

BE BOLD

BE NORTHFIELD

**Ward Action Plan
2022 to 2026**

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

Ward Information:



Councillor Esther Rai

Labour

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[Read more about Councillor Esther Rai](#)

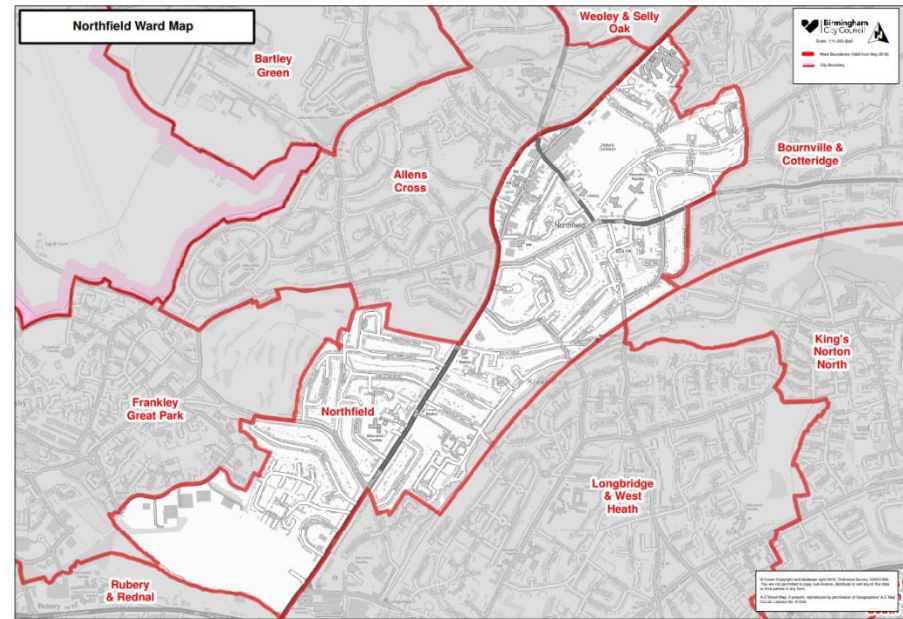
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[Read more about Laurence Turner MP](#)

Further Ward Information

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



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A Bold Prosperous Northfield

Priority 1:	Keeping Northfield High Street diverse, busy, and welcoming
Why has this been chosen as a priority?	There are a lot of independent shops, cafes, and businesses as well as big chains, and we want them all to succeed and grow. We want to attract evening hospitality and as the high street can feel very quiet after 5pm and attract anti-social behaviour, so we would like to rectify that.
Who will own this priority?	BID
Which organisations and groups do we need to engage and/or work with?	Birmingham City Council, local businesses, national businesses, private landlords on the high street, police, local schools that have school/local bus routes

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

	GOAL	Action 1 with notes	Action 2 with notes	Action 3 with notes
1	Reduction in street drinking	Northfield returning to neighbourhood policing in November – WMP directed	New BID security to start, building relationships - BID	
2	Reduction in anti-social behaviour from school children using the high street for transport links	Security and police have contact details for pastoral leads in the secondary schools that change on the high street – WMP and BID	If anti-social behaviour arises, clear communication with CCTV and identifying features passed on to school – WMP and BID	
3	Delivery drivers provided with a non-pedestrian area with which they can pick up food and wait for pick ups	New waiting area found, and BID and council agree on it	Sharing changes with delivery drivers	Enforcement used and consequences felt

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A Bold Safe Northfield

Priority 2:	Safe roads for drivers, cyclists and pedestrians
Why has this been chosen as a priority?	Speeding and illegal parking is causing issues and danger throughout the ward, with collisions outside schools and unsafe parking of particular priority
Who will own this priority?	BCC
Which organisations and groups do we need to engage and/or work with?	Police, local schools, Birmingham City Council, local residents, Better Streets for Birmingham

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

	GOAL	Action 1 with notes	Action 2 with notes	Action 3 with notes
1	Reduce illegal and unsafe parking around schools and the high street where risk of danger is higher – measured through less near-misses or collisions on school roads, less illegal parking on school roads, more fines or consequences for illegal parking and driving on school roads.	Implement schools streets on specific school roads	Look at specific measures and changes to roads that are achievable budget wise and would be effective	Parents and residents motivated to report to BCC and WMP so that changes are as effective as possible
2	Reduce speed in roads with multiple collisions	Residents to report collisions to the police so that an accurate picture is put together	Local Engineering to compile specific areas that are issues	Local engineering and Councillor to start process

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	GOAL	Action 1 with notes	Action 2 with notes	Action 3 with notes
3	Improve pedestrian crossing, including length of time and synchronicity over dual carriageways	Reporting to Council and Operation SNAP of red lights jumped	Work with community groups e.g. Better Streets for Birmingham to collect data about junctions and red light jumping	Local engineering and Councillor to look at timing solutions to reduce this happening

A Bold Green Northfield

Priority 3:	Keep Northfield Cleaner and Tidier
Why has this been chosen as a priority?	There is lots of litter on the streets, and a lack of bins in key places, meaning that litter is increasing. We want this controlled so that residents can enjoy their area and feel children and pets are safe etc.
Who will own this priority?	Friends of Parks and Walkways
Which organisations and groups do we need to engage and/or work with?	Birmingham City Council Street Cleaning Team, local residents' groups

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

	GOAL	Action 1 with notes	Action 2 with notes	Action 3 with notes
1	Reduce littering	Raising awareness of negativity of littering and impact on streets through local schools and community groups as well as social media	Organised litter-picking groups, involving schools and local clubs	Increase in bins in key areas such as Rea valley

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	GOAL	Action 1 with notes	Action 2 with notes	Action 3 with notes
2	Reduce fly-tipping	Residents encouraged to report via BCC website	Identify fly-tipping hotspots, including working with neighbouring wards	Encouraging reporting of vehicles seen fly tipping so that consequences and sanctions can be actioned

A Bold Local Northfield

Priority 4:	Build a community forum
Why has this been chosen as a priority?	There are loads of active and effective community groups in Northfield, but not a lot of connection between them and the council.
Who will own this priority?	Chair of community forum
Which organisations and groups do we need to engage and/or work with?	NCP, NAF, local community groups, local places of worship, NDSU, BCC, BID

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

	GOAL	Action 1 with notes	Action 2 with notes	Action 3 with notes
1	For a Northfield Community Forum to exist, where community groups can meet	Communication with local community groups, to test appetite and capacity	Trial run of a forum	