

Draft



New Frankley in
Birmingham Parish
Council

2026
2030

Strategic Plan

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Introduction

New Frankley in Birmingham Parish is a community in the south west corner of Birmingham bordering the Waseley Country Park and the Lickey Hills. It is a community of approximately 5,000 electors and some 3,500 dwellings.

In 1995, following a review by the Boundary Commission, the whole of Frankley community was unified as part of Birmingham within the Longbridge Ward of the Northfield Constituency.



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Our Vision

To create a thriving, inclusive, sustainable and well-connected New Frankley where residents are proud to live, communities flourish, and future generations enjoy a high quality of life.

Our Core Values

- Community First
- Transparency and Accountability
- Environmental Responsibility
- Partnership Working
- Inclusivity and Equality
- Continuous Improvement

Strategic Ambition for 2030

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By 2030, New Frankley in Birmingham will be:

- A greener and more sustainable parish.
- A safer and more attractive place to live.
- A community where residents actively participate in local decision-making.
- A parish that supports wellbeing and inclusion.
- A place where young people have opportunities to thrive.
- A respected and effective local council that delivers value for money and works constructively with Birmingham City Council and regional partners.

This Strategic Plan provides a practical framework for action while supporting Birmingham's wider ambition of becoming a fairer, greener, healthier and more prosperous city for all.



Draft Parish Strategic Objectives

The shared vision for New Frankley is supported by five Missions, developed in partnership to respond to the Parish's biggest challenges and opportunities. These Missions provide a strategic framework for all partners to contribute to shared goals, with the council's specific role reflected in the priorities set out in this Corporate Plan



Strong
Community &
Active Residents



Health,
Wellbeing &
Quality of Life



A Cleaner, Greener
& Sustainable
Parish



Safe, Attractive &
Resilient
Neighbourhoods



Local Economic
Opportunity



Learning, Skills &
Young People



Effective
Governance &
Financial
Sustainability

Priority 1: Strong Communities & Active Residents

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Our Aim

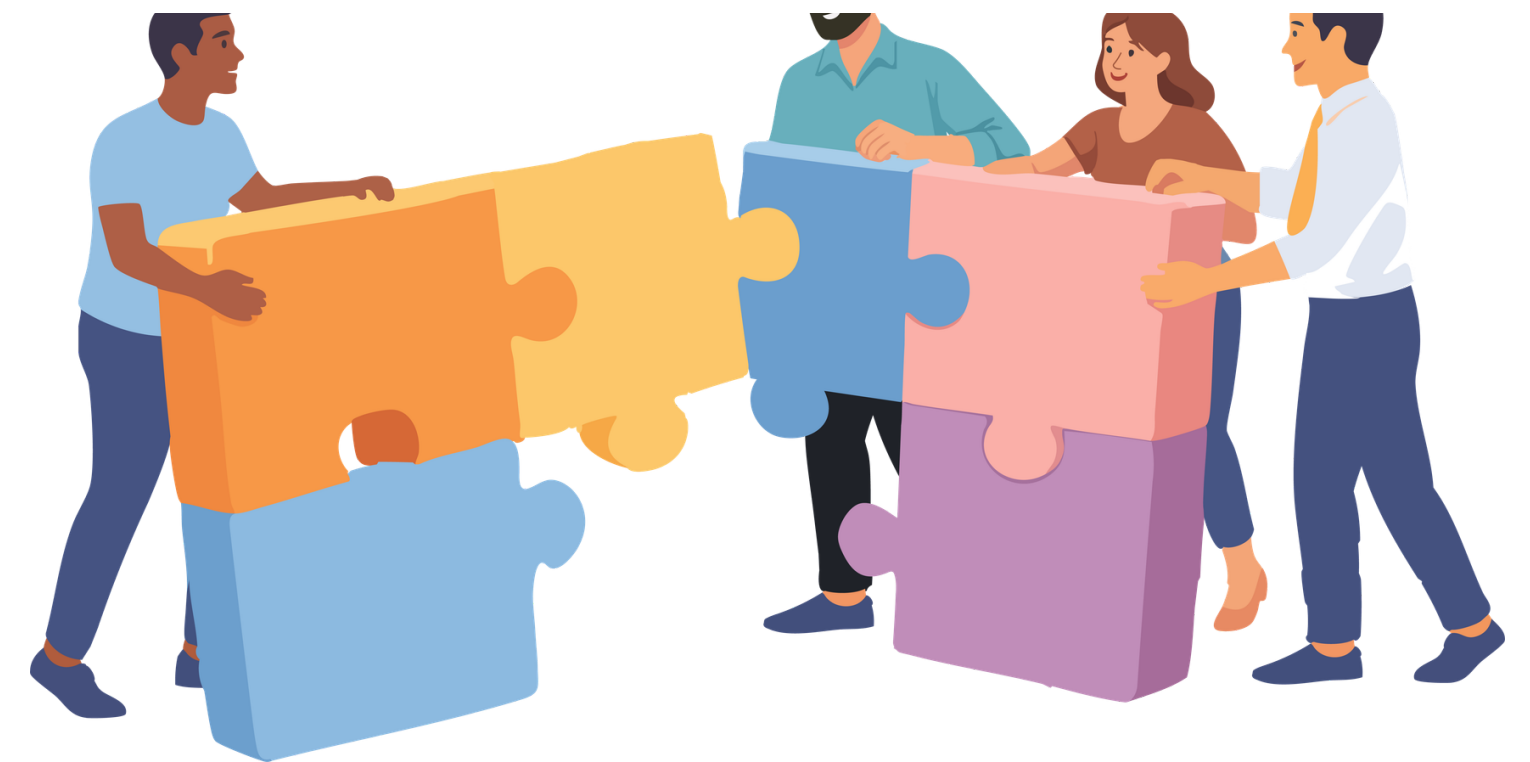
To strengthen community spirit, increase participation and ensure every resident feels represented and connected.

Key Actions

- Deliver with partners regular community events and celebrations.
- Increase resident engagement through consultations and both non-digital and digital communication.
- Work with partners to develop volunteer opportunities.
- Support local community and faith groups.
- Develop youth engagement opportunities.
- Create an annual Parish Residents' Survey.

Outcomes by 2030

- Increased participation in parish activities.
- Stronger volunteer networks.
- Higher resident satisfaction with local services.
- Improved engagement among young people.



Priority 2: Health, Wellbeing and Quality of Life

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Our Aim

To help residents lead healthier, happier and more active lives.

Key Actions

- Improve access to community activities.
- Promote walking, cycling and outdoor recreation.
- Work with NHS and voluntary sector partners on wellbeing initiatives.
- Support projects tackling loneliness and isolation.
- Encourage intergenerational activities.
- Improve access to local information and support services.

Outcomes by 2030

- Increased use of local green spaces.
- Reduced social isolation.
- Greater participation in wellbeing activities.
- Better awareness of support services.



Priority 3: A Cleaner, Greener and Sustainable Parish

Our Aim

To protect and enhance New Frankley's natural environment while addressing climate change.

Key Actions

- Develop a Parish Environmental Action Plan.
- Increase biodiversity through tree planting and habitat creation.
- Support community litter-picking programmes.
- Protect local green spaces and woodland areas.
- Reduce the Parish Council's carbon footprint.
- Promote sustainable travel options.
- Encourage community food growing and gardening projects.

Outcomes by 2030

- Increased biodiversity.
- Cleaner public spaces.
- Reduced carbon emissions from parish operations.
- Greater community involvement in environmental projects.



Priority 4: Safe, Attractive and Resilient Neighbourhoods

Our Aim

To ensure residents feel safe and proud of where they live.

Key Actions

- Work with West Midlands Police and community safety partners.
- Promote neighbourhood watch schemes.
- Improve reporting of environmental and anti-social behaviour issues.
- Support better maintenance of community assets.
- Advocate for improved highways and pedestrian safety.
- Enhance public spaces and local amenities.

Outcomes by 2030

- Improved perception of safety.
- Better maintained public areas.
- Stronger partnerships with community safety agencies.
- Reduced reports of environmental nuisance.



Priority 5: Local Economic Opportunity

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Our Aim

To support economic resilience and create opportunities for residents.

Key Actions

- Promote local businesses and services.
- Support community enterprise initiatives.
- Encourage local procurement where possible.
- Work with employment and skills partners.
- Advocate for improved access to employment opportunities.
- Support digital inclusion programmes.

Outcomes by 2030

- Greater support for local businesses.
- Improved awareness of employment and training opportunities.
- Stronger local economic resilience.



Priority 6: Learning, Skills and Young People

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Our Aim

To support learning and aspiration for residents of all ages.

Key Actions

- Strengthen links with local schools.
- Establish a Youth Council or Youth Forum.
- Promote skills and training opportunities.
- Support digital learning initiatives.
- Recognise and celebrate local achievements.

Outcomes by 2030

- Stronger youth engagement.
- Increased participation in learning opportunities.
- Better community understanding of available skills pathways.



Priority 7: Effective Governance and Financial Sustainability

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Our Aim

To ensure the Parish Council remains accountable, effective and financially sustainable.

Key Actions

- Deliver transparent decision making.
- Publish annual performance reports.
- Maintain sound financial management.
- Seek external funding and grant opportunities.
- Improve digital services and communication.
- Provide training and development for councillors and staff.
- Regularly review policies and procedures.

Outcomes by 2030

- Strong financial resilience.
- High standards of governance.
- Increased public confidence.
- Effective use of parish resources.



Measuring Success:

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The Council will monitor progress annually against:

Community

- Resident satisfaction levels
- Number of community events
- Volunteer participation



Environment

- Trees planted
- Biodiversity projects delivered
- Community clean-up activities



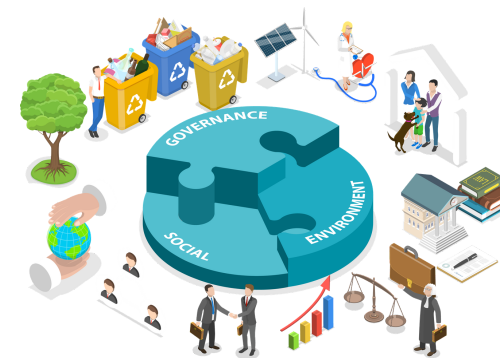
Wellbeing

- Participation in health and wellbeing programmes
- Use of local recreational facilities



Economy

- Local business engagement
- External funding secured



Governance

- Budget performance
- Delivery of strategic objectives
- Compliance with governance standards