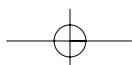


PARISH PLANS

# your vision for alfrick & lulsley

SPRING 2006





**PARISH PLANS**

**your vision for  
alfrick & lulsley**

**SPRING 2006**

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## YOUR VISION FOR ALFRICK AND LULSLEY

# 1 welcome and background to the parish plan

A small committee of volunteers was established in 2004, funded by the Parish Council and the Countryside Agency, to collect and record the views of this community and to produce this Parish Plan. The committee included two youth representatives who spoke on behalf of, and collected views from their contemporaries within the Parish.

The Parish Plan is a statement of how you and the community sees itself developing over the next few years and it reflects local issues from public transport to dog fouling and to bigger concerns which could influence local service provision and planning policies, for example, affordable housing and the future of the Alfrick Peace memorial Hall, known as and referred to as the Village Hall.

The Plan is a 'vision' document for key stakeholders e.g. County, District and Parish Councils, village community groups, utility companies and providers of services, to be aware of, and be guided by, the views of this community.

The vision of the community includes:

- The conservation of the rural character and local landscape of the Parish.
- The maintenance of services that the community values.
- The promotion and maintenance of a safe and clean environment.
- The development of recreational facilities for all groups in the community.

The Parish Plan is a living document and includes action plans detailing the future direction that the Parish Council should consider in representing this community.

The Plan has seven key themes:

- Education and Life-Long Learning
- Environment
- Highways and Transportation
- Health and Other Services
- Recreation, Leisure and Communication
- Planning and Development
- Young People

To prepare this plan the committee has consulted with a wide range of people, from people who work or play some part in the community and most importantly with you, as residents. To capture the views of the community, all residents were invited to 'open weekend' sessions in the Village Hall in February and September 2004. For the February session we arranged a competition for the young people of the village and the winning design, by Faye MacLeod, can be seen on the front cover.

# 1

## WELCOME AND BACKGROUND TO THE PARISH PLAN

These open sessions were a huge success and enabled residents to voice their likes and dislikes, their fears and aspirations and brought forward ideas and comments from over 120 out of some 300 households (unfortunately we were not able to count people only households). To ensure complete representation of the community the committee followed these sessions up in 2005 with two questionnaires, one specifically for young people, which were completed by 123 people and added the final elements of data to that which we had already collected. It is this information and these results which feed this Plan.

The committee was very pleased to see that most respondents were content with the services they were offered and there were no major issues or concerns.

Throughout the research and planning process the committee has kept residents informed with newsletters through their letterboxes, posters on the Parish Council notice boards and via a large, 25ft yellow and black banner.

Over the months that the committee has been working we have seen several issues already actioned, for example, feedback to the Village Hall Committee has assisted their continuing deliberations on the future of the Hall, the Parish Council has convened a new group to report on planning development matters and a new youth group is being initiated. But, the true success of this plan will now be the delivery of the action points outlined in the following pages. We hope these plans are sufficiently ambitious, but we also recognise that there may be barriers to achieving them all, and we understand that some will need to 'marry' with other local and/or national plans affecting the area.

### How can the Parish Plan be used?

Parish Plans have many benefits which can enable people to work together to decide how they want their community to develop in the future. Whether you are a parent or a commuter with little or no spare time, you are looking for a 'quiet life' or you have chosen to be an active member of the community, the issues raised in this plan will affect you in varying ways.

In using and implementing this Parish Plan the Parish Council and stakeholders should not consider the action points in isolation but should be mindful of other issues e.g. demography, both currently and predicted future changes, and the impact this will have on the need for, provision of, and delivery of services.

Here are some ways in which we hope you can use this Parish Plan:

- To **take action to improve quality of life** through practical projects such as setting up a youth group.
- To **manage change and address local needs** through the planning process such as supporting the protection of community facilities.
- To **bid for funding** for local initiatives and to encourage effective partnership working.

# 1

## WELCOME AND BACKGROUND TO THE PARISH PLAN

- To provide additional detail to **support the Local Plan.**
- To **help influence and inform** plans, policies and services of a range of organisations and service providers, including informing district and county Community Plans.
- To enhance the Parish Council's **community leadership and representational** role.

The Parish Plan was formally adopted by the Parish Council on 21 February 2006 and it was agreed that each Parish Councillor would take the lead and act as a 'portfolio holder' for one of the seven themes. The Council also agreed to monitor and review progress against the action plan, updating and adding to it, quarterly at meetings of the Parish Council. Such progress and any changes will be reported in the minutes of the meetings, available on the notice boards, on the Parish website, summarised in the Sphere magazine, and as appropriate directly communicated to you in the Community.

Please note that statistics represented within this Parish Plan are calculated as the number of responses as a percentage of the total responses to a question. It is accepted that the total number of respondents for each question may vary. This does not affect the accuracy of the statements made and copies of the full statistics are available from the Clerk to the Parish Council or on the Parish Council website: [www.users.waitrose.com/~alfricknlulsley](http://www.users.waitrose.com/~alfricknlulsley).

On a personal note I would like to thank all of the members of the committee who have worked so hard, in all weathers, to bring you this, **Your** Parish Plan.

**Bridget A Lewis**  
Chairman

### Committee Members

Graham Messervy-Whiting (Vice Chairman)

Geoffrey Brewin (Secretary)

Richard Jackson (Parish Councillor)

Phil Gilbert (Parish Councillor)

Jane Proctor

Chris Benson

Laura Cofield (Youth Representative)

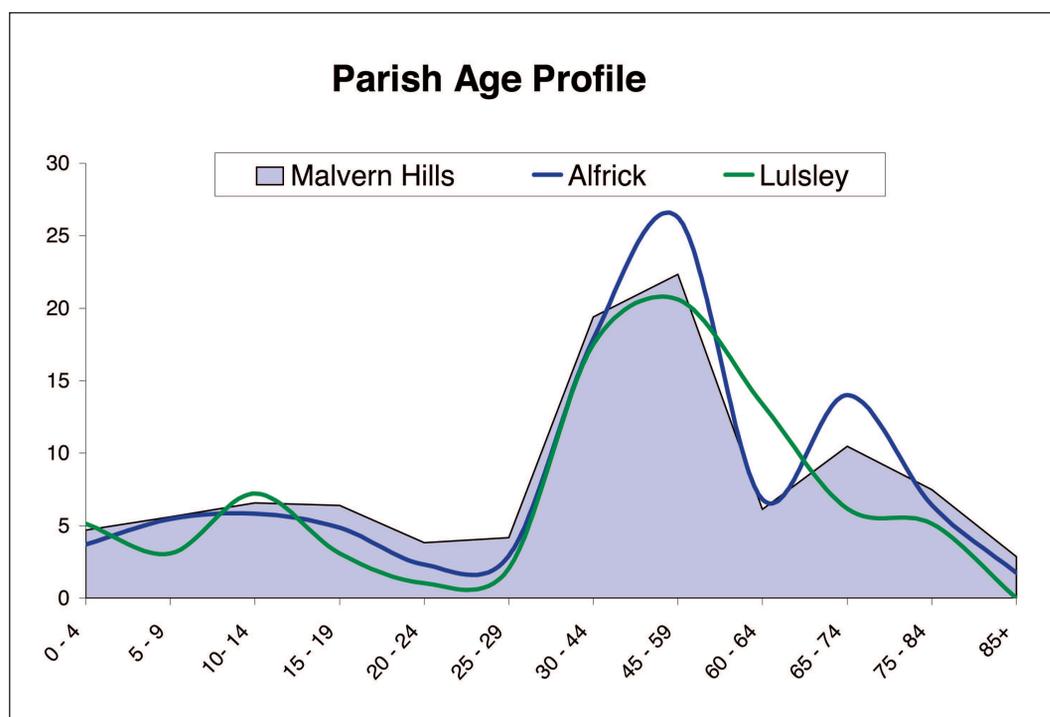
Hannah Tolley (Youth Representative)

## YOUR VISION FOR ALFRICK AND LULSLEY

# 2 statistics and facts

Alfrick and Lulsley is a rural parish under Worcestershire County Council (WCC) and Malvern Hills District Council (MHDC) and it is part of the geographical area covered by Worcestershire. It is approximately 10 miles from Worcester and 21 miles from Hereford.

The age profile, comparing the Parish to Malvern Hills District, shows that the general pattern of age in Alfrick and in Lulsley is in line with the rest of the District, though Alfrick has a higher proportion in the 30 to 59 and in the 'just pensionable' age bands whilst both villages in the Parish have a lower profile in the 84 years plus and in the 20 to 29 age band. Interestingly, the proportion of school age children is roughly comparable to the rest of Malvern Hills District.



## 2

STATISTICS  
AND FACTS

Details of the economically active and inactive show that the Parish again accords very closely with Malvern Hills District in percentage terms

	Malvern Hills		Alfrick		Lulsley	
<b>Economically Active</b>	<b>34515</b>	<b>67%</b>	<b>239</b>	<b>63%</b>	<b>48</b>	<b>71%</b>
•Employed	25817	50%	169	45%	32	47%
••Full time	6767	13%	59	16%	6	9%
••Part time	19050	37%	110	29%	26	38%
•Self Employed	6599	13%	64	17%	15	22%
•Unemployed	1011	2%	6	2%	1	1%
•Full time student	1088	2%	0	0%	0	0%
<b>Economically Inactive</b>	<b>16983</b>	<b>33%</b>	<b>140</b>	<b>37%</b>	<b>20</b>	<b>29%</b>
•Retired	8707	17%	80	21%	14	21%
•Student	2033	4%	12	3%	1	1%
•Looking after home / family	3048	6%	31	8%	3	4%
•Permanently sick or disabled	2068	4%	7	2%	1	1%
•Other	1127	2%	10	3%	1	1%
•Not aged 16 to 74	-	0%	-	0%	-	0%
	<b>51498</b>		<b>379</b>		<b>68</b>	

The impression sometimes given of the Parish as a 'retirement village' is not borne out by the census data, summarised above, with an average of 64% of the residents of the Parish economically active compared with 67% in Malvern Hills District as a whole.

## Number of Cars per Household

	Worcs	MHDC	Alfrick	Lulsley
0	18%	15%	5%	5%
1	42%	41%	30%	37%
2	31%	33%	43%	41%
3	7%	8%	18%	10%
4 or more	2%	3%	5%	7%

All statistics used are sourced from 2001 Census data derived from JUIS ~ the Joined Up Information Service. For further information on census statistics please view their website at [www.statistics.gov.uk/census2001](http://www.statistics.gov.uk/census2001) Easily downloadable data on Worcestershire, Malvern Hills and the Parish is available at <http://gis.worcestershire.gov.uk/simplecensus>

Only a few households in the Parish have no access to a car, with a greater proportion having two or three cars than the homes in the County and District. Again this would seem to reflect the rural nature of the Parish and the relative lack of regular public transport.

The profile of employment categories also accords very closely with the rest of Malvern Hills District. The area is obviously quite rural and this is reflected in the number of jobs in agriculture and forestry in the Parish (6%) compared with National data (1.8%). The other main employment activities are manufacturing, retail, real estate and health and education. Clearly most of these jobs are undertaken outside of the Parish and this is reflected in the number that drive to work (72%) compared to Malvern Hills District (62%).

*" The Parish is fortunate in having an idyllic situation in the countryside and this should be preserved at all costs "*

Educationally, the Parish is similar to Malvern Hills District in the number of people without any educational qualifications. However, a greater number of people hold higher level qualifications (NVQ level 4-5 and above), at over 31% for the Parish versus 25% for the rest of Malvern Hills District.

## YOUR VISION FOR ALFRICK AND LULSLEY

# 3 education and life-long learning

Although Alfrick Primary School closed in 1983 there is a continuing need for educational provision for the population of children and young people within the Parish and this is provided for in surrounding villages and towns with both public and private schools.

School age children (5-16) are entitled to free transport if they live beyond the statutory walking distance from either the designated or nearest school for their home address. Walking distance is defined in law as up to 2 miles for children under 8 years of age and 3 miles for older children. Due to the ongoing changes in Post-16 transport the policy is liable to change and parents and students are advised to seek advice from the County Council Education Transport Team on the most current policy when applying.

**Pre-school Education** is catered for through a number of voluntary and private nurseries and playgroups outside the Parish.

**Careers Advice** is provided by 'Connexions Herefordshire and Worcestershire'. It offers a wide range of help for 13-19 year olds, including information and advice on career planning and assistance with finding suitable employment and training. Addresses and telephone numbers can be found under 'Connexions Service' in the telephone directory.

**The Alfrick Educational Trust** was founded in 1986. Managed by Trustees, it provides support for Suckley Primary School and others serving the area of benefit, i.e. educating children from Alfrick, Lulsley and Suckley and provides financial support for individuals in higher education up to the age of 25 living in Alfrick, Lulsley and Suckley.

*Andrew Duncan, Chairman, says "Donations to schools are generally for specific projects which would not be funded by the LEA and donations to students are in practice limited to those students pursuing higher education after leaving secondary school up to the age of 25 and are intended to cover the cost of books and study materials. In recent times individual grants have been of the order of £300-£350".*

**Adult Education** courses are available at colleges in Worcester, Hereford and Malvern. They offer a range of full and part time study from professional qualifications to vocational and recreational studies.

## 3

**EDUCATION AND  
LIFE-LONG LEARNING**

**Life long learning for older people** is the main purpose of the University of the Third Age (U3A). It caters for those no longer in full time gainful employment and third agers use their skills to organise and teach themselves in autonomous groups. The subjects tackled vary within each group and details of local groups can be found at: [www.u3a.org.uk](http://www.u3a.org.uk)

**Action Points**

- There were no action points arising

## YOUR VISION FOR ALFRICK AND LULSLEY

# 4 environment

There was a high level of interest shown in this topic with up to 97% of respondents answering at least one of the questions.

**Footpaths** - The Parish Paths Warden (PPW) Scheme aims to help facilitate the effective management of Worcestershire's public rights of way network by the use of local knowledge and assistance with help from Worcestershire County Council (WCC). PPW's are nominated by the local Parish Council and appointed by WCC and their role includes carrying out inspections of public rights of way, providing information, discussing and seeking to resolve obstructions on public rights of way and carrying out minor clearance of vegetation.

From the questionnaire it was clear that footpath locations are generally well-known, with two thirds of all respondents agreeing that footpaths are well signposted. Of the people answering the questions in this section, more than half highlighted at least one area of difficulty in using local footpaths. Slightly less than half felt that more work should be done to improve them, highlighting problems in particular with stiles & gates, muddy/difficult stretches and bushes & nettles.

**Lighting** – Approximately one quarter of the people who answered the questionnaire felt that obtrusive security lighting was a problem but a higher proportion would support action to reduce excessive security lighting. There was a strong feeling that street lighting was not needed or wanted with 80% of the people who answered this question agreeing that lack of street lighting was a benefit.

*" We live in a country village NOT town. Perhaps those who require street lighting would be better living in a more urban environment. Any proposed street lighting should be carefully monitored and restricted".*

**Green Roads** (un-maintained public roads) – Well over half of all respondents answered this question and felt that green lanes should be barred to motorised vehicles and slightly less than half agreed that the Parish Council should join in the debate on their behalf. A debate on this topic is important which should include entering into a dialogue with all users of green roads to understand individual uses and needs. A resolution of the situation, which currently allows recreational use by cars and motorcycles, was called for by the majority of respondents.

**Community Work** - There was some interest in using a 'Letts' or 'Barter Scheme', a third of people who answered this section said they would take part. However, the vast majority said that they would not be prepared to take part in running such a scheme. Some comments received indicated a lack of awareness of the principles involved.

## 4

## ENVIRONMENT

" I don't understand what would be involved in a 'Letts' or 'Barter Scheme', explain please. "

**Recycling** – Kerb side collections of paper & textiles and metal & plastics is co-ordinated by Malvern Hills District Council. Following feedback from the community a bottle bank has been placed on a permanent basis on the Village Hall car park.

**Lengthsman** – The Parish Council, in conjunction with the County Highways Partnership, undertakes maintenance of verges and ditches in the Parish. The Parish Council employs local contractors to undertake this work.

**Action Points**

- Support the PPW by organising local information-gathering procedures such as footpath monitors. The Parish Council to direct Worcestershire County Council footpath grant spending towards improving signposting and access.
- Propose guidelines for the location of security lights based on environmental health guidelines as published by the Office of the Deputy Prime Minister (ODPM) and inform all householders of these.
- Enter into dialogue with the users of green lanes and in the light of this consider whether to support green lane protection pressure groups and lobbying of local and regional government for a change in legislation to prohibit abuse of green lanes.
- Produce an information leaflet, to explain 'Letts' and 'Barter' schemes, for parish notice boards
- Pursue opportunities to promote more recycling.

## YOUR VISION FOR ALFRICK AND LULSLEY

# 5 highways and transportation

**Traffic Speed** - 61% of all questionnaires indicate that people agreed that excessive speed is an issue. When asked what could be done to address this issue, three quarters of the people who answered would support additional road markings or speed enforcement and half of the people who answered would support traffic calming measures.

**Road Maintenance** - This topic generated a lot of comments with most people answering and supplementing their answers with a range of, largely critical comments about the poor standard of road surfaces in the Parish. Of the people who replied to this range of questions, 62% said that the standard of road maintenance was poor and 34% said that it was adequate. A clear majority agreed that the Parish Council should make further representations to the highways authorities to improve the standard of road maintenance. Most respondents expressed the view that country roads are not sufficiently durable, maintenance must be improved, and structural improvements are needed in some areas. This extract typifies the feelings of the community:

*" The standard of work is appalling. They came to do the potholes in Whitehouse Lane - 2 or 3 patches. It took them a week and it still looked rough when they finished. They have not even lasted a year! It's no good to keep patching up and coming back. It does not make economic sense. PS Why are we paying high council tax and not getting the lanes round us gritted! I have to go to work at 7.30am on ungritted roads "*

**School Buses** – About a third of all respondents answered this section and of those, over half agreed that school buses are being driven too fast and slightly less than half agreed with the statement that they are driven badly. The school buses are often of a size that is inappropriate for country lanes. More appropriate vehicles should be encouraged.

**Horses** – Most of our respondents answered this section and of those, 89% said that, when using local roads, horses should be ridden in single file. The British Horse Society and the Highway Code state that when horses are inexperienced or being ridden by novice riders they should ride two abreast wherever possible. Horses are a significant contribution to rural leisure activities and efforts to raise the awareness of other road users should be improved.

## 5

HIGHWAYS AND  
TRANSPORTATION

**Public Transport** - In Alfrick and Lulsley this had been virtually removed, although there have been recent improvements to the services. There is little evidence in the responses that there is a demand for such services, for example, only 11% of respondents would use public transport to get to work/school if services were extended and improved.

The Sphere Bus service was introduced in November 2004 on a two year trial. It provides public transport on a Friday evening to Malvern and to Worcester on a Saturday evening; unfortunately to date it has been poorly used.

## Action Points

- Consider available traffic calming measures, including advisory speed-checking radar device, and consult with the community on proposed action.
- Work with the highways authority to seek improvements to the standard of road maintenance.
- Investigate and publicise best practice in road safety in relation to horse riders including feasibility of awareness seminars for local residents and rider safety training for local horse riders.
- Actively promote the availability of public transport and specifically the Sphere bus service.
- Facilitate further public debate on local transport needs.
- Contact the school bus provider regarding concerns about speeds of the schools buses.

## YOUR VISION FOR ALFRICK AND LULSLEY

# 6 health and other services

**Knightwick Surgery** - Offers a range of clinics; from antenatal care to minor surgery and following a successful fund raising campaign it has purchased, in conjunction with Great Witley Surgery, an ultrasound scanner. The surgery also has Practice Nurses for blood tests, injections, well person checks and many other proactive health services.

Following widespread praise for the Knightwick Surgery (as well as the Cradley Surgery which serves some of the Parish), the detailed follow-up questionnaire focussed on the provision of dental care and the usefulness of each dwelling knowing its own GPS co-ordinates for potential use by the emergency services.

An overwhelming majority of respondents indicated that they would attend a NHS dental surgery within five miles of the Parish and that they would support the extension of Knightwick Surgery to include a NHS dental surgery.

*"Knightwick Surgery plan to continue to provide their traditional Family Doctoring Service at their premises beside the River Teme and wish their patients the best of health." (Drs. Collis, Lewis and Bywater).*

**Alfrick Shop and Post Office** - Received widespread praise from the questionnaire. It offers a range of fresh food and vegetables together with convenience foods and household items, including newspapers and magazines. The post office offers stamps, travel insurance and car tax discs, as well as savings and investments.

- "Excellent service from Knightwick Surgery- a big pat on the back for all that run this vital service."
- "First responders (volunteer paramedics) would be a valuable project in the village."
- "Very satisfied with the local shop and post office- gives a sense of community."

**Mains Gas** - There was a consensus that mains gas should be available, especially since a gas main runs through the Parish. 58% of respondents said they would like to be connected to mains gas at some point in time and on balance those who wanted to convert would do so when next changing their appliances.

## 6

HEALTH AND  
OTHER SERVICES

**Global Positioning System (GPS)** - An overwhelming majority considered knowing their GPS coordinates to be useful and a majority indicated that they would be prepared to pay a small fee to have this facility.

**Community Policing and Neighbourhood Watch** - West Mercia Constabulary provide a Beat Manager, PC Naulls and he is based at Upton-Upon-Severn.

Neighbourhood Watch Groups have been established within the community and information on your local group or how to set up a group can be obtained from the co-ordinator (see Contacts).

*"As the Beat Manager for the general area, I look to Parish Plans to address activities for young people. Too often, young people get into trouble for 'antisocial' behaviour but, working in partnership, I am sure that their needs can be better addressed."* (PC Naulls)

## Action Points

- Ascertain feasibility of extension of Knightwick Surgery to include NHS dental surgery.
- Explore with emergency services the availability of GPS co-ordinates/advise residents.
- Contact the utility company for feasibility and cost of a mains gas supply and publicise information with a view to stimulating local debate and seek feedback as to the level of interest.

## YOUR VISION FOR ALFRICK AND LULSLEY

# 7 recreation, leisure and communication

**Alfrick Peace Memorial Hall (Village Hall)** - This was opened for the Coronation on the 2nd June 1953. It is managed within a Trust Deed established at the time and is a Registered Charity.

The Hall comprises a large main hall with stage, a committee room and a large kitchen. It sits alongside the village playing field, which lends itself for joint usage.

The feedback from the Parish Plan open weekends indicated that the majority of respondents either had used or currently use the Hall for a variety of social functions, attending clubs or societies or for private hire. There was a clear majority calling for the Village Hall to undergo a substantial refurbishment, ranging from major renovation to knock down and rebuild of a new hall.

*"The Hall has served this Parish well for just over 50 years and if we are to continue to provide a viable and functional building then we have to address some major structural problems, including subsidence, as well as health and safety requirements and disability access. We are currently working with building professionals to advise us and when we get their reports the Community will be consulted. A new Village Hall could be more cost effective rather than a refurbishment not least because we will not have to pay VAT on any building work".*

*Chris Benson, Chairman of the Village Hall Committee*

The committee are considering expanding the range of facilities available, both inside and outside, to cater for all ages in the community. The future of the hall is very much dependent on how the Community supports the use of the hall for private hire and/or attending organised events and activities that take place.

The committee has requested a detailed report from a commissioned architect and an engineer, which will be considered in formulating ideas for the future and will be shared with the community as part of a public consultation exercise during 2006.

## 7

RECREATION, LEISURE  
AND COMMUNICATION

Recreational activities and community facilities, catering for all age ranges include:

- Church of St Mary Magdalene
- Fox and Hounds Public House
- Ravenshill Woodland Reserve
- Knapp Paper Mill and Reserve
- Public footpaths and bridleways around the Parish
- Playing field including a cricket pitch
- Tennis court
- Village Hall events and activities
- 'Thursday Club' for retirees
- Gardening Club
- Annual Horticultural Show and Fete
- Alfrick Cricket Club
- Women's Institute

Within the surrounding parishes and our local towns a broad range of sporting and social activities are available.

Although the majority of responses from the adult residents did not support the provision of youth clubs or associated facilities this was strongly contradicted by the outcome of the youth survey, which identified a need for appropriate activities.

*"today's young people are tomorrow's future".*

The youth survey has gelled a youth group together to define what is required and, in working with the Village Hall committee, it is hoped to provide equipment and facilities to meet this need. More information on young people's needs is described in section 9.

Overall, it was felt that the local environment was clean and tidy however concerns were expressed about the lack of waste bins and a seating area. A major issue flagged up related to the continuing issue of 'dog fouling' on the playing field and the potential health risks that this posed.

**Communication** - This is an important feature of any community and, in addition to the above activities, the village shop and Post Office, as well as offering a vital community resource, also acts as a focal point and meeting place to exchange information.

The Parish Council has the duty to act as a link between the residents and other government bodies, through monthly meetings, a web site, and four notice boards around the Parish. To advertise on these please contact the Clerk to the Parish Council (see contacts).

The Parish notice boards were identified as the best communication vehicle and are regularly read by 60% of the respondents.

## 7

**RECREATION, LEISURE  
AND COMMUNICATION**

Usage of computers and access to the internet was widely available, both at home and at work, by 80% of the respondents. ADSL (Broadband) is now generally available to households. However, it should be noted that a number of older residents do not have access, and communication via other methods, for example, posters/leaflet drops, etc. must remain to ensure an inclusive community.

The 'Sphere' is another key communication vehicle which is a Church magazine funded by subscription. To obtain it please see details in 'Contacts'.

Feedback on the provision of a village web site and/or community magazine was evenly split. Since this feedback both the Village Hall and Show committees are looking at developing individual web sites, which could be linked together, and joined with other groups and facilities to act as an overall and ongoing communication medium.

**Action Points**

- Provide feedback from community consultation on content/style to Sphere organizers.
- Village hall committee to continue investigations into relative costs of renovation and rebuild and to undertake community wide consultation
- Village hall committee, taking results of consultation into account, finalise and present findings to the Community and initiate redevelopment programme including planning and funding applications
- Explore and determine feasibility of a community magazine/web site.

## YOUR VISION FOR ALFRICK AND LULSLEY

# 8 planning and development

Following a lively initial response on the issue of social housing, which some respondents viewed as the single most controversial issue in the Parish, the follow-up questionnaire sought to probe more deeply into the following issues: the scale of the housing build in the Parish over the past ten years; and the extent, type and density of any additional housing build. An overwhelming majority of respondents felt that the housing build over the past ten years had been about right. A small majority (54%) thought that the Parish could not accommodate any more housing at all. Of the minority who responded that it could: most favoured some new housing for young people, preferably single dwellings in controlled locations, and where possible by the conversion of redundant buildings. At the other end of the development scale, no one expressed support for a carefully designed group of more than ten houses.

In response to the process and outcomes of the social housing proposal, the Parish Council has convened a Group, which is mandated to:

- Review the prospects for changes in the population of the Parish by considering the implications of both social, and open-market housing, by discussing need and provision with existing residents, landowners, the planning authority and other interested parties.
- Review the potential of building land becoming available both within the development boundary, and as exception sites outside the boundary.
- Review the Development Boundary and, if considered acceptable, make proposals for changes.

### **Hierarchy of Development Policy**

A cascade of strategies influence development within the Parish, including:

- National Housing Policy
- Regional Spatial Strategy
- Worcester County Structure Plan
- Malvern Hills Adopted Local Plan ~ currently being revised as the Emerging Local Plan
- Supplementary Planning Document

A properly consultative Parish Design Statement can be adopted as a Supplementary Planning Document. The new Group of the Parish Council will seek a further mandate to develop a statement on development within the Parish, which Malvern Hills District Council could adopt.

## 8

PLANNING  
AND DEVELOPMENT

Alfrick is categorised as a Category 2 settlement, with Lulsley as a Category 3. This has a significant bearing on the type and scale of development permitted in these villages. It also has the potential to influence the level of targeting of development of facilities and services in a village and in future it is thought may also influence the provision of funding. In broad terms the categorisation is determined by the level of existing services such as, public transport, schools, shops, and other amenities. Alfrick also has a settlement boundary where as Lulsley does not. It is likely that the focus of development in the foreseeable future would be centred on Alfrick.

- " Housing must be integrated into the present settlement...they need to be scattered in order not to create a ghetto feeling."*
- " It is only fair and correct that the younger members of the village should be given the opportunity to live in the area where they were brought up."*

There are twenty businesses registered in Alfrick and six in Lulsley. In the main, these are service businesses encompassing a range from decorating to accountancy and marketing. There are also a small number of farming and retail activities. Trading in the Parish tends to be characterised by one or two person businesses without a significant demand for employed labour. On the edge of the Parish are hotels and other services, which do have a high employment demand. The level of internal demand does not have a significant impact on the results of this Parish Plan.

## Action Points

- Set up and maintain a planning group of the Parish Council
- Maintain links with MHDC Planning and Housing functions to ensure proper process and consultation on any future development proposals
- Consider developing a Village Design Statement for MHDC to adopt as a Supplementary Planning Document
- To ensure any future development in the Parish is consulted on as widely as possible.

## YOUR VISION FOR ALFRICK AND LULSLEY

# 9 young people

Following the completion of the 'Youth' questionnaire, the committee representatives met with a group of young people from the community who raised the following areas of development and a few concerns:

### **Recreation/Village Hall**

The majority of the young people wanted a Parish Youth Group based at the Village Hall. It was not a priority to improve the Hall, but to improve the activities and events within it, for example, they would like to see table tennis, a video room and meeting/social rooms.

The main ideas received didn't focus just on the village hall itself, but also for activities outside the Hall – basketball was very popular and although both rugby and football were supported the more popular would be to have football goals. Picnic tables and boules were voted for; however an area of lighting was not in demand enough to make it an issue. Dog fouling was felt by all to be a strong smelling problem and the majority agreed that this needed to be solved.

### **Environment**

The group confirmed the findings of the youth questionnaire that environmental issues were not a high priority.

### **Highways and Transportation**

This was a large issue and respondents not only answered this section but nine people commented as a problem the lack of a bus shelter which was clearly in demand. Another problem was the road quality with many comments on the bad condition of the highway with potholes, bumps and poor visibility. Speed was also raised in the discussion and many felt that the buses were too slow, which gave rise to requests for increased speed limits.

### **Communications**

The feedback from the questionnaire was that Young People were not aware of where the Parish Notice Boards were. This may be because the boards have not contained relevant information for them and so they have not felt the need to find them. The questionnaire asked whether Internet cafes or public Internet was a need but this was not found to be a problem as many children and young people have access from home.

### **Public Transport**

There were issues about public transport, namely how difficult it was. There was a need for better timetabling on Saturdays to Malvern. It was suggested to provide more buses and better promotion to encourage young people to use public transport, for example, discount cards.

## 9

## YOUNG PEOPLE

**Summary**

After meeting people from the community the representatives met with Jenny Mundy from WCC 'YouthComm' to discuss a range of issues not mentioned in the questionnaire.

*Laura Cofield said that "this was extremely beneficial and more opportunities should be provided for young people to meet to voice their views and achieve results from this Plan".*

**Action Points**

- Identify support (from young people, adult volunteers and Youth Service) to establish a local Youth group.
- Identify suppliers and costs of outdoor equipment such as basketball hoops, football goals, picnic tables, and a boules pitch.
- Provide dog litterbins.
- Consult on provision of and location of a bus shelter.
- Improve condition of highway.
- Make representations to school bus companies to stick to agreed pick up/drop off times.
- Information relevant to young people to be prominently displayed and location of notice boards to be advertised.
- Lobby for more frequent bus services at weekends, preferably to Malvern.
- Better advertising of timetables.
- Investigate discount and concessionary fares and travel cards.

## YOUR VISION FOR ALFRICK AND LULSLEY

# 10 action plan

ISSUE	ACTION	PARTNERS	TIMESCALE	OWNER
General				
Statistics	Research statistics for the Parish and keep abreast of patterns of change including demography and of the economically active.	Parish Council, Worcestershire County Council.	Short-term	Parish Council
Education and Life-Long Learning	There were no action plans identified.			
Environment				
Use of footpaths	Support the Parish Paths Warden by organising local information-gathering procedures. The Parish Council to direct the County Council footpath grant spending towards improving signposting and access.	Parish Council, Worcestershire County Council.	Medium-term	Parish Council
Lighting	Propose guidelines for the location of security lights based on environmental health guidelines and inform all householders of these.	Parish Council	Medium-term	Parish Council
Green Roads	Enter into dialogue with users of green lanes to understand uses and needs and consider as appropriate.	Parish Council	Long-term	Parish Council
Community work	Produce an information leaflet, to explain 'Letts' and 'Barter' schemes, for notice boards.	Parish Council	Short-term	Parish Council
Recycling	Pursue opportunities to promote more recycling.	Parish Council, Malvern Hills District Council	Short-term	Parish Council

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## ACTION PLAN

ISSUE	ACTION	PARTNERS	TIMESCALE	OWNER
Highways and Transportation				
Traffic speed	Consider available traffic calming measures, including advisory speed-checking radar device, and consult with the community on proposed action.	Parish Council, West Mercia Police	Medium-term	Parish Council
Speed of the school buses	Contact the school bus provider regarding the concerns raised about the speed and driving standard of the schools bus.	Parish Council, schools bus providers	Short-term	Parish Council
Road maintenance	Work with the highways authority to seek improvements to the standard of road maintenance.	Parish Council, Highways Authority, Malvern Hills District Council	Medium-term	Parish Council
Horses	Investigate and publicise best practice in road safety; investigate the feasibility of awareness seminars for local residents and rider safety training for local riders.	Parish Council, Highways Authority, British Horse Society	Medium-term	Parish Council
Public transport	Actively promote the availability of public transport and specifically the Sphere bus service.	Parish Council, local bus companies, Sphere	Short-term	Parish Council
	Facilitate further public debate on local transport needs.	Parish Council	Medium-term	Parish Council
Health and Other Services				
Lack of nearby NHS dental practice	Ascertain feasibility of extension of Knightwick Surgery to include NHS dental surgery.	Parish Council, local primary health trust	Medium-term	Parish Council

## 10

## ACTION PLAN

ISSUE	ACTION	PARTNERS	TIMESCALE	OWNER
Lack of mains gas supply	Contact the utility company to determine the feasibility and cost of a mains gas supply. Publicise the information with a view to stimulating local debate and seek feedback as to the level of interest.	Parish Council, Gas utility	Medium-term	Parish Council
Emergency service location of rural dwellings	Explore, with the emergency services, the availability of GPS coordinates for each dwelling and advise the community of the results.	Parish Council, West Mercia Police, Hereford & Worcester Fire Authority, Local Ambulance Trusts	Medium-term	Parish Council
<b>Recreation, Leisure and Communication</b>				
Village Hall	Village Hall committee to continue investigations into relative costs of renovation and rebuild and undertake community wide consultation.	Village Hall Committee, Parish Council	Short-term	Village Hall Committee
	Village Hall committee, taking results of consultation into account, finalise and present finding to the Community and initiate redevelopment programme including planning and funding applications.	Village Hall Committee, Parish Council	Medium-term	Village Hall Committee
Communication	Explore and determine the feasibility of launching a community magazine and/or website.	Parish Council	Medium-term	Parish Council
	Provide feedback from community consultation on content and style to Sphere organisers.	Parish Council, Sphere	Short-term	Parish Council

## 10

## ACTION PLAN

ISSUE	ACTION	PARTNERS	TIMESCALE	OWNER
<b>Planning and Development</b>				
The extent, type and density of any additional housing build	Set up, and maintain, a planning Group of the Parish Council.	Parish Council	Done	Parish Council
	Maintain links with MHDC Planning and Housing functions to ensure proper process and consultation on any future development proposals.	Parish Council, Malvern Hills District Council	Long-term	Parish Council
	Request that MHDC adopt the planning Group recommendations on a Village Design Statement as Supplementary Planning Document.	Parish Council, Malvern Hills District Council	Medium-term	Parish Council
	To ensure any future development in the Parish is consulted on as widely as possible to ensure it has broad community support. This can be actioned through the MHDC Statement of Community Involvement.	Parish Council, Malvern Hills District Council	Long-term	Parish Council
<b>Young People</b>				
Recreation/ Village Hall	Identify support (from young people, adult volunteers and Youth Service) to establish a local Youth group and meeting place.	Parish Council, Village Hall Committee	Short-term	Parish Council
	Identify suppliers of outdoor equipment such as: basket ball hoops, football goals, picnic tables, boules pitch.	Parish Council	Medium-term	Parish Council
	Provide dog litter bins.	Parish Council	Medium-term	Parish Council

## 10

## ACTION PLAN

ISSUE	ACTION	PARTNERS	TIMESCALE	OWNER
Highways and Transportation	Consult on provision of, and location of a bus shelter.	Parish Council, Highways Authority, local bus companies	Medium-term	Parish Council
	Improve condition of highway.	Parish Council, Highways Authority	Medium-term	Parish Council
	Make representations to school bus companies to stick to agreed pick up/drop off times.	Parish Council, schools bus providers	Short-term	Parish Council
Communications	Information relevant to young people to be prominently displayed and location of notice boards to be advertised.	Parish Council	Short-term	Parish Council
Public Transport	Lobby for more frequent bus services at weekends, preferably to Malvern.	Parish Council, local bus companies	Medium-term	Parish Council
	Better advertising of timetables.	Parish Council, local bus companies	Short-term	Parish Council
	Investigate discount and concessionary fares and travel cards.	Parish Council, local bus companies	Medium-term	Parish Council

## YOUR VISION FOR ALFRICK AND LULSLEY

# 11 the next steps

This Parish Plan contains a number of action points on which a number of organisations have been asked to deliver. These must now be followed through, and the responsibility for this rests with the Parish Council. The Parish Council will take action where appropriate with partner organisations, monitor progress, consult with the community and promote its achievements. The Parish Plan will be updated, and added to, quarterly at Parish Council meetings and published on its web site and notice boards.

For you as a resident the process has only just begun and, as indicated in the introduction, there are a number of ways in which we hope this Parish Plan can be used. The important part now is for you to decide how you can assist, support, facilitate or engage with the actions and to feel proud of the Parish you live in.

**YOUR VISION FOR  
ALFRICK AND LULSLEY**

# 12 acknowledgements and thanks

It was with great sadness that, two days after the Parish Plan Committee had agreed the final Parish Plan, Chris Benson, who had been a founder member of our team and the Chairman of the Village Hall Committee, died unexpectedly. Chris was a great supporter of village life and he contributed significantly to its success – he will be sorely missed.

and THANK YOU to:

The Parish Council

The Countryside Agency

Local groups and organisations

Faye Macleod (for her winning Logo)

Phil Ellis – [www.mosaique.co.uk](http://www.mosaique.co.uk)

and to all who have contributed by attending the open weekends or by completing a questionnaire.

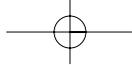
## YOUR VISION FOR ALFRICK AND LULSLEY

# 13 contacts

Worcestershire County Council	01905 763763
Malvern Hills District Council Contact Centre	01684 862151
Clerk to the Parish Council, Mr Geoffrey Brewin	01886 821386
Church of St Mary Magdalene, Church Wardens	01886 821302/833483
'Sphere' magazine, Editor	geoffwright@care4free.net
Ravenshill Woodland Reserve	01886 821661
Knapp Paper Mill and Reserve	01886 832065
Tennis Club, Membership/key, Mrs P Empson	01886 832924
Village Hall, Keys and Bookings, Mr R Larder	01886 832049
WRVS 'Thursday Club' (for retirees), Mrs P Empson	01886 832924
Gardener's Club, Mrs M Raine	01886 884276
Annual Horticultural Show and Fete, Mrs B Lewis	01886 832659
Swan Alfrick Cricket Club	01886 832941
Women's Institute, Mrs G Mansell	01886 884234
West Mercia Constabulary, Beat Manager PC Nauls	08457 444888
Neighbourhood Watch Co-ordinator, Paul Leopald	01886 821688

[www.upyourstreet.com](http://www.upyourstreet.com) – a source of free, local information on the internet.

[www.statistics.gov.uk](http://www.statistics.gov.uk) - The Office for National Statistics (ONS) is responsible for producing a wide range of economic and social statistics. It also registers life events and holds the decennial census of the population.



**YOUR VISION FOR  
ALFRICK AND LULSLEY**

**14** feedback  
sheet

If you would like to offer any feedback about the Parish Plan, are prepared to offer help or assistance or if you would like to raise an issue to the Parish Council please complete this sheet, detach it from the Plan and send it to the address at the bottom of the page.

To enable a response to be sent please complete YOUR CONTACT DETAILS:

Name: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Telephone Number: \_\_\_\_\_

Email address: \_\_\_\_\_

**PLEASE RETURN TO: Clerk to the Parish Council, Geoffrey M Brewin,  
Whistlewood House, Lulsley, WORCESTER WR6 5QT**

