

Historic Yardley

Over a
thousand years
of history

LEGACY AND ACTION PLAN

2026 - 27



PHOTO CREDIT PETER CORNS

WELCOME

Welcome, we are delighted to share with you our Legacy and Action Plan for Historic Yardley.

As a Cultural Action Area, we have come together to create something new and unique in Historic Yardley.

Historic Yardley is a special place with over a thousand years of history. Founded as a clearing in the Forest of Arden, Yardley is first mentioned in King Edgar's Charter of AD972 and in the Domesday Book of 1086. Old Yardley was designated as a Conservation Area in 1969. Today, Historic Yardley is part of East Birmingham, an area that faces challenges of high deprivation but boosts a diverse and aspiring community.



PHOTO CREDIT PETER CORNS

WHO WE ARE

We are four organisations who share a deep commitment to nurturing Historic Yardley, now and into the future. We are:

- **Arts In The Yard** – a leading arts community organisation located in Historic Yardley
- **Blakesley Hall** – a fine Tudor house located in Yardley, now part of Birmingham Museums Trust
- **St Edburgha's Church** – the Grade I-listed medieval church at the heart of Historic Yardley
- **Yardley Conservation Society** – established in 1970 to protect and nurture the Yardley Conservation Area

OUR MISSION

We are building pride in Yardley, by attracting communities and individuals to engage with our unique history and cultural heritage.

OUR VISION

Our vision is for Historic Yardley to be appreciated by growing numbers of people as a place of special heritage. Our engagement programme will enhance the visitor experience, support our local economy and strengthen community pride. We aim to boost awareness of Historic Yardley across Birmingham and beyond.

OUR VALUES

We are committed to being inclusive and open to all.

OUR ACHIEVEMENTS SO FAR

Since establishing in 2024, we have:

Partnership

- Formed a strong and ambitious partnership that is dedicated to the success of Historic Yardley

Events and activities

- Offered a rich and diverse programme of regular and special one-off events and activities
- Delivered a bumper programme for Birmingham Heritage Week, reaching a wide audience from across the city and beyond
- Run a regular volunteer programme, offering gardening and other activities

“incredible!”

REV. TAMMY TEAROE, VICAR OF ST. EDBURGHAS AND ALL SAINTS STECHFORD

PHOTO CREDIT VERITY MILLIGAN





LORD MAYOR, COUNCILLOR ZAFAR IQBAL, OPENS THE HISTORIC YARDLEY EXHIBITION AT BIRMINGHAM MUSEUM AND ART GALLERY, 1ST OCTOBER 2025

Success in numbers

THE HERITAGE OPEN DAY AT BLAKESLEY HALL SAW A BOOST OF OVER A THIRD (36%) IN NUMBERS OF VISITORS, COMPARED TO 2024

Marketing and promotion

- Presented a new corporate identity for Historic Yardley, with a logo and set of high-quality marketing collaterals
- Launched a professionally-designed website at <https://historicyardley.co.uk>
- Introduced a one-stop-calendar of all our events and activities, available on our website

Opportunities for learning and knowledge

- Produced and published a printed heritage trail, offering a self-guided walk around Historic Yardley
- Developed and shared a new digital heritage trail delivered to your smartphone via an app

“A tremendous success”

COUNCILLOR DEBORAH HARRIES, YARDLEY EAST

OUR PLANS FOR THE FUTURE

Together, we have developed plans for the ongoing sustainability and development of Historic Yardley.

A durable partnership

- Our partnership is strong and will continue, with regular meetings and joint activities

More events and activities

- Our partners will continue to deliver an exciting programme of events and activities, either singly or jointly with other partners and organisations
- Our regular volunteer programme will continue
- A joint taskforce will plan and deliver an even bigger and better programme of events for Birmingham Heritage Week

Ongoing promotion of Historic Yardley

- We will maintain the Historic Yardley website as the go-to place to find out about events and activities
- We will continue to promote our Historic Yardley website, activities and events via social media and other channels

Opportunities for learning

- The electronic version of the heritage trail leaflet and app will be delivered via our website, now and into the future

FUTURE INNOVATION

In addition to our core activities, we will seek to attract the necessary resources to continue to innovate. As a partnership, we have agreed to collectively explore the following ideas, subject to resourcing:

Enhanced user experience

- We will actively pursue means to enhance our visitor facilities, including the installation of accessible washrooms and a servery in the church, and opening the café at Blakesley Hall.

Greater volunteer engagement

- We will seek to attract more individuals and teams to take part in our volunteer programme, for example, through social prescribing

Youth engagement

- We will seek to engage more young people to volunteer or take part in activities, for example, via contact with schools and youth groups

Arts and culture

- We will explore novel opportunities and funding for showcasing the arts and culture, for example, arts exhibitions (physical and/or digital), poets-in-residence and musical performances

Stakeholder engagement

- We will investigate greater local stakeholder engagement, such as with the Yardley Great Trust, the Yardley Educational Foundation, the Hay Mills Foundation Trust and similar bodies in the locality

CHALLENGES AND HOW WE'LL OVERCOME THEM

Our work depends on the commitment of a dedicated group of local volunteers and a small number of freelance staff. Core activities of maintaining the website, organising events and activities will continue to be managed and delivered by the partners. Future innovation will require external support, such as project funding. We will continue to seek out new opportunities for funding.

WWW.HISTORICYARDLEY.CO.UK

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