

WYCHAVON

Rural Communities Programme



The local need

Wychavon is a large, predominantly rural district with a population of of 121,500. Nearly a quarter of the population is over 65; this is set to rise to over 30% by 2030.

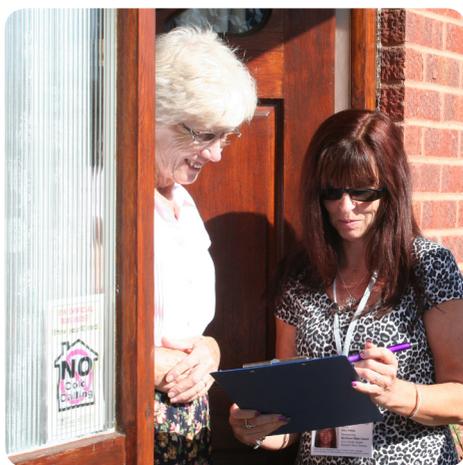
An estimated 2,500 people over 65 in Wychavon are socially isolated and living on their own. This represents challenges to health and social care services as well as other service providers. Other challenges in rural Wychavon include transport, accessibility to services, fuel poverty, digital exclusion and loneliness.

The Rural Communities Programme is helping to tackle these issues across Wychavon.

The aims

Launched in June 2014, our Rural Communities Programme is working with parish councils and others to:

- Support vulnerable individuals and communities in rural Wychavon.
- Implement a model for strong rural communities (see over the page).
- Focus on building community capacity.
- Maximise uptake and impact of existing public, voluntary and community services.



The model

A model for strong rural communities



The results

Since the start of the Rural Communities Programme, we have:

- Engaged with parish councils and community groups in 17 wards.
- Established a network of community connectors, who are local contact points in the villages.
- Developed a website to share local best practice: www.wychavon.gov.uk/rural
- Created a village health check to help assess the strengths and weaknesses of communities and find local solutions to issues.
- Identified vulnerable, isolated and lonely individuals.
- Taken services and support out to over 1000 potentially vulnerable people through door knocks.
- Highlighted, through the door knocks, key issues within the community for parish council support.

Where next?

The Rural Communities Programme has been extended for a further three years until 2020 and will continue to work with parishes to help them identify and address local need.

For more information

David Manning, Rural Communities Programme Manager | T: 01386 565478

E: david.manning@wychavon.gov.uk

Tracy Perkins, Localism and Communities Officer | T: 01386 565517

E: tracy.perkins@wychavon.gov.uk