

BE BOLD **BE SHELDON**

Ward Action Plan **2022 to 2026**

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

Ward Information:



Councillor Colin Green
Liberal Democrats Group
colin.f.green@birmingham.gov.uk

[Read more about Councillor Colin Green](#)



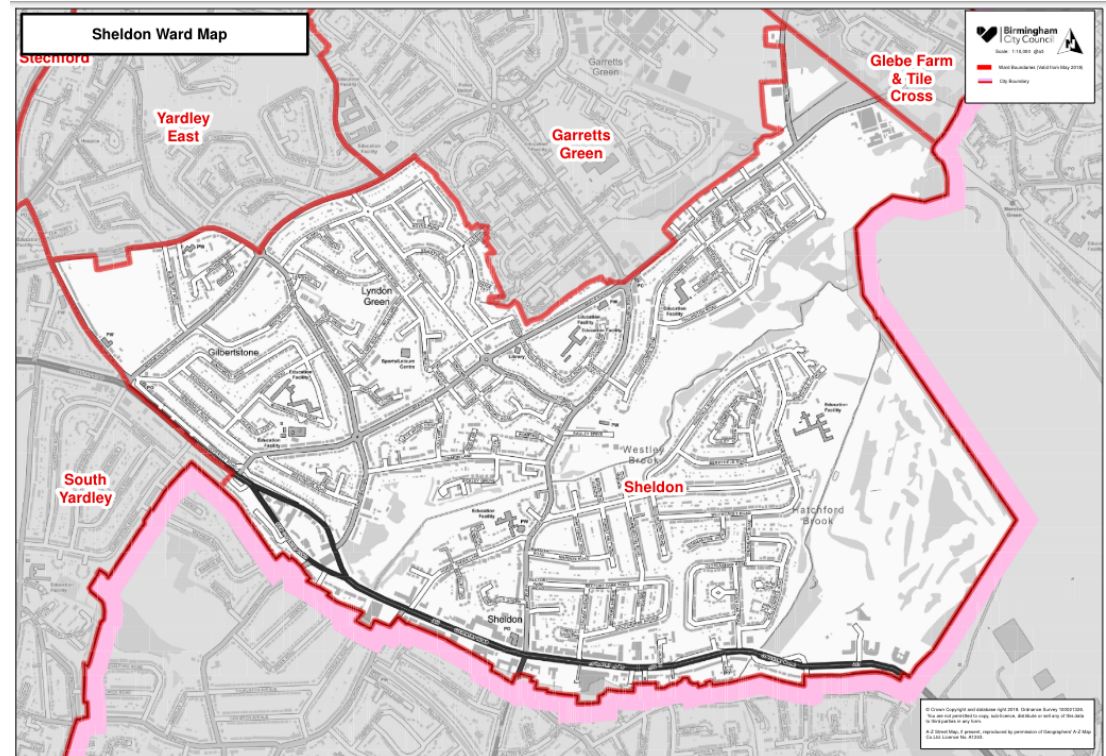
Councillor Paul Tilsley
Liberal Democrats Group
paul.tilsley@birmingham.gov.uk

[Read more about Councillor Paul Tilsley](#)

MP for Yardley Constituency

Jess Phillips
jess.phillips.mp@parliament.uk

[Read more about Jess Phillips MP](#)



Further Ward Information

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

Note to Residents

Dear Sheldon Ward Residents,

This ward plan builds on the previous ward plan first developed for the period 2018 - 2022. Our key concerns and priorities have always been and continue to be: -

- Litter and Clean Streets
- Community Safety
- Local Shopping Centres
- Pavement, Roads, Lighting and Trees
- Young People up to 25 years old
- Local Housing and Other Social Housing
- Transport

Our Ward Action Plan is intended to be a realistic living document that reflects the hopes and aspirations of local residents. Its success will depend on joint working by everyone - residents, community groups partner organisations, City Council Officers, and us – your Local Ward Councillors.

We have tried to keep it simple and prioritise a list of outcomes that can be delivered if we work together, rather than have an endless wish list of ideas that gathers dust on a shelf in the Council House.

If you think something needs adding – or removing - from this plan, let us know. It can be updated at Ward Forums and the regular Community and Residents meetings that takes place within Sheldon Ward.

With Everyone Working Together We Can Make a Difference

Thank You,

Councillors Colin Green and Paul Tilsley

Ward Background Information

Sheldon Ward is located in the south-east of Birmingham, within the Parliamentary constituency of Birmingham Yardley.

It is made up of mostly, but not all of Sheldon B26 and a small part of the eastern edge of Sheldon, which is in B33, with an overall population of 19,939.

Sheldon is a typical suburban ward of Birmingham and is very similar demographics and economic data of surrounding wards on the periphery of Birmingham. It has a very similar age profile and ethnic make-up of similar wards.

Deprivation levels are below the city average, and there are slightly more residents above the age of 45. Sheldon ward is ranked as the 45th most deprived ward out of 69 in Birmingham; however, 24.4% of children live in income deprived households and 17.8% of older people are similarly deprived.

The demographic data currently comes from the 2021 Census, and in 2021, noteworthy details are that:-

- Sheldon Ward has a relatively young population like the rest of Birmingham. 28.5% of the population was under 19, compared with 25.5 for Birmingham and 21.4% for England as a whole.
- 74.2% of the population was white in 2021, with 16.1% Asian and 5.2% black and 4% of mixed background. This was similar to other suburban wards in Birmingham but different to England where there are 85.4% white; 7.8% Asian; 3.3% Black and 2.3% of mixed background.
- The proportion of children's workforce in higher skilled occupations was 29.3% compared with 37.6% and 41.1% for England. For lower skilled occupations, the figures are 41.3% for Sheldon; 40.8% for Birmingham and 36% for England.
- 24% of Sheldon residents have no qualifications compared to 20.8% in Birmingham and 14.8% in England. 23.3% have Level Four qualifications compared with 30% in Birmingham.

In Sheldon, there were 140 unemployed claimants between the ages of 18 – 24 in April 2023, giving a youth unemployment rate of 8.7%.

As of March 2023, there were 848 people claiming universal credit who were in employment.

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

Interesting Facts about Sheldon

Sheldon was mentioned in the [Domesday Book](#) as *Machitone*, meaning "Macca's farm". A Mackadown Farm existed in the area until the [First World War](#), however, it is only remembered through Mackadown Lane, a residential road, which is also very famous for car showrooms.

The suburb is home to the 300 acre [Sheldon Country Park](#), a popular local attraction.

Housing in the area primarily dates back to the 1930s. The area benefits from Sheldon Country Park which is adjacent to Birmingham International Airport and is served by numerous shops and businesses situated along the busy A45, Coventry Road. This road acts as one of the city's primary gateways from Coventry.

Famous Residents

[Ian Smith](#), Town Planning Expert lived in Cranes Park Road in the 1960s and '70s.

Rev. [Thomas Bray](#), founder of the [Society for the Propagation of Christian Knowledge](#), was Rector of Sheldon.

[Howard Brown](#), Branch Manager for the [Halifax bank](#), won a staff competition to appear in their advertisements on television, was born and brought up in Sheldon.

[Kevin Warwick](#), professor of [cybernetics](#) lived there in the 1970s. In the latter part of this time, he studied at [Aston University](#).

[Andre Marriner](#), a [Premier League](#) football referee.

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

**Sheldon
WARD ACTION PLAN 2022 to 2026**

Litter/ Clean Streets

Actions	Actioned by?	Progress
a. Publish information on the dates and frequencies when road sweepers should be coming round each road and shopping centre.	Cllrs / Redfern Depot	Ongoing
b. Work with 'Love Your Streets' (LYS) to target fly-tipping hot-spots.	LYS Team / Cllrs / Community/Residents Groups	Ongoing
c. Encourage residents' groups/business/schools to do regular community litter picks & to use these to recruit other residents to join the groups	Cllrs / Friends of Sheldon Country Park / Residents Associations/Groups	Ongoing
d. Tackle advanced / fly tipped waste from flats above shops	LYS Team / Cllrs/Waste Enforcement	Ongoing

Parks and Green Spaces

Actions	Actioned by?	Progress
a. Sheldon Country Park - Improve security and tackle/reduce ASB	Sheldon Police Team/Community Safety Partnership/Friends of Sheldon Country Park/Cllrs	Improving boundary security
b. Play Areas – maintenance and upkeep: Modernise Play Areas	Play Area in Sheldon Country Park recently updated (2019)	Regular patrols
c. Additional tree planting – Sheldon Country Park	Friends of Sheldon Country Park; Sheldon Waterside Care Group Parks Dept	Regular checks and maintenance by Parks/Rangers

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

Community Safety

Actions	Actioned by?	Progress
a. Regular meetings between Police, Councillors and Housing Managers.	Cllrs/ Neighbourhood Police Team/ BCC Housing	
b. Tackle dangerous / illegal parking across the Ward prioritising schools and busy junctions.	Neighbourhood Police Team	Being done as resources allow
c. Tackle speeding and dangerous driving by installing Average Speed Cameras.	BCC Highways / West Midlands Police	Being done as resources allow
d. Sheldon Neighbourhood Police Team to attend as many Ward Forum meetings as possible.	Neighbourhood Police Team	As and when WFMs are held

Local Shopping Centres

Actions	Actioned by?	Progress
a. Support the growth and development of Sheldon as a case of an urban shopping centre by:- i. Limiting the number of fast-food takeaway outlets ii. Investigate the options for the Business Improvement District to be revived. iii. Enhance the local environment.	Retailers, Planning Enforcement, residents, Ward Cllrs	
b. Improve the frontages of shops on the Coventry Road and Manor House Lane	Retailers/business owners, Cllrs, Highways and Environment Protection	
c. Tackle street/aggressive/nuisance begging outside the shops, traffic lights and junctions with the use of community protection warnings and notices	Sheldon Police Team/ASB Team and partner agencies	Neighbourhood Police Team actioning.

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

Pavements/ Roads/ Trees/ Lighting

Actions	Actioned by?	Progress
a. Hold regular reviews with the Keir Highways Steward & site visits to monitor implementation of repairs requested.	Kier/ District Engineers/ Cllrs	Ongoing
b. Increase the level of road and pavement renewal to a sustainable level with servicing of Horseshoes Lane, Church Road, Sheaf Lane, Cranes Park and Brays Road.	District Engineers/ Kier/ Cllrs	Ongoing
c. Work with the Local District Engineers to prioritise highways improvements and allocate the small works highways budget.	District Engineers/ Cllrs	Ongoing

Young People (up to 25 years old)

Actions	Actioned by?	Progress
a. Work closely with local schools, scouts' groups and St Johns Ambulance Cadets regarding environmental issues, energy and litter	Cllrs/ local schools and youth groups	
b. Build links with further education establishments to encourage students to do research work/projects and attain qualifications and job experiences.	Cllrs/ Schools/ Educational facilities	

Improve Local Housing and other Social Housing

Actions	Actioned by?	Progress
a. Improve the regulation and management of multi-occupied housing, especially the 'exempt'/supported housing sector.	Central Govt/ BCC Exempt Accom Team/ Private Rented Sector Team	Bill in Parliament

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

Actions	Actioned by?	Progress
b. Maintain diverse communities by stopping the domination of individual roads by multi-occupied properties.	Planning Enforcement	
c. Improve the energy efficiency of our housing stock and ensure they are in a good state of repair and maintained.	Housing Dept/ Housing Liaison Board/ Tenants/ Cllrs	

Transport

Actions	Actioned by?	Progress
a. Tackle car parking congestion by improving access to public transport and car share clubs.	BCC Highways/ NXWM/ TfWM/ BCC/ Private operators.	
b. Accelerate conversion to electric forms of Transport by growing EV charging facilities	City Council/ Private Operators	

Support Community Groups

Actions	Actioned by?	Progress
a. Deliver the local ward funding like Community Chest/ Clean Air Zone and other grants to support and enhance community activity in line with the Ward Action Plan Priorities	Ward Cllrs/ Council Support Officers and Community/ Voluntary Groups	
b. Support the co-ordination of groups via the Ward Forum	Ward Cllrs/ Council Support Officer	