

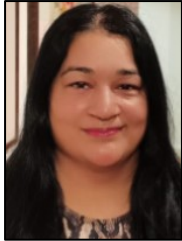
BE BOLD

BE WARD END

**Ward Action Plan
2022 to 2026**

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

Ward Information:



**Councillor Bushra Bi
(Labour)**

bushra.bi@birmingham.gov.uk

[Read more about Councillor Bushra Bi](#)

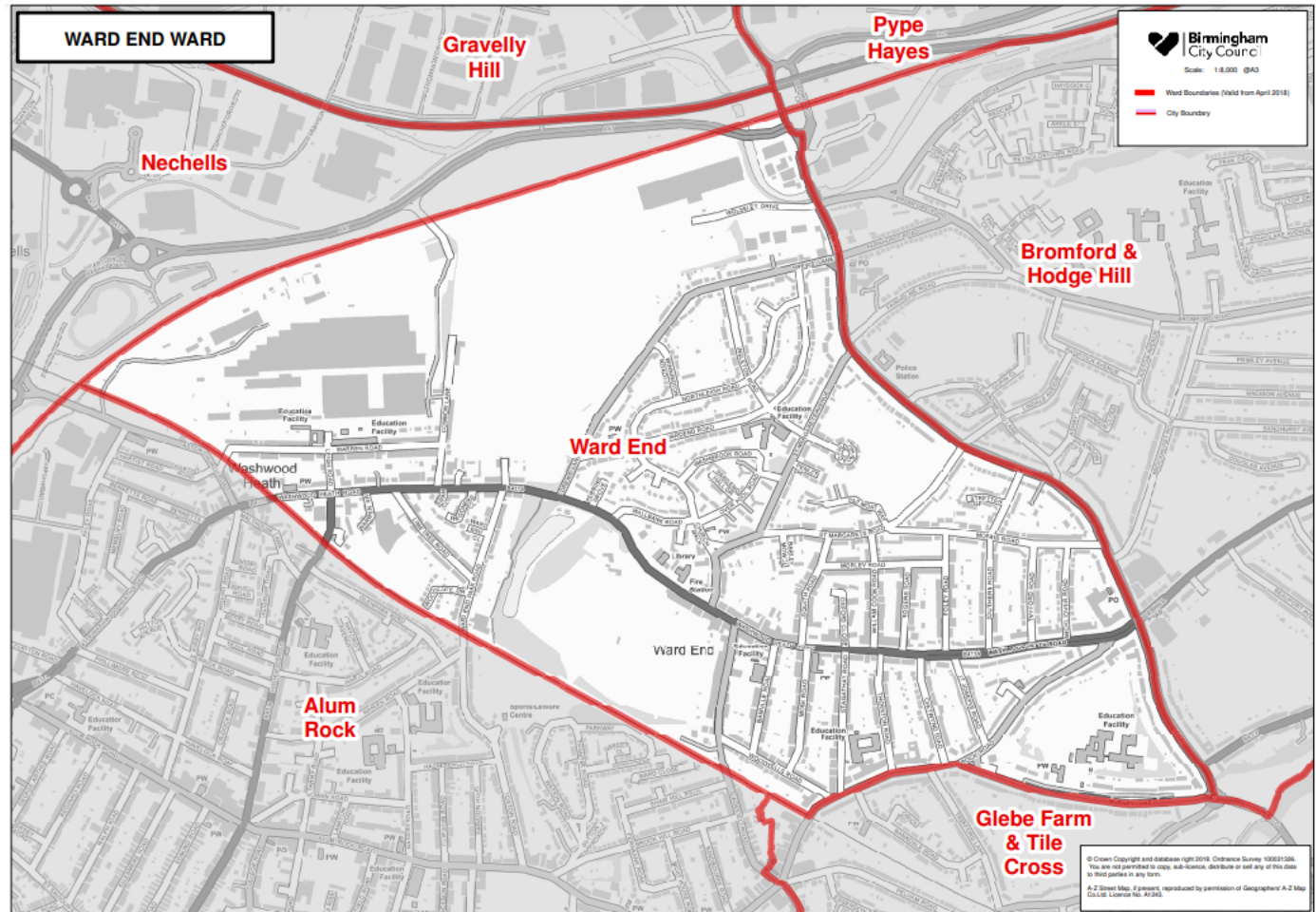
**MP for Hodge Hill:
Rt Hon. Liam Byrne**

byrne1@parliament.uk

[Read more about Liam Byrne MP](#)

Further Ward Information

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



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1. A Bold Prosperous Ward End

Priority 1:	Support Businesses and Improve prospects/opportunities for Ward End Residents
Why has this been chosen as a priority?	Businesses are up and coming support is required. Locally many centres are used but more needs to be done. Improved access to Jobs and training has been identified as a key priority
Who will own this priority?	Local businesses, BID team, BCC, schools, colleges, local community groups
Which organisations and groups do we need to engage and/or work with?	Businesses, High Street, BID team, BCC, Education providers, Ward End Library
What does good look like? How will we know we have achieved our ambition?	Set up BID, engaged Businesses, more local jobs, better access to training.

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 engagement and collaboration between businesses, local community groups, residents and education establishments, community centres	Collaborate with local employers, job centre plus, training providers, education institutions,	yes	yes	ongoing
2	Improved job and training opportunities, improve communication between businesses and residents and community groups	Collaborate with local employers, job centre plus, training providers, education institutions,	yes	yes	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	Collaboration, Communication, and awareness	Across Ward End	All stakeholders, businesses, local centres, councillor	Yes, explore when required	ongoing	

2. A Bold Inclusive Ward End

Priority 2:	Volunteering and community engagement, creating community involvement opportunities and an awareness for inclusion
Why has this been chosen as a priority?	Allow people to feel part of Ward End community, inform people of all opportunities to help them get involved and feel included
Who will own this priority?	Community centres, partner organisations, councillor, residents
Which organisations and groups do we need to engage and/or work with?	BCC, local groups, councillor, community centres
What does good look like? How will we know we have achieved our ambition?	Increased volunteers, residents feeling engaged and informed and part of the community, increased use of local support services.

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	Champion residents, groups and services	Create celebration events	yes	Consider funding when needed	May 2026
2	Promoting volunteering opportunities in all parts of Ward End	Increase volunteer numbers, increase activities and opportunities	yes	Consider funding as required	May 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	Create youth and women's opportunities.	Increase inclusion with both youth and women	yes	Consider wide funding opportunities	May 2026

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	Organise local events and opportunities with groups, centres, and facilitators	All of Ward End	Councillor, community centres and facilitators	Possibly as and when required	Ongoing	
2a	Find creative ways to celebrate and champion hard working volunteers	All of Ward End	Councillor, Community groups and centres	As and when required	ongoing	
3a	Raise awareness of services available to youth and women	All of Ward End	This will be measured by mapping services and getting feedback from youth and women through community engagement	Yes, as and when required	ongoing	

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3. A Bold Safe Ward End

Priority 3:	Reduce speed and road safety measures
Why has this been chosen as a priority?	Washwood Heath road and Drews lane roads leading to all schools are a priority for many residents
Who will own this priority?	BCC
Which organisations and groups do we need to engage and/or work with?	BCC, Police, Schools,
What does good look like? How will we know we have achieved our ambition?	Accident reduction residents and local community feeling safer

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	Reduce speed on Washwood Heath road, Drews Lane and all roads leading to schools	More enforcement and traffic management and monitoring solutions	Yes	Yes required	ongoing
2	Increase volunteers and work with local police, to monitor and improve community safety		Yes	Yes required	ongoing

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4. A Bold Healthy Ward End

Priority 4:	Improve health inequalities in Ward End
Why has this been chosen as a priority?	Bring the community together to improve mental health and wellbeing, general health, and physical fitness.
Who will own this priority?	All Ward End
Which organisations and groups do we need to engage and/or work with?	BCC, NHS, local community groups
What does good look like? How will we know we have achieved our ambition?	Overall improved health fitness and wellbeing.

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	Isolation, exclusion, mental health and well being	Improvement to park sporting facilities, engage local community groups, activities in Ward End Park	yes	yes	ongoing
2	Promote cycling, walking and outdoor sports.	Various activities provided, keep momentum, and take up	yes	yes	ongoing
3	Community Cafes and volunteering opportunity for cooking and serving as baristas.	Improving community group engagement, help in café cooking for healthy lifestyle and improving skills, building confidence	yes	yes	ongoing

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5. A Bold Green Ward End

Priority 5:	Ensure Ward End is a greener happier place to live, for all residents
Why has this been chosen as a priority?	Ward End Park and open spaces are vital for the local community and wildlife
Who will own this priority?	Residents, BCC, Community Groups, Councillor
Which organisations and groups do we need to engage and/or work with?	Friends of Ward End Park, Community Groups, BCC, Dolphin Centre
What does good look like? How will we know we have achieved our ambition?	Better facilities in Ward End Park, White house restoration, improved sporting facilities and improvements to other open spaces

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	Parks, open spaces, community gardens	A number of continued improvements to Ward End Park and gardens, open spaces	Yes	Yes	ongoing
2	Increase in volunteer litter picking groups across all of Ward End	Increase number of organised activities with groups locally	Yes	Yes	ongoing
3	Help existing groups within the local community.	Increase and improve park space, promote volunteering opportunities and activities	Yes	Yes	ongoing