

*MINUTES  
of the ANNUAL MEETING OF THE PARISH COUNCIL  
held at 5 Russell Square, High Street, Broadway,  
on Thursday, 22<sup>nd</sup> June 2017, at 7.00 pm*

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PRESENT: Councillors N. Robinson (acting Chairman), Dr. R. Clements, D. W. Folkes, G. J. Franks, Miss D. Hardiman, G. Love, G. O'Brien, F. L. Penny. Mrs. R. Rogers, Mrs. S. Stephenson

Also in attendance: District Councillor Thomas, West Mercia Police, and Broadway Trust

(1) APOLOGIES FOR ABSENCE: County & District Councillor Mrs. Eyre, Councillors A. Holmes, B. Parmenter (Chairman) and Mrs. C. Wilson.

(2) DECLARATIONS OF INTEREST: None

(3) POLICE REPORT:

CSO Schoenrock reported that since the last meeting the Police had received forty calls from Broadway residents resulting in two offences being recorded – one of common assault (both parties known to each other) and one theft of a car battery left out in the open in the rear garden. Other reports included seven highway incidents, three domestics, six suspicious incidents including one nuisance/malicious communication, ten concerns for welfare, three anti-social behaviour, one crime, one missing person enquiry and five general information enquiries. CSO Schoenrock added that recently he had attended three incidents involving 'Nottingham Door Knockers' selling items door to door. All such persons should have a pedlar's or hawkker's licence (which should include a photograph) but if this is not the case it was advised not to deal with them in any way or, alternatively, to display a notice, available from Trading Standards, stating that no trading person should call at that property. Councillor O'Brien asked if the CCTV cameras in the High Street had helped to solve any crimes. CSO Schoenrock replied that the use of the cameras had assisted in criminal investigations, but stated that the cameras were an omnipresent deterrent and were unobtrusive. Very few residents/visitors are aware that there were CCTV cameras in the High Street. CSO Schoenrock also reported that legislation was to change regarding CCTV camera within shop premises whereby the equipment needed to be registered and recordings be able to be downloaded if required.

There were no further questions for the police from councillors.

The Chairman thanked CSO Schoenrock for his report and also reminded PACT members that a meeting would be held on the 4<sup>th</sup> July in the Parish Office at 7.00 pm.

(4) PRESENTATION BY GWR:

The Chairman introduced Mr. Colin Fewell, GWR Commercial Director, who gave a short update/information on the GWR and its future plans as follows - last year's turnover was over two million pounds but the organisation is mainly run by volunteers, with over nine hundred currently helping on a regular basis carrying out a wide and varied range of jobs, and three full-time paid staff and two part-time paid staff. Although the work is undertaken by volunteers it is all carried out to a professional and regulated standard with all the volunteers fully trained before undertaking any work. The recent share issue to enable the work to allow Broadway to be operational (including track, buildings, etc.) raised one point four million pounds, and it was confirmed that Broadway will be opened on Good Friday, 31<sup>st</sup> March 2018.

This will be followed by a formal grand opening event in autumn 2018 when it is hoped that a royal personage will be attending. The reason for this is that although the station will be up and running, there may be some temporary facilities until the buildings are fully completed. Car parking will only be available for the disabled and tour operators have been advised that there are no parking facilities at the station and have been notified that the nearest parking is at the Milestone Car Park off Childswickham Road. There will be a drop-off and pick-up at the Station for coaches which will not be able to remain at the station. GWR does have land adjacent to the station on which there is possible parking spaces for approximately one hundred cars, but funding is not available at the present time. GWR is currently in conversation with the District Council regarding a possible car parking facilities on this site. When the line is operational five to six trains will run Tuesday to Thursday, and also Saturday and Sunday, plus Bank Holidays, with the first train arriving at 10.45 am and the last train leaving at 4.20 pm (subject to confirmation). GWR confirmed that it is in conversation with two local bus companies and Cresswells are very interested in including the station as a stop, which will allow visitors the opportunity to come into Broadway to shop, eat etc. Mr Fewell gave an update on the major issues/concerns regarding damage to the Station Road bridge, and GWR have been in conversation with Network Rail, with a possible solution being metal struts either side of the bridge so that any high sided vehicle will be alerted by hitting the metal struts before it gets to the bridge itself. This is a much cheaper option than the beam/flashing light system previously investigated. Last year the line between Toddington and Cheltenham carried over a hundred thousand passengers and GWR are assuming that this number will increase by fifteen to twenty percent based on figures from other such historic railway sites. It is anticipated that there could be approximately an extra forty thousand visiting Broadway, both attracted by the railway itself and by special events such as the 'Wartime in the Cotswold Event' and 'Thomas, the tank engine Events', thus attracting families to stay in the village, to shop and to use the many restaurants/pubs. All passengers will be handed a leaflet about the railway and the latest issue will, of course, include Broadway, and GWR issue a quarterly magazine which will give advertising opportunities to local businesses. Analysis proves that for every one pound spent on the railway generates two pounds seventy pence for the local economy. Mr. Fewell invited all councillors to a complimentary trip on the railway and to look at the facilities, and agreed to contact the Clerk to make the necessary arrangements. Councillor Love raised concerns regarding traffic congestion at the station (particularly being next to the caravan park and Station Garage/petrol station). Mr Fewell reiterated his previous comments that all signage/literature/websites will clearly state that there will be no parking at the station itself.

The chairman thanked Mr. Fewell for the presentation and especially for the kind invitation to a trip on the railway. It was vital that the Parish Council be kept informed, as communication is so important in making everything work to the benefit of both the village and GWR, and the Parish Council would contact the District Council regarding any possibility of support for additional parking facilities at the station.

(5) MINUTES OF PARISH COUNCIL MEETING HELD ON 18:05:17

Proposed by Councillor Miss Hardiman, seconded by Councillor Mrs. Stephenson, the Minutes of the Parish Council meeting held on 18<sup>th</sup> May 2017 were unanimously approved by those present, and duly signed and dated as a true record.

(6) COUNTY AND DISTRICT COUNCILLORS' REPORTS:

County Councillor Mrs. Eyre, as Chairman of Wychavon District Council, had invited all councillors to her Civic Service being held at St. Michael and All Angels Church, Broadway on Sunday, 16<sup>th</sup> July, at 3.00 pm. Councillors were asked to RSVP by 5<sup>th</sup> July if they wish to attend.

Copies of the reports from Councillors Mrs. Eyre and Thomas had been circulated to all members.

As Councillor Mrs. Eyre was unable to attend the meeting, Councillor Love asked if the item relating to the gravels could be clarified as it was confusing, and also queried the allocation of a parking bay outside the Chemist. The Clerk would discuss both these matters with Councillor Mrs. Eyre and report back accordingly. The Clerk had been asked by Councillor Mrs. Eyre to update the Council regarding the Severn Trent manhole issue in Childswickham Road, and reported that the sustainable schemes team was currently reviewing this matter and a recommended plan of action was expected shortly.

There were no further comments/queries in connection with Councillor Mrs. Eyre's report.

District Councillor Thomas noted that a number of neighbourhood plans were now progressing well within the District, and advised that Bredon Neighbourhood Plan had recently held its referendum resulting in ninety percent support which would now go to the District Council in July for formal adoption. A copy of the Broadway Ward (Broadway and Wickhamford) profile had been circulated to all councillors containing information on both economic and social issues, together with comparisons with District and County Council figures. It was asked if a similar report could be obtained which just related specifically to Broadway, and Councillor Thomas replied that he would investigate to see if one was available. The Clerk asked if the issues/concerns relating to the Spitfire site in Leamington Road had been resolved and Councillor Thomas replied that concerns had been raised regarding the work on the site starting too early and also noise levels, and evidence of this had been submitted to the District Council who had passed on the information to the Enforcement Team. This may mean that further action may be taken, as a previous warning had been issued. Councillor Thomas will update the Parish Council accordingly.

There were no further comments/queries in connection with Councillor Thomas' report.

The Chairman thanked both councillors for their reports and Councillor Thomas for his summary.

#### (7) CLERK'S REPORT AND CORRESPONDENCE:

Paul Green, Land Drainage Inspector for the South Worcestershire Land Drainage Partnership operated by the District Council, had written to advise Parish Councils to direct any issues or concerns regarding ordinary watercourses to him so that he could investigate and take action where required.

A request was received from the colleagues of Alan Valender, whose family had been resident in Broadway for many years, for a bench in memory of his son, Charles Valender. The Clerk had advised the cost of the bench and its installation which the colleagues were happy to accept. The Clerk had also contacted Broadway Trust when it was agreed that there were already sufficient benches located on the village green. After discussion it was agreed that a second additional bench along Station Road would be a sensible location especially with the opening of the GWR shortly.

As agreed at the last meeting, the fencing maintenance work had now been completed, together with the installation of the matting tiles and replacement bins in the activity park. Thanks were given to our lengthsman, Maurice Parkinson, and John Hankinson and his team for undertaking these works.

The 2017 Annual Return had been completed and was due to be submitted prior to 29<sup>th</sup> June as requested by the external auditors, Grant Thornton. The statutory notice of the Date of Commencement of the Period for the Exercise of Public Rights, the Declaration of Status of Published Accounts, Copies of Section 1 – Annual Governance Statement 2016/2017 and Section 2 – Accounting Statements 2016/2017, would be displayed on the Parish noticeboard

and on the County Council 'My Parish' website under Broadway Parish Council in the Annual Reports section from 26<sup>th</sup> June for a period of thirty working days.

The County Council had issued a Public Notice regarding the extension of the double yellow lines at the entrance to Lifford Gardens (which work had already been completed) stating that the Order would come into operation on the 22<sup>nd</sup> June.

The Clerk and a number of councillors were contacted regarding the ongoing issue of parking at the end of Morris Road. Residents had been informed that vehicles were legally allowed to park on this stretch of road as long as no driveways were blocked. The sheer volume of vehicles now using this as a parking space during working hours, however, was a continued nuisance and could cause a potential danger to oncoming vehicles, as on some occasions parking was taking place on the bend of the road. The Clerk had contacted Kieran Hemstock of County Council Highways who had agreed to visit the site and would report back accordingly with recommendations.

The funding agreement for the Flood Alleviation Scheme had now been prepared and was awaiting the signatures of the Chairman of both Broadway and Childswickham Parish Councils.

At the previous meeting councillors had raised concerns and anger at the closure of Lloyds Bank in the village. The Clerk was instructed to liaise with our MP, Nigel Huddleston, but this had been delayed due to the recent parliamentary elections. A meeting had now been arranged for Friday, 30<sup>th</sup> June, at the Parish Office, at 4.00 pm.

A suggestion had been put forward that all parish councillors be issued with a badge which could be worn when attending events. The Clerk had obtained a quotation of £19.99 for a pack of twenty-five badges.

The profile poster had now been completed and approved and would now be displayed on the Parish Council noticeboard and in the Parish Office window. Thanks was given to Councillor Dr. Clements and the Clerk for all their work in producing the poster.

#### (8) REPORTS OF VARIOUS COMMITTEES AND GROUPS:

##### ***Neighbourhood Plan Group:***

Councillor Franks, Chairman of the Neighbourhood Plan Steering Group, gave a brief summary of progress to date, stating that the plan was progressing well and on schedule to produce the draft plan by the beginning of 2018. The village meeting to outline the procedure of setting up/producing a Neighbourhood Plan was well received and very informative, and was attended by over one hundred residents. The invitation to the event was sent out to all residents, together with a 'mood card' asking three basic questions – (a) what makes Broadway special to you? (b) what would you like the village to be like in 15 years' time? and (c) what concerns you most about Broadway? Some of these had now been returned and were giving an early indication of residents' initial views/thoughts. The questionnaire was now being finalised and should be distributed to all residents in July. The plan was also to undertake a Housing Needs survey and a Businesses survey in September. All the information gathered from the questionnaire/surveys/other sources would form the basis of the policies which would be included in the plan.

The chairman thanked Councillor Franks for the report.

##### ***Visitor Management Group:***

A meeting was held on Monday 5<sup>th</sup> June, in the Parish Office at which the following items were discussed –

GWR - Mr. Colin Fewell gave an update on progress to date, also highlighting future plans for Broadway. Mr. Rogers gave a brief presentation regarding "Wartime in Cotswolds" event which is now in its fifth year and the possibility of including Broadway in the 2018 event.

Business Association – Mr. Joe Aspey gave an update on the association and it was hoped to move it to be more of a “chamber” type body and to better represent the business community, and also to articulate its needs through facilitating access to training, networking, and disseminating information on business report programmes/funding etc. The Association had been responsible for the Christmas lights for a number of years, but it was felt that the lights had a wider impact than simply on the two late-night shopping events, and would like to ask the Parish Council if it was willing to take on the responsibility of the lights from 2018. After discussion, it was agreed that a quotation of costs etc. was required prior to any agreement, but that the Christmas lights were an integral part of the village during the whole of the Christmas/New Year period.

Regarding signage, a meeting had been arranged for Friday 16<sup>th</sup> June to be attended by representatives from the District and Parish Councils, Broadway Trust and the Business Association, in order to consider improvement and alterations to public realm signs.

The date of the next meeting was Monday, 4<sup>th</sup> September, at the Parish Office, commencing at 10 a.m.

(9) **PLANNING:**

At the last Parish Council meeting reference was made to the Broadway Trust’s policy guide for shop and premises signage which was referred to the Planning Committee. Councillor Love explained that the Broadway Trust was asked by the Visitor Management Group to produce a clear, precise and understandable document regarding shop premises signage for the traders in the High Street and Conservation Area, and gave a brief summary of the details within the document. A copy had been circulated to all councillors and had now been submitted to the District Council for its recognition/approval and it was agreed that once this had been received it would be referred to all councillors for the support of the Parish Council and then presented/explained to the Business Association members at one of its future meetings. Regarding signage, Councillor Mrs. Stephenson asked if the proliferation of signs at the Budgen store had been raised. Councillor Love stated that this matter had been discussed with the District Council and was being investigated.

**Parish Council comments**

MEETING: 23:05:17

Application W/17/00813/LB

**MR. P. WHATMOUGH**

Unit 15 Russell Square, High Street

(a) change of name sign on front elevation

(south) from “Gordon Russell Museum” to “Gordon Russell Design Museum” using same size and style of letter as at present

(b) erection of new name signs at each end elevation (west and east) with the words “Gordon Russell Design Museum” using the same style but smaller letters than those on front of the building

(1) The Parish Council raise no objections to the first part of the application (change of name sign)

(2) The Parish Council strongly object to the second part of the application (erection of new name signs on east and west elevations) as the proposed signs/lettering do not comply with the recently revised Shop Front Guide, and is excessive and inappropriate in a conservation area

Application W/17/00739/HP

**MR. & MRS. C. PRYER**

33 Averil Close

Extension and refurbishment of bungalow incorporating first floor accommodation in roof space, upgrading services, and fittings

The Parish Council raised no objections to this application

Application W/17/000759/LB

**MISS J. WINTERSGILL**

113 High Street

Entrance through boundary wall and hardstanding for car, and timber fence  
(Associated Ref: 17/00758/HP)

The Parish Council strongly object to this application as the proposed entrance adversely affects the character of the building and of the listed buildings either side of the property, all of which are in the conservation area. The installation of a hardstanding area for car parking means (a) that the applicant would have to drive their vehicle over the grass verge area which is highways property and there is no evidence that permission has been sought for this, and (b) this would cause possible danger to pedestrians using the pavement

Application W/17/00764/LB

**LONDON + REGIONAL PROPERTIES****LIMITED / Lygon Arms**

28 High Street

Replacement windows for Room 202 (Orchard Wing)

The Parish Council raised no objections to this application

Application W/17/00915/CLE

**MR. & MRS. MAYMON**

Coach House Farm, Cheltenham Road

Application for Lawful Development Certificate (existing) – residential dwelling in breach of conditions imposed under planning permission W/01/01880/PN

The Parish Council raise no objections to the approval for the property in the current location, but see no reason for the removal of the agricultural occupational condition

**Wychavon Approvals:**

W/17/00715/LB

and W/17/00714/ADV

**LLOYDS PHARMACY**

22 High Street

1 x non-illuminated timber traditional hanging sign

W/17/00513/HP

**MR. I. HARPER**

Lansdowne, Station Road

Proposed extension to existing detached timber clad garage to provide annex accommodation

W/17/00743/HP

**MR. & MRS. JARRETT**

2 Bibsworth Lane

Single storey rear extension

W/17/00632/LB

**MR. R. DUDLEY**

Luggers Hall, Springfield Lane

Proposed replacement of existing defective windows

W/17/00599/HP

**MR. & MRS. M. DALLARD C. HUGHES**

52 Sandcroft Avenue

Proposed rear extension to improve ground floor and first floor accommodation

W/16/002750/PP

and W/16/02751/LB

**MESSRS. DAKIN AND ROGERS**

Russell House, Lower Green

Refurbishment and renovation, partial removal of boundary wall to rear, demolition of car port at Russell House and reinstatement of railings to front of Russell House and Russell Court, and repair/replacement of windows and rear kitchen door

W/17/00813/LB

**MR. P. WHATMOUGH**

Unit 15 Russell Square, High Street

(a) change of name sign on front elevation

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(b) erection of new name signs at each end elevation (west and east) with the words "Gordon Russell Design Museum" using the same style but smaller letters than those on front of the building

**(10) SCHEDULE OF PAYMENTS/RECEIPTS: from 01:05:17 to 31:05:17**

<i>Payments:</i>	verified by the Clerk together with two nominated signatories	<i>net of VAT</i>
Worcestershire County Council / pension contribution		529.61
Unicom / telephone-internet		61.60
Unicom / electricity		120.72
Grassroots Garden Services / activity park maintenance		48.00

R J Agricultural Services / millennium garden	100.00
Vinyl Fencing Limited / village gates	864.00
Maurice Parkinson / lengthsmen scheme	100.00
Maurice Parkinson / lengthsmen scheme	105.00
GCL Products Limited / activity park maintenance - matting	136.62
Cupboards Direct Limited / activity park maintenance – waste bins	449.00
Orchard View Nurseries / planters	113.00
K. Beasley / clerk's salary – May	1,275.15
G. A. Tomkins / assistant clerk's salary – May	523.55
Avon Planning Services / neighbourhood plan	660.00
E-ON / village green electricity	24.61
Abbey Forestry / tree maintenance	275.00
Cotswold Building Supplies / activity park maintenance	231.00
<i>Receipts:</i>	
Lloyds Bank / gross interest	3.81
HM Revenue and Customs / VAT repayment	4,814.75

(11) COUNCILLORS' REPORTS AND ITEMS FOR FUTURE AGENDA:

Councillor Mrs. Stephenson raised concerns/issues regarding the letter received from the Post Office in connection with its recent relocation. The letter stated that the Post Office would close at Shopwright on Wednesday 7<sup>th</sup> June at 5.30pm and reopen at the Budgens Store on Thursday 8<sup>th</sup> June at 1.00 pm and that all services would be available between 7.00am and 9.00pm Monday to Saturday and between 8.00am and 9.00pm on Sundays. This had not been the case as the former Post Office closed on Monday 5<sup>th</sup> June and did not reopen until Friday 9<sup>th</sup> June at the new location, and there had been a number of computer problems when reopening, also adding that the number of post office facilities was limited at certain times, particularly outside the previous opening hours, due to staffing issues/training.

Councillor O'Brien, supported by other councillors, raised concerns regarding the untidiness of the edge of the pavements/verges particularly in the High Street. The Clerk replied that the lengthsmen had sprayed some areas, but as Councillor O'Brien stated, this was an ongoing problem especially before major events and at certain times of the year. The Clerk agreed to contact the District Council regarding street/pavement cleaning schedules etc.

Councillor Dr. Clements asked if investigation could be made into a pedestrian crossing in Leamington Road, particularly to help both schools and the additional housing further along Leamington Road. This proposal was supported by a number of councillors. The Clerk would contact the County Council to arrange a site meeting to discuss this matter further and report back accordingly.

Councillor Franks asked if the area of Japanese knotweed in the field off Back Lane had been successfully treated as the area was still fenced off. The Clerk would check this and report back accordingly. Councillor Franks invited all councillors to the 'Friends of the Lifford Hall' annual 'Wine and Nibbles' event on Tuesday, 27<sup>th</sup> June, commencing at 6.00 pm.

(12) The Chairman closed the meeting at 8.25pm and opened the PUBLIC INFORMATION SESSION:

There being no comments/concerns raised by the members of the public present the Chairman finally closed the meeting at 8.25 pm

***Date /Time Next Meeting: Thursday, 17<sup>th</sup> August 2017, at 7.00 pm***

## **Broadway COUNTY and District COUNCIL REPORT June 2017**

### **County and District Councillor Liz Eyre**

#### **Key focus**

The issue of sprinklers in schools and old people's homes etc. is again, sadly for obvious reasons, high on my agenda. I have been campaigning for many many years. The added cost is said to be 1.8% to max 5% of the build costs! Safety should come before aesthetics and costs.

LTP4 (Local transport Plan 4) I have been briefing the cabinet member for this area. It is so important LTP4 has a mechanism to hook on to LTP4 for costs for minor engineering in rural areas that reduce speed and the impact of rat runs. 4 roads in my Division are under consideration as 20 mph areas. Leamington Road is the area in Broadway.

The Police and Crime Commissioner is currently consulting on taking over the Governance of our Fire Authority – I am not sure this approach will protect our local Fire Station or ensure that consultations such as the proposed changes to day and night coverage from Evesham Fire Station would be appropriately scrutinised. I am also not clear how local people's views would be adequately taken into account. Can one person, having so much responsibility, really understand all the issues for an area as large as West Mercia? I will be discussing more with councillors. It is important your views are fully fed into this important consultation.

#### **Local issues**

**Drains cover Childswickham Road** – not getting a resolution still pushing

**Severn Trent update required re 2 year capital modelling & planning re sewer flooding.** Awaiting an update

**Badsey Brook Scheme: work has started- I understand** a formal event will take place in early September.

**White Gates** – work in progress

**GWR and Bridge damage**– system to address costs around 17k – discussing with GWR 7/7.

**Seat needed near where R4 bus stops:** corner off Sandcroft/ Sheldon Avenue - outstanding

**Parking for the chemist requested** - outstanding

**Pennylands bank – drainage problems** –a spring. Not always present. Will review again this winter.



**Leamington Road ditch clearance** – one side done by developer. I am still requesting WCC follow up on other side.

**Cheltenham Road speeding changes** – need to review with clerk

**Lifford Gardens yellow lines** – lines down still problems pursuing with parking enforcement.

**Gravels** – 1450 sq. feet have been measured. To make affordable not pavement slabs, kerbing stone, car bays – not Lyon area. Either plane to 30ml if ok to do so or new surface – brown material as before but better quality. Replace bollards for better ones. Cost 100-150 – pressing for a date

**Parking posts on private land** enforcement IN/17/00221 Jane Phelps 565409

**Orchids and mowing!** In part resolved - officers meeting with BNHS

**Above turning circle:** parish to clear footway, following this trees to be cut back, then street sweeper to be requested.

**High street potholes** – outstanding

**Closure Fish Hill for works** – clerk has details

**Footway and Highway list 17/18** – please discuss at the meeting – my list is thin

**Footways**

**Highways – entrance to Bloxham Road**

## **Report from District Councillor Bradley Thomas – May 2017**

### **Neighbourhood Plans**

Further good news here following a referendum on the Bredon Parish Neighbourhood Plan on 8<sup>th</sup> June. With 71% turnout (helped by the general election no doubt) there was 90% support for the plan. This will now go to full Wychavon Council in July for formal adoption.

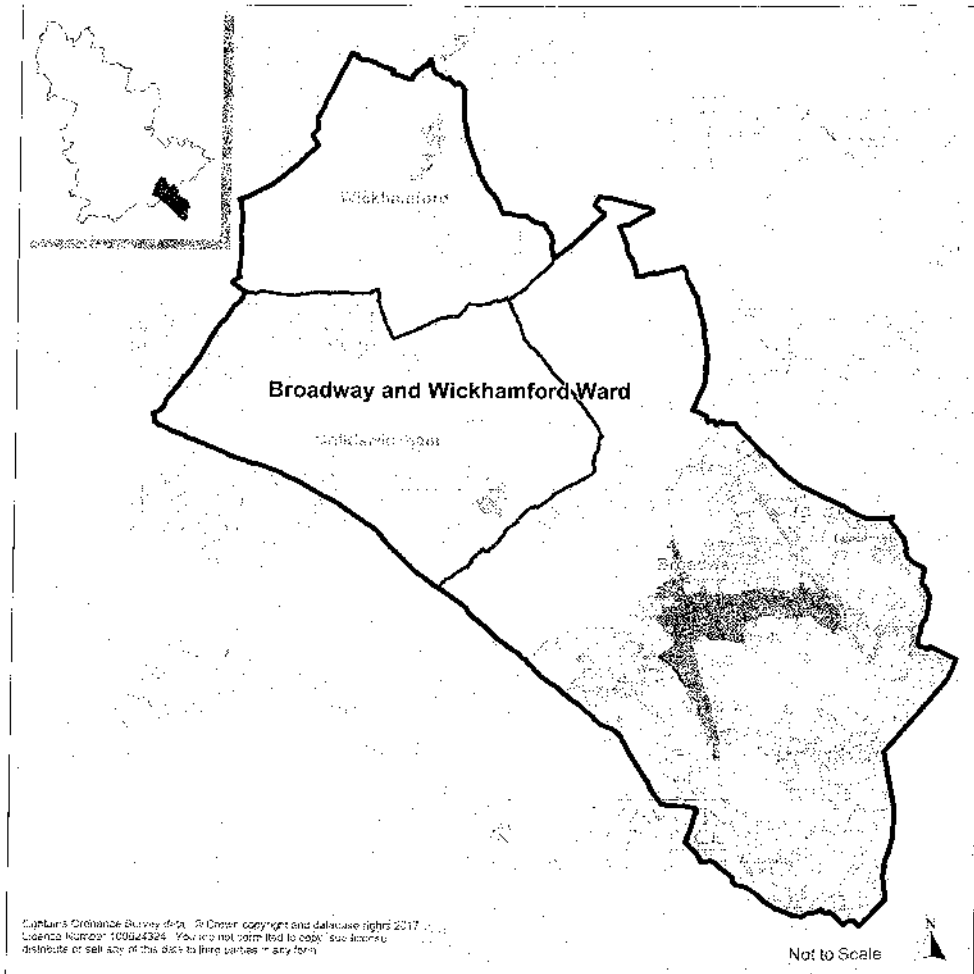
There are currently 15 neighbourhood areas designated within Wychavon all with varying degrees of progress to date, however with three of these neighbourhood plans now adopted there is clearly momentum which should be capitalised upon throughout the district.

### **Broadway Ward Profile**






I attach the latest Broadway Ward Profile for each councillor's perusal. This makes interesting reading about Broadway for both economic and social demographics as well as providing comparisons versus the Wychavon averages.

## Broadway and Wickhamford

March 2017



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-  Ward Boundary
-  Parish Boundary
-  Conservation Area
-  Site of Special Scientific Interest
-  AONB

Broadway and Wickhamford ward profile

# WYCHAVON

Ward profile



## Broadway and Wickhamford

March 2017

This is one of a series of profiles covering all of the 32 wards in the Wychavon district.

It provides an overview of the ward's population, housing, economy, education and skills, health, crime and deprivation to help increase understanding about the ward and its residents.

The information included is the most up to date available at the time the profile was produced.


**2,278** Male  **2,412** Female   
(Mid 2015 population estimate)



**36%** are aged 65+  
24% in Wychavon



**2,164**  
Households

 **11.6** Square miles  
**406** People per sq.mile



**14%** are under 18  
19% in Wychavon

**2.2**  
People per household

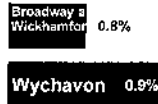
### Housing

Single person households



### Employment

Residents aged 16-64 claiming out of work benefits



### Crime



(April 2015 - March 2016)



**35** Crimes per 1000 residents

12th lowest ward in Wychavon

**14** ASB incidents per 1000 residents

9th lowest ward in Wychavon

### Education

**30%** people qualified to level 4 or above  **25%** people without any qualifications   
**28.7%** Wychavon **22.1%**  
**27.4%** England **22.5%**

### Health

**80%** Good or very good health  
**82%** Wychavon  
**81.4%** England  
Life expectancy female 85.5 yrs  
Life expectancy male 81.5 yrs

### Deprivation

**21%**

of households are deprived in 2 or more dimensions

13th highest ward in Wychavon

Data is drawn from the Census 2011 unless otherwise stated.

To discuss this profile contact Paul Curry on 01386 565333 or [paul.curry@wychavon.gov.uk](mailto:paul.curry@wychavon.gov.uk)

Broadway and Wickhamford ward profile

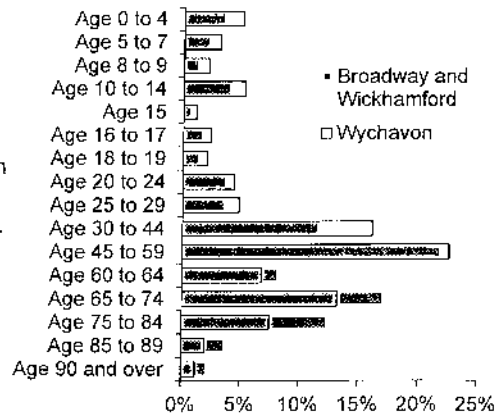
# Population

The latest population estimate for Broadway and Wickhamford is 4,690\* and the ward has a significantly higher proportion of people under 60 than in the district and a greater proportion of those aged 60 or over.

Overall, since the 2001 census the population of Broadway and Wickhamford has grown by 5.2% which is lower than the district increase.

Growth has come on the 65+ age group whilst the other categories have shown reductions in population.

## 2015 estimated population

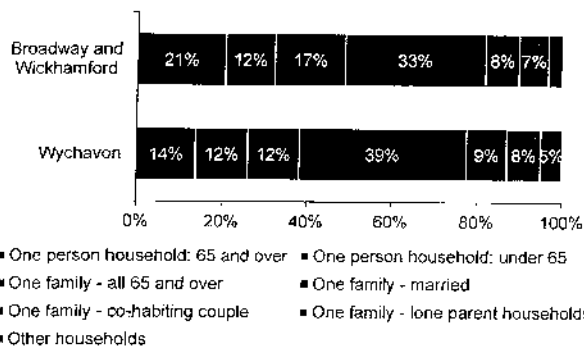


## Population change between 2001 census and 2015 estimate

	Overall	Under 16	16 - 64	65+
Broadway and Wickhamford	232 5.2%	-53 -9.6%	-33 -1.3%	318 23.5%
Wychavon	7.6%	-4.8%	0.4%	46.6%
Worcestershire	6.7%	-3.8%	1.2%	40.5%
England	11.5%	4.8%	10.3%	24.4%

The population of Broadway and Wickhamford is 95% White British. Of the remainder the largest group is White: other white (2.4%).

## Household composition



There is a greater proportion of single person households and family households where the occupants are all aged 65 or over than in the district as a whole.

Of the people aged 65+ that live in Broadway and Wickhamford, 30.6% live alone which is the ninth highest of the 32 wards.

\* Mid-2015 ward level population estimates




Wychavon and Broadway and Wickhamford

## Mosaic profile

MOSAIC is Experian's cross-channel consumer classification designed to help understand the demographics, lifestyles, preferences and behaviours of the UK adult population in detail.

It classifies all consumers in the UK by allocating them to one of 15 groups and 66 types.

Two thirds of the households in Broadway and Wickhamford fall into just three groups: G, A and F. This compares with 52% of the households in the district. The key features of these top three groups are shown in the table below.

Top three groups	Ward	District	Key characteristics	Channel preference
 <b>G: Rural reality</b>	42%	16%	Rural locations Villages and outlying houses Agricultural employment Most are homeowners Affordable value homes Slow internet speeds	Online Face to face Landline Email Post Mobile
 <b>A: Country living</b>	14%	27%	Rural locations Well off homeowners Attractive detached homes Higher self employment High car ownership High use of internet	Online Post Face to face Email Landline Mobile
 <b>F: Senior security</b>	10%	9%	Elderly singles and couples Homeowners Comfortable homes Additional pension above state Don't like new technology Low mileage drivers	Post Landline Face to Face Email Online Mobile

Within each group description there are four to six household types. The types within each group have a further more defined description, which provides key features and preferences.

The top three types for Broadway and Wickhamford are below.

### G29: Satellite Settlers



733 households

Older working age people, mostly without children, living in their own pleasant homes in expanding developments around larger villages. These locations still benefit from good transport links to nearby towns and cities.

### A04 Village retirement



612 households

Couples and singles aged 65-plus, who have chosen to move to the country for their retirement. They now live in village locations, within thriving communities that are still large enough to give them access to the local amenities they require for their everyday living and social needs.

### A03: Wealthy landowners



328 households

The moneyed owners of highly desirable country houses located in sought after villages in some of the UK's finest countryside. Generally married couples over the age of 45 with older children, this well-heeled country set is a combination of rural grandees, successful farmers and affluent business people.

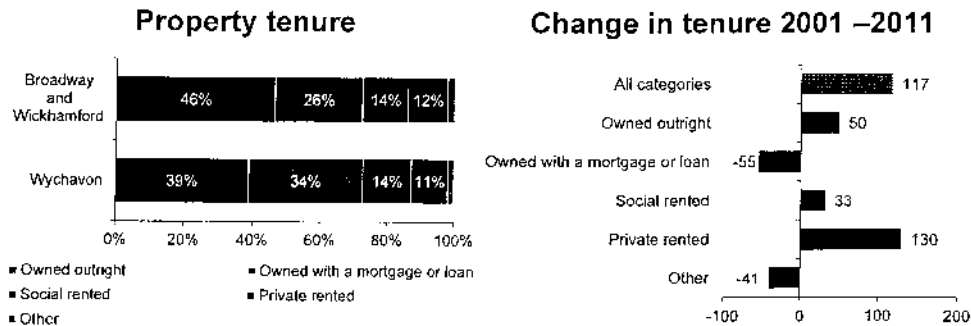
Broadway and Wickhamford Mosaic profile

# Housing

There were 2,164 households in Broadway and Wickhamford in the 2011 census, an increase from 2,047 in 2001.

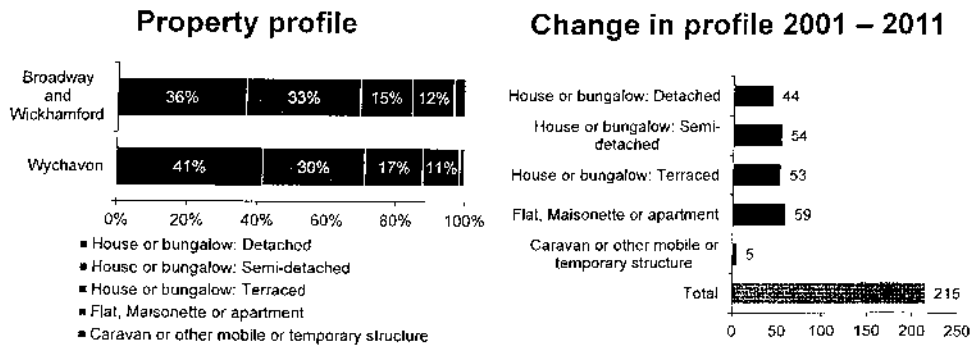
There is a far greater proportion of properties that are owned outright than in the district.

There have been notable increases in houses that are rented privately since the 2001 census.



The profile of the property types in Broadway and Wickhamford is similar to that in the district.

There were an additional 215 household spaces since the previous census with increase across all property types.



There were 91 house sales in 2016\* and the number of sales of each property type and the price paid are below along with comparisons with the district and county.

	Broadway and Wickhamford	Wychavon	Worcestershire
Detached	£636,923 (32 sales)	£366,696	£345,981
Semi-detached	£348,944 (27 sales)	£230,536	£209,577
Terraced	£351,000 (16 sales)	£196,129	£174,040
Flats	£170,734 (16 sales)	£137,907	£136,852

In February 2017 there were 11 properties in the ward which had been empty for 2 years or more.

\*Land registry house price index

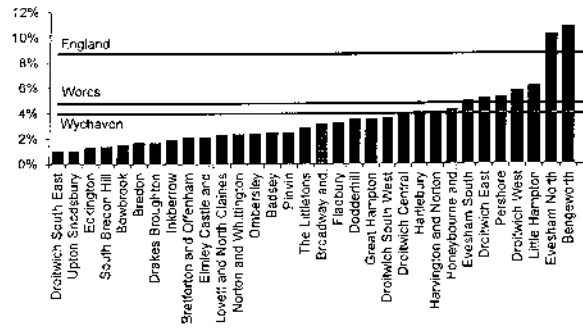
Broadway and Wickhamford ward profile

# Housing

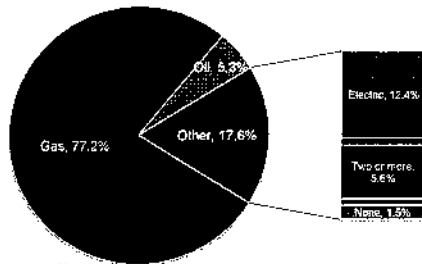
There are 3.2% of properties in Broadway and Wickhamford which are considered overcrowded (have at least one room less than is required by the occupants).

This is the 16th highest figure of the 32 wards and below the averages for Wychavon (4%), Worcestershire (4.8%) and England (8.7%).

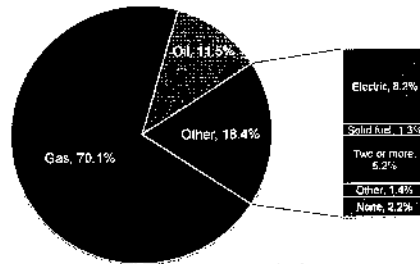
## Overcrowding



## Central heating



Broadway and Wickhamford



Wychavon

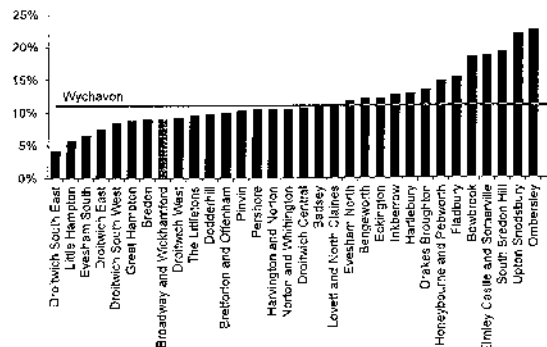
There is a greater proportion of properties with gas central heating compared with Wychavon as a whole and less oil heated properties. There are 1.5% of properties with no central heating at all.

Fuel poverty in England is monitored using the Low Income High Cost Indicator (LIHC).

Under the LIHC definition, a household is considered to be fuel poor if:

- They have required fuel costs that are above the national average
- Were they to spend that amount, they would be left with a residual income below the official poverty line.

## Fuel poverty



In Broadway and Wickhamford 9.1% of households are considered to be fuel poor\* and this is below the district (11.1%), county (10.8%) and national (10.6%) averages.

\* Sub-regional fuel poverty statistics

Local authority: Broadway and Wickhamford ward profile



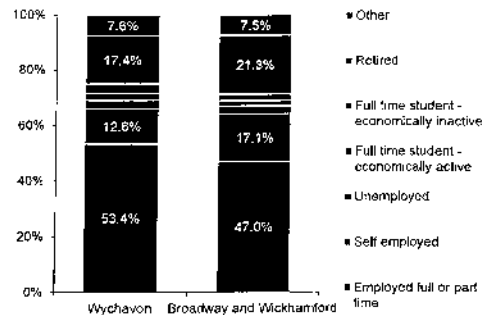
# Employment and income

There are 3,218 residents aged 16 - 74 in Broadway and Wickhamford and of these, 68.8% are economically active compared with 71.7% in the district as a whole.

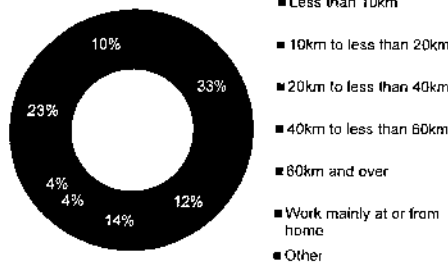
In January 2017 there were 15 people aged 16-64 who claimed Job Seekers Allowance which is 0.6% of people aged 16-64, the same as in Wychavon.

There were 483 people who work mainly at or from home at the time of the census which is 23% of the population that are aged 16 and over and in employment (2123 people). This is the third highest of the 32 wards.

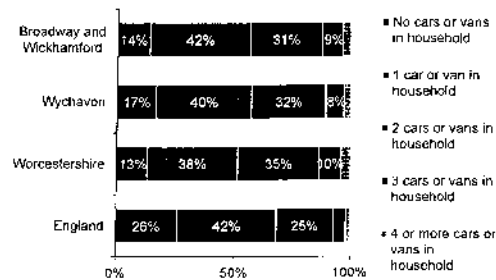
## Economic activity



## Distance travelled to work



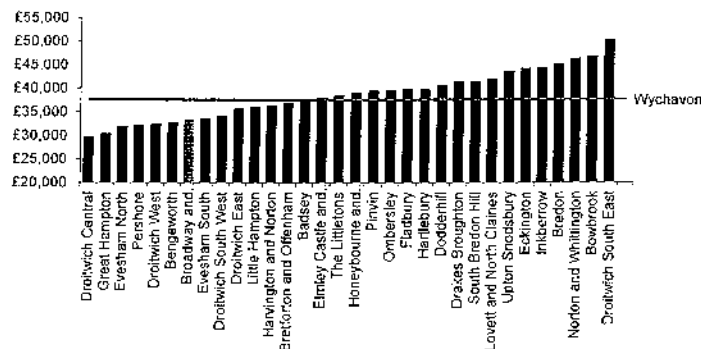
## Cars or vans in household



In Broadway and Wickhamford there are 14% of households who do not have a car or van. This compares with 16.6% in Wychavon and 12.9% in Worcestershire and is the tenth highest of the wards.

## Mean household income

The mean household income in 2013 was £33,560\* which is the seventh lowest figure of the 32 wards and around £3000 below the Wychavon average.



\*Worcestershire County Council district profiles

Broadway and Wickhamford (highlighted)

# Education

There are two primary schools in the ward and the latest Ofsted ratings, absence levels and progress made by pupils is listed below.

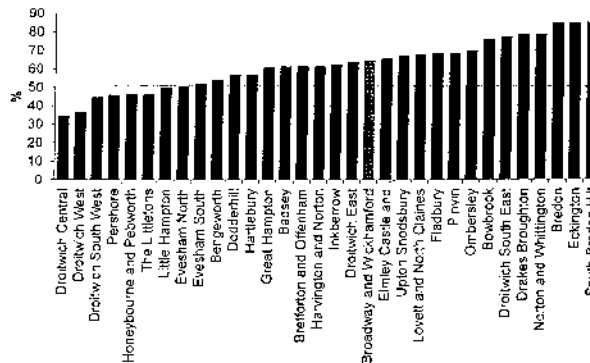
Click on the links in the table for further information.

## Primary

School	Pupils meeting the expected standard in reading, writing and maths	Pupils eligible for free school meals during past 6 years	Pupil absence (2014/15)	Latest Ofsted rating
<a href="#">Broadway First School</a>	Not applicable for First School	19.8%	4.4%	<a href="#">Good (14/12/2016)</a>
<a href="#">St Mary's Catholic Primary School</a>	64%	6.7%	3.1%	<a href="#">Outstanding (12/12/2012)</a>
Worcestershire	48%		4.0%	
England	53%	25.4%	4.0%	

## G.C.S.E achievement

The percentage of pupils that are resident in Broadway and Wickhamford who achieved 5 GCSE grades of A\*-C including English and Maths in 2013/14 was 64.9%\*, the 14th highest of all the wards.



## Qualification levels

Highest level of qualification	Broadway and Wickhamford	Wychavon	Worcs	England
No qualifications	24.6	22.1	23.0	22.5
Level 1	12.8	13.1	13.3	13.3
Level 2	15.2	15.6	15.8	15.2
Level 3	8.8	11.6	12.1	12.4
Level 4	29.5	28.7	27.2	27.4
Apprenticeship	4.4	4.0	3.9	3.6
Other	4.6	4.8	4.6	5.7

The levels of qualifications achieved by people in Broadway and Wickhamford is very similar to Wychavon overall.

An explanation of each of the qualification levels can be found on the [education and learning](#) pages of the government website.

\*Public Health England—[Local health profiles](#)

Broadway and Wickhamford A Local Profile

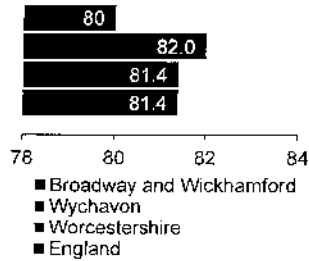
# Health and Care

The 2011 census revealed that there is a smaller proportion of people in the ward who consider their health to be good or very good compared with the district.

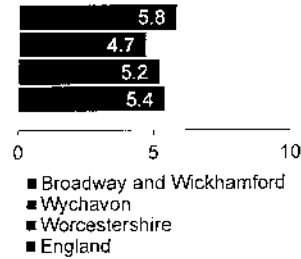
There was also a bigger proportion of people whose day to day activities were limited\*.

Overall levels of people that provide unpaid care was higher in Broadway and Wickhamford than in the district and the county.

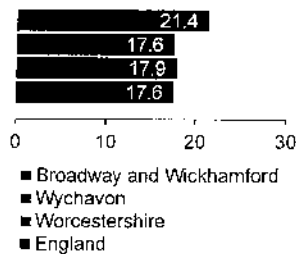
## Health good or very good



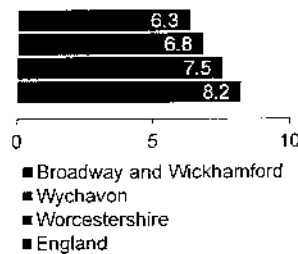
## Health bad or very bad



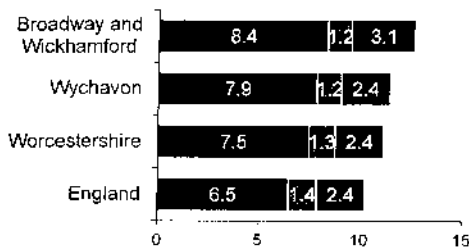
## Day to day activities limited



## Day to day activities limited (16-64)



## Provision of unpaid care



- Provides unpaid care 1 -19 hours p/w
- Provides unpaid care for 20 - 49 hours p/w
- Provides unpaid care for 50 hours+ p/w

In the [local health profiles](#) produced by Public Health England ward level data can be compared.

People with limiting long term illness or disability and those who provide unpaid care are the only areas where Broadway and Wickhamford values that are significantly higher than the national average.

For a detailed look at the health profile for Broadway and Wickhamford, see the [ward report](#).

*\*Limited activity is defined as a health problem or disability that had lasted, or was expected to last, at least 12 months, and limited daily activities a lot. This includes problems related to old age.*

Broadway and Wickhamford ward profile

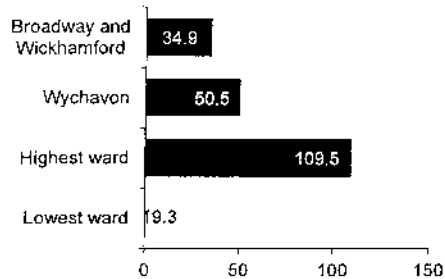
## Crime and community safety

There were 162 crimes reported in Broadway and Wickhamford between April 2015 and March 2016<sup>4</sup>.

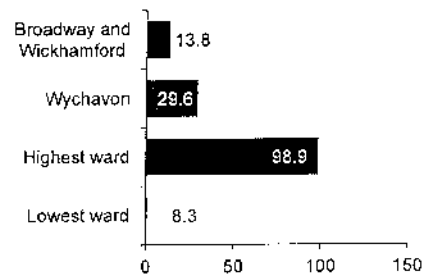
The average number of crimes across all the wards in Wychavon was 186 during the same period.

These crimes in Broadway and Wickhamford equate to 34.9 crimes per 1000 residents which is the 12th lowest of the 32 wards.

### Crimes per 1000 residents



### ASB per 1000 residents



During the same period there were 64 Anti-social behaviour (ASB) incidents in the ward

The average number of ASB incidents across all the wards in Wychavon was 109.

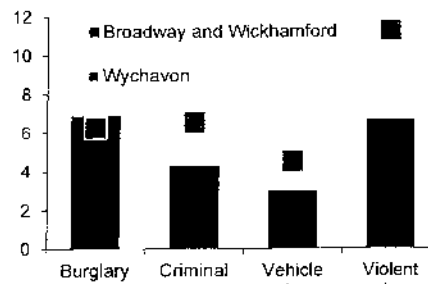
These incidents in Broadway and Wickhamford equate to 13.8 incidents per 1000 residents and this is the 9th lowest of the 32 wards.

The four main crime categories are burglary, criminal damage, violent crime and vehicle crime. Between April 2015 and March 2016 the number of incidents per 1000 residents in Broadway and Wickhamford was lower than in Wychavon for all of these categories apart from burglary.

West Mercia Police provides crime mapping information where details can be found on the nature and location of individual crimes reported in any police neighbourhood.

Broadway and Wickhamford is found in the [Evesham Town North and Rural South](#) policing neighbourhood.

### Key crime types 15/16 Number of crimes per 1000 residents



[Evesham and Broadway and Wickhamford ward profile]

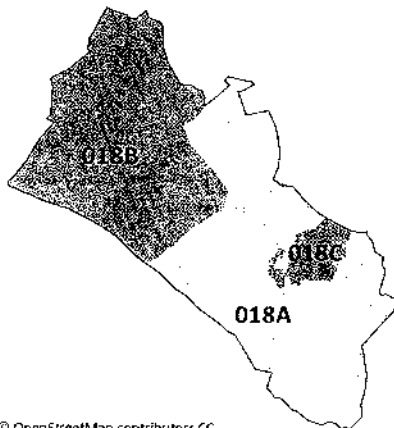
# Deprivation

The 2015 Indices of multiple deprivation (IMD)<sup>\*</sup> calculates local measures of deprivation and indicates where each small area ranks across the country. Each small area consists of around 1500 residents and the lower the rank, the more deprived the area is.

Seven domains of deprivation are combined to produce the overall Index of Multiple Deprivation (IMD).

Broadway and Wickhamford contains three small areas and overall, the IMD puts these areas in the 9th, 6th and 6th deciles nationally (where the 1<sup>st</sup> decile contains the most deprived 10% of areas).

Ward	Broadway and Wickhamford		
Small area code	E01032351	E01032352	E01032353
Small area name	Wychavon 018A	Wychavon 018B	Wychavon 018C
<b>Index of Multiple Deprivation (IMD) decile</b>	9	6	6
Income decile	9	7	4
Employment decile	10	8	5
Education, Skills and Training decile	7	6	3
Health, Deprivation and Disability decile	10	7	7
Crime decile	8	8	8
Barriers to Housing and Services decile	10	10	8
Living Environment decile	7	7	8



Each of the seven domains have several indicators that are combined to establish the score that places them in the deciles above.

For barriers to housing and services, the reason for a poor score for area 018A was the affordability of housing whereas for 018B the reason it was placed in the most deprived decile nationally was the road distances to amenities including a GP surgery, primary school and post office.

For education, skills and training in area 018C the factors that led to it being placed in the third most deprived decile were numbers staying in education post 16, those entering higher education and adult skills and English language proficiency.

<sup>\*</sup> [English indices of deprivation 2015](#)

Broadway and Wickhamford ward profile

