

BE BOLD

BE BALSALL HEATH WEST

**Ward Action Plan
2022 to 2026**

Ward Information:



Councillor Shehla Moledina
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[Read more about Councillor Shehla Moledina](#)

Balsall Heath West Ward falls into two constituencies and so is covered by two Members of Parliament.

MP for Hall Green: Tahir Ali (Labour)
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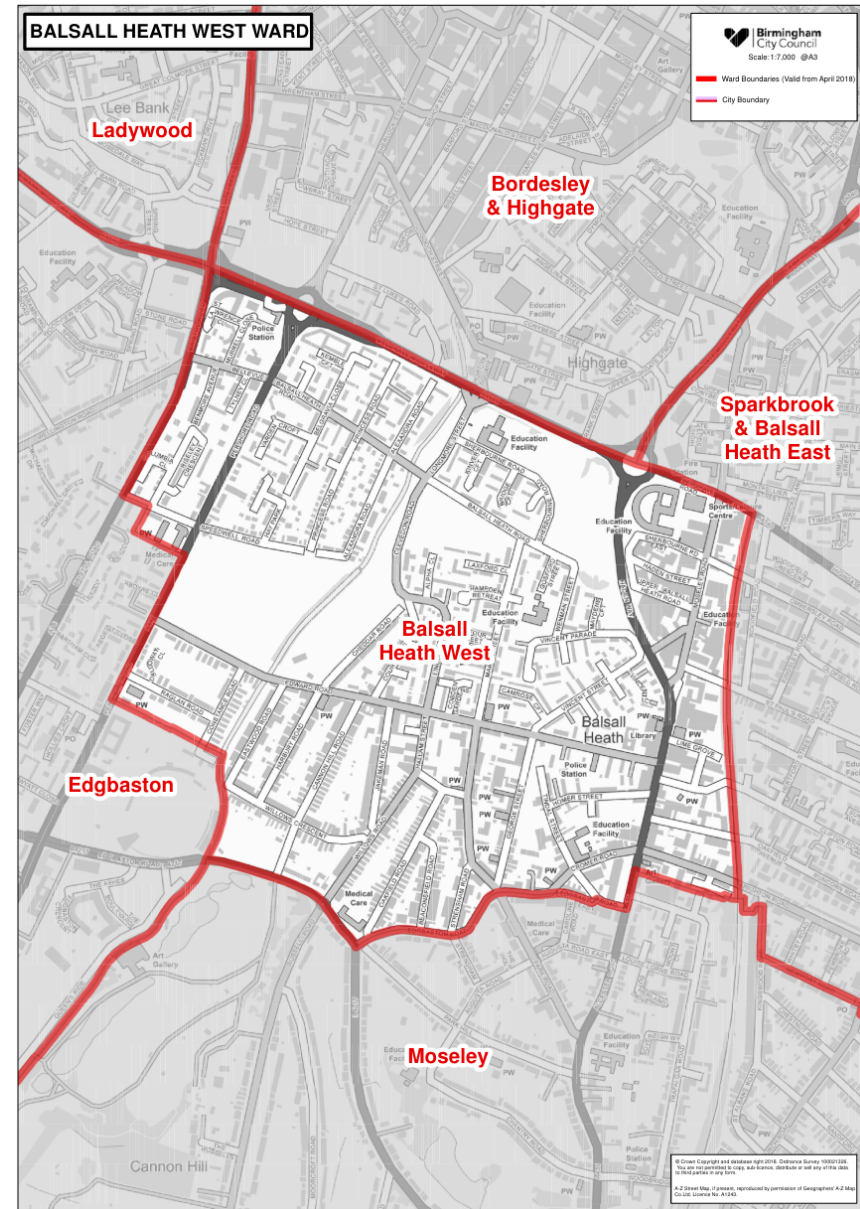
[Read more about Tahir Ali MP](#)

MP for Edgbaston: Preet Gill (Labour)
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[Read more about Preet Gill MP](#)

Further Ward Information

[View](#) the Ward Profile for more information about Balsall Heath West [ward](#)



A Bold Prosperous Balsall Heath West

Priority 1:	To improve opportunities for Balsall Heath West residents
Why has this been chosen as a priority?	To generate more use of local centres – Edwards Road, Mary Street – and to help them reach their potential.
Who will own this priority?	Local businesses, local community groups/residents, Councillor, Neighbourhood Action Co-ordinator (NAC), BCC (inc Love Your Streets/Environment, Street Cleaning)
Which organisations and groups do we need to engage and/or work with?	Local Businesses, litter picking/local community groups, sponsors, Canals & Rivers Trust
What does good look like? How will we know we have achieved our ambition?	Local shopping centres become focal points for the local community. Increased footfall/community involvement

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	Clean up behind Edward Road Shops	Cleaner environment No fly tipping	yes	yes	2024
2	Improve shop fronts	More attractive centres, increased footfall	yes	yes	2026
3	Open up river and clean to create a focal point & enhance local environment	Increased use of centres by local community	yes	yes	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	Involve Love Your Streets and local groups to clean up around shops/rear alleyway	Edward Road shopping centre as a starting point	BCC/local groups	no	ongoing	
2a	Communication with local businesses & investigation into funding streams	Edward Road/Mary Street	Councillor/local community group/NAC		ongoing	
2b	Street Planters	Edward Road/Mary Street	BCC/local traders/sponsors/councillor			
3a	Ensure funding streams are available to traders	Edward Road/Mary Street	Discussion with Canals & Rivers Trust, other charitable orgs, local groups/residents			

A Bold Safe Balsall Heath West

Priority 2:	To make Balsall Heath West a safer place to live
Why has this been chosen as a priority?	Increased levels of anti-social behaviour, drug taking, discarded drug paraphernalia, speeding, begging, prostitution. Increasing numbers of properties being converted to HMO's and Exempt Accommodation
Who will own this priority?	BCC, police, Councillor, local community
Which organisations and groups do we need to engage and/or work with?	Resident's neighbourhood watch, resident's street watch, local community, police, BCC

What does good look like? How will we know we have achieved our ambition?	Reductions in above and more enforcement
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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	Deal with poorly run exempt accommodation.	Less ASB, crime, drug taking	yes	Selective Licensing Scheme/data/ reporting to PRS Team	2026
2	Encourage more Street Watch & Speed Watch groups	Number of new volunteers More reporting to generate enforcement	yes	yes	ongoing
3	Action around drug taking/begging	Reduced drug taking on the streets and no drug paraphernalia in Parks	yes	yes	ongoing

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	Promote reporting mechanisms for exempt accommodation concerns/complaints	Across the ward	BCC/councillor/residents	no	ongoing	

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
1b	Deal with landlords not offering adequate support to tenants in exempt accommodation	Across the ward	BCC	no	ongoing	
1c	Clear drug paraphernalia	Calthorpe Park	BCC. Local litter picking groups identify and report but need needles etc clearing by BCC	no	ASAP	
2a	Deal with ASB to improve the local environment	Clevedon Road, Alexandra Road, Balsall Heath Road & Across the ward	Police	no	ongoing	
2b	Better engagement between police and local community around prostitution, begging, drug taking	Across the ward	Police, residents, councillor	Eg: 'Cuppa with a Copper', pop-up police surgeries etc, attendance at ward mtgs	ongoing	
3a	Speeding prevention, traffic calming, enforcement	Across the ward Former college site, Pershore Road	BCC in discussion with the local community, police (generally & street racing)		Ongoing	

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	Willow Road traffic flow – make the road one way to improve environment for residents, reduce pollution and enable buses better access	Willow Road	BCC/Cllr		Ongoing	
3c	Safety around schools	Across the Ward	BCC, residents, councillors, police	Walk about undertaken around Tindall Ark Primary School as starting point		

A Bold Healthy Balsall Heath West

Priority 3:	A healthier and more active Balsall Heath West
Why has this been chosen as a priority?	To improve health and well-being of the local community, especially amongst young people
Who will own this priority?	Community, local stakeholders, councillor
Which organisations and groups do we need to engage and/or work with?	Schools, local businesses, youth organisations
What does good look like? How will we know we have achieved our ambition?	Less obesity, more activity. More community involvement.

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	Number of fast-food take-away outlets not conducive to healthy eating, so no new outlets through use of planning legislation	No new fast-food outlets	Through planning rules	yes	ongoing
2	Encourage work around healthy eating and activity through schools.	Healthy lifestyle messages taken back to families by school pupils	yes	yes	2026
3	Reduction in litter from fast food outlets	Cleaner streets	yes	yes	ongoing

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	Understand and use planning rules. Objections to planning applications for new fast-food outlets	Across the ward	Councillor/BCC/Community	no	ongoing	

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
2a	Action in schools to promote healthy lifestyle through food and activity	All schools in the ward	Councillor/schools/community		2026	
2b	Youth & community lead	Across the ward	Councillor/schools/community		2026	
3a	Businesses to encourage less litter through smarter use of packaging, bins etc and more street cleaning	Across the ward	Businesses/BCC/community		2026	

A Bold Greener & Cleaner Balsall Heath West

Priority 4:	To make Balsall Heath West greener and cleaner
Why has this been chosen as a priority?	Amount of fly tipping, dumped rubbish in ward Reach zero carbon standards for a green environment
Who will own this priority?	BCC/community/councillor
Which organisations and groups do we need to engage and/or work with?	BCC/community groups/resident's associations/landlords/schools
What does good look like? How will we know we have achieved our ambition?	Less litter and dumped rubbish, especially on street corners. Increased sense of community pride

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	Community litter picking groups making good progress but better co-ordination with BCC waste services needed.	Less rubbish on the streets, reduction in vermin	yes	yes	2024
2	More street cleaning and enforcement	Less rubbish on streets, reduction in vermin	Yes	yes	2024
3	Retrofit homes through insulation, solar panels, heat pumps etc	Greener environment		Working with outside organisations	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	Increase number of community litter picks and volunteering and improve communication with BCC waste services	Across the ward	BCC/community/Cllr	no	ongoing	
2a	Work to improve street cleansing	Across the ward	Councillor/BCC	no	ongoing	

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
3a	Work with partners and all tenures	Across the ward		no	2026	

A Bold Better Balsall Heath West

Priority 5:	To encourage a better, more connected Balsall Heath West
Why has this been chosen as a priority?	To improve local services across the ward through more and better communication between service providers and community
Who will own this priority?	BCC/community/councillor
Which organisations and groups do we need to engage and/or work with?	BCC waste services, parks, transportation/local residents groups/litter picking groups/ police/local stakeholders e.g. Edgbaston Cricket Ground
What does good look like? How will we know we have achieved our ambition?	Improved environment and more joined-up community By working together

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

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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	Local cleaning/grass cutting schedules to be made available	Across ward	BCC/councillor		asap	

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
2a	Improve interaction between Edgbaston Stadium and residents in the vicinity especially around match days, parking & events.	Around Edgbaston Cricket Ground	Edgbaston Stadium/residents/Cllr		ongoing	
3a	Communication between local police teams and local community – introduce eg ‘cuppa with a copper’ events, attend ward meetings Re-visit Balsall Heath Neighbourhood Plan	Across ward Across ward	Police/community/Cllr Graduate police officers working on plans/solutions for crime/traffic hotspots. Information to be shared with Cllr. BCC/residents		Schedule of ward meeting dates	