

Still to be created

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Authors' Note

This Parish Plan has only been made possible because of the high level of participation by Welford residents in the Village Appraisal Survey. The Steering Committee has gone to great lengths in order to ensure that the consensus views of the Village community have been accurately reflected in the issues recorded, which in turn determine the possible solutions and future action.

The responses to the Survey were analysed by an independent specialist firm and their report was produced in chart and tabular format. Many of the charts have been included in the Parish Plan in order to assist the reader's understanding of what has been written. Charts not considered necessary to support the text have been omitted in order to keep costs down but these can be seen by application to the Parish Clerk.

Readers are reminded that whilst some Survey questions required respondents to "tick one box only", many questions asked respondents to "tick all boxes that apply". In these cases the total "responses" to the question will exceed the number of "respondents" and so the Steering Committee has shown the number of respondents adjacent to the relevant charts. (e.g. In the section on 'Housing' dealing with residents' opinion on categories of future housing provision 776 respondents gave 1666 responses covering 8 different types).

Readers will also note that the number of respondents in the 'Public Utilities' section is lower than for most other sections. This is because the questions relating to public utilities were located in the Household Section of the Appraisal Survey where a single response per household was required rather than a response from each household member.

The Steering Committee members would like to express their grateful thanks to everyone who has participated in the various stages leading up to the publication of Welford's first Parish Plan and hope that it will be of great help to future Parish Councils in carrying out the wishes of the Village Community.

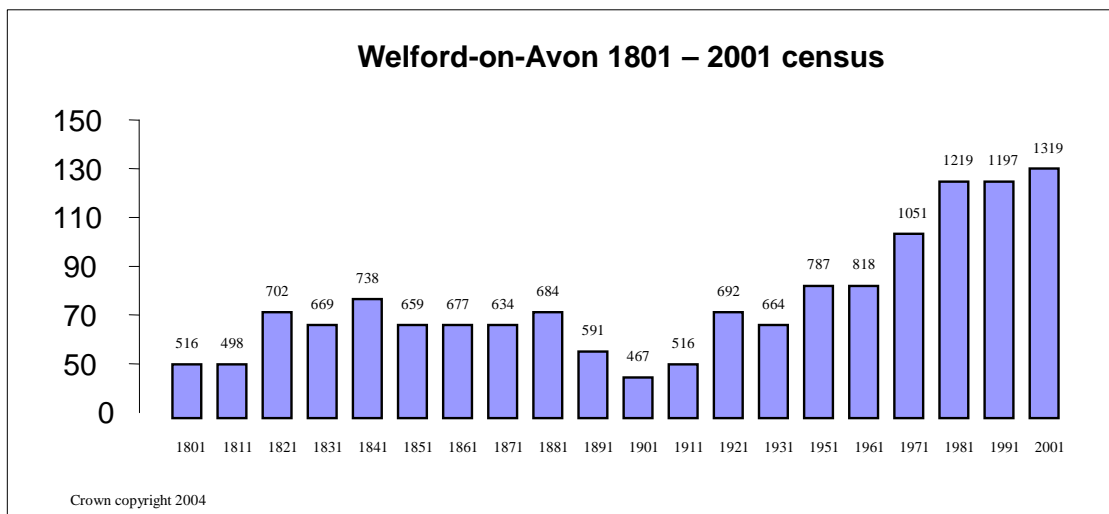
Parish Plan Steering Committee
April 2007

Introduction

Mentioned in the Domesday Book but with origins dating back much further, the development of Welford has taken place over many centuries. The oldest listings of well-known landmarks include the first Church built on the site of St Peter's during the 12th century, the Southern portion of Binton Bridges (C13th), and the Maypole site (C14th). The 17th century saw the introduction of the many timber-framed cottages and the Wesleyan Chapel was constructed late in the 18th century.

The road system as we know it today was also largely in place by 1800. The original village school was built in Victorian times and housed the first Parish Council meeting in 1894. More recently the Memorial Hall building was erected in 1924 and the Allotments Trust was established in 1940. The Conservation Area containing 65 listed and 80 non-listed buildings was designated in 1969.

Formerly part of Gloucestershire but now a Warwickshire village since 1931 Welford, like most rural parishes, has its historical roots firmly based in agriculture and is still bordered by predominantly arable farmland, with commercial horticulture also very much in evidence. The population will have grown quite slowly until it reached 516 at the time of the first census in 1801. By 2001 it had grown by a further 250% to over 1,300 with the fastest growth rate occurring since the 1960's.



Today the Village is fortunate in having many excellent features in the form of facilities, clubs and societies and with a history of many successful community achievements. There are however, other facilities, services or activities that it either lacks or which residents would like to see changed or improved. Also, like most communities, it is experiencing continuous change, especially in recent years. Nowhere is this more evident than in traffic and population growth, employment and transport patterns, and with the difficulties caused for some local people by the high cost of housing.

It is for these reasons that Welford Parish Council decided to instigate the production of a Parish Plan. Essentially such a Plan encompasses the consensus of local opinion in terms of what residents like and do not like about their village. It records what they want to see retained, protected, changed, modified or removed and what they would like introduced, whether it is a service, amenity, practice or policy.

At its launch in May 2006 the Parish Plan was described as – “A process by which a parish can plan for the future and influence the development of the community”. Fundamentally it is about the long-term sustainability of the community in terms of such matters as the provision of amenities, services and housing, the environment, traffic management, education and many other matters that contribute to maintaining a balanced society.

Parish Plans, once adopted, are taken into account by the District Council when considering planning applications and by various other authorities when addressing such matters as grant applications, traffic issues, bus services and the provision of amenities. A Parish Plan provides the Parish Council with valuable guidance when considering important and sometimes controversial issues on behalf of the local community and it also puts on record a permanent reminder of objectives for the medium and longer term which can easily be overlooked or eclipsed by short term priorities.

A Parish Plan is unlikely to satisfy everyone because in every community there is usually a range of opinion on any topic. However, if carefully constructed, it should provide all residents with the opportunity to express their views on local matters of greatest interest and concern. Even where a community expresses an overwhelming view on a particular matter it still may not always be possible for the Parish Council to deliver the required result because of financial, legal, physical or administrative constraints. Nonetheless, and despite these limitations, a Parish Plan should be of great help to the Village in meeting its aspirations and without a Plan the community may be more vulnerable to the imposition of unwanted initiatives.

The Parish Plan Process

The Parish Council agreed in February 2006 to create a Parish Plan. The initiative was launched at a public presentation in May and volunteers enlisted in June to form a Steering Committee. A Preliminary Questionnaire was distributed to all households in July in order to establish the topics of greatest importance to local residents and from the responses a 45-question Village Appraisal Survey was compiled, together with separate questionnaires for businesses, young people and children.

In December 2006 local volunteers delivered 534 appraisal survey forms and collected 444 completed forms resulting in an excellent response rate of 83%, making the survey a valid representation of local opinion.

The completed survey forms were sent unopened in December to a professional independent firm in order for the responses to be analysed and presented.

The results were returned to the Steering Committee during January 2007 and work commenced on drafting the Parish Plan in February. The finished draft was presented to the Parish Council on 29th April who subsequently adopted the Parish Plan on 5th June. Stratford District Council adopted it in mid-June 2007.

Throughout the process the Steering Committee has met each month and progress has been reported at Parish Council meetings and reported in the Parish News with the Steering Committee minutes posted on the Parish notice board.

Next Steps and Timescale

It is the responsibility of the Parish Council to ensure, where it can, that the changes and initiatives expressed in the Parish Plan are put into effect. Some actions and objectives will be easier to implement or achieve than others and resource or procedural limitations will mean that everything cannot be addressed at once. Progress with the implementation of the various topics contained in this Parish Plan will often take many months and in some cases years to bring about and will certainly extend beyond the membership of the current Parish Council.

For this reason it is not considered either fair or reasonable to tie this or future Welford Parish Councils down to specific timescale objectives in terms of precisely when a particular matter will be addressed, implemented or resolved. Priorities change and issues considered to be of low importance today may become more urgent tomorrow and vice-versa. The topics contained in this Parish Plan will be addressed in accordance with an action programme determined by the Parish Council. Some of the actions are both free standing and of sufficient urgency that they can and should be implemented as quickly as possible. These include traffic matters (especially speeding) and housing which the Parish Council has decided to address first. Other matters that may be more interdependent will need to be considered in the wider context of the future sustainability of the village.

In tackling issues raised in the Parish Plan the Parish Council will work with a variety of "partner" organisations such as the NHS, District and County Councils, the Police and Highways Authority, DEFRA, Housing Associations, funding bodies, local land owners, village working parties and volunteer groups.

Key Stages	
2006	
May	Public Launch Meeting
June	Steering Committee formed
July	Preliminary Questionnaire
Oct	Village Appraisal Pilot
Nov	Public Consultation
Dec	Village Appraisal Survey
2007	
Jan	Village Appraisal response analysis
Feb	Start of Parish Plan Design
April	Parish Council review
May	Stratford District Council review
June	Parish Plan Adoption
July	Public Presentation
Aug	Publication / Distribution

Village Profile

From the responses to the Village Appraisal Survey the following picture of Welford has emerged:

The total Village population is around 1,300 and the split by size of household is shown on the chart to the right.

70% of households have access to the Internet and 93% of households have at least one car with 45% having two. Altogether it is estimated that there are over 900 private cars in the village.

Over a quarter of Welford residents have lived in the Village for less than 5 years and almost a quarter for over 25 years. A third have lived in the Village between 6 and 15 years.

Welford Households	
One person	21%
Two people	47%
Three people	9%
Four people	16%
Five people	6%
Six people	1%

Welford Primary School has 248 pupils. Of all the children of primary school age in the village 72% attend Welford School with the remaining 28% split equally between State and Private schools outside the village. The overwhelming majority of respondents reported that they had been able to secure a place at Welford School for their children. Less than 3% reported that their children had not been able to obtain a place.

Children up to the age of 17 make up 21% of the village population with 53% aged between 18 and 64 and 26% aged 65 and over.

Regarding the division by gender, the balance between males and females varies by age group but for the village as a whole the gender split is almost equal.

Retired people make up the largest group accounting for one third of all respondents. Almost three-quarters of all employed people work outside the village with over half of these travelling more than 10 miles to their normal place of work. Of the quarter that work in the village, most are self-employed working from home.

Population	
Age	Number
0 – 4	44
5 – 10	74
11 – 15	74
16 – 17	26
18 – 24	39
25 – 44	182
45 – 59	226
60 – 64	113
65 – 74	161
75 – 84	90
85 +	21

Occupation

Employee (f/t or p/t)	25%
Self-employed (self only)	10%
Self-employed (employer)	7%
Unable to work (sick/disabled)	2%
Not employed	1%
In education	11%
Housewife/husband	10%
Retired	33%

Within the self-employed group there is no dominant business category with the two largest being agriculture/horticulture and building/construction.

Almost half of all respondents attend either St Peter's Church or the Methodist Chapel during the course of a year with 94 people attending a service weekly.

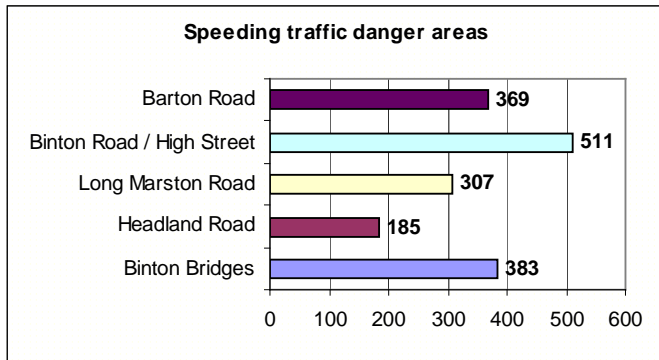
Residents who lived in the village during Easter 1998 were asked to report if they had experienced flooding. Eighteen said that they had experienced flooding either inside or under their property with a further 43 having had flooding nearby.

Regarding residents' perceptions of their representatives' awareness of local concerns and feelings, 90% believe that Parish Councillors are either "fully aware" or "quite aware". The equivalent for the District/County Councillor and Local MP are 83%/65% and 41% respectively.

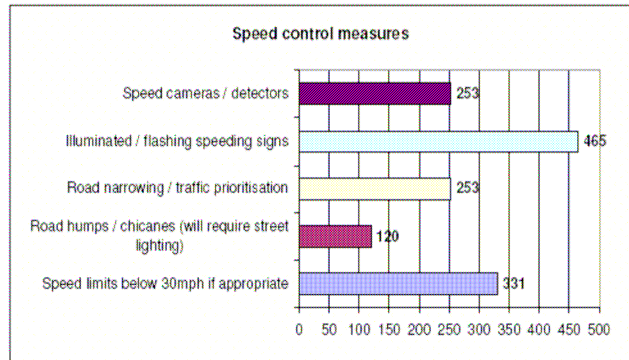
Traffic

Speeding Traffic

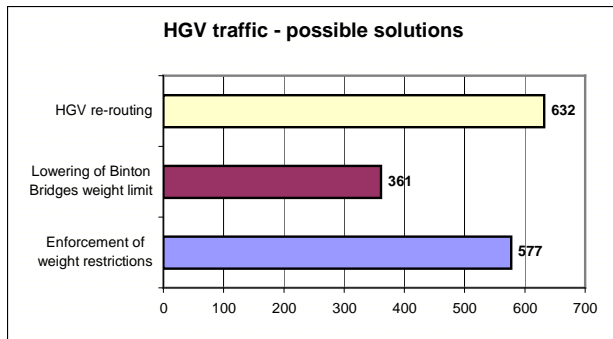
When the Preliminary Questionnaire was distributed in order to determine the matters of importance to the village, speeding traffic stood out as the issue of greatest concern. In the case of the principal roads through the village between 42% and 69% of respondents reported that they sometimes feel in danger from speeding traffic. Between 34% and 63% support a variety of speed control measures with illuminated / flashing speeding signs being the most popular.



Number of respondents: 737



Number of respondents: 743



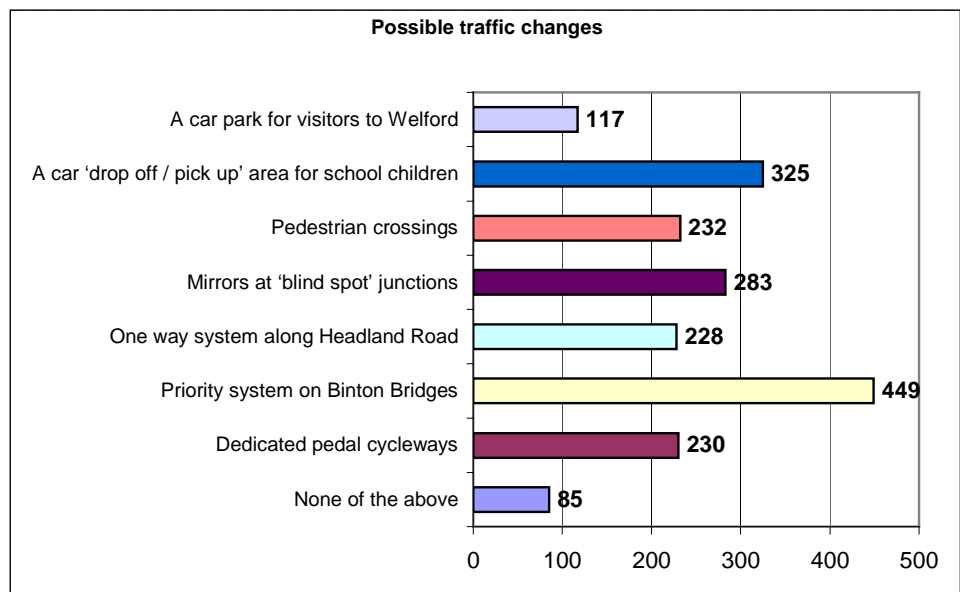
HGVs

With regard to concerns associated with the volume and size of HGVs travelling through the village over 70% of respondents support either re-routing or the better enforcement of weight restrictions

Number of respondents: 815

Other Traffic Matters

Respondents were asked to consider a variety of possible measures designed to improve safety and other traffic problems. Responses varied considerably as the chart on the right illustrates.



Number of respondents: 844

The Issues

- Speeding traffic
- Dangerous driving
- Volume and size of HGVs
- Volume of cars and parking near school

Possible Solutions

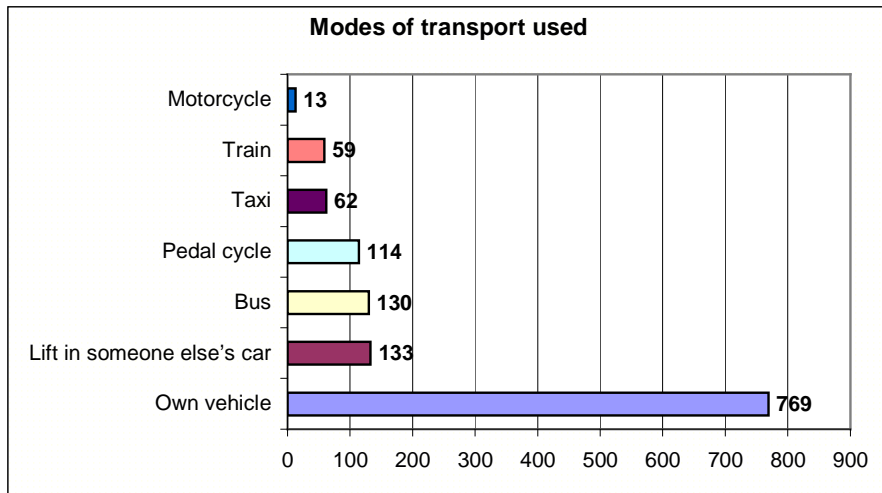
- 30mph speed limit throughout village
- Speed limit enforcement measures
- Traffic calming on main routes through village
- Reduced numbers and size of HGVs using village roads
- Priority traffic routing in selected areas
- Reduced volume of cars dropping off / collecting children from school
- Increased pedestrian safety
- Walking and cycling initiatives

Actions

- Introduce 30mph speed limit (or lower in selected areas) on all roads in Welford
- Determine if the following roads qualify for speed enforcement measures: Binton Road / High St / Long Marston Road, Barton Road, Headland Road
- Parish Council to work with partners (including Welford School) to determine the feasibility of options to:
 - Implement speed enforcement and traffic calming measures
 - Reduce the volume and size of HGVs using village roads
 - Reduce the volume of cars dropping off / collecting children from school
 - Introduce traffic priority arrangements in selected areas
 - Improve pedestrian safety
 - Introduce cycle paths / lanes
 - Introduce a Community Speed Watch Scheme
- Raise awareness of traffic issues with parents of school children

Photograph

Transport

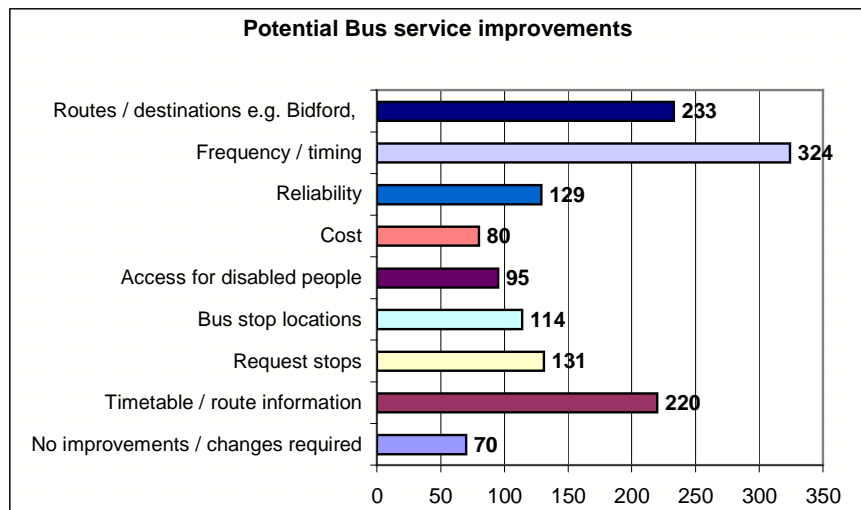


This chart shows that 86% of Welford residents travel by car.

For those who are dependent on public transport the responses to the Village Appraisal Survey demonstrate that the current bus service would benefit from improvements

Number of respondents: 896

The bus service improvements portrayed in the chart below show that despite the high incidence of travel by private car, 58% of respondents feel that the frequency and timing of buses needs to be improved with 41% of respondents expressing similar concerns regarding the routes and destinations. More than 39% require more information about the existing services.



Number of respondents: 561

Voluntary Transport

There is already an established voluntary scheme in Welford whereby car owners give lifts to others and 25% of respondents either provide this service already or have indicated their willingness to do so. This would seem to be more than adequate to meet the demand since 90% of respondents stated that they would hardly ever use such a service and only 2% claimed to use the service on a weekly or monthly basis.

Photographs

The Issues

Bus Service

For the small percentage of residents who depend upon public transport, the bus service presents them with significant concerns as follows:

- Frequency and timing
- Routes and destinations
- Timetable / route information
- Reliability of service

Possible Solutions

- Transport services that meet travel needs
- Appropriate timetable / route information
- Improved access to public transport

Actions

Review all transport schemes in order to improve existing arrangements and introduce additional alternatives where feasible.

Investigate grant aid opportunities.

Work with Bus companies to:

- Improve the frequency, timing and reliability of the bus service
- Determine the feasibility of introducing new routes / destinations
- Provide better timetable / route information
- Co-ordinate services with other towns / villages
- Provide request stops
- Give greater publicity to the bus service

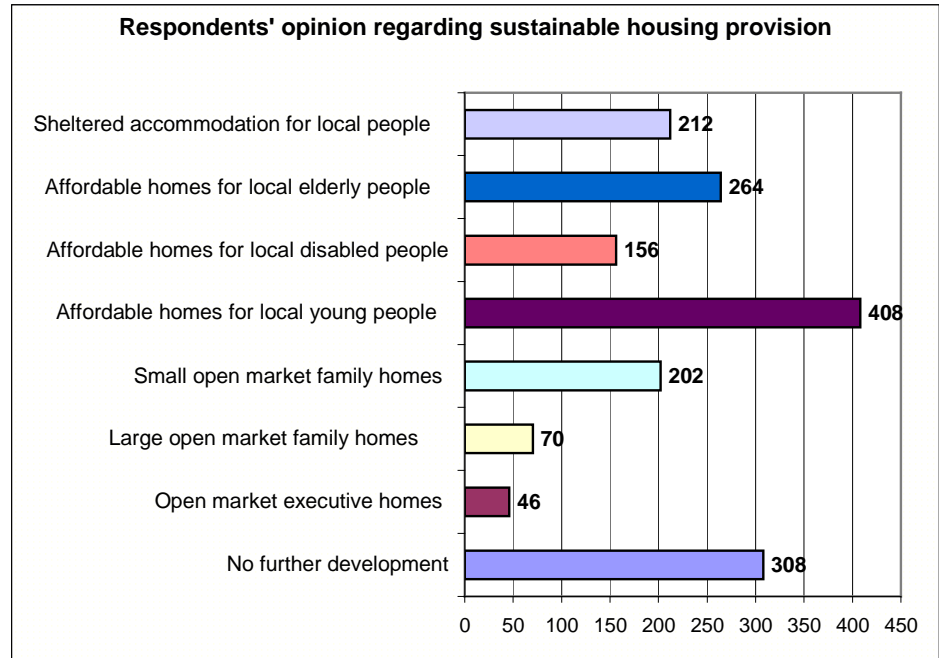
Photographs

Housing

Housing provision, as mentioned in the introduction, is one of the factors that contribute towards the maintenance of a sustainable and balanced community. The Village Appraisal Survey first asked residents for their opinions on categories of future housing provision. Almost 53% of respondents are of the opinion that affordable homes for young people would be appropriate whereas 40% of respondents do not believe that there is a need for any further housing in the village. Respondents' opinions regarding other possible categories of housing provision appear in the chart below.



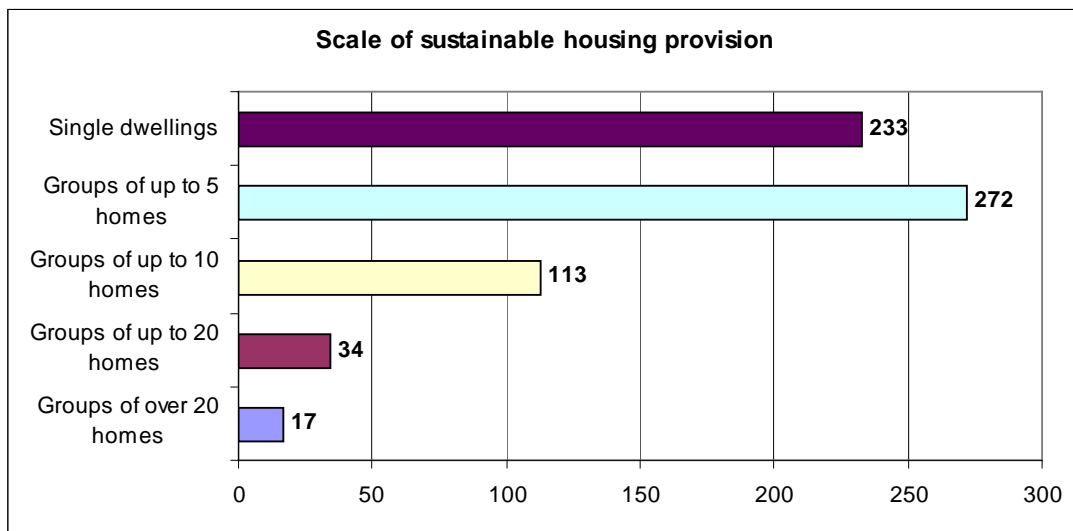
Respondents' opinions from the village as a whole do not constitute the housing need. However, the responses indicate that it is appropriate for the Parish Council to instigate on behalf of the community a Housing Needs Survey in order to quantify the housing provision needed by local people to sustain the future of the village.



Number of respondents: 776

Almost two thirds of respondents prefer any housing provision to be phased and over 90% would like the opportunity to express a preference with regard to its location if several locations are available.

If a housing need is identified by a future community led survey, the level of support for varying scales of housing development is shown in the table below. Three quarters of respondents indicated their support for single dwellings or groups of up to 5 homes. 17% of respondents would support groups of up to 10 homes. Respondents' support for larger groupings of up to and over 20 homes was 5% and 3% respectively.



Number of respondents: 669

The Issues

- Sustainable housing provision
- The size of any future housing development
- The phasing of any future housing development
- The choice of location of any future housing development.
- Ensuring that any housing need is identified by the community and that any subsequent development has community support and participation

Possible Solutions

- Quantified housing needs of local people
- Small scale sites
- Realistically affordable housing that is permanently restricted to local people.
- Community led housing provision

Actions

In consultation with the community, District and County Councils, the Parish Council will:

- Arrange for an independent housing needs survey to evaluate the housing need for local people.
- Identify suitable land for housing development to meet a proven local need identified by the community in accordance with COM.1 SPD
- Ensure housing development meets an identified local need, is restricted to local people and in the case of affordable housing is genuinely 'affordable'
- Secure the involvement of appropriate housing association(s)



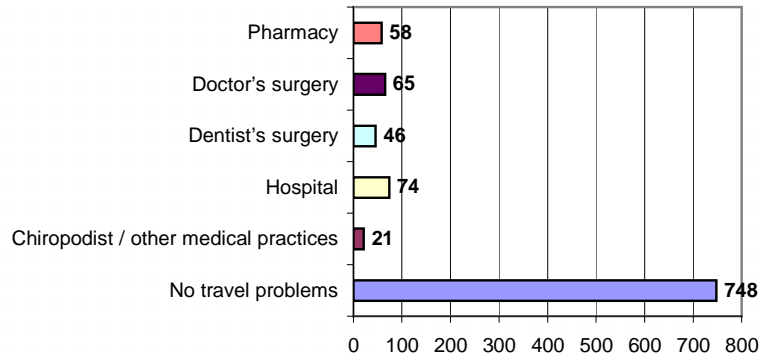
Access to Health Services

Most people do not encounter problems in travelling to health service providers, but for more than 1 in 10 of Welford residents the lack of readily available transport creates difficulties when coping with this important aspect of their lives

The Issue

- Difficulties travelling to health service facilities

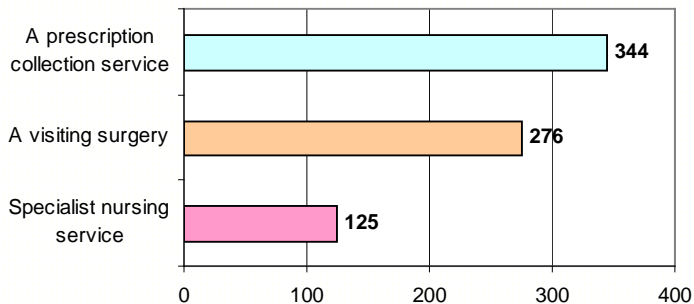
Transport to Health Services



Number of respondents: 846

Photographs

Use of Village Health Services if available



Number of respondents: 471

Possible Solutions

- Transport that enables people to travel to health services
- Health services in the village
- A 'drop off' prescription service

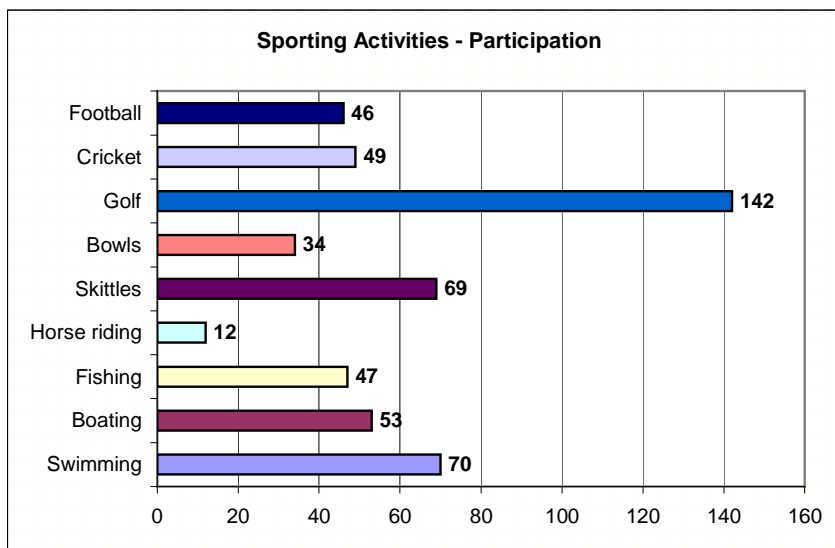
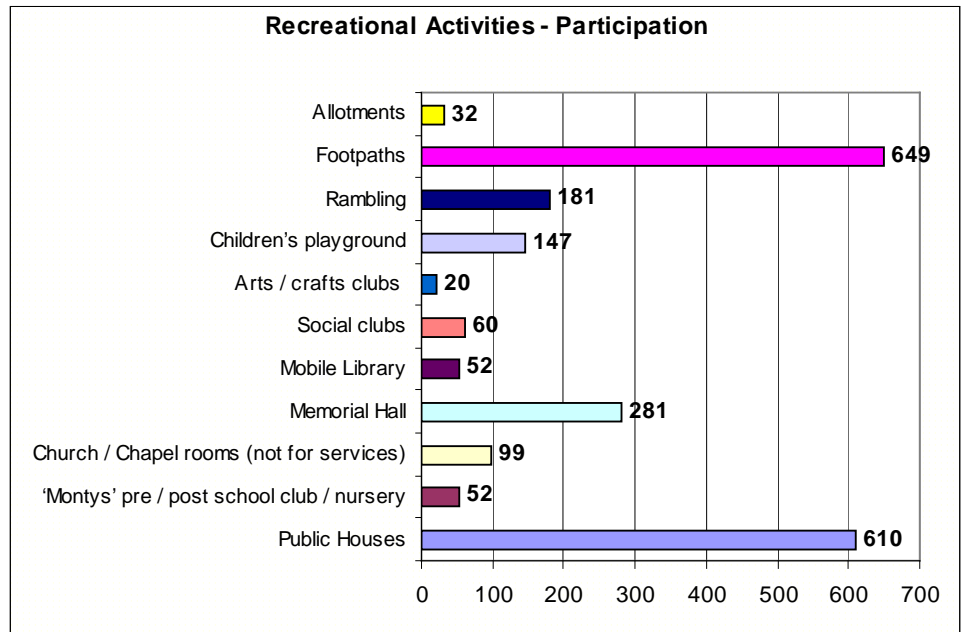
Actions

- Review existing transport schemes used by those with travel problems to identify where it is feasible to make changes to meet their requirements.
- Investigate and determine the feasibility of introducing some health services in the village

Recreation & Leisure

Of the 812 people who participate in recreational activities, 80% use the village footpaths and 75% use the public houses. By comparison, between 2.5% and 7.5% of respondents participate in arts / crafts and other social clubs and activities. The Memorial Hall is used by 35% of respondents with 12% using the Church and Chapel rooms.

Number of respondents: 812



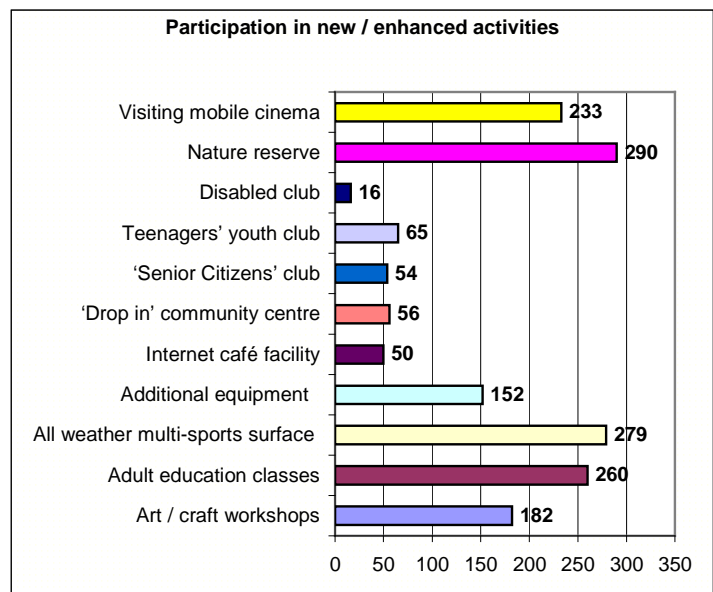
Of the 318 people who take part in sporting activities, 45% of respondents play golf and between 11% and 22% take part in the remainder. 4% participate in horse riding. Over 60% of respondents feel that they are not sufficiently well informed about what Welford has to offer in terms of clubs, societies, recreational facilities and events.

Number of respondents: 522

Almost 700 people indicated they would participate in or use other activities / facilities if they were available. The most popular are a nature reserve / wildlife area, an all-weather sports surface, mobile cinema, adult education classes and additional arts / crafts clubs. 22% of respondents favoured additional equipment on the existing children's playground.

Sixty one percent of respondents saw no need for an additional children's playground. However the Young People and the children's questionnaires indicated support for additional equipment on the existing playground.

Number of respondents: 699



The Issues

A requirement for:

- An all weather multi-sports surface
- Dedicated open spaces for leisure purposes

And in addition:

- Adult education classes and arts / crafts workshops
- Facilities / clubs for younger people
- Information about recreation & leisure activities
- Equipment on existing children's playground

Possible Solutions

- All-weather sports facilities
- Dedicated open spaces
- Adult education classes
- Arts / crafts workshops
- Facilities / clubs for younger people
- More information on activities
- Additional playground equipment
- Greater utilisation of existing facilities

Actions

- Determine the feasibility of providing:
 - An all weather multi-sports surface
 - A visiting mobile cinema
 - Additional children's playground equipment
 - Open spaces dedicated to Wildlife / Nature and other uses
 - Adult education classes
 - Additional arts / crafts clubs
 - More information about recreational & leisure activities

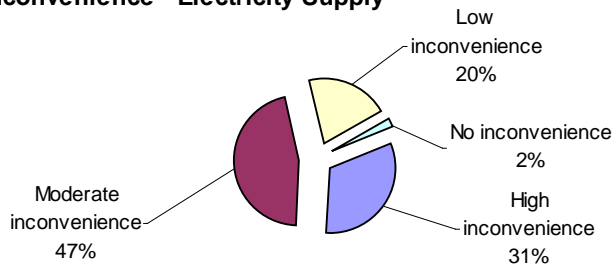
Work with:

- Appropriate Village committees to review the current usage and future potential of local existing facilities.
- Young people to establish a young persons' activity club (refer to Young People section)

Pictures to be added

Public Utilities

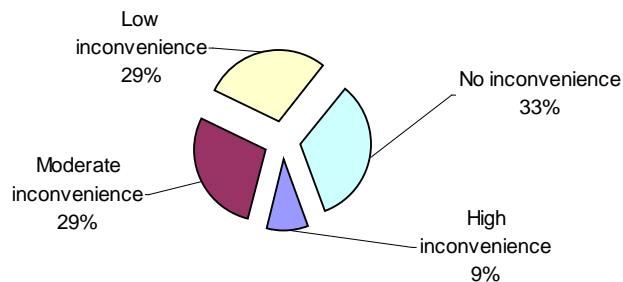
Level of inconvenience - Electricity Supply



Number of respondents: 440

When the electricity supply is interrupted 78% of households experience a moderate or high level of inconvenience.

Level of inconvenience - Water Pressure



Number of respondents: 439

Almost 38% of households experience a moderate or high level of inconvenience due to variations in water pressure.

Almost two thirds of households are not prepared to spend any money for a gas supply to be provided for the village. A little over a quarter of households were prepared to spend £500 with the remainder prepared to spend up to £2000.

Gas supply - residents' financial contribution



Number of respondents: 424

Street lighting

A narrow majority of respondents supported the provision of street lighting at locations where it could be beneficial such as junctions and street corners with 53% of households in favour and 47% against.

The Issues

- Interruption of electricity supply
- Low water pressure in some areas of village
- Village opinion divided over provision of street lighting at selected locations.
- Lack of mains gas supply

Possible Solutions

- More reliable electricity supply
- Improved water pressure
- Street lighting proposals for community evaluation
- Mains gas supply

Actions

Work with the appropriate service providers to determine the necessary steps in order to:

- Improve / upgrade electricity supply
- Improve / upgrade water supply
- Determine the feasibility (including cost per household) of providing a gas supply

Produce a range of street lighting proposals (including a nil option) for evaluation by the community.

Post Office

During 2005/6 and following a village postal survey the Parish Council looked into the possibility of re-establishing a village Post Office. Quite apart from the difficulty of securing suitable premises it became clear that a commercially viable plan for a stand-alone Post Office could not be achieved and no means of linking it to one of the Village's established businesses was apparent.

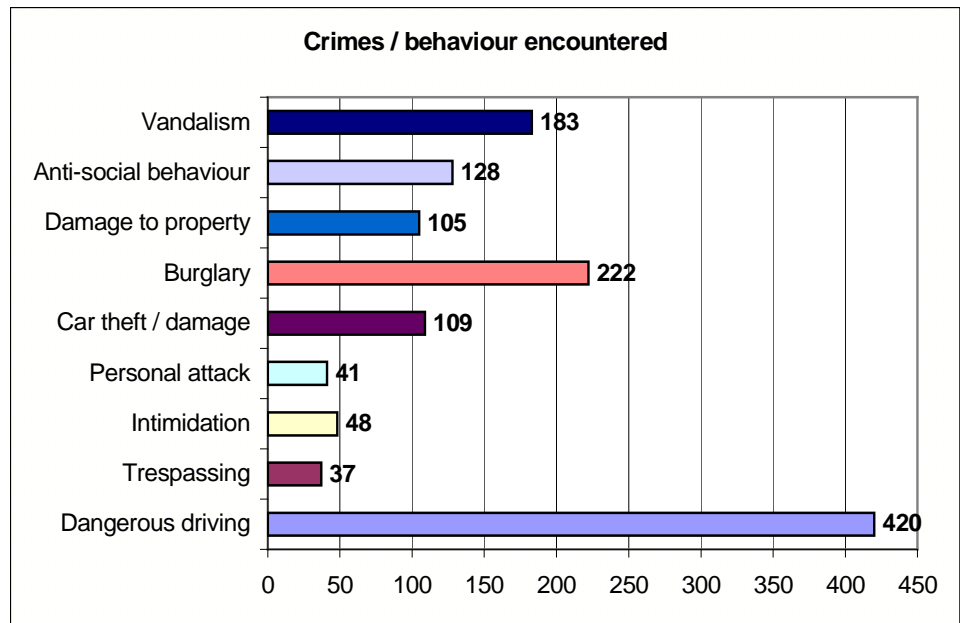
A third of respondents to the Preliminary Questionnaire expressed a wish for this facility to be re-instated in the Village. However, it has to be recognised that in light of an increasing number of traditional Post Office services being available from sources other than the Post Office and recent nationwide Post Office closures that this goal may to prove to be extremely difficult to achieve. In these circumstances it is considered that the only realistic course is for the Parish Council to continue to monitor and evaluate the situation.

Photographs

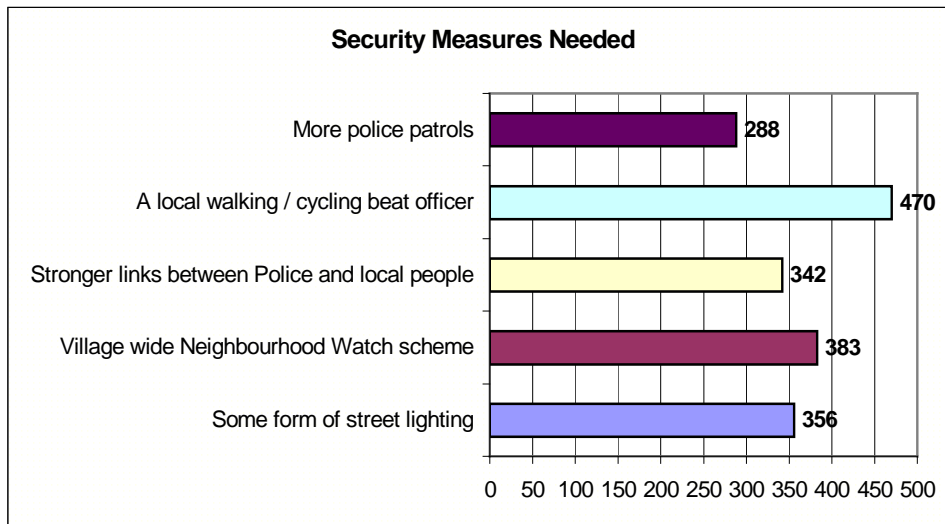
Crime & Disorder

Over two-thirds of people had encountered dangerous driving in the village during the previous 12 months and over one third had experienced or been made aware of burglary.

Between 18% and 30% of respondents had either direct experience or were aware of anti-social behaviour, vandalism or damage to property and/or vehicles.



Number of respondents: 619



Number of respondents: 800

This question generated a large number of responses to each of the security measures listed.

Of the 800 people who responded 470 (59%) favoured a walking / cycling beat officer, and between 36% and 48% supported the remaining choices.

The Issues

- Dangerous driving
- Burglary
- Vandalism & damage to property and vehicles
- Anti-social behaviour

Possible Solutions

- Enforcement of speed limits – (see Traffic section)
- Increased Police presence
- Village wide neighbourhood watch scheme
- Community / Police collaboration
- Some form of street lighting – (see Public Utilities section)

Actions

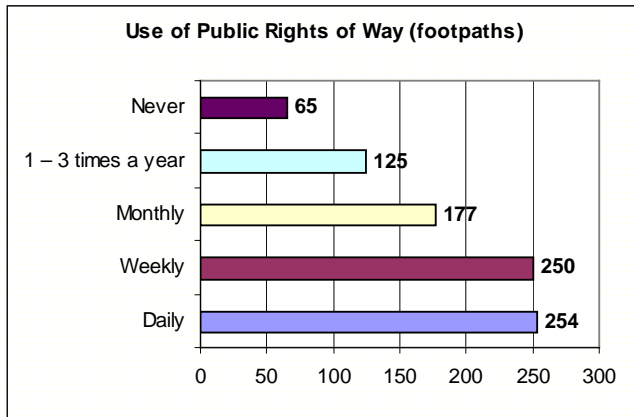
- Parish Council to work with the Police / Community to determine the feasibility of providing:
 - A local walking / cycling beat officer
 - A village wide neighbourhood watch scheme
 - Additional Police patrols
 - A Police/community collaboration forum
 - Community Speed Watch schemes - (see Traffic section)

Photographs

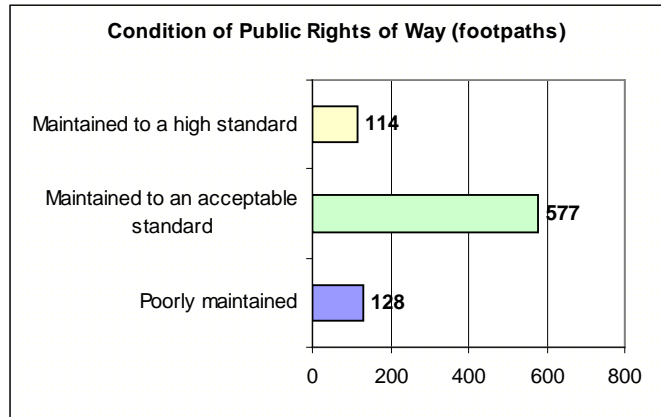
Local Environment

Public rights of way (footpaths).

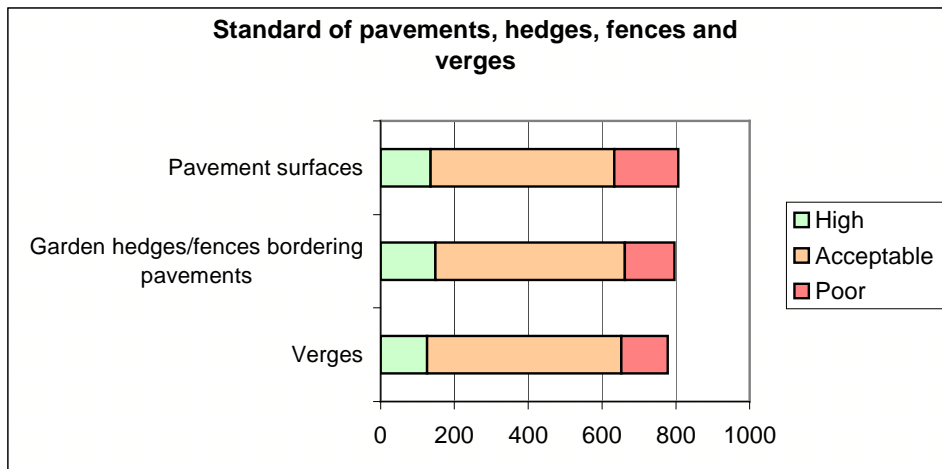
Welford has between 8 and 9 miles of public footpaths. Over 500 people use the village footpaths on a daily or weekly basis. A further 177 people said that they use the footpaths monthly. With regard to the standard of maintenance almost 85% of respondents feel that this is acceptable or high.



Number of respondents: 871



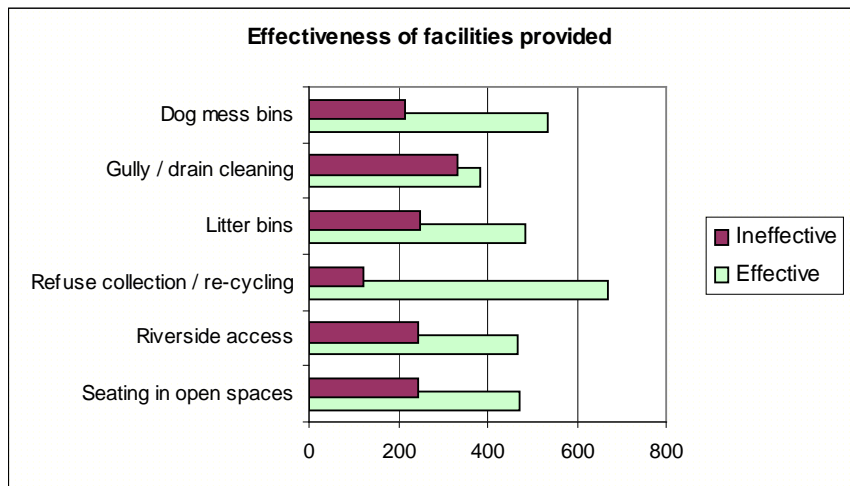
Number of respondents: 819



Approximately 80% of respondents regard the standard of maintenance of these facilities as acceptable or high.

Whilst 84% of respondents believe that refuse collection / recycling is effective, two-thirds would like to see additional recycling facilities located in the Village. In the case of gully and drain cleaning 46% of respondents believe it is not effective.

Other facilities (riverside access, seating in open spaces and provision of litter bins) all achieved similar scores with two thirds of respondents regarding these facilities as effective and a third regarding them as ineffective.



The Issues

- Local recycling facilities
- Maintenance of pavements
- Gully/drain cleaning

Possible Solutions

- Increased local recycling facilities
- Continuing improvements to the:
 - standard of footpath maintenance
 - standard of pavement maintenance
- Improved gully/drain cleaning



Actions

- Work with District Council to:
 - Introduce improved local re-cycling facilities
 - Improve the standard of pavements
 - Improve gully/drain cleaning service



Young People (age 11 – 18)

The Young People's questionnaire was completed by 79 respondents. They were asked to answer questions relating to the sports and hobbies that they currently enjoy, their views on the adequacy of activities and facilities available in the Village and what improvements they would like to see.

Sport	Responses
Football	36
Basketball/Netball	36
Tennis	29
Cricket	25
Swimming	14
Skateboarding/Rollerblading	14
Badminton	10
Other sports	61

The most popular sports are listed and, as can be seen by the chart, many young people enjoy more than one activity. The 61 'other sports' cover 26 different activities.

Hobby	Responses
Computing	46
Outdoor pursuits	34
Arts and Crafts	28
Drama	24
Dance	20
Martial arts	8
Drums / Music / Singing	8
Other hobbies	4

The most popular hobbies are listed and once again it can be seen that many young people pursue more than one activity.

Over 80% of young people feel that there are not enough activities and facilities for them in the Village.

New or enhanced facilities / activities	Responses
Youth Club	12
Other Clubs	11
Park (improved and / or one for older children)	8
Tennis courts	7
Misc Facilities/ Activities	45
Unspecified facilities / activities	20

When asked what improvements were needed there was a spread of diverse ideas with the most popular shown in the adjacent table. The 45 'Misc facilities / activities' cover 24 different topics.

Almost three quarters of respondents thought that having a Youth Committee in the Village to develop ideas for improvements would be a good idea with most saying that they would like to join in.

The Issues

- Insufficient facilities, clubs and activities for Young People

Possible Solutions

- Youth Committee
- Activity Clubs
- Multi-sports surface
- Youth / social club
- Improved facilities in park
- Mobile Cinema

Actions

- Work with young people, parents and appropriate youth organisations to determine the feasibility of:
 - Creating a Youth Committee
 - Establishing a number of activity / social Clubs
 - Constructing a multi-sports surface
 - Forming a Youth / social club
 - Improving facilities and equipment in the park
 - Arranging for a regular visiting Mobile Cinema

The opinions and wishes of young people regarding the provision of a multi-sports surface, a mobile cinema and improved facilities in the park / playground are supported by the response in the Recreation and Leisure section of the Village Appraisal Survey.

Photographs

Children (up to age 10)

The Children's questionnaire was completed by 65 respondents. They were asked what they thought were the best things and worst things about living in Welford and how the Village could be made better for themselves and their friends. They were also asked to say what additional clubs and activities they would like to see in the Village.

Best things about Welford	Responses
Rural features such as countryside, walks, park, river	52
Village ambience e.g. quiet, clean, nice, friendly	25
School and friendships (including nursery)	25
Activities and clubs e.g. Maypole dancing, football club	19
Other	34

The most popular features are listed and demonstrate the children's appreciation of the pleasant rural environment in which they live. The 34 'other best things' include 16 different items

Worst things about Welford	Responses
Traffic e.g. speed, volume & noise	25
Environmental hazards e.g. Dog mess, litter, poor footpaths	18
Lack of children's facilities and activities	18
Other	26

The three areas of greatest concern to children are traffic, dog mess, litter and lack of activities. The 26 'other worst things' cover 19 different items.

With a total of 155 positive comments and 87 negative comments the indications are that children have more good things than bad to say about Welford but there are clearly areas needing significant improvement.

Asked how they would make Welford better for themselves and their friends the children gave 128 responses of which 55% related to a better equipped park / playground and both indoor and outdoor activities / facilities.

Making Welford Better	Responses
Improved park facilities	38
More outdoor activities and facilities	32
More indoor activities and facilities	17
Other	41

There is a wide spread of suggested improvements with the three largest categories shown in the adjacent table.

Of the 49 indoor and outdoor activities and facilities proposed by the children Tennis was the most popular with 12 responses. The 41 'other ideas for making Welford better' consist of 25 different suggestions including cycle lanes, a pond and wildlife area.

The Issues

- Insufficient facilities, clubs and activities for children

Possible Solutions

- Improved facilities in park
- Indoor / outdoor activities
- Multi-sports surface

Actions

- Parish Council to work with parents, children and appropriate children's organisations to determine the feasibility of:
 - Establishing a number of indoor / outdoor activities
 - Improving facilities and equipment in the park
 - Constructing a multi-sports surface

Photos / drawings

Selection of photos and children's drawings

Local Business

The Business Section revealed that 68 respondents either own or operate a business in Welford and of these 52 are based at home. Ten businesses are engaged in agriculture / horticulture and a further ten businesses in building / construction which are the two most numerous local business categories. An estimated 175 people, including business owners, are employed by businesses in the Village with the pubs / restaurants employing most people followed by Building / Construction and then by Agriculture / Horticulture (inc. Arboriculture). Nine businesses reported difficulties with recruitment during the last 12 months. Over 90% of respondents regard their business premises as suitable.

Asked what business advice would be beneficial 22 said that they would find financial related advice useful; 20 would find marketing / management advice helpful and 17 would benefit from business start-up advice. Almost half of all respondents feel that their business would benefit by being listed in a local directory and website.

There were 25 respondents to the question asking how Welford could be improved to create more opportunity for employment. Of these, six respondents stated that they did not believe any changes were necessary, five indicated that more small business premises are needed in the village either in the form of dedicated business units or converted / extended private homes and three felt that improved public transport services are needed. Within the wider community 42.5% of respondents felt that facilities for small / medium businesses should be provided locally with 57.5% not in favour.



The Issues

- Need for business directory / website
- Business advice requirement
- Recruitment difficulties

Possible Solutions

- A business directory/website
- Appropriate business advice
- Reduction of recruitment obstacles

Actions

Parish Council to work with appropriate organisations in order to determine the feasibility of: -

- Creating a business directory/website
- Organising access to a range of business advisory services
- Providing solutions to the various recruitment problems