

Little Malvern & Welland's  
Parish Plan  
2006

## Contents

Introduction	2
Welland - a brief history	4
Changes through time	
1885	6
1946	7
1968	8
2006	9
Parish Plan Questionnaire	10
Conclusion	20
Action Plan	21

## Introduction

The Parish Plan is designed to reflect the views of the villagers and to highlight the issues of particular relevance to the community. The plan will be referred to over the next 15 years or so and is a natural progression from the Plan produced in 1991.

By co-coordinating these views it is possible to produce a plan that shows the direction that parishioners would like the village to be moving in and also reflect the positive things that Parishioners would like to remain unchanged.

### **"Please don't change the beautiful rural village that we live in"**

86% expressed satisfaction with the village as it is, so clearly major changes are not needed. The Parish Councillors are mindful that the next 15 years will bring significant pressures from outside which may well have an impact on the village. For this reason a Parish Plan is needed.

The Parish Plan means that the Parish Council have a clear message from the community concerning management of the environment, traffic calming measures, planning for future housing and the expectations of the younger people in the parish.

Some of these measures are not within the control of the Parish Council but your views can then be represented to District Councillors. This could be especially relevant with future housing needs and traffic calming measures in the future.

### **The Process**

In October of 2006 a preliminary questionnaire was distributed by hand to all households in Little Malvern and Welland parish. This questionnaire was designed to indicate the areas of interest and concern to the parish. A 30 % return was collected at a prearranged date and the opportunity to return them to the post office was also given.

Information from this preliminary questionnaire was disseminated and a more detailed form produced placing particular emphasis on the issues raised from the original questionnaire. This second form was distributed to each household again, this time with a stamp addressed envelope included to ensure a high return. 51% returns were received.

details the results of the questionnaire and presents a vision on how the issues raised can be addressed by either direct action by the Parish Council or by representation to other organisations such as Highways, Planning or youth groups and other voluntary organisations, or even lobbying of District Councillors.

The Parish Plan was made possible by a grant which covered the cost of paper, printing, and postage and also the production of the final document. The cover picture was chosen as a result of a competition at the annual village fete. The plan has been produced by the hard work of volunteers who have constructed the questionnaires, filled envelopes, distributed the forms and analysed and disseminated the information. Without their hard work the plan could not have been produced.

Don Atkinson, Roger Cousins, Gerald Spencer, Melvin Upright, Mervyn Howells, Elizabeth Long, David Jones, David Sharp, Madeline Sumner, Brenda Hill, Mary Pettit, Norman Claridge and Stephen Try.

I hope you find it informative.

Liz Atkinson  
Chairman Parish Plan Steering Group

## Welland - a brief history

In its time Welland has been known as *Wenlond*, *Weneland* and *Wentlande*. The derivation of the name would appear to come from the nature of the soil in the area which is a loam with a subsoil of marl; this retains the water hence the name wetland and the numerous derivations of that.

No mention is made in the Domesday Book of Welland but mention of the land is included in the manor of Bredon. Apparently the tenants of Welland owed suit to the court of Bredon in 1299- this is no longer true by the way!

In 1272 the manor of Welland was given to the Bishop of Worcester and successive Bishops happily owned the manor until 1552 when Bishop Heath refused to use the Edwardian Prayer book and Edward VI granted the land to John Duke of Northumberland. Ungratefully the Duke sold the land to Sir John Trockmorton who in turn on the accession of Queen Mary in 1553 lost the land back to the Bishops of Worcester this time - and Sir John received no money for it!

The manor was sold to Nicholas Lechmere, Thomas Lechmere and Matthew Smith for £110.00 13s 6d. After the restoration the manor of Welland returned to the diocese. My information does not give the price, if any, of its return!

The original centre of the village was near the site of the old church near Welland Court. However the new St James's Church that was built in 1875 now stands at the crossroads at what is now the centre of the village flanked by the pub, school and village hall with the village store just down the road.

Other places of worship were established, a church mission room in Assarts road, Upper Welland, a Wesleyan chapel and a house in Welland that was licensed for protestant dissenters.

St Wulstans on the edge of the parish also has a long and distinguished history and is famous as the last resting place of Sir Edward Elgar.

The Priory of Little Malvern was founded in 1171 by two brothers who adapted the rule and habit of Benedictine monks, however the Priory seems to have a somewhat chequered life and anyone interested can further research this at [www.british-history.ac.uk](http://www.british-history.ac.uk).

Welland is now a thriving village and this is best represented by the school which was opened on its present site in 1876, previous to this a church school had existed mainly funded by the National Society. The opening of the new school was directly as a result of the 1870 Education Act which recognised the importance that education would play in the prosperity of the country.

Education was often interrupted by the need to supplement a wage for the family and blackberry picking was often the reason for absenteeism. In 1914 the headmaster adjusted the school holidays to try to reduce the level of absentees during blackberry season!

The school has had numerous additions to the original buildings and it is recorded that some 30 children are now taught in a room where originally 100 pupils of all ages were gathered!

The school now has 140 pupils and plays a vital part in ensuring the heart of the village continues.

The first village hall was built in 1920 and replaced with another wooden structure in 1953. The present brick building was built in 1992.

### References

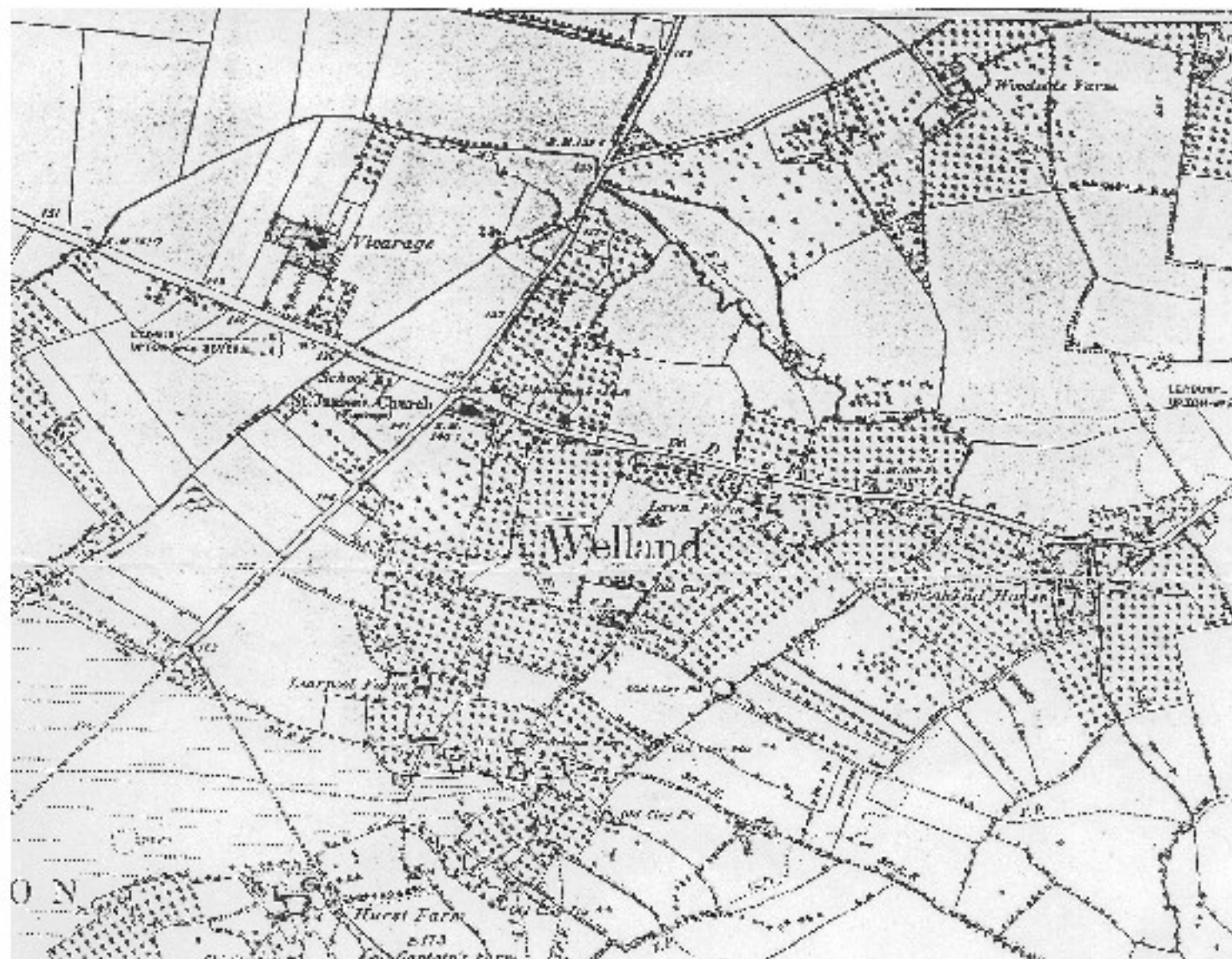
[www.british-history.ac.uk](http://www.british-history.ac.uk)

Welland School History 1876-1976.



## Changes through time

This 1885 map paints a very rural picture.



This 1946 photograph shows the development of The Avenue and clusters of houses along the Gloucester Road. The bottom portion of the picture shows evidence of cultivation on Castlemorton Common during World War II.





By 1968 there had been further development on The Avenue and a start on Welland Gardens.

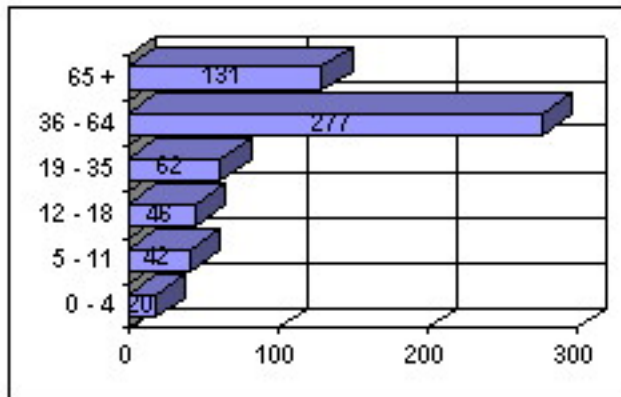


Finally an aerial shot of about 2006. The cross roads has been staggered and the housing development is as we know it today. Spittlefields has a football pitch and you might be able to make out the war memorial.



## Little Malvern & Welland Parish Plan Questionnaire Results

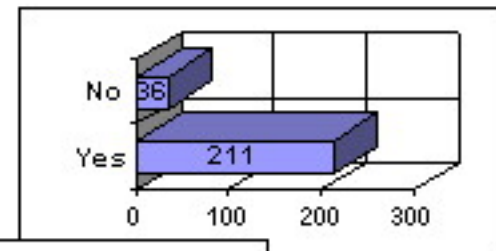
Firstly can you qualify the make up of your household by noting how many persons there are of each age group:



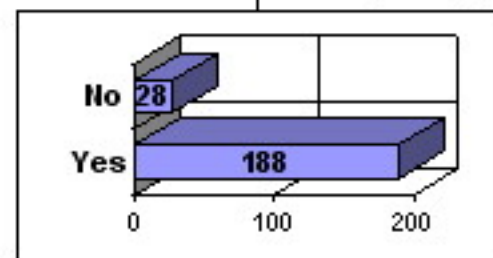
470 people of voting age  
578 people in total  
247 Questionnaires returned out of 488 sent out = 50.6%

### Section 1 - Amenities and Services

1. Do you use the Gloucester Road Post Office?



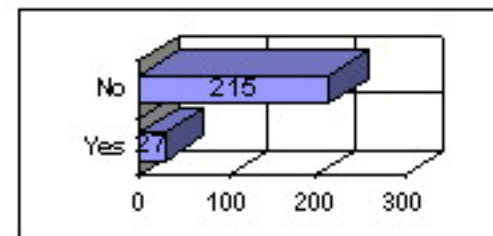
2. Do you use the Gloucester Road Shop?



Most people agreed, not surprisingly, that convenience was the overriding factor coupled with the pension provision. The only negative points were the lunchtime closure and no car tax provision at the post office.

With the imminent closure of many rural shops and post offices we see these assets as vital to the future of Welland and urge residents to use them as often as possible

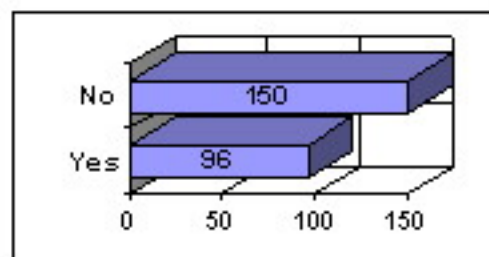
3. Do you use the Gloucester Road Garage?



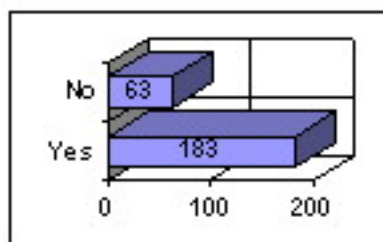


4. Do you use the Sunnyside Garage on Marlbank?

Many responses did not know that both undertake repairs and servicing and that Sunnyside also carried out MOT's



5. Do you visit any of these local Public Houses: Marlbank, Anchor, Pheasant?

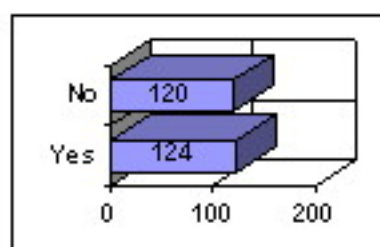


"Silly question" "convenient, good food, good atmosphere"

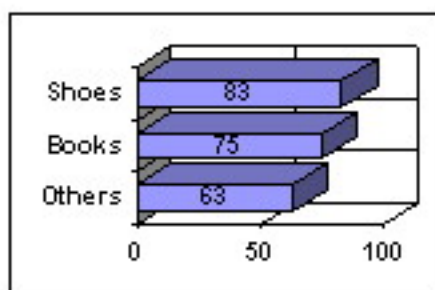
Two comments that summed up most responses.

6. Do you use the recycling facilities at the Pheasant Public House?

Clearly many people we urge residents to area tidy.



are unaware of this service and use it - but please keep the

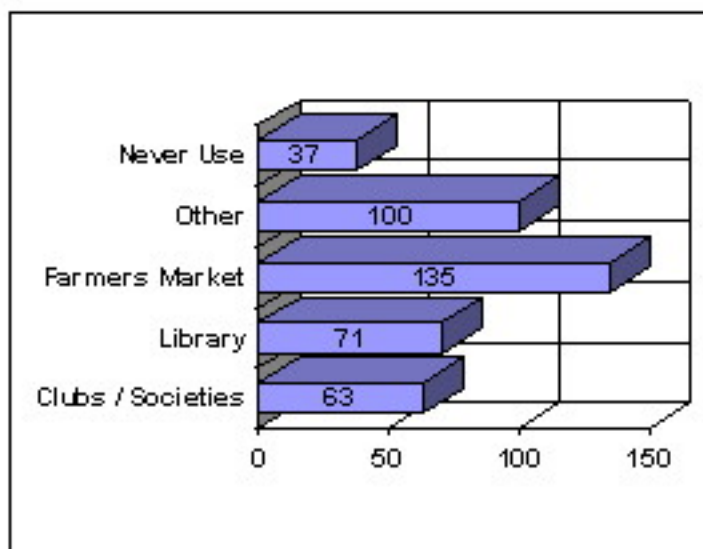


7. What other recycling facilities would you use if they were available?

Cardboard and garden rubbish were high on the wish list. The former may be possible but the latter is impractical for this location. The facilities at the Pheasant are at the discretion of the landlord and

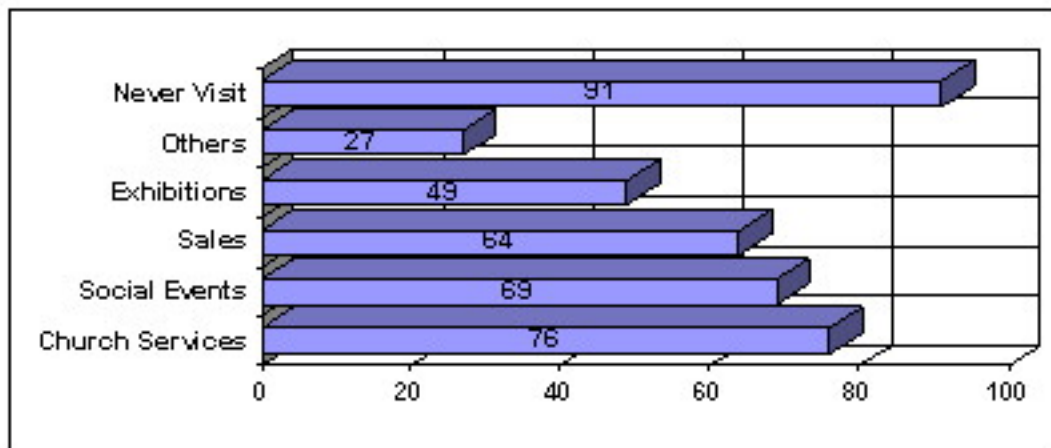
we would ask you to keep the area clean and tidy in respect of their property.

8. For what purpose do you visit Welland Village Hall?



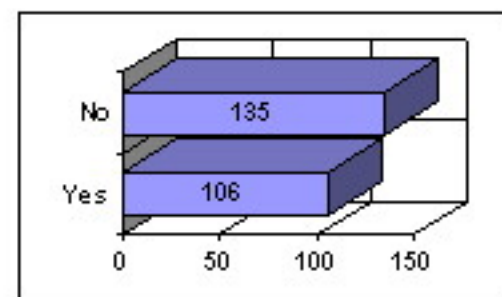
It's nice to see that the village hall is so popular and well used - it's a reflection of how vibrant Welland is. The Farmers Market is particularly popular.

9. For what purpose do you visit either of the local Churches?

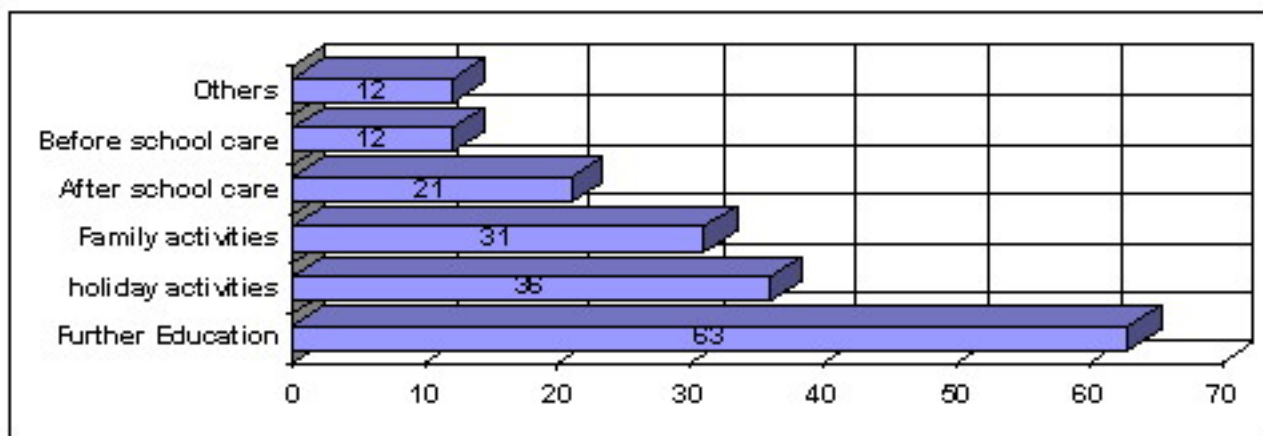


9.1 Are there any other uses you think the Church facilities could be put to?  
 Concerts, book exchange and a pre school nursery were popular choices but it was clear that the first priority would be to install toilets.

10. Would you be interested in using any services or activities provided on the School premises outside of school working hours?

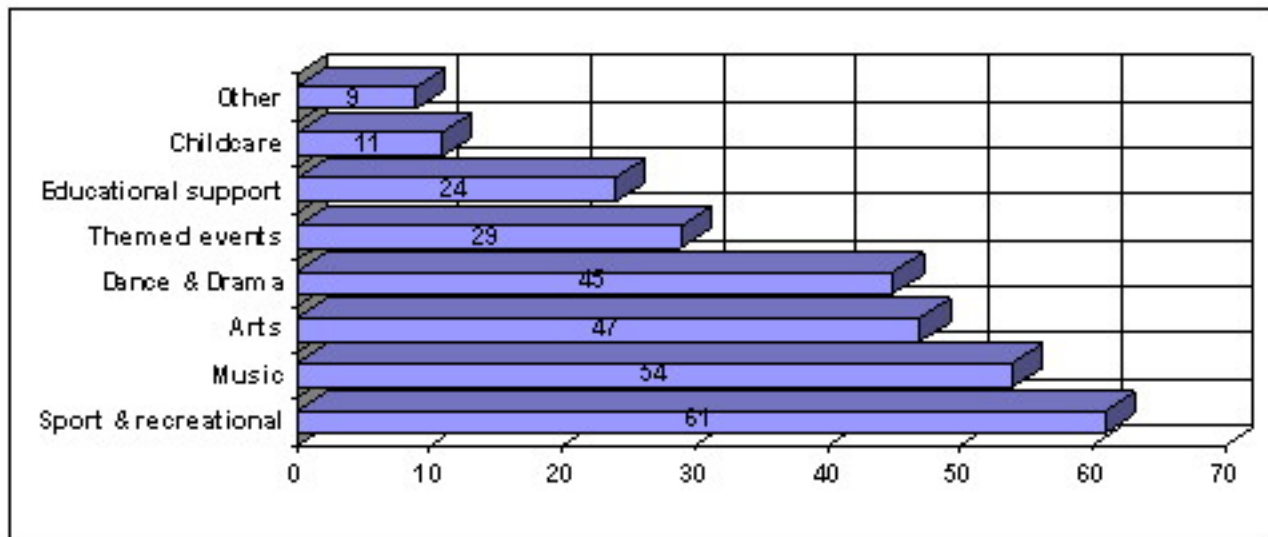


10.1 If Yes, what services would you be interested in?

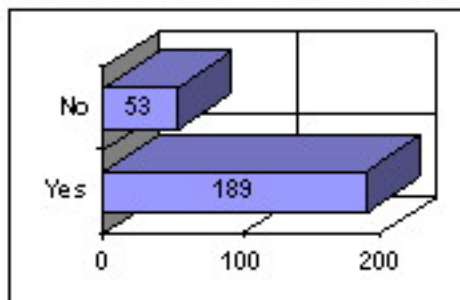


10.2 What type of activities would you be interested in?





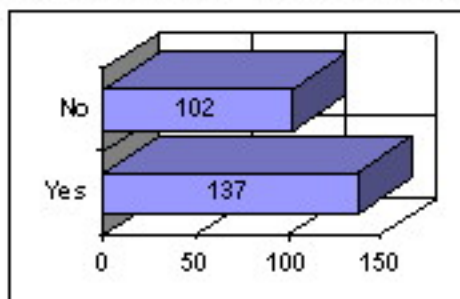
11. There are notice boards in the village at The Gloucester Road Shop, The Village Hall and the Avenue Bus Stop. Do you read them?



11.1 What other local information would you like to see on the noticeboards?  
A 'What's on' section was popular

11.2 Are additional notice boards needed - if so where?  
There was no clear answer to this one

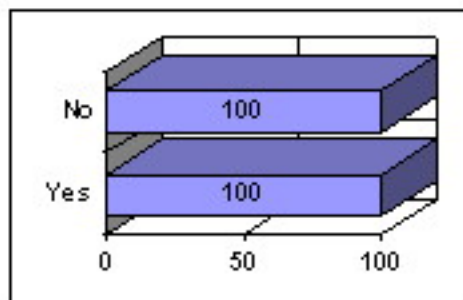
12. The Parish Magazine is published monthly and contains information about local events and services. Do you read it?



12.1 Is there any other information you would like to see in the Magazine?  
Many people don't know of its existence. We hope to advertise it more widely and possible arrange a central place for purchase?

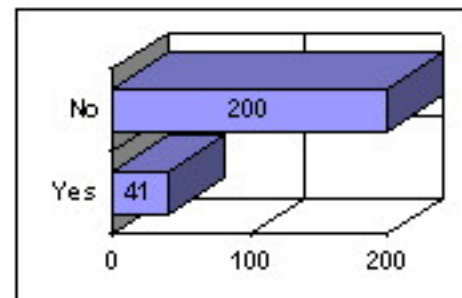
13. Would you visit a parish website if one were set up?

S  
a  
A  
w



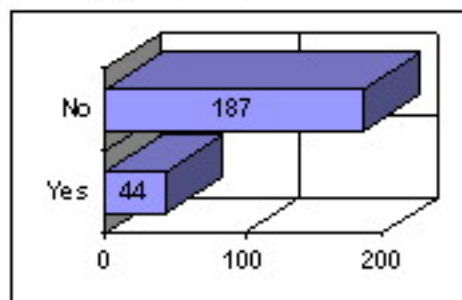
Since half the respondents said 'yes' we can assume that half the village has internet access. parish website does now exist at [www.wellandvillage.co.uk](http://www.wellandvillage.co.uk)

13.1 Do you own a local business?

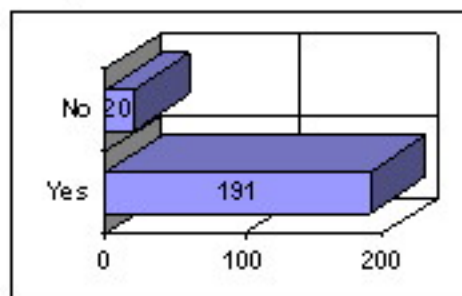


13.2 Would you be interested in advertising on a parish website?

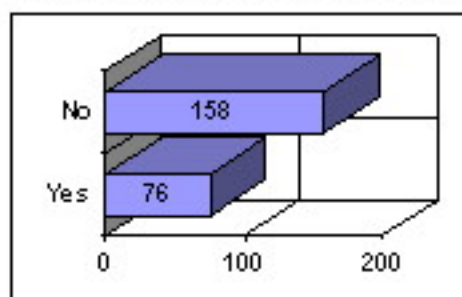
advertising



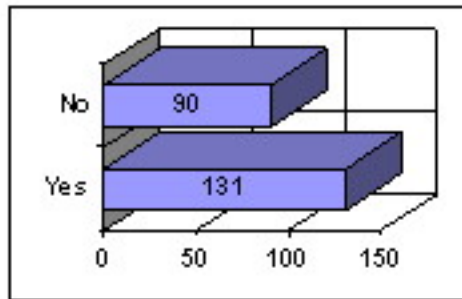
14. Do the playing fields adequately cater for your needs and also those of the community?



15. Do you think dogs should be allowed on the playing fields?



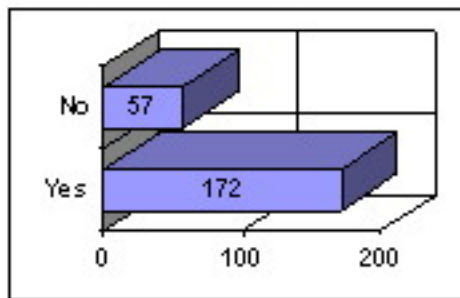
16. Do you think there should be more dog bins?



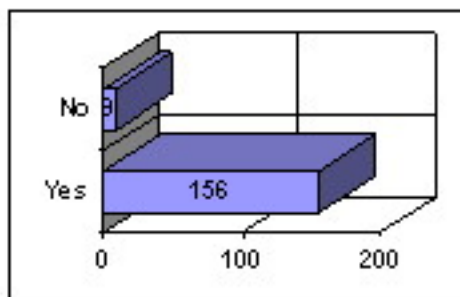
16.1 If Yes. Where

Outside Spittlefields and by Castlemorton Common were suggestions

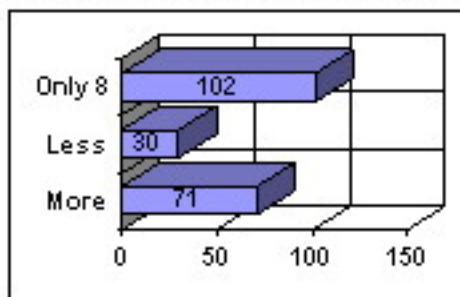
17. Do you think car boot sales are a benefit to the residents of the village?



17.1 Do you think car boot sales are a benefit to the village organisations that run them?



17.2 There are currently 8 car boot sales a year. Should there be:



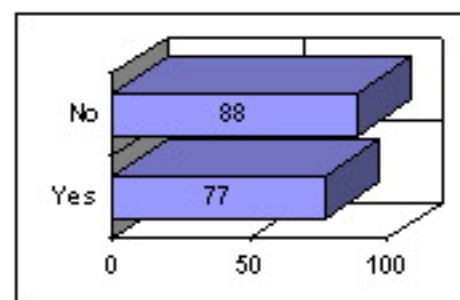
Conclusions:

- ☒ It is vital to the future of the village that the shop and post office remain.
- ☒ We hope residents are more aware of local businesses and will continue to support them.
- ☒ Thanks to the Pheasant for it's recycling facilities.
- ☒ We hope the village hall and churches continue to be well used.
- ☒ Car boots sales are generally seen as beneficial to the village.
- ☒ The Parish Magazine (Parish Link) is a church produced publication covering Welland and the Hanleys.

**Section 2 - Highways, Transport & Footpaths**

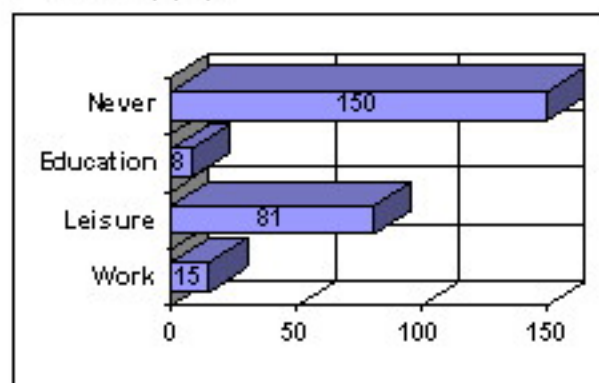
18. Do you think the mobile speed camera vans and activated sign have been a success?

A typical comment was the need for the vans be present at peak times



an  
to

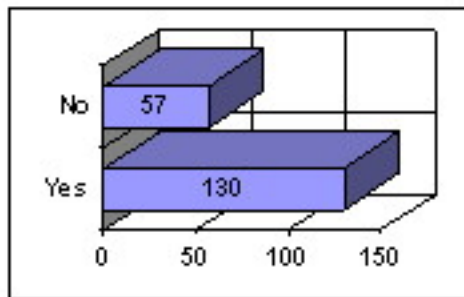
19. For what purpose do you use the bus service to and from the village?  
(tick all that apply)



19.1 What other transport services would you use if available?

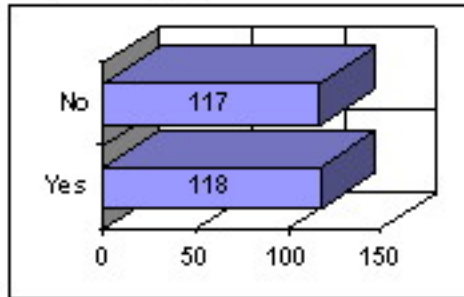
Link to railway stations, a late service and a "helicopter to Ledbury" were suggestions

19.2 Is information about transport services adequate?



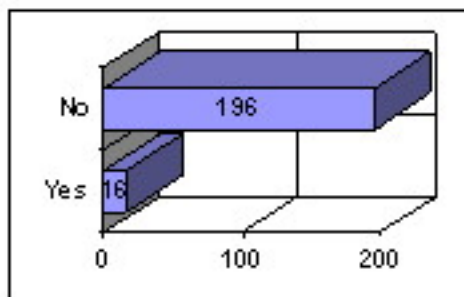
- Timetables out of date was a common complaint.

20. Are you happy about the state of the pavements in the village?



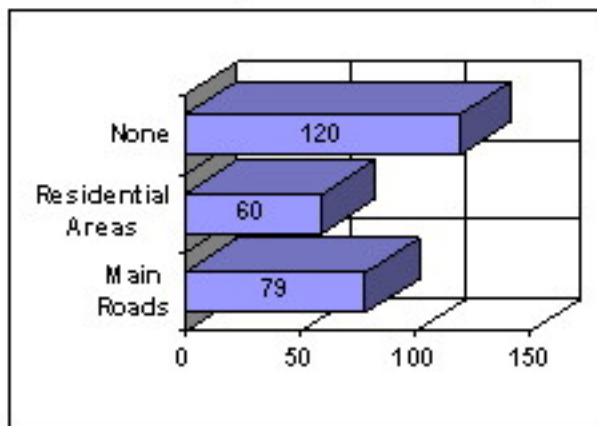
It was clear from the responses that several need resurfacing

21. Does anyone in your household have difficulty accessing any of the village facilities?



A disabled bay by village hall was suggested

22. Should the village have street lighting?



Conclusion:

☒ Bus services are altered on a regular basis and it is important that

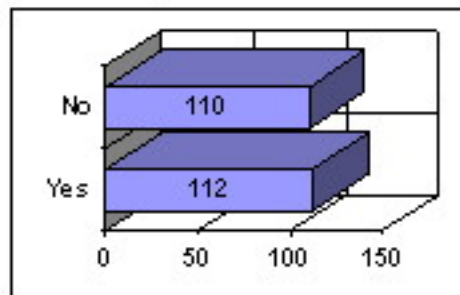


information is kept up to date and full consultation occurs prior to changes.

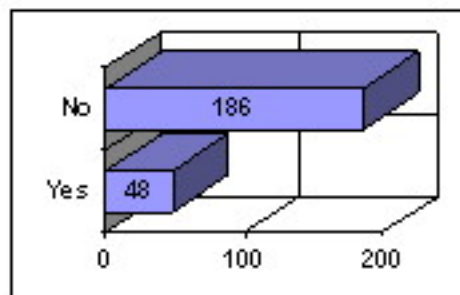
- ☒ Highway and pavement maintenance is a priority for many residents and we hope the Parish Council will continue to press District and County Councils on these issues.
- ☒ It's important to note that any lighting would have to be paid for out of the Parish Council budget and ultimately by residents.

### Section 3 - Housing & Business

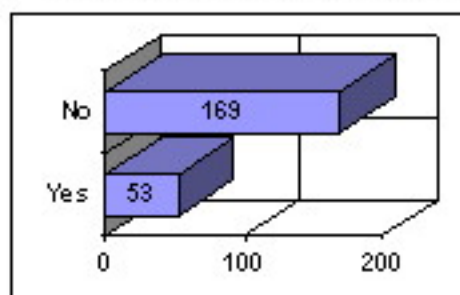
23. Do you think there is a need for affordable housing (either shared equity, rented, housing association or supported/sheltered)



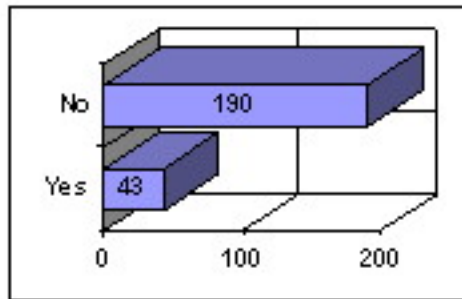
23.1 Is there likely to be a need for affordable housing from anyone in your household within the next 10 years?



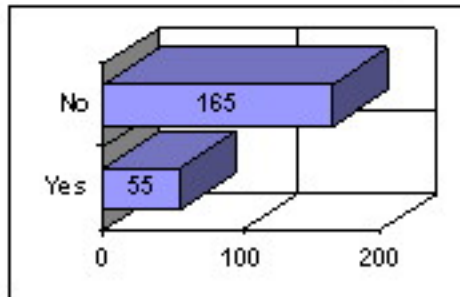
23.2 Is there a need for further residential development in the village?



24. Does anyone in your household work in Little Malvern & Welland?



25. Is there a need for the provision of small business units in the village?



Conclusions:

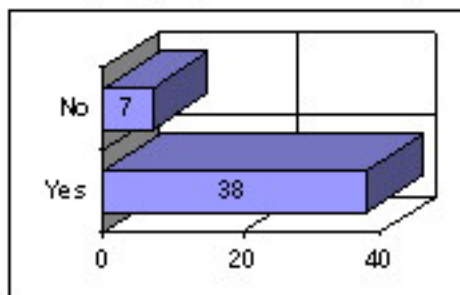
There would appear to be a small but significant need for both affordable housing and small business units.

Any future development would ideally be small scale and harmonious with the current layout.

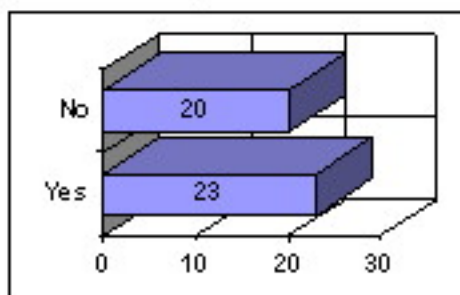
#### **Section 4 - Young People**

(The responses in this section were those of 18s and under only)

26. Do the playing fields adequately cater for your needs?

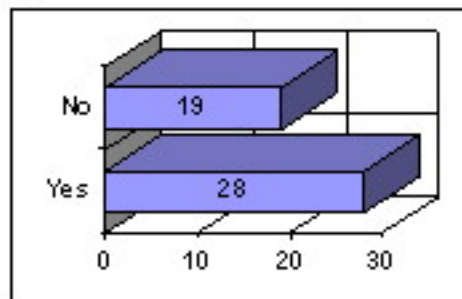


27. Are there any other facilities you would like to see in the village?

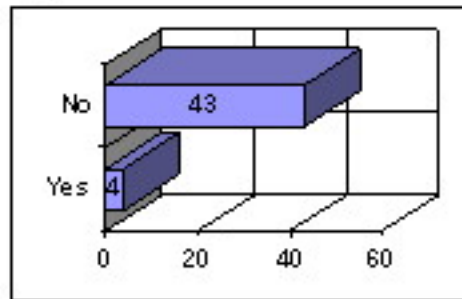


Skate ramps, library books, youth/ film club, larger tarmac were suggested

28. Do you know about the Undercroft at St. James Church?

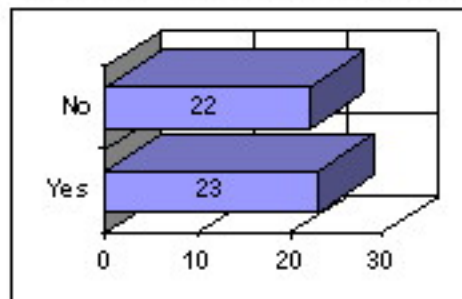


28.1 Do you use it?

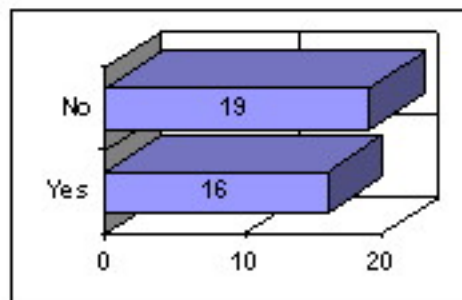


Clearly many youngsters don't know about it

29. Do you use the local bus service?



30. Do you hope to live in the village when adult?



Its too quiet, too far from facilities, to get away from parents were replies

Do you have any other comments to would like to make (18s and under only)

Two subjects in particular were mentioned: The possibility of lights on Spittlefields play area and the provision of skate ramps.

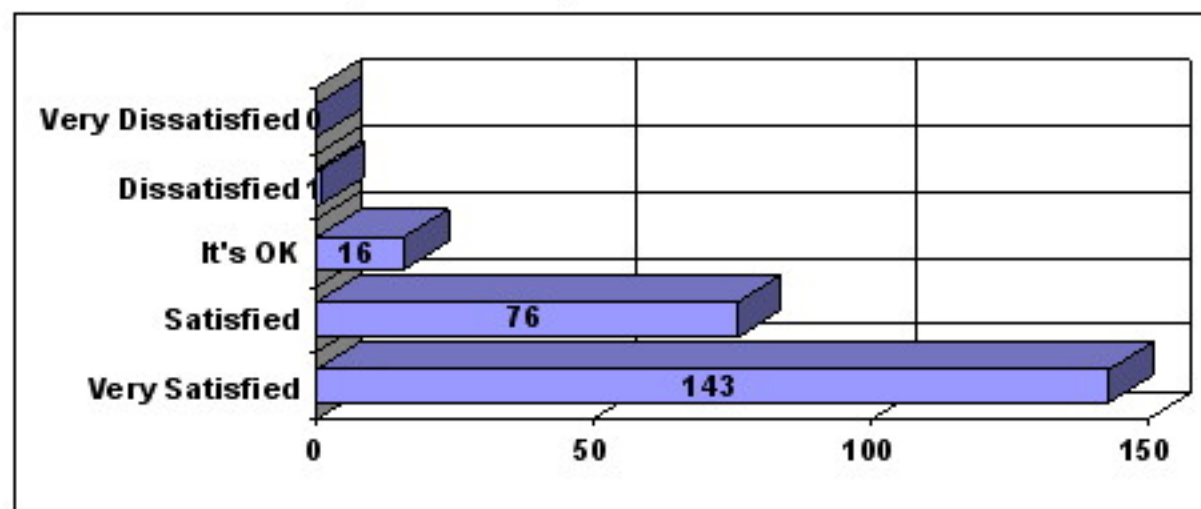
Conclusions:

- More widespread use of the undercroft should be encouraged.
- Playing fields considered a success. Upgrading of facilities should be

ngoing.

- If young people are to be encouraged to remain in the village when adult then housing and employment options need to be addressed.

31. Overall how do you like living in Little Malvern or Welland?



We would like to know who the 'dissatisfied' person is

Other comments that we received were:

- More evening dances needed in the village hall.
- Lack of community atmosphere
- Post box on Marlbank should be moved
- Install a gas supply
- Close Spittlefield gates when not in use
- Footpath needed from Welland gardens to Bishopswood
- Greater police presence needed.

## **Conclusion**

This document represents the start of a dialogue with the residents of Welland and Little Malvern Parish.

When decisions need to be made at local, district and even national level the views expressed in this plan can be produced to help influence that decision making process.

Over the next fifteen years many issues will arise, some perhaps not even anticipated by this plan. However we can be sure that transport, environmental issues and housing will continue to be relevant.

That is why this document is just the start and it is important that your views are represented to the decision makers. If you have concerns or ideas about the village please

come forward to your Parish Councillors and in this way we can continue the work that we have started with this document.

This is not a set agenda for the next fifteen years but a beginning to formulate ideas and move in the direction in which the residents would like to go. However reviewing the conclusions at the end of each section has allowed us to produce what we feel is an attainable Action Plan for the near future. The Parish Plan steering group has now disbanded but we hope others, notably the Parish Council, will be able to see most of these through:

## **Action Plan**

**Ensure that the village shop and post office remain open:** This is a well used and important facility. Recent economic pressures have forced many rural offices to close. Primarily we need to persuade residents to use the facility as often as possible. Any threat of closure must be resisted.

**Encourage more diverse use of Church and School facilities:** It is clear both St James Church and Welland Primary School are keen to expand the use of their facilities. We hope the Parish Council will work closely with both and help seek grant funding for this.

**Encourage wider readership of the Parish magazine:** Many people were unaware of its existence. We would like to see copies for sale in the village shop.

**Continually**



**improve Playing Fields:** Responses to the facilities were good but we hope funding can be found to continue the trend. We applaud the current plan to place a pavilion on Spittlefields and hope sufficient funding will be found.

**Improve Bus Services:** Although not used by the majority they are an important facility which we aim to continue. We hope the axed evening service from Worcester will be reinstated.

**Encourage suitable Affordable Housing projects:** We hope the Parish Council will ensure that any new development will be sympathetic to local styles.