

BIRMINGHAM CITY COUNCIL LOCAL INNOVATION FUND  
 “Doing things differently in neighbourhoods to make better places to live”  
 PROPOSAL FORM

WARD: **Sheldon,**

INNOVATION TITLE: **STAG 2 – SW Improvement**

**Innovations have to meet the LIF priorities and add value to the City wide core priorities**

**listed below**

(Tick all those that apply)

**City Core Priorities**

- Children – a great city to Grow up in ☒
- Jobs & Skills ☐
- Housing for Birmingham ☐
- Health ☒

**LIF Priorities**

- Citizens' independence & Well Being ☒
- New approaches to investment ☒
- Active citizens & communities stepping up ☒
- Clean Streets ☐
- Improving local centres ☐

What is your innovative idea and how does it show collaborative, partnership working and Active citizenship?

To introduce Speed reduction programmes across all through roads in Sheldon by the purchase, erection, monitoring and management of Speed Warning signs and Data collectors, and for this data to be downloaded, analysed and published to the Police, BCC, Safety Partnership, residents and political representing parties.

Newly installed equipment doing just this is being used, but on a very limited scale, is showing that initial data proves there is a speeding problem on many roads in the Sheldon area, which has been raised, discussed and minuted at local Ward meetings over at least the past 3 years.

From the initial establishment over 2 years ago, a small number of residents have participated in Speed Watch activities with the Sheldon Police, from which a community group was set up (STAG – Sheldon Traffic Action Group) to assist and improve the process of identifying speeding vehicles in the Sheldon area. In addition to this some funds were provided so that specific equipment in the form of Speed notification signs c/w data collectors could be provided. This has recently been installed (September 2016) and the early data is showing clear and irrefutable evidence that speeding is a problem in Sheldon.

It is now clear to the residents that this process needs to be ‘rolled-out’ with at least 2 further signs and data collectors installed on other Sheldon roads. With the volumes of traffic having doubled in the past 2 years (data verifiable), **it is clear that the health, safety, welfare and environment for Sheldon residents is now in greater danger than at any time.**

There are many residents who are regularly reporting to the local councillors, the MP, and at Ward meetings their concerns, and many are willing to participate in any new initiative, as long as it is supported by FACTUAL data, POSITIVE actions and clear COMMITMENT from BCC that help and support is being given.

The actions by STAG and the Speed Watch team are encouraging more to want to participate, but funds to support them are desperately needed. With the LIF programme intended for ‘Ward’ needs, this is considered to be the ideal programme and such equipment could have a long term and lasting effect. The equipment is expected to have a minimum lifetime of 5 – 7 years, when technology will make any replacements even less expensive.

**Time Frame – is it:**

- One off event/programme ☐
- Implement & complete within 6 months (2016) ☐
- Implement & complete within 12 months (2017) ☒

**How will the Innovation be implemented?**

It is proposed that this project will be implemented through the District Engineering department (L. Cashmore) who will authorise the purchase, supply and installation of the equipment through BCC channels, working with the STAG team, local councillors and the Sheldon Police.

A potential supplier of the equipment has been identified. A Contractor working for BCC has some experience of this, and the local residents/community and STAG have experience of operating such equipment and supplying data, and the Sheldon police team regularly support the Speed Watch team.

**What outcomes will the proposal achieve? What will success look like and how will its impact be measured? How will you ensure legacy/continuation and what learning will the project provide?**

The positive outcomes from this project will be the significantly improved Safety of all Sheldon residents, the reduced speed of all traffic through Sheldon roads, (many of which have become 'rat-runs' due to the A45 congestion problems) and the increased welfare of the young, the elderly, schools and the residents in general.

Reduced Speeding reporting will be the success measure and this will be irrefutably measured, monitored and reported through the data collection, analysis and reporting that such equipment will provide. This can also be measured by the improved (reduced) reporting of offenders through the Speed Watch events attended by the Sheldon Police.

The intended Legacy will be the clear demonstration, by facts and data that Sheldon is a 'safe' area of Birmingham, and that by such demonstration could become a 'low cost' option and choice of other residential areas of Birmingham. Some interest is already growing in the Stetchford and Acocks Green Wards.

**Have you considered other sources of funding and whether the project can be used to leverage further funding from elsewhere (please specify funding sources)?**

We have regularly requested further funding support through our councillors and have been told, to date, no funds are available. The initial Laser Camera for STAG was supported by BSP and BA, but restrictions on further funds apply.

We are prepared to consider every potential opportunity for funding, hence this application to LIF.

**What resources will be required?**

- **Capital** : Purchase cost of equipment
- **Running Costs** : Pence per week
- **People power volunteers** : STAG, Police, resident participation, BCC support & action

Amount required from LIF £11,850.00 (inc VAT)

Have you got any match funding – in cash or in kind:      **No Match Funding/Cash – In kind**  
is equal to 10 hours/week residents time.

**Contact person for proposal**

**Name:** **Colin Parker & Bob Toms**

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**E-Mail:** **c-parker2@sky.com & bobtoms@btinternet.com**

**Which residents or community groups was the proposal discussed with and when (please give details of any meetings and which councillors attended)?**

Speeding issues, STAG, Speed Signs, Speed Watch and residents' concerns over the speeding of vehicles have been discussed at Ward meetings with the residents, the councillors, AMEY representatives, as well as at separate Police Tasking meetings chaired by the Sheldon Sgt – D Lilwall (current), J Spear, M Ullah (previous) for the past 3 years+.

A special meeting was held at the Brays Road working men's club, chaired by Jess Phillips MP, in early 2016 specifically for the residents of Horrell Road. Previous meetings have been attended by John Hemming (ex MP) back in 2014, 2015.

**Discussed at**

Ward meetings: Throughout 2015 & 2016 & Wednesday 23<sup>rd</sup> October 2016

Date: 01/12/2016

**Signatures of all 3 Ward Councillors**

Name: Paul Tilsley Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Name: Sue Anderson Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Name: Mike Ward Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Internal use only**

Received: Date \_\_\_\_\_

Go to Cabinet Committee – Local Leadership for decision: Date: \_\_\_\_\_

Approved

YES	
NO	