

BE BOLD

BE SHARD END

**Ward Action Plan
2022 to 2026**

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

Dear Shard End Residents,

This Ward Plan builds on the previous ward plan developed in 2018 and your comments and concerns raised at our regular Ward Forum Meetings.

It is intended to be a realistic, working document that reflects the views of local people, and its success will depend on everyone working together – residents, community/voluntary groups, partner organisations, council services and myself as your locally Elected Member.

I have tried to keep it simple and prioritise the concerns and outcomes that can be delivered if we all work together.

This is a working document, so if you think something needs to be included or removed from the Plan, please let me know. We can review/update the Plan at our Ward Forum Meetings.

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

Ward Information:



Councillor Ian Ward

Labour Group

ian.ward@birmingham.gov.uk

[Read more about Councillor Ian Ward](#)

MP for Hodge Hill Constituency:

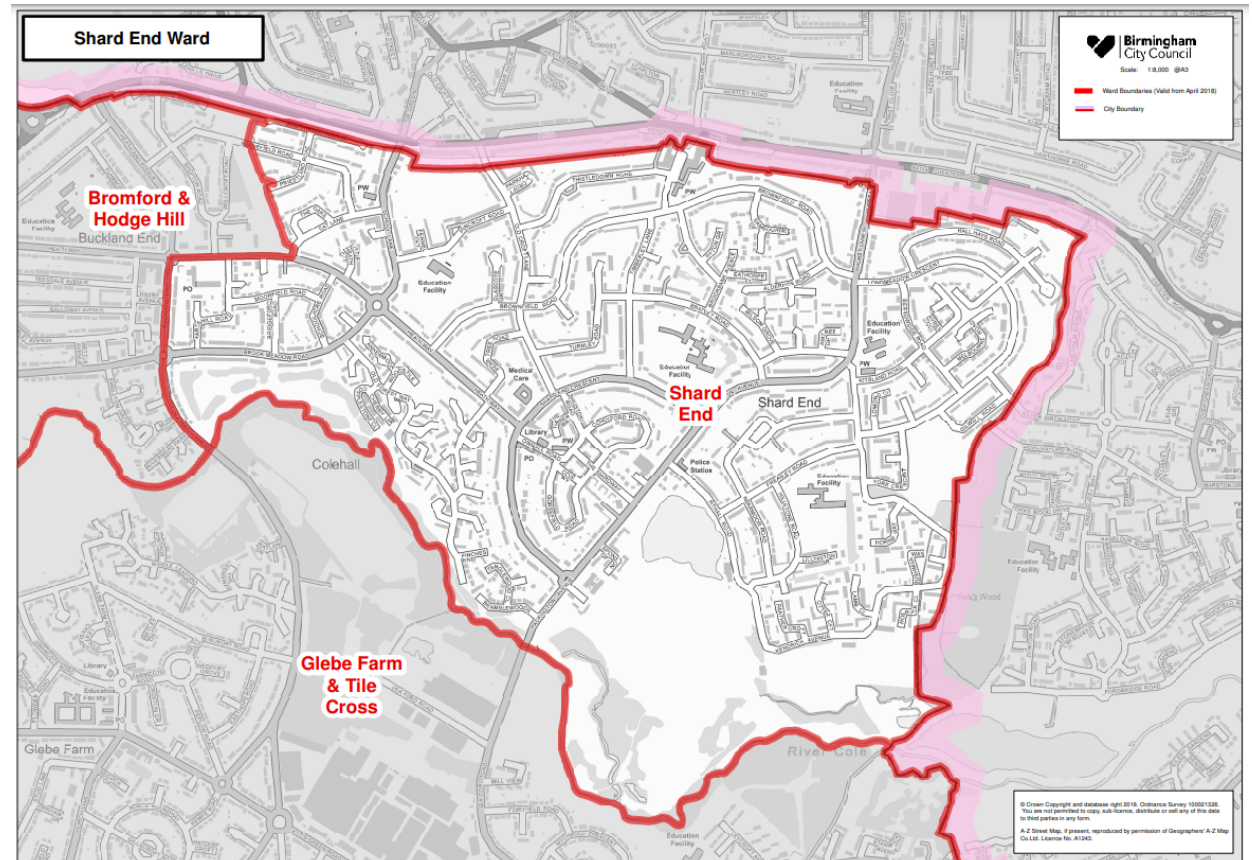
Rt Hon. Liam Byrne

byrnel@parliament.uk

[Read more about Liam Byrne MP](#)

Further Ward Information:

[View the Ward Profile for more information about Shard End ward](#)



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1. A Bold Prosperous Shard End

<p>Priority 1:</p>	<p>What are the Strategic Aims of the 'Bold Prosperous Ward'</p> <ul style="list-style-type: none"> • Local high streets and local businesses • Jobs and training opportunities • Loan sharks, credit unions and money advice <p>Local grant funding opportunities</p> <p>Priority 1 - Cost of Living Crisis We will face the challenges head on to ensure that Shard End Ward is Prosperous through continued economic growth, tackling unemployment, attracting inward investment, and maximising the opportunity of the Commonwealth Games.</p>
<p>Why has this been chosen as a priority?</p>	<ul style="list-style-type: none"> • High levels of deprivation in the ward. • Food and Fuel poverty. • Low levels of Employment & high levels of Unemployment (creation of apprenticeships, skills & training opportunities).
<p>Who will own this priority?</p>	<p>Ward Cllr, NAC (BCC Neighbourhoods Development Support Unit), BCC East Birmingham Inclusive Growth Strategy, BCC Housing, residents / Community Group & other key stakeholders (such as EI&P pilot at Shard Library / DWP).</p>
<p>Which organisations and groups do we need to engage and/or work with?</p>	<p>Shard End Library, Food pantry/Food Banks/Warm banks and community lunch clubs. DWP / Local businesses / Employers / BCC Adult Education / BCC East Birmingham Inclusive Growth Unit.</p>
<p>What does good look like? How will we know we have achieved our ambition?</p>	<p>Good - When residents are provided with the support they need before they reach crisis point.</p> <p>Good - When food and fuel poverty is reduced in the ward</p> <p>Good – Support creation of job opportunities (apprenticeships & education / skills training) within the Ward.</p>

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

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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
1	With the introduction of the new Shard End Library Services / EI&P pilot at Shard Library. This pilot has been shaped by the community & provides services for local people.	Services available to residents: 1 – Income support advice 2- Digital skills training 3 – Meet with BCC NAC / Neighbourhoods Police (& other key stakeholders). 4 – Access to Adult Education.	Yes – The EI&P pilot went live on the 27 th Feb 2023.	Yes - The EI&P pilot went live on the 27 th Feb 2023.	EI&P pilot is now live and ongoing.
2	Using the current infrastructure (such as Shard End Library), to deliver careers workshops from key local employers (HS2 & others) who are looking to showcase employment / apprenticeship opportunities.	Measurable via number of people who attend, and job opportunities created.	Yes – The BCC Inclusive Growth Strategy Unit has a key workstream / objective linked to employment & skills.	Yes –	Yes – Ongoing NB* With consultation surveys and ongoing dialogue with local residents, establish what further offers can be developed via the library service pilot (such as for employment / training & skills, careers events etc)
3					

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Set the actions needed to achieve each of our goals – To be completed

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						
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2. A Bold Inclusive Shard End

Priority 2:	Residents of all ages – young and old
Why has this been chosen as a priority?	To build stronger community links and foster good working relationships with community /voluntary groups and within the ward across the ward; help reduce digital poverty for all who need it
Who will own this priority?	Early Intervention Pilot (BCC), Age Concern, Welcome Change /other community organisations and support agencies; local schools, Ward Cllr
Which organisations and groups do we need to engage and/or work with?	Organisations and groups listed above
What does good look like? How will we know we have achieved our ambition?	When residents/families have the help and access they need to IT equipment and internet use without additional costs

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	Work with Early Intervention Pilot/Welcome Change and local schools to identify those most in need of support	An increase in the number of residents accessing/using the services provided	Yes, but will take time for some residents to feel comfortable asking for/accepting help	Yes – Early Years Intervention Pilot in place	
2	Working alongside the Neighbourhood Action Co-ordinator to get to know and identify other groups/residents in need of support	As above	As above		

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3	Providing a community hub/one stop shop with a network of local partner agencies where residents could access the services they need	Regular timetable of activities/ events/ partner agencies to be available	As above	Yes – could take time for residents to feel comfortable using the services	

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3c						

3. A Bold Safe Shard End

Priority 3:	Road safety – speeding; obstructive parking; increase in use of off road /quad bikes and E-Scooters; School Parking.
Why has this been chosen as a priority?	Ongoing concerns raised by residents about road safety, speeding/ racing and dangerous driving on several roads across the ward. Also the concerns raised regarding the ongoing problems regarding the increase in obstructive parking around schools even where attempts have been made to implement the car-free streets initiative
Who will own this priority?	Ward Cllr, local highways team/local police team/schools/Speed-watch groups/NAC
Which organisations and groups do we need to engage and/or work with?	As above
What does good look like? How will we know we have achieved our ambition?	A successful travel-to-school/school parking intervention which improves road safety and reduces inconsiderate/dangerous parking Volunteers coming together to create a Community Speed Watch with a programme of activity at identified hot spots.

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1	Actively encourage schools to re-introduce car free road parking initiative in the road(s) around their school. Work with the local police team to ensure this is properly supported	Reduction in parking and road safety complaints around the schools	Yes – there are a number of initiatives in place across the city	Co-ordinated support from partners -e.g. schools, police, traffic enforcement officers needed	To be agreed
2	Encourage residents to set up Speed-Watch and/or Street-Watch Groups in their local neighbourhood and work with the local police team to ensure these were properly supported	Meeting the required number of residents (tbc) required to set up	Yes – other areas have groups and training is available from the Police for residents	Yes – <u>Police have resource to support local Speed Watch</u>	To be agreed
3	Work with the Local Highways Engineers/Kier Services and Local Police Team to discuss and agree appropriate traffic calming measures	Regular site meetings to review and monitor traffic issues	Yes – these could be on a quarterly basis or as and when depending on issues/concerns raised by residents	Funding for traffic calming measures would have to be found/not always readily available	

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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	To establish a regular 'policing feedback slot' at every Shard End Ward Forum meeting.	Regular attendance at Ward Forum meetings will ensure the local Neighbourhood policing team are present / visible and responding to the needs of the local residents (see also point 2 above).	Yes – This is considered best practice across the majority of Wards in Birmingham.	Yes – Providing that dates / times for pending Ward Forum meetings are provided to the Ward Sergeant in advance, then any issues for non-attendance can be mitigated.	To be agreed

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4. A Bold Healthy Shard End

Priority 4:	Protecting and Maintaining Norman Chamberlain and Kingfisher Parks as much valued Green Open Space/Country Parks
Why has this been chosen as a priority?	encouraging the use of these spaces to help residents keep fit; improve mental and physical health; reduce social isolation
Who will own this priority?	Parks Dept/Community and Voluntary Groups/Friends of Group(s); Neighbourhood Action Co-ordinator (NAC)
Which organisations and groups do we need to engage and/or work with?	As above
What does good look like? How will we know we have achieved our ambition?	The increase in park use for outdoor activities -i.e. organised walking groups/nature trails; gentle outdoor exercises

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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
1	Working with Parks Dept to help keep the parks clean and tidy – set up Friends Of Group/ interested volunteers/work with existing groups like Shard End Neighbourhood Forum Work with Shard End Wellbeing Centre/Moorfield Hall to encourage outdoor activities	More volunteers needed to set up litter picking groups/Friends of Groups or anyone who wants to get involved Cleaner parks and green spaces	Yes	Yes – there is support available	Ongoing
2	Improving the physical boundary security to the entrance of parks of parks to deter off-road bikers etc	Yes -working with Parks Staff/Friends of Groups/local police team	Yes – sourcing funding could be an issue; Friends Of Group would be useful in accessing funds that are not available to Parks Dept	Yes – if all partners worked together	
3	Create Covid Memorial Garden as a place of reflection and memories for local residents	Yes – one of 11 Memorial Gardens to be created by Parks Dept	Yes – timescales have slipped due to other priorities but still achievable	Yes – timescales to be revised.	

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5. A Bold Green Shard End

<p>Priority 5:</p>	<p>Rubbish/litter; target and reduce fly-tipping/tippers; ensuring that shops/businesses have the appropriate trade waste arrangements; encouraging residents to remove rubbish/furniture from their front gardens; supporting and encouraging residents/volunteers with community or individual litter picking activities; adopting a zero-tolerance approach to litter</p>
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Why has this been chosen as a priority?	Rubbish/litter/fly-tipping are some the issues that cause residents the most concern/most complained about
Who will own this priority?	Ward Cllr/ Love Your Streets/ community/voluntary litter picking groups/ Neighbourhood Action Co-ordinator (NAC)
Which organisations and groups do we need to engage and/or work with?	As above
What does good look like? How will we know we have achieved our ambition?	Visibly cleaner roads, parks and open spaces

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1	Work with Love Your Street to target fly-tipping/rubbish hot spots	More volunteers across the ward needed. Cleaner ward	Yes – encouraging residents to be proactive and pick up litter outside their property	Yes – there is support available	Ongoing
2	Obtain Street Cleaning/road sweeping rotas so that residents know when their area should be cleaned	As above	As above	As above	Ongoing
3	Set up/encourage litter-picking groups; work with local schools and community organisations to encourage regular community litter picks	As above	As above	As above	Ongoing

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6. A Bold Local Shard End

<p>Priority 6:</p>	<p>What are the Strategic Aims of the 'Bold Local Ward'</p> <ul style="list-style-type: none"> • Neighbourhood Plan • Parish Council • Local groups and Community buildings • Community engagement and support • Community Projects <p>Community Hubs</p> <p>Priority 6 - To engage with residents & community groups to take pride of their local area.</p>
<p>Why has this been chosen as a priority?</p>	<p>Strategically linked to the Working Together in Birmingham's Neighbourhoods Strategy – WTIBN (2019).</p> <p>In its broadest sense, the WTIBN Strategy states there is a need to develop, plan, organise and manage service responses, community activities, programme initiatives and ensure active participation of residents/communities. Driving forward the localism agenda. This will involve developing a neighbourhood tasking approach (via the BCC Neighbourhood Action Coordinator).</p> <p>For each Ward the NAC operates in, a £10,000 grants pot has been available to support groups in developing ongoing solutions to local problems which have been identified.</p>
<p>Who will own this priority?</p>	<p>Ward Cllr / NAC / Voluntary & Charity Sector / Community Groups / Residents / HLB/ Police / BCC East Birmingham Inclusive Growth.</p>
<p>Which organisations and groups do we need to engage and/or work with?</p>	<p>Neighbourhood Action Coordinator will negotiate and liaise with elected members (Ward Cllr), neighbourhoods' forums and voluntary community groups (via a monthly NAC Steering Group). The steering group will ensure all stakeholders have an input into shaping the events/activities within their area.</p>

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<p>What does good look like? How will we know we have achieved our ambition?</p>	<p>Good: Work closely with the police, ward councillor, residents and relevant stakeholders to link together groups, task council services and develop constructive solutions to the presenting issues.</p> <p>Good: Creation of framework for a truly bottom-up approach to localism. For key stakeholders to work together to liberate the energy, creativity, and innovation within the Shard End Ward & empower the community to achieve their ambitions.</p>
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1	NAC Fund – Selected & appraised projects which feed directly into the local Ward Action Plan priorities & NAC themes (Bold Green Ward/ Bold Safe Ward & Bold Prosperous / Healthy Ward)	BCC NAC Fund went live in Feb 2023. £10,000 available (capped at £2000) to support local groups.	Yes – Successful launch of the NAC fund.	Yes – Expectations that projects will be delivered in 2023	Yes. Cut off date for all NAC applications will be June 2023.
2	Cultural festival Fund (Legacy from the Commonwealth Games).	Two million pounds to be distributed across all wards.	Yes – The delivery of the Celebrating communities fund in 2021/2022 has demonstrated the effectiveness of a bold local ward	Yes	Ongoing (more information on this to follow).

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3	Neighbourhood Action Coordinator will negotiate and liaise with elected members (Ward Cllr), neighbourhoods' forums and voluntary community groups (via a monthly NAC Steering Group).	The steering group will ensure all stakeholders have an input into shaping the events/activities within their area. A number of key deliverables (aligned to the Ward Plan) have already been achieved via the NAC Steering Group.	Yes – The NAC Steering Group has been in existence since November 2022.	Yes -	Ongoing
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