

BE BOLD

BE YARDLEY EAST

**Ward Action Plan
2022 to 2026**

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

Ward Information



Ward Councillor:

Deborah Harries (Liberal Democrat)

deborah.harries@birmingham.gov.uk

[Read more about Councillor Deborah Harries](#)

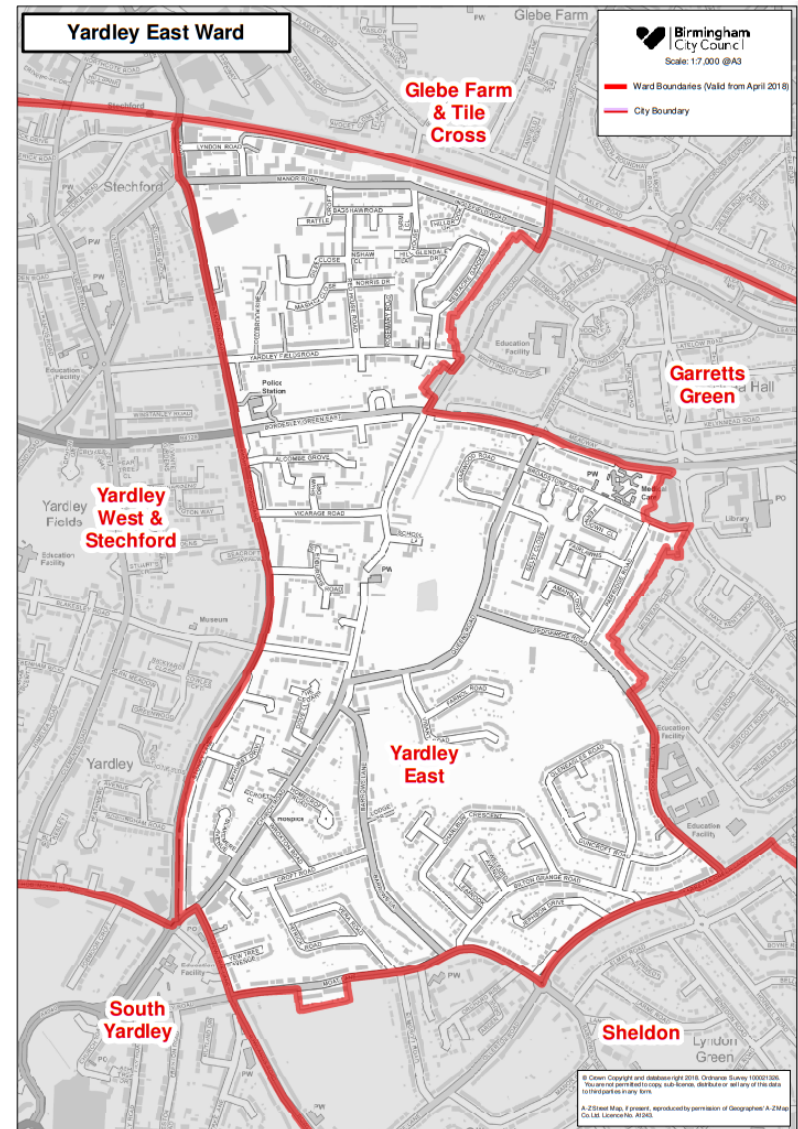
MP for Yardley: Jess Phillips (Labour)

jess.phillips.mp@parliament.uk

[Read more about Jess Phillips MP](#)

Further Ward Information

[View the Ward Profile for more information about Yardley East ward.](#)



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A Bold Prosperous Yardley East

Low priority for residents (ward planning meeting Q1 2023) - two thirds ranked it in their bottom three and 42% ranked it lowest.

A Bold Inclusive Yardley East

Not a priority that featured in our ward planning meeting of Q1 2023. However, issues of inclusivity, particularly in terms of volunteering and over 50s feature in 'A Bold Local Ward' (below).

A Bold Healthy Yardley East

Didn't feature at all in priority-setting ward meeting (Q1 2023), except in relation to parks and green spaces (see 'A Bold Green Ward')

A Bold Safe Yardley East

Priority:	<i>Examples: Anti-social behaviour and community safety; Street Watch/Neighbourhood Watch; reducing speed limit on some residential roads and in some local centres; cycling courses</i>
Why has this been chosen as a priority?	<ul style="list-style-type: none"> • Speeding traffic was identified as the top priority in a survey of residents (By-Election Q4 2021). • Community safety/road safety issues (including potholes, pavements, speeding etc) was the top priority for half of residents with 92% placing it in their top three (ward planning meeting Q1 2023). • Police and Crime was the third highest priority with 58% putting it in their top three (ward planning meeting Q1 2023).
Who will own this priority?	Cllr Deborah Harries, Stechford and North Yardley Neighbourhood Police (Sergeant Simon Garner, PCSO Ken Walters etc), BCC Highways and Parking Enforcement, Kier Highways Maintenance etc
Which organisations and groups do we need to engage and/or work with?	Yardley Street Watch; Yardley East Speed Watch; Stechford and Yardley North Neighbourhood Police; East Local Partnership Delivery Group; Cockshut Hill School; Yardley Conservation Society; Friends of Stechford Green Spaces etc
What does good look like? How will we know we have achieved our ambition?	Actions to reduce illegal/dangerous parking and driving, anti-social behaviour etc, working with partners and residents, within resource constraints

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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	Introduce minor transport measures, such as speed signs/bumps, junction give-way markings, parking signage, double-yellow lines, at identified hot spots.	Have some affordable measures been introduced at hot spots highlighted by residents?		<i>Note: the transport minor measures budget is £10K per year per ward (2022/23, 2023/24) and a short stretch of speed bumps in one location (including Traffic Regulation Order) would cost this entire amount.</i>	Review annually with BCCs Local Highways Engineer, as budget confirmed.
2	Continue to work with organisations and residents to identify, report and highlight issues - e.g. anti-social behaviour in Old Yardley Park, parking on the white zig zags at the Yew Tree, or deep/wide pot holes – to reduce/stop the behaviour with patrols, enforcement and awareness, as well as increase safety.	Has such activity in hot spots reduced or stopped?		Resources, such as council parking enforcement and police patrols, are constrained.	Review regularly/annually as part of the ward planning/meeting process.

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3	Continue to encourage support for campaigns, such as introducing speed cameras or stop running red lights (Better Streets), as well as encourage residents to join community groups such as Speed Watch and Street Watch and the Police to run them.	Have any campaigns or Speed/Street Watch sessions been run and has volunteer resident support increased?		Limited police resources and volunteer support to run Speed Watch and Street Watch sessions.	Review regularly/annually as part of the ward planning/meeting process.

Set the actions needed to achieve each of our goals

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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
1a	Review 'hot spots' annually and agree the introduction of affordable minor transport measures in the worst areas, to have the maximum benefit for the greatest number of residents.	Yardley and Stechford	BCC Local Highways Engineer and Cllr Deborah Harries	All minor transport measures require funding (see current annual budget of £10K above)	Within the financial year.	Review installation, once measure agreed and funded.
2a	Continue to raise matters and meet with the police, council parking enforcement, Kier and other bodies, such as shopkeepers (Yew Tree parking) and Cockshut Hill School (OYP ASB)	Yardley and Stechford	SYN neighbourhood police, residents, Cllr Deborah Harries etc	Working together and raising issues does not cost additional funding, though they may be limited to respond to issues; and roads are repaired within an existing Kier/BCC Highways budget	Ongoing	Review regularly/annually as part of the ward planning/meeting process.
3a	Encourage police and residents to set up and run Speed Watch and Street Watch sessions	Yardley and Stechford	SYN Police, Cllr Deborah Harries, volunteer residents	Police equipment required for Speed Watch	Ongoing	Review regularly/annually as part of the ward planning/meeting process.

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Six monthly review of our action plan

Action	Date of Review:	Any updates or changes?	Date of Review:	Any updates or changes?
1a	July 2023	Speed signs installed on Moat Lane; Speed bumps installed on Queens Road.	January 2024	Several smaller 'road marking' (e.g. one-way, give-way) measures agreed across the ward, in Stechford and Yardley, but awaiting BCC to finalise budget after 'bankruptcy' notice.
2a	July 2023	Limited 'Bay Parking' signs reviewed/installed at Yew Tree; meeting planned/held with Cockshut Hill School; liaison with BCC Parks after benches stolen in Manor Road Recreation Ground.	January 2024	Ongoing reports to Council and Police of illegal/dangerous pavement parking, such as Bilton Grange Road/Charlbury Avenue; graffiti in Old Yardley Park; speeding on roads such as Church Road; dangerous junctions with Blakemere Avenue and Moat Lane/Vera Road; and potholes/road repairs across the ward etc
3a	July 2023	Yardley Street Watch has continued. Sessions of Speed Watch were held on Church Road and Queens Road, but equipment broke and one or two resident volunteers moved away. Residents participated in 'red light jumping' exercise for Better Streets at the junction of Station Road and Bordesley Green East.	January 2024	A couple of Yardley Street Watch members have left, so looking to promote and recruit new volunteers. New equipment is being sourced for Speed Watch and police plans to re- introduce sessions, promote and attract new members.

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A Bold Green Yardley East

<p>Priority:</p>	<p><i>Examples: Parks, allotments and community gardens; Refuse and recycling; Litter-picking; Repairing and upcycling; Promoting cycling and walking; volunteer.</i></p>
<p>Why has this been chosen as a priority?</p>	<ul style="list-style-type: none"> • Keeping our streets and green spaces clean and tidy were identified as the second and third priorities of residents in October 2021 (By-Election survey); • Fly-tipping, rubbish, street cleaning was the second highest priority, with 75% of residents putting it in their top three (ward planning meeting Q1 2023); • The cleanliness and use of parks and green spaces was also identified as a priority for three-quarters of respondents (ward planning meeting Q1 2023).
<p>Who will own this priority?</p>	<p>Cllr Deborah Harries; Friends of Stechford Green Spaces; Yardley Conservation Society (Parks & Green Spaces); BCC Parks, Street Cleansing, Waste teams; residents</p>
<p>Which organisations and groups do we need to engage and/or work with?</p>	<p>Friends of Stechford Green Spaces; Yardley Conservation Society (Parks & Green Spaces); Birmingham Open Spaces Forum; St Edburgha's Church; Birmingham and Black Country Wildlife; National Trust; Cockshut Hill School; individual resident street litter-pickers and groups; BCC waste, street cleansing, parks departments.</p>
<p>What does good look like? How will we know we have achieved our ambition?</p>	<p>Individual streets, shopping areas (Station Road, Broadstone Road, Yew Tree (Church Road, Yew Tree Lane) and green spaces (Old Yardley Park and field, Manor Road Recreation Ground), including grass verges, are kept as clean as possible, with hot spots being cleared of fly-tipping, litter and graffiti as quickly as possible. Missed household waste collections also reported and dealt with as quickly as possible. Improvements in our green spaces, and not just maintenance.</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	Support individual resident litter-pickers and the three main groups, with equipment (pickers, bags, hoops, gloves etc) and encourage new volunteers, as well as encourage residents to report incidents of fly-tipping and hot spots	<p>Are new volunteers joining the groups?</p> <p>Are residents reporting incidents?</p> <p>Are hot spots and serious incidents being kept to a minimum?</p>		<p>Not all residents want to, or see it as their responsibility, to volunteer and litter-pick</p> <p>Not all residents are able to report incidents directly to BCC online</p> <p>BCC resources are so constrained that equipment no longer provided to residents and action by officers/crews is reduced/limited</p>	Review regularly/annually as part of the ward planning/meeting process.

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2	Maintain good relationships with various local Council teams - responsible for fly-tipping, street cleansing, hot spot deep cleans, leaf clearance; household waste collections; commercial waste prevention/enforcement; graffiti and parks cleaning – to be able to respond to issues and resident complaints quickly.			No cost to maintaining good relationships, but officers may be limited by the actions they can take due to limited resources	Review regularly/annually as part of the ward planning/meeting process.

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3	Work with volunteer groups to maintain the ward's two large green spaces – Old Yardley Park and Manor Road Recreation Ground – as clean and tidy as possible, and make improvements where possible, and funds and time allow.			Volunteers may be limited by the time they can commit to projects, raising funds etc, due to work and/or other commitments	Review regularly/annually as part of the ward planning/meeting process.

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	Provide/deliver equipment, where possible and/or direct residents to 'cleaner, greener streets'	Yardley & Stechford	BCC waste services/Cllr Harries	Free equipment may become unaffordable due to financial constraints	Ongoing	Review regularly/annually as part of the ward planning/meeting process.

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1b	Promote activities of all three volunteer groups three via social media and Focus newsletter		Individual members and groups/Cllr Harries			Review regularly/annually as part of the ward planning/meeting process.
1c	Provide information on how and where residents can report incidents of litter/fly-tipping and action those reported		BCC waste services/Cllr Harries			Review regularly/annually as part of the ward planning/meeting process.
2a	Good communication channels, including face-to-face contact with BCC officers where possible, as well as email and telephone			Financial and resource constraints may mean the service is diminished		Review regularly/annually as part of the ward planning/meeting process.
2b	Remembering to compliment as well as complain, when a request has been responded to and resolved quickly					Review regularly/annually as part of the ward planning/meeting process.

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3a	Attend monthly litter-picking and gardening sessions, as well as committee meetings, wherever possible			Volunteers can give time freely, but they also rely on the availability of funding and successful applications to deliver projects		Review regularly/annually as part of the ward planning/meeting process.
3b	Help promote groups through social media and Focus newsletter					Review regularly/annually as part of the ward planning/meeting process.
3c	Explore funding options with groups and support applications, wherever possible					Review regularly/annually as part of the ward planning/meeting process.

Six monthly review of our action plan

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Action	Date of Review:	Any updates or changes?	Date of Review:	Any updates or changes?
1a	July 2023	Requested and delivered equipment (mostly bags) to enable residents to litter-pick their streets; promoted and attended monthly group litter-picks and gardening sessions in both Yardley and Stechford.	January 2024	Connected weekly Yew Tree litter-picking group, struggling to attract members, with other local community groups; continue with other monthly activity.
2a	July 2023	Good local street cleansing team means reactive incidents of fly-tipping, litter-picking hot spots; graffiti and leaf clearance complaints are dealt with quickly once reported. The numbers of missed collections, problems with assisted collections or recycling being mixed or in with general waste has reduced	January 2024	Ongoing complaints about the poor state of the Yew Tree shopping centre/island, though crews are scheduled to clear shop fronts six days a week
3a	July 2023	Improvements to Jubilee Gardens continue, with donations of plants and funds, as well as a large amount of volunteer time and enthusiasm, enabling the YCS project team to move onto the borders and parterre, as well as maintaining the restored rose garden	January 2024	The BCC/NT project to pilot one of the four pocket parks at Stechford Village Green means the Friends of Stechford Green Spaces will now manage this, as well as Manor Road Recreation Ground and Yardley Fields. The small group has been encouraged to try and attract new volunteers as well as committee members to share the volunteer responsibility, as well as to hold more than one annual committee meeting to regularly review progress and support the work

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A Bold Local Yardley East

<p>Priority:</p>	<p><i>Examples: Neighbourhood Plan; Parish Council; Local Groups and Community Buildings; Community Engagement and Support; Community Projects; Community Hubs.</i></p>
<p>Why has this been chosen as a priority?</p>	<ul style="list-style-type: none"> • Lots of groups across Yardley and Stechford are already delivering community activities and working on projects separately and together, in partnership. • Yardley East contains one of the city's oldest Conservation Areas in historic 'Old Yardley' and there is an active community working to protect and improve the 'area', which has been neglected and contains both medieval buildings (St Edburgha's Church) and green space features (Rents Moat), as well as a village. • <i>Please note, 'local' didn't feature in resident priorities (ward planning Q1 2023) as heritage and community issues weren't an option for residents to select, but current activity and volunteer support reveals its importance to residents.</i>
<p>Who will own this priority?</p>	<p>CLlr Deborah Harries, along with Yardley Conservation Society Chair, Carol Pearce, and the Friends of Stechford Green Spaces Chair, Nadeem Aziz.</p>
<p>Which organisations and groups do we need to engage and/or work with?</p>	<p>St Edburgha's Church, Blakesley Hall/Birmingham Museums Trust, Arts In The Yard, National Trust, Yardley Conservation Society, Friends of Stechford Green Spaces, <i>Stechford Neighbourhood Village Forum</i>, Digbeth In The Field Church, Yardley Society of Artists, Yardley Gardeners' Association, Yardley WI, Yardley Photographic Society, Stechford Leisure Centre, Yardley Great Trust, Yardley Tennis Club, Yardley Neighbourhood Network Scheme, Yardley Community Protection Society (Barrows Lane playing fields campaign) etc</p>
<p>What does good look like? How will we know we have achieved our ambition?</p>	<p>Strong, sustainable and active community groups that are engaged with a large number and wide range of residents with their projects, and are working together in partnership, where appropriate, to achieve greater effectiveness.</p>

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1	Strengthen the structure of the key community groups to increase profile, membership, activity, engagement, funding, planning etc to ensure succession and sustainability.	Has profile, membership, activity, engagement, funding, planning etc increased?			Review regularly as part of the community groups' committee processes, such as quarterly and annual meetings, as well as ward meetings.
2	Encourage and support new connections and partnerships of all community leaders, groups and organisations, to maximise local efforts.	Have any new, useful connections been made?			Review regularly as part of the community groups' committee processes, such as quarterly and annual meetings, as well as ward meetings.
3	Deliver interesting events, projects and activity to encourage wider community engagement and involvement.	What engaging events and projects have been delivered?			Review regularly as part of the community groups' committee processes, such as quarterly and annual meetings, as well as ward meetings.

Set the actions needed to achieve each of our goals

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1a	Review the strategic approach, purpose and plan for the future of YCS.	Historic 'Old Yardley Conservation Area'	YCS Committee	The review doesn't but potentially - the activity e.g. update website or projects e.g. continuing to restore Jubilee Gardens – does.	Some progress needs to have been made by the next AGM	See below
1b	Promote the new Chair of SNVF and encourage applications for funding and connecting with BCC and other neighbourhood forums.	Stechford	SNVF Committee	Requirement to access administrative funds available to neighbourhood forums.	Some progress needs to have been made by the next AGM	See below
1c	Encourage more members to support and/or join the FSGS committee and wider group, and for that committee to hold more regular meetings, perhaps quarterly, in addition to the AGM.	Manor Road Recreation Ground (in Yardley East; [Yardley Fields; and Stechford Village Green in Yardley West & Stechford]	FSGS Committee	The committee is considering different structures and ways of encouraging more community engagement and involvement.	This will happen naturally as part of the next AGM	See below

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2a	To continue conversations with existing partners about new and ongoing projects, as well as making new connections	Across the whole ward, but focussed on the green spaces in Stechford and Yardley, as well as the historic village of Yardley	All - YCS, FSGS, AITY, Cllr, St Edburgha's Church, volunteer residents etc	No, not currently	Ongoing, review as part of meeting, activity processes	See below
3a	Continue conversations with organisations such as the National Trust, Arts in the Yard, and start new conversations with YNNS, for example, about funding events, activity and projects.	Yardley and Stechford	All (as above)	External 'levelling up' (Shared Prosperity) funds have been accessed by partner organisations to deliver projects in the ward; and specific events, activity and projects do need funding.	Ongoing	See below

Six monthly review of our action plan

Action	Date of Review:	Any updates or changes?	Date of Review:	Any updates or changes?
1a	July 2023	The YCS committee re-shaped to appoint new members and introduce new sub-committees to focus on strategic/forward planning and green spaces.	January 2024	Sub-committees still finding their way, to move the Society forward

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Action	Date of Review:	Any updates or changes?	Date of Review:	Any updates or changes?
1b	July 2023	Successful bids made for BCC 'Celebrating Community' Funds for YCS (Jubilee Gardens restoration) and FSGS (children's play event). <i>[Note – unfortunately, these didn't come to fruition due to BCC's financial 'bankruptcy' notice in September 2023].</i>	January 2024	Engagement with YNNS to explore options for funding and working together with YCS, FSGS etc.
1c			January 2024	Unfortunately, the SVNf has not been able to attract new members, take advantage of the funding available to neighbourhood forums or to form a committee to continue. <i>[Note: No Yardley East residents attended the small meetings.]</i>
2a	July 2023	Successful partnership with the National Trust on their city-wide blossom project to plant trees in Old Yardley Park and Manor Road Recreation Ground and deliver a 'Blossom Picnic' in St Edburgha's grounds.	January 2024	Continued partnership between FSGS and NT and 'levelling up' funding secured to deliver a 'pocket park' at Stechford Village Green.
2b	July 2023	Partnered with St Edburgha's Church, Blakesley Hall and local historian Mike Byrne to deliver a guided walk around 'Old Yardley' to tie in with the city-wide heritage week in September 2023.	January 2024	Continued partnership with AITY, SE, BH/BMT, YCS to deliver 'Old Yardley: Yesterday, Today, Tomorrow' (see below).

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Action	Date of Review:	Any updates or changes?	Date of Review:	Any updates or changes?
2c			January 2024	The alliance of residents, Yardley Community Protection Society and cross-party support (Jess Phillips MP, Mayor Andy Street and Cllr Deborah Harries), including a large petition, resulted in the latest planning application to build a large housing development on Barrows Lane/Co-op playing fields being rejected. The group continues to meet and explore ways to raise funds to take on ownership of the site
3a	July 2023	New bins, benches and wildflowers delivered in Manor Road Recreation Ground with BCC 'Celebrating Community' funding (round 1). FSGS continues to meet once a month for litter-picking.	January 2024	See above for delivery of 'pocket park' January - March 2024.
3b	July 2023	Old Yardley Park 'rose garden' (Jubilee Gardens) improved and restored with 'Celebrating Community' funds (round 2). YCS continues to meet once a month for litter-picking, gardening, park maintenance.	January 2024	Despite 'Celebrating Community' funding being withdrawn, due to BCC's financial situation, volunteers have continued to donate funds, plants and time to continue with the restoration of Jubilee Gardens and have moved onto the parterre and borders/beds.

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3c	July 2023	St Edburgha's Church worked with Birmingham & Black Country Wildlife Trust and resident volunteers to deliver a 'bee garden' at the rear of the church.	January 2024	A joint 'Arts Café' project with YCS, Blakesley Hall, St Edburgha's Church and Arts In The Yard is being delivered January – March 2024 with levelling-up funding, to celebrate and promote 'historic' Yardley.