the works needed if insufficient funds are available from BCC	Weeford Road	BCC RSCTC Councillors	External £40k	2026	
1c						

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2a	Contact and Work with both WMCA, Transport for West Midlands (TWFM) and RSCTC to explore the possibilities available	Weeford Road	BCC Councillor	External	2026	
2b	Work with RSCTC Planning and Highways committee to see what it can to aid the outcome now or in the future	Weeford Road	BCC RSCTC Councillors	External	2026	
2c						
3a	Meet and work with local BCC engineers and PFI Service Provider over the works required and prioritise works that be achieved within the budget available.	Across the Ward	BCC Highways PFI Service Provider	Internal	On going	
3b						

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Goal	What actions are needed to reach your goal?	Where in the Ward do the actions relate to?	Who is responsible for the action?	Does action require additional funding? (Internal/External?)	When does the action need to be completed by?	Six Monthly Update
3c						

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A Bold Inclusive Sutton Roughley

Priority 2:	Work with local groups to help them achieve their end goals e.g., keeping the Ward safe and clean
Why has this been chosen as a priority?	A constant need for volunteers and RSCTC rangers to clear litter across the Ward. Our survey indicated 79.5% of respondents wanted weekly bin collections and 23.86% stressed the importance of our green spaces and parks
Who will own this priority?	Birmingham City Council/ Royal Sutton Coldfield Town Council. West Midlands Police
Which organisations and groups do we need to engage and/or work with?	Neighbourhood Watch, Street Watch, Sutton Coldfield litter Action Group
What does good look like? How will we know we have achieved our ambition?	A cleaner Safer ward

Set up to three clear, realistic goals that we want to achieve locally

	Specific: Clear and well defined	Measurable: With criteria for how progress will be measured	Achievable: Attainable and not impossible to achieve	Realistic: Within reach and relevant to your means and resources	Timely: With a clear timeline, including a target date
1	Support Volunteers with tools and resources	Requests for help received	Groups already active	Yes via BCC Fleet and Waste and RSCTC	Ongoing
2	Clean dirty street signs and ensure they are not obscured by overgrown trees/foilage	Positive response from residents	BCC Parks, PFI Service Provider and RSCTC Rangers have a mandate to respond to this issue when it arises	Yes	Ongoing
3	Ensure litter bins are emptied as required	Requests for help received	Yes, but needs regular chasing to ensure the work is carried out	Yes	Ongoing

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	Specific: Clear and well defined	Measurable: With criteria for how progress will be measured	Achievable: Attainable and not impossible to achieve	Realistic: Within reach and relevant to your means and resources	Timely: With a clear timeline, including a target date
4	Support volunteer groups carry out community speed watch checks	Requests for help received	Yes, but needs regular support	Yes	Ongoing

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Set the actions needed to achieve each of our goals

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1a	Ensure groups are aware or able to find out who their contact is to be able to access resources	Across the Ward	BCC RSCTC	Internal from funds from both councils	Ongoing	
1b						
1c						
2a	Keep liaising with both councils to make sure this remains a no1 priority and residents are able to communicate where work is required	Across the Ward	BCC RSCTC	No	Ongoing	
2b						
2c						

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3a	Keep liaising with both councils to make sure this remains a no1 priority	Across the Ward	BCC RSCTC	No	Ongoing	
3b	Ensure residents know how to make contact so they can report items that need attending to					
3c						
4a	Work with West Midlands Police to ensure residents' concerns over speeding on certain roads are relayed and try to hold 3-4 speed watches a year subject to police resources	Across the Ward	West Midlands Police	No	Ongoing	

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A Bold Safe Sutton Roughley

Priority 3:	Reduction in crime especially theft of cars, car parts, reduction in knife crime and nuisance/anti-social behaviour crime.
Why has this been chosen as a priority?	Over 43% of the Ward's survey respondents listed tackling crime and anti-social behaviour as one of the top three priorities.
Who will own this priority?	West Midlands Police, Birmingham City Council and Royal Sutton Coldfield Town Council
Which organisations and groups do we need to engage and/or work with?	Police/ BCC Parks/ Youth Service/ Neighbourhood Watch/ Street Watch/ The Daniel Baird Foundation
What does good look like? How will we know we have achieved our ambition?	Reduction in complaints and reduction in relevant crime statistics.

Set up to three clear, realistic goals that we want to achieve locally

	Specific: Clear and well defined	Measurable: With criteria for how progress will be measured	Achievable: Attainable and not impossible to achieve	Realistic: Within reach and relevant to your means and resources	Timely: With a clear timeline, including a target date
1	Network of defibrillators and Bleed Kits to be installed across the Ward (ideally across Sutton Coldfield)	Medical reports	Installation of kits across the Ward	Yes	By 2026
2	Fewer Speeding drivers in the Ward	Police Reports	Regular community speed watch sessions and Installation of speed matrix		
3	Reduction in road traffic accidents	Police reports	Improvements to roads making daily journeys safer for pedestrians and drivers	Yes	Ongoing

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1a	Work with local contacts to establish suitable locations	Across the Ward	Ward resident in contact with The Daniel Baird Foundation	External from Royal Sutton Coldfield Town Council	Ongoing	
1b						
1c						
2a	Regular community speed watch sessions and Installation of speed matrix. Enable police to report outcomes to ward meetings.	Across the Ward	West midlands Police	Internal	Ongoing	
2b						
2c						

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3a	Ward Highways improvement list attached to this plan current focus on improvements to Withy Hill Road/Lindridge Road junction and traffic calming on Lindridge Road ensure air quality remains high especially as traffic likely to dispersed through the Ward due to large scale building projects outside of the Ward.	Lindridge Road and across the Ward	Birmingham City Council Highways department	External funding for traffic calming measures	2026	
3b						
3c						

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A Bold Healthy Sutton Roughley

Priority 4:	Improve multimodal access to our parks and green spaces thereby reducing levels of congestion that causes poor air quality along with improving road quality (fewer potholes and suppling a consistent road surface) giving cyclists a safer and more comfortable experience.
Why has this been chosen as a priority?	In our ward survey, over 59% of respondents put Road and pothole repairs, 38.6% of respondents put Protecting green spaces from development, 23.8% Improving green spaces and maintenance of parks, 14.7% put Tackling congestion, 4.6% put Improving air quality and 3.6% put Improving access to public transport in their top three priorities.
Who will own this priority?	Birmingham City Highways/Birmingham City Parks and Royal Sutton Coldfield Town Council Planning and Highways and RSCTC Health and Wellbeing Sub Committee
Which organisations and groups do we need to engage and/or work with?	Eco Sutton/ BCC Highways Officers/ Officers from RSCTC and RSCTC Regeneration Group and the Metropolitan Mayor of the West Midlands
What does good look like? How will we know we have achieved our ambition?	Improved traffic flow especially to our parks, more cyclists on our roads and increased levels of resident satisfaction

Set up to three clear, realistic goals that we want to achieve locally

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1	Increase in residents using public transport and other forms of transport like cycling.	Birmingham City Council Road Surveys	Yes	Yes	2026

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	Specific: Clear and well defined	Measurable: With criteria for how progress will be measured	Achievable: Attainable and not impossible to achieve	Realistic: Within reach and relevant to your means and resources	Timely: With a clear timeline, including a target date
2	When roads closed or reduced carriageway with temporary lights work is commenced promptly and consistently with no pauses as is currently the case resulting in extra days of standing traffic and increased levels of air pollution	Introduction of new certificate system by BCC with deadlines and punishments for not meeting terms of the permit. Success measured in levels of pollution and fines generated.	Yes with recognition that current state of affairs not sustainable.	yes	2026
3	Dementia friendly ward raising awareness among key organisations and business who support and interact with those living with dementia	Improved levels of resident satisfaction	Yes through working with established groups and experts in this area	yes	2026

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1a	BCC and PFI provider to maintain current road quality and also supply improved road surfaces where required. Work. Contact Transport WM and WMCA asking for a reliable bus and train network with competitive fares	Across the Ward	BCC Highways and PFI Service Provider and Transport for West Midlands	No	2026	
1b						
1c						
2a	Constant monitor of planned works	Across the Ward	BCC Highways	No	2026	
2b						
2c						

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3a	Provide or signpost to practical advice and information to residents via social media and leaflets.	Across the Ward	RSCTC Health Wellbeing Sub Committee and RSCTC Dementia friendly steering group along with the dementia friends and dementia champions.	No	2026	
3b						
3c						

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A Bold Green Sutton Roughley

Priority 5:	Protect the character, and heritage of the Ward, especially the green spaces and parks. For example, the Ward is semi-rural and could easily be blighted litter, fly-tipping and indiscriminate building.
Why has this been chosen as a priority?	In our ward survey, 38.6% of respondents put Protecting green spaces from development, and 23.8% put Improving green spaces and maintenance of parks, in their top three priorities.
Who will own this priority?	BCC Parks and grounds Maintenance, RSCTC planning and Highways and Amenities and Leisure Committee
Which organisations and groups do we need to engage and/or work with?	BCC Highways Officers, BCC Parks officers, Royal Sutton Coldfield Town Council, Sutton Coldfield Litter Action Group and Residents
What does good look like? How will we know we have achieved our ambition?	Clean and tidy parks, no cars parked on grass, functioning play area at Withy Hill Park

Set up to three clear, realistic goals that we want to achieve locally

	Specific: Clear and well defined	Measurable: With criteria for how progress will be measured	Achievable: Attainable and not impossible to achieve	Realistic: Within reach and relevant to your means and resources	Timely: With a clear timeline, including a target date
1	Reduced levels of litter and fly-tipping.	Visually and through council reports	Yes through improved detection and response times.	Yes	2026
2	Ensure all Birmingham City Council owned land in the Ward has its trees, foliage and grass maintained as currently residents report many areas not currently being on the works programme	Visually and through resident feedback and council reports	Yes through liaising with Birmingham City Council Parks and grounds maintenance ensuring no areas are missed	Yes	2026

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	Specific: Clear and well defined	Measurable: With criteria for how progress will be measured	Achievable: Attainable and not impossible to achieve	Realistic: Within reach and relevant to your means and resources	Timely: With a clear timeline, including a target date
3	Expand the Ward's exposure to the Britain in Bloom horticultural campaign and RSCTC Wild Flowers Programme	Visually evidence and Council reports	Yes through liaising with the RSCTC Amenities and Leisure Committee and Britain in Bloom Committee	yes	2026

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1a	Make fly tipping hotspots harder to fly tip and ensure full complement of litter bins are installed and full working order	Across the Ward with specific attention on Tamworth Road Layby near the crematorium, Slade Lane, Lindridge Road and Withy Hill Road	Birmingham City Council Fleet and Waste, Birmingham City Council Parks and Grounds Maintenance and Royal Sutton Coldfield Town Council	Yes to attend to fly tipping hotspots.	Ongoing	
1b						
1c						
2a	Ensure Parks and Grounds Maintenance have all land maintained at public expense on their maintenance list.	Across the Ward but focusing on Duttons Lane, Weeford Road Weeford Road and Ludford close.	Birmingham City Council Parks and Grounds Maintenance backed up by Royal Sutton Coldfield Town Council Rangers department.	No	Ongoing	

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Goal	What actions are needed to reach your goal?	Where in the Ward do the actions relate to?	Who is responsible for the action?	Does action require additional funding? (Internal/External?)	When does the action need to be completed by?	Six Monthly Update
2b	Support residents and RSCTC efforts to enable planting of wildflowers and specified areas left with longer grass for example for biodiversity.					
2c						
3a	Talk to both RSCTC Amenities and Leisure Committee and Britain in Bloom committee to extend the amount of Sutton Coldfield covered by the Britain in Bloom project.	Across the Ward but with Focus on Harvest Fields and Wither Hill Park	RSCTC	Yes as funding from RSCTC	Ongoing	
3b						
3c						

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A Bold Local Sutton Roughley

<p>Priority 6:</p>	<p>Support Royal Sutton Coldfield Town Council to implement its Strategic Plan that has been approved, following extensive consultation, with residents, local businesses and community groups. The key aims being:</p> <ul style="list-style-type: none"> • Regenerating the Town Centre; • Planning a sustainable future for our town; • Enhancing Sutton Park as a vital community asset; • Preserving and promoting our local arts, heritage and culture; • Delivering more services locally to meet the needs and aspirations of our community for a better and safer environment; • Supporting people, groups and organisations to help create and maintain thriving local communities; • Continuing to develop and learn as an organisation.
<p>Why has this been chosen as a priority?</p>	<p>The aims were decided following extensive consultation, with residents, local businesses and community groups and align fully with the responses I received from the Ward Survey responses</p>
<p>Who will own this priority?</p>	<p>Royal Sutton Coldfield Town Council</p>
<p>Which organisations and groups do we need to engage and/or work with?</p>	<p>Royal Sutton Coldfield Town Council, Royal Sutton Coldfield Town Councillors, Dementia Friendly Community Steering Group.</p>
<p>What does good look like? How will we know we have achieved our ambition?</p>	<p>Sutton Roughley will be a thriving and healthy local community</p>

Set up to three clear, realistic goals that we want to achieve locally

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1	Continue to deliver and refine the Community Grants Scheme for local VCSE organisations within Sutton Coldfield. Ensure RSCTC communicates the scope and process of the grants Scheme.	RSCTC quarterly reports	Yes as funding delivered within the town council and officer time set aside to ensure it happens.	Yes	2026
2	Work with community organisations and residents to support events, activities, youth groups/clubs and volunteer programmes across the Ward	RSCTC quarterly reports	Yes as commitment set by RSCTC and fund allocated to support this.	Yes	2026
3	Delivering more services locally to meet the needs and aspirations of our community for a better and safer environment	Birmingham City Council and RSCTC quarterly reports	Yes as proven desire for RSCTC and residents to have more services delivered locally	Yes	2026

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1a	Ensure local groups are aware of Grants Scheme and give assistance to groups so they know how to apply.	Across the Ward	RSCTC	Yes but funding already allocated by RSCTC	Ongoing	
1b						
1c						
2a	Work with local groups across the Ward and tap into RSCTC funding and equipment as required	Across the Ward	RSCTC	No	Ongoing	
2b						
2c						
3a	Work with RSCTC and BCC to highlight areas can be devolved down to RSCTC	Across the Ward	RSCTC	No	Ongoing	

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Goal	What actions are needed to reach your goal?	Where in the Ward do the actions relate to?	Who is responsible for the action?	Does action require additional funding? (Internal/External?)	When does the action need to be completed by?	Six Monthly Update
3b						
3c						