

Wick 2030 10 Year Plan – Proposal to Wick Parish Council

Background

Wick Parish Council decided that it would be of benefit to produce the next edition of the Wick 10 Year Plan building on the progress of the 2010-2020 version. The importance of the 10 Year Plan is that it presents an insight into the aspirations for the parish from within the village community, essentially setting out the vision for how the community wants to develop, and identifies the action needed to achieve this. It plays an important role in informing the relevant local authorities about which issues we'd like to tackle, what our parish priorities may be and also provides an understanding of what we as a community could potentially deliver ourselves.

Reporting to the Parish Council, a small group of residents drawn from various sections of the parish have subsequently worked together for the last 2 years to explore and develop a range of 'proposals' that formed the next iteration of the Plan and which fairly represent the views of the wider Wick community. The process is explained below along with the proposed 'priorities for implementation' which are based on feedback from the questionnaire.

The Process

To ensure that everyone in the parish was given an opportunity to say what they think about the social, economic and environmental issues affecting the community and how they'd like to see these improved in the future, it was agreed that a questionnaire should be prepared to collect and evaluate this information. Prior to compiling and distributing the questionnaire within the village community, the working group spent time identifying and discussing the importance of future and emerging issues such as climate change, electric vehicle technology, sustainable building options, etc and the potential that these things might have to impact on village facilities/requirements over the next 10 years. Due consideration was also given to the importance of previously successful initiatives as well as current village initiatives which were discussed in terms of any potential to review, refresh or develop these.

The questionnaire was distributed in March 2022, and achieved a response rate of 25%, primarily from people in the 50+ age category. Overall, the response rate is a little low but one conclusion could be that the other 75% of the community feel that the 'village and its facilities work for them'. It is worth noting that there was a definite lack of engagement from villagers who are geographically located on the opposite side of the B4084 Evesham Road. Additionally, it would have been good to have provoked more feedback from the 10-49 age categories, but given the older demographic profile of the community as a whole, the lower response rate from the 10-49 categories may in fact proportionately represent the views of these minority age groups.

Proposals / Priorities for Implementation

In the main, Wick villagers appear to be content with the direction of travel that Wick is taking, and consider themselves to be lucky to have access to lots of facilities within a relatively small geographical area. Within the village, there is little appetite for significant change, and most respondents choose to live in Wick because it provides the character and charm of a community, rural village. That being said, the following observations and actions are proposed as part of the new Wick 10 Year Plan:

ENVIRONMENT:

1. **Crime:** 98% consider Wick a safe place to live, despite some minor crime issues in the last 5 years. There is regular engagement with the Community Police Officers supported with an active Neighbourhood Watch Scheme which will continue as part of the new 10 Year Plan.

Action: Wick Parish Council to continue to liaise with District Police Services and District Council

Services to ensure community is fully briefed and aware of all relevant matters.

2. **Housing:** The majority of respondents believe that the current housing stock is adequate, with a few suggesting that an increase in affordable housing would be welcomed. Given that most of the developable land within Wick lies either within the boundary of a designated Conservation Area or is classified as agricultural land, there is limited if indeed any opportunity to build new houses in the village in the future.

Action: Wick Parish Council to continue to liaise with District Council Planners to ensure that modifications to existing properties remain sympathetic with the character of the village, and where appropriate/affordable, energy efficient solutions are encouraged.

3. **Flooding:** It is widely acknowledged that the existing flood management plan remains robust and the community flood response team/process works well.

Action: Wick community/residents to identify and train additional volunteers to supplement the existing flood response team should future flooding events become more regular or worse during the next 10 years.

4. **Lighting:** There is no appetite to introduce street lighting to the village.

ACCESS

5. **Footpaths:** Generally, the provision and maintenance of footpaths in and around the village of Wick itself is particularly good. There is however an identified need for the footpath between Timber Lane and Cooks Hill (B4084) to be improved.

Action: Note - this is a current project being progressed by the Wick Parish Council.

6. **Public Rights of Way/Footpaths:** The village will endeavour to defend the local village footpaths to ensure that all of the existing designated routes remain accessible and safe to villagers and visitors to Wick. This is an important facility for Wick residents of all ages.

Action: Wick Parish Council will liaise with County Council (Highways Division), District Council and land owners to ensure routes do not become blocked, dangerous, inaccessible or disappear. Also, consider opening up new routes around the village.

7. **Vehicle Parking:** On-street parking in Wick is limited, but is considered adequate given that there are no obvious places in the village to create additional parking areas due to the classification of land usage.

Action: Wick community/residents to encourage all to park considerately and not to block access for those pedestrians with mobility issues, etc.

8. **Speeding:** Concerns were raised about vehicles speeding along village roads. Especially mentioned were those parts of Yock Lane and Wyre Lane which are subject to the National Limit of 60 mph and have no pavements but seeing an increase in both traffic and pedestrian numbers.

Action: Wick Parish Council to continue to liaise with County Council (Highways Division) to explore potential solutions.

9. **Electric Vehicles:** Half of those responding to the questionnaire indicated their intention to move to an electric vehicle within the next 7 years. They further indicated that these vehicles will be charged at home.

Action: Wick Parish Council to regularly review numbers over the next few years, to assess any potential requirement for upgraded electrical connections into the village.

- 10. Bus Services:** There is a reducing use of bus services within the village, and there is no evidence to suggest this position will change. Given the significant 'transport funding issues' across the county of Worcestershire, it is not unreasonable to expect to see a reduction in the current services or indeed for these bus services to stop completely in the future.

Action: Wick community/residents to continue to develop and implement a strong network of 'community support services' to assist those residents within the village who need support with shopping, prescriptions or transport to a range of appointments.

SOCIAL EVENTS, CLUBS & FACILITIES

- 11. Clubs & Societies:** Wick benefits from being a small but sociable rural community, with 77% of the respondents expressing a desire to socialise in Wick or willing to travel to neighbouring parishes to attend an event. (Note: In response to the Questionnaire, existing Clubs & Societies held 'refresher' event in 2022). There is an identified issue in terms of having enough people in Wick to run existing events as well as to develop and run new Clubs & Societies. Larger community events such as the Jubilee Party and the Wick Fete have been hugely successful, attracting large numbers, but again, willing volunteers are needed to facilitate and support these activities are limited.

Action Plan: Wick Parish Council to investigate the potential to tap into existing activities in neighbouring parishes and explore the options to pool resources to establish and facilitate new activities.

- 12. Playground:** This is considered to be an important and valuable village facility and is a definite requirement for the future. There are regular community funding events in place which support the maintenance and improvement of this facility along with financial contributions from the Parish Council budget.

Action Plan: Wick Parish Council to confirm the extension of the existing Land Lease with land owner and then consider future development of the playground.

- 13. Wick Club:** This remains the favourite location for village events, with weekdays and weekday evenings the preferred slots.

Action: Community, residents & Wick Parish Council to continue to support and promote this as a 'preferred' event venue.

- 14. Wick Church:** Being at the very centre of the village, it is possible that the Church could be used to facilitate a greater number of 'non-religious' activities and events in the future. It is felt however, that there would need to be a number of modifications made to the building to support this. The installation of toilet and kitchen facilities, while being a major project, remain a future ambition of the Parochial Church Council.

Action: Wick Parish Council to further investigate use of Church with Rev Claire Lording, assuming no modifications are possible.

- 15. Village Christmas Tree:** In December 2022 a tree was erected in the Churchyard to enhance community spirit, acting upon suggestions within Survey responses. Funds were raised from villagers, Parish Council, the Club and Church. The remaining balance of monies received were donated to the Playground fund.

Action: Wick Parish Council to consider contributing towards cost of Village Christmas Trees in future years.

COMMUNICATION

- 16. Welcome Pack & Community Information:** 86% of respondents think a 'Welcome Pack' for new residents is a good idea, and a draft of this has been prepared for consideration. Existing sources

of information such as the Notice Boards, Wick News, and Parish Website remain the preferred information delivery options.

[Action Plan: Wick Parish Council to endorse and own the Welcome Pack and to make existing sources of information electronically accessible and interactive for users.](#)

- 17. *Group Social Calendar:*** A combined Calendar of events arranged by Clubs was favoured by a large number of respondents. A quarterly Calendar is now placed on Noticeboards.

[Action Plan: Wick Parish Council and other village organisations to continue to support.](#)

- 18. *Wick News:*** This continues to be the most regular and popular newsletter in the village, providing up to date information on activities, events and support groups.

[Action Plan: Wick Parish Council to make this available on the Parish Council Website and continue to support the development of relevant and new content.](#)

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