Kempsey Vision 2023

Revised 2026

Parish Council Kempsey

Malvern Hills District Council

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Kempsey's Community Vision

1. Summary

Preserving Rural Identity-Enhancing Facilities-Strengthening Community

The Kempsey Community Vision is a community-led initiative designed to help shape the future of Kempsey Parish, while preserving its rural heritage. The vision addresses sustainable development, infrastructure enhancement, environmental conservation and social inclusivity to ensure that Kempsey remains a thriving, well-connected and resilient community.

This document is derived from extensive community engagement as shown below, including a survey completed by 552 households and 522 petition contributions:

1. **Community Engagement:** Over 268 conversations at multiple community meetings, in and around the Parish, with individuals and formal and informal groups, have gathered deeper insights and validation of the initial community survey.
2. **Data Analysis:** 12,696 data points and more than 90,000 words of free-text have been categorised and analysed.
3. **Asset-Based, Co-Production Approach:** Appreciative methods have been employed, including participatory mapping, visioning exercises and co-design.
4. **Broad Demographic Representation:** Efforts have been made to capture as broad a range of diverse parishioner perspectives as possible. For example, including the views of long-standing residents as well as new arrivals, including individuals who are socially isolated as well as those who are already involved in community activities.
5. **Collaborative Stakeholder Engagement:** Input from councillors at all levels, local politicians, charities and community groups to ensure a well-rounded vision.

Eight strategic objectives have emerged to guide the vision:


Preserve Our Cherished Rural Identity


Enhance Community Spaces and Facilities


Foster Vibrant Community Life


Advance Environmental Initiatives and Food Security


Promote Cultural Expression and Recreational Growth


Ensure Calm Roads and Safe Homes


Build an Informed, Connected Community that Communicates Positively


Improve Transport Accessibility and Connectivity

2. Introduction

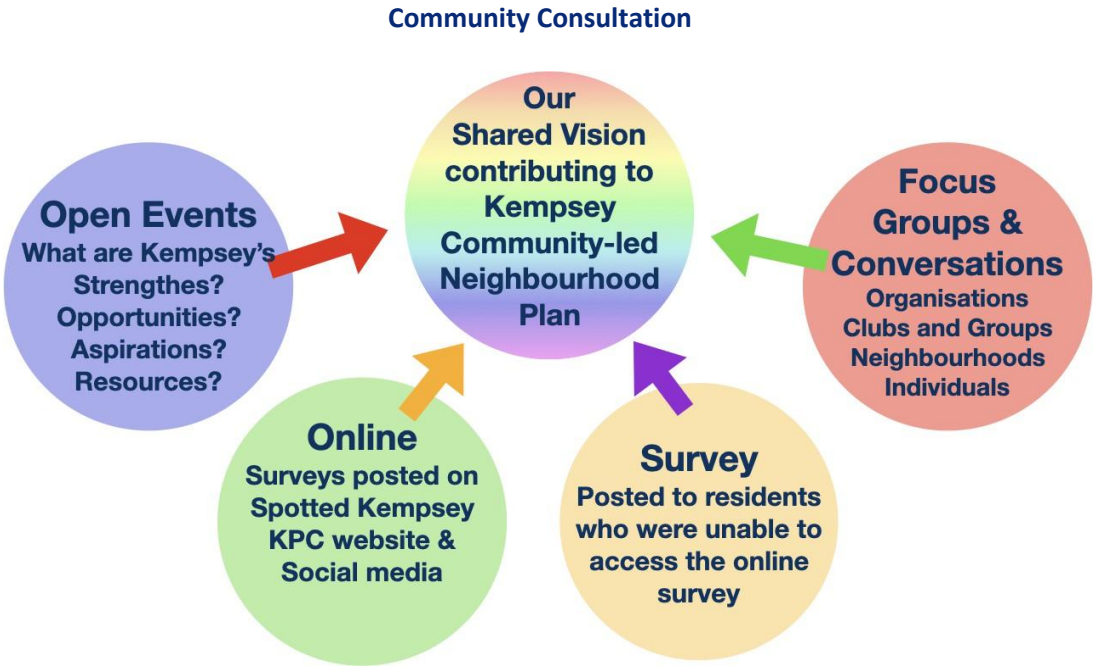
2.1 Preserve Rural Identity, Improve Facilities, Strengthen Community

The Parish of Kempsey, which includes the hamlets of Baynhall, Kerswell Green, Stonehall Common, Green Street, Broomhall and Clerkenleap[1] ('Kempsey' or 'Parish' for short) is a community steeped in history and surrounded by natural beauty. Situated in the Severn Valley, three miles south of Worcester, the Parish features agricultural land, woodlands with the River Severn along its western boundary. Though modernised in many ways, it has preserved its rural identity and remains a valued residential location within the Malvern Hills district.

Known for its rich historical heritage and vibrant community spirit, the Parish's proximity to the Malvern Hills and River Severn, combined with its distinctive landscape, makes it an attractive place to live. However, like many rural areas, Kempsey faces mounting pressures from housing demand, evolving infrastructure needs and environmental changes. With urban expansion to the north, protecting the Significant Gap between Kempsey and Worcester is vital to preserving the rural essence of the Parish and the village.

Residents of Kempsey aspire to preserving and celebrating the Parish's unique identity as a vibrant and welcoming rural community, distinct from the nearby City of Worcester. They wish to ensure that the Parish's infrastructure, amenities and services are not only capable of meeting today's needs but are also designed to enrich the quality of life for all residents. This includes fostering a friendly and inclusive environment, embracing diversity and strengthening the existing sense of community through positive and connected communication leading to a sustainable, active and flourishing parish life. Their aspiration is to create a true home for all residents, a place where people feel they belong, can contribute meaningfully and can thrive.

2.2 Community Engagement



[1]Kempsey is both the name of the Parish and the name of the largest village within the Parish, which includes the hamlets of Baynhall, Kerswell Green, Stonehall Common, Green Street, Broomhall and Clerkenleap. When referring to the "Parish" or "Kempsey Parish", we are referring to this group of settlements, together with the farms, farmland, commons and other open areas and green spaces within the Parish boundary. When referring to the "village" or "Kempsey village" we are referencing the buildings and spaces within the village boundary. When using the word "Kempsey" alone, the context will indicate whether this is the village or the Parish. Wherever necessary, we will clarify whether the reference is to the village or Parish.

This document has been shaped by the input of local residents, community groups, public servants, councillors, charities and businesses. Originating with the Parish Survey carried out in 2022, through a series of consultations and meetings with individuals and groups, this report records the valuable insights into the priorities and concerns of the community. The Kempsey Community Vision is built upon the collective views and aspirations of the people of Kempsey, across all demographic groups, both new and long-standing residents, from those arriving recently to those with over five decades of residency. The vision reflects their aspirations for a Parish that remains true to its rural roots, while enhancing quality of life for everyone.

2.3 Validating Findings

A strengths-based approach was taken for the consultations and it has sought to validate and augment feedback from surveys and open events, through conversations with individuals and groups within the Parish and with relevant connections to the Parish. Some 12,696 data points have been analysed, 268 conversations and more than 90,000 words of free-text categorised to inform an understanding of this shared vision. While people hold differing views on the practicalities of implementing the vision, there is remarkable consistency for the core elements of the community's shared vision.

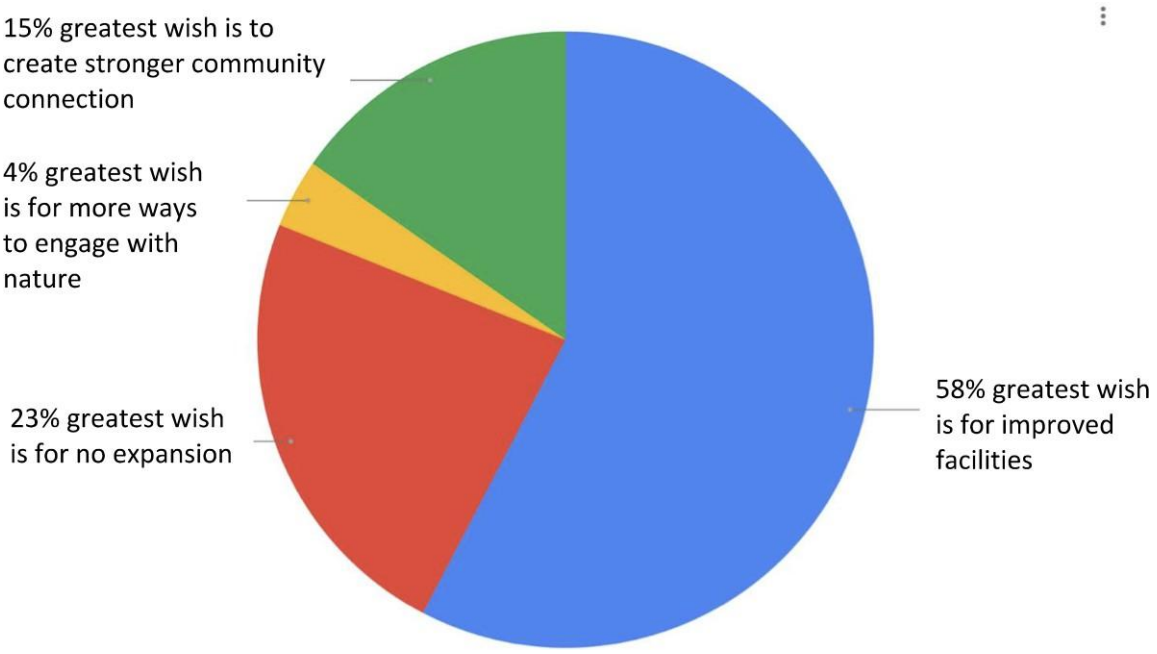
3. Vision and Objectives

3.1 Shared Priorities

There is an extraordinary consensus when it comes to the community's desire to protect, enhance and energise rural Parish life and to align priorities with sustainable development, inclusivity and local resilience. Through eight strategic objectives, residents aspire to retain the Parish's unique rural character while expanding amenities, enhancing connectivity and fostering a thriving, inclusive community.

3.1.1 Preserve our Rural Identity - Improve Facilities - Strengthen our Community

The cornerstone of the Parish's shared vision for the future is to sustain Kempsey's distinct rural identity, to strengthen a sense of community belonging and neighbourly support and to ensure that the community has the facilities and amenities that all residents, both present and future, can benefit from. Otherwise stated, the key desire expressed by residents is to preserve the Parish's natural beauty, promote vibrant and engaged community life and equip Kempsey village, which is at the heart of the Parish, with the infrastructure and resources to support a healthy, safe, and welcoming environment in which to live. It is hoped that this report can influence planning decisions, support funding applications and persuade other important decision makers to accord with this objective.



3.2 Summary of Key Objectives

These objectives stem from extensive consultations including the 2022 Parish Survey, Parish Councillors' perspectives and conversations with over 200 stakeholders. Each objective reflects the community's collective desire to preserve Kempsey's unique character while embracing progress that serves the common good, to create a welcoming, thriving environment for all residents.

The eight strategic objectives of our community vision are to:

1. Preserve our Cherished Rural Identity
2. Enhance Community Spaces and Facilities
3. Foster Vibrant, Engaging Community Life
4. Advance Environmental Initiatives and Food Security
5. Support Cultural Expression and Recreational Growth
6. Ensure Calm Roads and Safe Homes
7. Promote an Informed and Connected Community that Communicates Positively
8. Improve Transport Accessibility and Connectivity

4. The Eight Strategic Objectives of Our Shared Vision

4.1 Preserving Our Rural Identity

Kempsey's Neighbourhood Plan, formally adopted in 2017, aims to shape future development in line with community aspirations, including by protecting green spaces and resisting further urban encroachment into the rural setting of the village and hamlets. These principles are supported and upheld in this Vision report. This includes the need for sustainable land use and developments that respects Kempsey's landscape, agricultural and historical heritage, as well as its community values. Other than the South Worcester Urban Extension in the north of the Parish, intended mainly to meet Worcester City's housing needs, the housing needs for the Parish set out in specific site allocations in the 2016 South Worcestershire Development plan and the 2017 Neighbourhood Plan, has been exceeded in recent years. This has undermined the sustainable development principles required to maintain balanced infrastructure, services and community well-being.

A rebalance of new housing with community facilities and sustainable development is urgently needed to support a Parish population that has increased by more than 37% in ten years, from 3180 in 2011 to more than 4300 in 2021, with further increases having occurred or expected.

These and other recent development proposals underscore the need for greater public awareness and engagement to preserve our rural identity. The efforts of a few dedicated people cannot be relied upon indefinitely. It is not within the gift of Kempsey Parish Council ('KPC') to grant or reject planning applications, but only to advise the local planning authority (currently Malvern Hills District Council) when making its decisions, through informed comment on specific planning applications. It is important that residents also engage with the planning process and participate actively, as a whole community, to influence local planning decisions.

4.1.1 Maintain Heritage Assets as an Aspect of our Historic Rural Identity

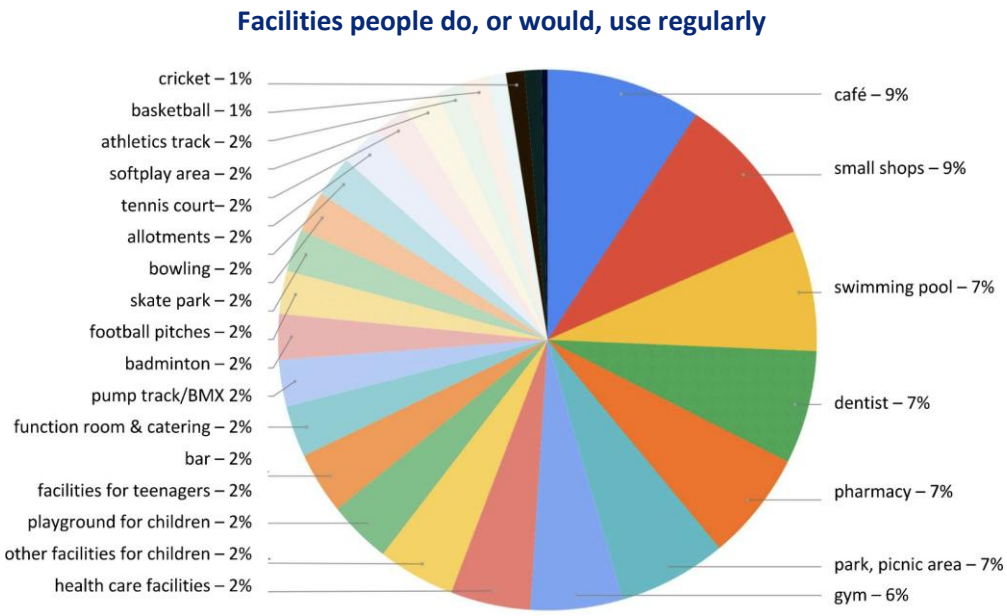
The Parish's rich historical and natural heritage is a key aspect of its identity. This report notes continuing community desire to preserve, protect and promote these assets and the environment around them, including listed and other locally significant buildings, conservation areas and sites of archaeological interest.

4.2 Enhanced Community Spaces and Facilities

The Kempsey community has a widely held desire for enhanced facilities and amenities that support fitness, recreation, and community connection. Enhanced facilities would include a café, multi-gym, skate park and pump track, as well as improved sporting and youth facilities and play areas such as places for safe cycling and scooting, a vibrant youth lounge.

There is a considerable desire for more small shops. Pressure on existing services in the Parish has increased as a result of rapid population growth, coupled with dwindling amenities and services[2]. Parishioners aspire to a community where access to local doctors' appointments is readily available, ensuring that everyone who needs it can receive timely and convenient health

care within the Parish. The community also aspires to see the needs of the Parish's primary school children to be met within the Parish without the need to be bussed elsewhere. This would help to provide peace of mind for parents and also help to support a thriving educational environment for our children.



4.2.1 Existing Community Facilities and Public Spaces

In addition to the primary school, facilities and amenities in the Parish include a small doctor's surgery, a Parish hall, a shop incorporating a Post Office, a church, six public houses, a Community Centre, a Youth Centre (now used more widely) and a Sports Pavilion adjacent to playing fields with tennis courts and children's play areas. There are two pre-school nurseries, a retirement housing complex, a retirement and nursing home, a hairdressers, and business units including, at the time of writing, a new 'Ecopark' business units. As mentioned, plans for a new Community & Sports facilities have been submitted for planning approval. Kempsey Parish Council can only directly influence the facilities that it owns and manages. These include the Community Centre, the playing fields, the Youth Centre, the sports pavilion and the land for the proposed new Community & Sports Centre. It also owns most of the common land in the Parish (see the Environment section below). It is hoped this community vision will inform the decision-making of those responsible for all community facilities, public services and amenities.

[2]At one time, Kempsey village had a lido/swimming pool, a petrol station, a cafe, a butcher's, a baker's, a dentist's, several newsagents, a hardware store, a chapel and a dedicated Post Office, as well as the existing shop, pubs, church, school, surgery, community buildings and local businesses.

4.2.2 Future Needs

In these consultations, the community expressed a strong desire for improved and expanded local facilities and amenities, in a ways that are sustainable and meet the needs of all age groups. Promoting a cohesive community is a strategic objective for all levels of government, both local and

central. In these consultations, residents expressed a need for enhanced health care, with recreational and social spaces to meet the demands of the evolving community. Through extensive engagement with parishioners, the following facilities were identified as a priority.

4.2.3 Community and Sports Centre

A proposed new Community & Sports Centre at Old Road South, on land owned by Kempsey Parish Council, is awaiting planning permission at the time of writing. The first phase of development envisages better-appointed football facilities, a community hall with a cafe, a children's play area, a demonstration orchard, picnic and wildlife areas and a trim trail, together with adequate car parking. Further additions aim to incorporate a rooftop social and viewing area across the Severn Valley and a sports hall catering to a wide range of leisure and sporting activities. Football is our Parish's most popular sport with 11% of parishioners engaging in it in some way. An area for a future pump track and skate park is an important feature of this development. The site offers a beautiful setting close to the Hams and the River Severn, with views of the Malvern Hills, offering the opportunity for both recreational and educational uses, particularly when no football is being played.

4.2.4 Pump Track and Skate Park

A popular and long-cherished ambition amongst enthusiasts has been to construct a skate park (principally for skateboarding) and a pump track (for use by 'BMX' bikers, scooterists and roller skaters) close to Kempsey village, to provide a safe, family-oriented, all-inclusive facility appealing to all ages, abilities, and genders. The growth in popularity of pump tracks over skate parks in very recent years together with their much cheaper construction costs has led to greater opportunities for establishing a pump track. A significant funding opportunity to construct a pump track at the Old Road South site is being pursued by the Parish Council at the time of writing.

4.2.5 A Gym, All-Weather Pitches and a Large Sports Hall

The parishioners' vision for the Parish's future prioritises an indoor gym, all weather 'AstroTurf' pitches, a large sports hall for a wide range of team sports and large gatherings, strengthening Kempsey's overall capacity for community events. The proposed new Community & Sports Centre will be a welcome addition to the Parish and will also enable the Plovers Rise site to be repurposed for sporting and social activities other than football. Indeed expansion of the cricket activities is already underway. This may mean that in the future new facilities, for example, an indoor gym, could be built as an addition to existing buildings at the playing fields. Together such facilities could create a vibrant network for village life, drawing together activities and offering more ways for parishioners to meet socially.

4.2.6 A Community Swimming Pool

Parishioners have expressed a strong desire for a local swimming pool (Lawnspool Drive was the site of Kempsey's previous lido). Some parishioners have suggested that the Plovers Rise playing fields might be considered in the future as a potential location for a swimming pool. Other locations for a swimming pool close to the village were suggested, but none are available or viable at the time of writing. Whilst this may be a long-term aspiration and may need to be a commercial venture, a

local swimming pool would be popular and would promote a more vibrant local economy, would reflect the community's desire for active lifestyles and would be likely to be well used by a wide range of parishioners.

4.2.7 Community Café

The 2022 Parish Survey showed a strong community desire for a community-focused café. In 2025 the opportunity arose to secure funding to refurbish the kitchen at the Sports Pavilion at the Plovers Rise playing fields. A four-week trial during spring 2025 with a mobile café, very kindly loaned by a parishioner and staffed by volunteers, demonstrated the viability of a café at this location. Based on this trial, the Parish Council was able to secure part funding from the District Council's Rural Fund, together with a contribution from our County Councillor's local budget, for the refurbishment of the Pavilion kitchen and the front of building seating area with match funding provided by the Parish Council. The Pavilion Community Café opened to the public in February 2026 as is being run as a 'not-for-profit' enterprise supported by a Manager and volunteers from the community.

4.2.8 Youth and IT Hub

Parish residents with children frequently express the need for better facilities for young people and especially for those not inclined towards sporting activities. In 2025, the Parish Council tested the interest among young people, aged 11 – 16 years, of running group internet gaming sessions at the Youth Centre. These events attracted groups of up to 20 young people on the occasions that the sessions were run. Subsequently the YMCA, with funding from Worcestershire County Council and the Parish Council, were able to start weekly youth activity sessions. At the same time, a funding opportunity with Malvern Hills District Council is being pursued by the Parish Council to construct and fit out a new building adjacent to the Youth Centre to provide a dedicated space for the Youth Hub. Additional funding from Platform Housing, local businesses and other sources has been secured to purchase equipment for recreational and internet gaming sessions. The new building is also intended to function as an IT Hub to provide support and training to those currently lacking the digital skills increasing necessary for day to day living and for social inclusion.

4.2.9 Expanded Surgery and Pharmacy

The community is very supportive of our local GPs and express genuine affection for the team who care for health needs in the Parish. In light of the demographics and a large number of people with chronic health challenges, the community vision is for expanded local health care provision. In the long term, parishioners would welcome a new or expanded purpose-built surgery, with an integrated pharmacy. Parishioners expressed differing views on how the surgery might expand. The existing site is favoured, but space is limited. A new facility might be located on another site if property of a suitable size and nature becomes available.

In the short-term, an improved on-demand bus link between Kempsey and Haresfield Surgery in Worcester is needed. In the medium-term, parishioners would welcome an expanded practice team to deliver a full-time service at Kempsey surgery, with increased numbers of appointments and longer opening hours. This would alleviate appointments waiting times and help prevent parishioners with chronic and painful health conditions having to make expensive and uncomfortable journeys to and from Haresfield Surgery. In addition, better advertised support for booking appointments would be welcomed. The online booking service, although embraced by many, is unfathomable to some of the most vulnerable and creates hesitance and delays some from making much-needed appointments. These adjustments would enhance both the immediate and long-term health and well-being of our community.

A dental surgery was identified as another key healthcare provision absent from the village.

4.2.10 Small Shops and businesses

Parishioners frequently expressed their desire for more small shops and businesses. Amongst the shops frequently cited were a farm shop, a restaurant serving locally sourced food, a cinema, an artisan bakery, gift shops, a microbrewery, a clothes exchange - particularly for parents with younger children - and other small ventures. It was felt that these would reinvigorate the local economy and reduce our carbon footprint, minimising the need to travel for shopping, reducing food miles and creating more spaces in which people meet, connect and strengthen the community.

4.2.11 Flexible Spaces at St Mary's Church

St. Mary the Virgin Church has long held a vision to create a more adaptable space by removing the pews to allow greater flexibility for community events. Proposals have included a café, mezzanine-level meeting rooms, function spaces and other facilities to support an array of activities. These changes would be welcomed by some parishioners. Decisions about the future of St Mary's Church lie with its governing body, the Parochial Church Council.

4.2.12 Parish Hall

Established as a trust to benefit the children of the Parish, the Parish Hall hosts a wide range of activities, from ballet lessons to birthday parties and from pilates to a polling station. Due to its location and available space, the number of events hosted at the Parish Hall has exceeded both the Youth Centre and the Community Centre. Performances have taken place on its stage, bouncy castles have bounced party children for generations and the Cornflower Club, Kempsey's longest running community group, has met there for more than 30 years. Within the community, there are varying perspectives on the needs of the Parish Hall, affectionately known as the "Tin Hut". Some parishioners would like to see a sustainably-designed, purpose-built hall to cater for community needs, others argue for further enhancement and updating of this much-loved community space. With public support, planning permission was granted in 2016 for a new community building on the site, but the permission lapsed in 2019 without funding for the demolition of the current building and construction of a new facility having been secured. Modest refurbishment has been undertaken in recent years and many parishioners feel that should funding become available, the hall could benefit from further improvements inside and out. Decisions on the Parish Hall ultimately rest with the trust that oversees its management though future government policy on the energy performance of community buildings may ultimately determine the future of the building.

4.2.13 Local Primary School for Every Child

Kempsey Primary School is a well-established village primary school serving children aged 4 to 11. The school places pupils at the centre of its work and seeks to develop confident, respectful and resilient learners through partnership between staff, parents and governors. Its stated motto, "To learn with respect and belief; to challenge, create and dream", reflects this educational ethos. The school currently has 385 pupils on roll and, when full, will have capacity for 420 pupils. This indicates gradual growth over time rather than an immediate capacity issue. The school has confirmed that several year groups are not currently at their published admission number and that places remain available for village children.

In relation to September 2025 admissions, the school has clarified that three catchment children were initially refused places. A further two children were admitted following appeals, which the school did not contest. The school has also discussed future demand with the Local Authority, which has indicated confidence that there will be sufficient primary school places in the area to meet

need. However, parishioners have expressed concern about the longer-term impact of housing growth in and around Kempsey, including development associated with the South Worcester Urban Extension. It is therefore important that the availability of local primary school places continues to be monitored as the village develops.
Should future expansion of educational provision become necessary, parishioners have identified a number of possible approaches. These include a split-site model, with infant and junior provision delivered in separate buildings, or the retention of the existing school alongside an additional building, either as an annex or at another suitable location within the village. These suggestions are indicative only and would require detailed assessment by the relevant education authorities and admissions bodies. The principal objective should be to ensure that children living in Kempsey continue to have realistic access to their village school wherever possible.

Kempsey Primary School and the Friends of Kempsey Primary School PTFA are an important part of community life for many families. The school's curriculum information highlights opportunities that connect pupils with the wider village, including Kempsey Café coffee mornings for older members of the community, visits to The Lawns residential home, curriculum trips including places of worship, after-school clubs, pupil leadership opportunities and a Year 6 residential trip. The PTFA has also been part of the school community for many years, raising funds and bringing staff, parents and friends together socially in support of the school. Further information about the school and PTFA is available through Kempsey Primary School's website and the PTFA's Facebook page.

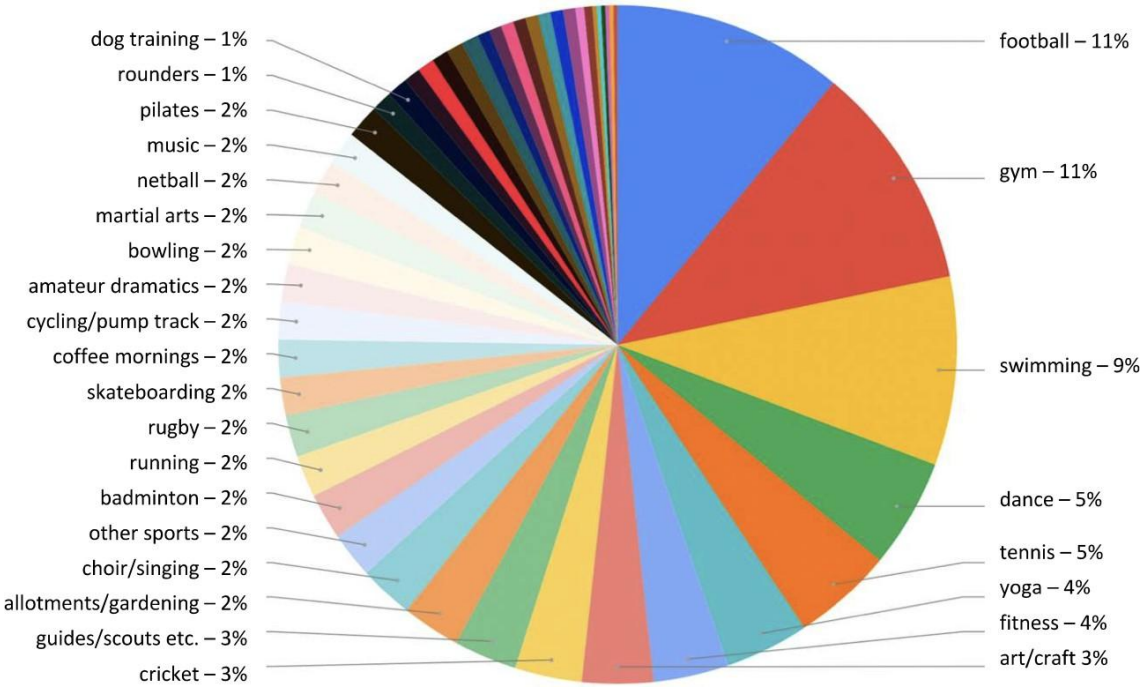
There is also at this time a significant demand for nursery school places. Expansion of nursery provision at the Community Centre is under consideration with the possibility of the Parish Council being able to release more space to the Magic Moments Nursery once the new Community and Sports Centre becomes operational.

4.3 Vibrant and Engaging Community Life

4.3.1 70+ Clubs, Groups and Activities in the Parish

Kempsey boasts more than 70 clubs, groups, and activities, which provide a wide variety of ways for residents to connect, engage, and enjoy life together. The community vision aims to ensure more people are aware of and have the opportunity to participate in the many opportunities within our Parish. With a population exceeding 4,300 people, there is potential for many more groups, spanning interests from arts and crafts to sports and social clubs. To achieve this, the Parish will need to improve and optimise its resources, attract enthusiastic volunteers, and encourage more initiatives to ensure that everyone in Kempsey Parish has access to a fulfilling community life.

Activities people do, or would love to, engage in regularly in the Parish



4.3.2 More Volunteers are Needed

Activities and groups in the Parish are run either by volunteers or by small local businesses. The main volunteer- led organisations are St Mary's Church, Kempsey Promotions CIC (Community Interest Company) and Kempsey Primary School Parent & Teachers Friends Association which together contribute enormously to the vibrancy of Parish life with large scale events (see section below on Cultural Expression) and offer activities for people of all ages and abilities.
The members of the Parish Council are also all unpaid volunteers who give up a significant and largely unrecognised proportion of their personal time to ensure that many of the facilities in the Parish both remain available to residents and are improved, whilst also striving to influence housing and other development proposals in the Parish. With a maximum complement of 13 councillors, the Parish Council has been below full complement for a number of years, limiting its ability to pursue the best interests of the community. In the absence of significant external resources, a thriving and flourishing community relies on the talent and enthusiasm of its volunteers.

4.3.3 Community Advice Hub

There is a clear need for people to access support for challenging life situations as and when they arise. Often, even with the plethora of tools available online, it can be difficult to navigate or understand what support is available. The result can be a devastating sense of isolation and helplessness, resulting in people feeling that they are facing insurmountable challenges on their own. Reducing social isolation has been recognised as a national priority within communities. It has been suggested that a Community Advice Hub, piloted previously, be re-established which would create an approachable and welcoming environment for people to come and seek support, and as a focal point for volunteering and accessing information about Kempsey's many activities and more than 70 groups.

The PACT (Parish and Community Together) group meets quarterly with reports from councillors and representatives of community groups and offers a space for information sharing. In addition, digital support volunteers, employability experts, citizens advice and social prescribing professionals, have offered their services. It is hoped that a focal point for other support groups in the community, from those supporting families with special educational needs (SEND) to carers support groups, can be established to ensure that people in crisis can be supported discreetly. This might include the range of potential challenges from benefits applications to mental health support with signposting to relevant services for longer term support. A community advice hub would therefore act as a means to counter loneliness and deprivation in the community.

4.3.4 Skate Park Club

The Skate Park Club, established to promote the introduction of a skate park to Kempsey, has created a sense of belonging among local skaters and pump track riders of all ages and genders, as they advocate for a space to practice and connect whilst also visiting and feeding back to one other on other skate parks and pump tracks in the area. This club envisions a dynamic and inclusive facility in the Parish for using skate boards, BMX cycles and other 'small wheel' equipment. The facility would helps to meet the needs of an enthusiastic number of people within the community, who may be less engaged in other community activities, helping to reduce social isolation and strengthening community among a diverse group of users, from 6 to 60 plus.

4.3.5 Activities, Clubs, Groups and Shared Experiences

While Kempsey boasts a thriving community with over 70 clubs, groups, activities and events which cater to a wide range of interests and ages, there are notable gaps in some areas such as environmental and gardening groups, as well as diverse creative and cultural groups. The wide range of opportunities already available highlights Kempsey's commitment to fostering an inclusive and active community life. Initiatives that address gaps would be welcomed by parishioners, increasing opportunities for an engaging community life and a lasting legacy for future generations.



4.4 Environmental Initiatives, Local Food Security & Energy Projects

4.4.1 Our Green Spaces

Our community has great appreciation for the existing green spaces across the Parish, especially the commons and the Hams, and the recreational and outdoor opportunities they offer. The planting of daffodils along Kempsey Main Road, now being expanded to other areas within the village and to some of the hamlets, and the orchards established in some of the protected green spaces support

sustainability and resilience. However, improving access to these green spaces remains a key priority. Additional concerns included improving food security, the provision of renewable energy, adding bike lanes to cycle into Worcester and improving riverside access along the Severn as well as other measures to enhance Kempsey's outdoor environment.

The community vision for new initiatives includes creating more opportunities for local farmers markets, tree-planting, biodiversity and re-wilding projects, establishing allotments and progressing renewable energy projects. People also expressed a desire for better recycling facilities and more wildlife spaces (e.g. the creation of wildlife corridors), particularly where new developments have recently changed the natural habitat for local wildlife.

Whilst a new initiative, maintaining the village's flood defences remains a high priority for village residents.

4.4.2 Farmers' Markets and Buying Local Produce

Creating opportunities for local producers has been identified as important by the Kempsey community with 68% of respondents identifying the expansion of farmers markets amongst their top sustainability priorities. Plovers Rise Playing Fields could be a candidate location for a farmers' market on days when is it not being used by the sports clubs. This initiative could encourage local farmers and artisans to showcase their produce and goods, thereby fostering a stronger local economy and reducing food miles. Community volunteers would be needed to coordinate with producers, set up stalls and promote the event through local networks, social media and noticeboards. Some existing farmer's enterprises offer excellent examples of how farmers can promote food locally, match supermarket prices and help reduce and carbon emissions.

4.4.3 Tree Planting and Re-wilding to Offset Our Carbon Footprint

With 64% of respondents in favour, tree planting projects are one way to offset the Parish's carbon footprint, though habitat diversification is probably a stronger argument for tree planting. Boundary spaces in open green areas and some parts of the commons may be available for tree planting. Residents might also be encouraged to plant trees in private gardens and other green areas. Better management and expansion of existing orchards could serve as carbon offset and a source of fresh produce, while re-wilding unused land would further support wildlife. However a broader strategy that includes reducing emissions at the source (e.g. transitioning to renewable energy) and enhancing sustainability practices across our community was identified by the community in these consultations.

4.4.4 Solar Energy to Reduce Residents' Energy Bills

One of parishioners' top priorities for future sustainability is to advance renewable energy initiatives. At scale, the community is dependent on commercial initiatives to establish significant sources of renewable energy. There is interest in most of the farmland around Kempsey village from housing developers. Even though new developments are usually resisted by the community, it is unlikely such land will come forward for renewable energy projects while the hope remains with developers for more financially rewarding new housing. Our understanding is that the velocity of the River Severn is not sufficient, without the construction of a weir or dam to generate hydroelectricity and that wind speeds are often slower and consistency is more variable in a river valley which is disadvantageous for wind power generation.

The suggestion of a community solar farm was made in these consultations on an unused area of land, should it appear. This initiative could involve cooperative investment from residents, with the potential to reduce energy costs for participants and contribute to sustainability goals. On another level, local workshops could introduce residents to solar technology, and funding avenues might be pursued through government grants or community energy schemes. Smaller scale solar power generation from panels on suitable roofs in the Parish might also be encouraged to further reduce the carbon footprint.

4.4.5 Allotments and Young People's Projects

At the time of these consultations, some 86 parishioners had indicated that they would be interested in having an allotment that would promote both sustainability and community engagement. Gardening is both a source of healthy fresh vegetables and an activity recognised to promote wellbeing. However, allotments require a supply of water and preferably vehicle access and on-site parking. Currently no such sites are available in the Parish. Demonstration small plots and raised beds for vegetable growing are under consideration along the western part of the new Community & Sports Centre at Old Road South, hopefully to be maintained, for instance, by a new Kempsey Gardening Club which could include a club for children and young people. Alongside this, workshops on composting, sustainable practices, and biodiversity projects might also be possibilities to turn the chosen space into a hub for green education and community collaboration.

4.4.6 Kempsey Food Bank Delivery Service and Community Fridge Initiative

Regrettably, people in our community are currently facing food insecurity and Kempsey's food support network is a testament to the village's compassion and commitment to ensuring no one faces food insecurity alone. The delivery service, run by a very small, dedicated group of volunteers, supports around 13 households weekly, providing not only food but also a lifeline of connection, well-being, and additional support for those in need. Volunteers often go beyond food assistance, addressing issues like isolation and medical needs for some people, while others simply receive a discreet food parcel, delivered to their door.

Building on this success, consultations suggested the possibility of a 'Community Fridge' operating in a suitable location. Locations suggested included in the vicinity of the Youth Centre or the Sports Pavilion at Plovers Rise Playing Fields, or the Parish Hall. It was suggested that this initiative could operate as a hub for food sharing and social interaction, fostering a sense of belonging, integrating coffee mornings and 'bring and share' cakes to encourage engagement. A 'Community Fridge' would not only reduce food waste but would also strengthen the spirit of collaboration and mutual support across Kempsey.

These specific steps would align with the community's desire for a sustainable and connected future, fostering community pride and action, while addressing pressing environmental and social needs.



4.5 Supporting Cultural Expression and Recreational Events

4.5.1 Celebrating Kempsey's Cultural Spirit

The community vision is to support cultural and creative expression and recreational events to enrich the quality of life for all members of our community. Kempsey Parish is fortunate to have a vibrant network of community groups that bring life to the Parish through their dedication and creativity. Organisations such as Kempsey CIC, the Parent and Teachers Association and St Mary's

Church have been instrumental in organising standout events and community occasions. These range from the Royal Celebrations, the outstanding D-Day Remembrance which drew crowds from far and wide, the annual Church Fete and the dramatic 'Audience with Henry VIII' production to the very well supported annual fireworks display. Their work does not go unnoticed and is a shining example for others.

To sustain this energy, there is an opportunity for other groups and individuals to step forward and contribute to create smaller, manageable activities like the successful regular Children in Need fundraisers and the annual Christmas charity lights display. Further examples include the Halloween trick or treating spectacle that brings an array of ghoulish characters onto the streets demonstrating extraordinary creativity, with hundreds of parishioners decorating their houses and handing out treats. There have been fun days like the one run by the Skate Park Club, themed events like the ghost stories hosted at The Nash and regular quiz and music events held by local pubs, as well as the plethora of dramatic, cultural, historical and sporting events run by Kempsey Primary School, creating a wonderful legacy of childhood memories.

Recognising that the community has limits to how many standout events it can support without risking fatigue for attendees, volunteers and organisers, a balanced approach could ensure a sustainable calendar that punctuates the year with celebration and continues to draw crowds and maintain enthusiasm. Parishioners have expressed preferences for seasonal festivals (71%), music events (64%) and a return of Kempsey Carnival (69%), which might feature floats created by local clubs.

4.5.2 Embracing Creativity

The community vision embraces a broader range of cultural and recreational opportunities to engage all age groups and interests. Suggestions from parishioners include art competitions, sporting events (40%), theatrical performances (35%), and charitable initiatives (35%) as well as STEM events (science, technology, engineering and mathematics).

4.5.3 Welcoming Diversity

Kempsey, like many rural areas of the country, does not have the same level of significant ethnic and cultural diversity as urban areas. Promoting diversity was seen by some respondents as an important goal to enrich the Parish with inclusive and culturally diverse activities. Integrating events that celebrate inclusion, such as Pride, and a wider array of cultural and religious festivals would help Kempsey foster a more diverse community.

4.5.4 Sporting Events

The proposed new Community & Sports Centre at Old Road South offers an exciting opportunity to enhance our sporting culture by hosting events that cater for all ages and abilities. With a much greater capacity than the Plovers Rise facility, the sporting component of the site is initially intended to provide a new home for Kempsey Colts Football Club whilst being accessible to other Kempsey based sports clubs that are able to play outside of KCFC’s designated match and training times. Parishioners are keen to see the opportunity for sports activities in the Parish to embrace other sports - netball and bowls were specifically mentioned. Seasonal sports festivals could encourage broader participation, showcasing local talent while inviting residents to try new activities.

The new Centre also facilitates the potential to collaborate with schools and clubs in the region, for youth development programmes, fitness challenges and district-wide competitions. By fostering a spirit of teamwork and inclusivity, events of this kind would not only promote physical health but also strengthen community bonds, making Kempsey a vibrant hub for sport and recreation.

4.5.5 Fostering a Sense of Belonging for All

By supporting and promoting diverse events and encouraging more groups to step forward, a thriving community can be fostered where all voices are heard. Balancing standout events with smaller initiatives would help to ensure long-term vitality, strengthen community bonds, and make our Parish a place where people feel proud to belong.



4.6 Ensuring Calm Roads and Safe Homes

4.6.1 Traffic Calming and Road Safety

The risk to life and the noise from speeding traffic make calm roads a top priority amongst parishioners. Recent improvements, such as the new pedestrian crossing near the Community Centre, demonstrate a commitment to safer roads. Residents continue to call for crossings near the shop and the southern entrance to the village, with traffic calming near Brookend Lane, Post Office Lane and around the Primary School. Residents considered that measures like one-way traffic and speed reductions would enhance safety, especially for children. This is a high priority for many community members.

4.6.2 A Low Crime Zone

Kempsey Parish is one of the safest areas in the region and is reflected in the perception of most residents with over 95% of people feeling “safe”, “very safe” or neutral and just over 4% feeling “unsafe” or “very unsafe.” Satisfaction with the sense of safety averages 4 out of 5 across all age groups and among long-time and new residents alike, reflecting the reality of a low crime rate and the current level of community policing. The Parish benefits from a dedicated local police team that aim to address issues quickly and engages with residents through liaison events offering opportunities for residents to raise concerns. This approach has been important in tackling antisocial behaviours, drug-related issues, and late-night speeding, which some residents perceive as ongoing challenges. Rural crime outside village boundaries, often committed by non-residents, requires increased vigilance with initiatives like 'Farm Watch' groups and 'Neighbourhood Watch' reporting systems supporting prevention. Kempsey achieved 'SmartWater Village' status in 2023 through a concerted District and Parish Council led campaign to achieve an 80% sign up of homes and businesses to marking valuables with traceable 'SmartTrace' liquid, thereby creating a significant deterrent to burglary and theft. Alongside community patrols, newsletters and more visible policing serves to reinforce a proactive safety culture. Combined with neighbourly efforts to foster honesty and respect, Kempsey is a secure community for all.

4.6.3 Flood Resilience and the Emergency Plan

Crime is not the only threat to the safety of Kempsey parishioners and their homes. Some 117 houses in Kempsey were flooded in 2007 and the A38 was impassable for three days. As climate change is predicted to increase the frequency of extreme weather incidents, parts of the Parish are more reliant than ever on Kempsey’s flood defences. There have to date been 13 flood-resilient years, in part due to the enthusiastic efforts of a group of volunteers - Kempsey Flood Action Group

(Kempsey FLAG) whose successful campaigning helped transform Kempsey from one of the UK's most frequently flooded villages to a relatively low risk area. The Environment Agency is committed to maintaining and as necessary upgrading the flood defences installed in 2012. Work to improved debris screens for multiple pumps (the pumping station currently has two large pumps) has been completed. Multiple pumps are easier and quicker to maintain and replace with less risk to the efficacy of the flood defences. The Kempsey Emergency Plan has been revised and is available on the Parish Council website, though wider awareness of its refuge provisions and how to react in the event of a flood warning or other emergency situations is required. Kempsey's Emergency Plan is an important part of the community vision for ensuring the safety of parishioners and homes alike.



4.7 An Informed, Connected Community Communicating Positively

4.7.1 Supportive Community: The Key to a Thriving Life

We've heard, "it takes a village to raise a child"; it also takes a village (or a community) for a whole life to truly thrive. Fundamental to building a thriving community are two basic human needs: the need to grow and contribute, which requires us to stay well-informed and connected, and the need to feel a sense of acceptance and belonging, which requires positive communication with and from those around us. Strong communities rely on mutual trust, clear information flow and constructive communication. Fostering a judgement-free culture will reduce barriers to engagement and inspire greater collective participation.

4.7.2 The Power of a Positive Community

Supportive and creative communication fosters innovation, builds relationships, encourages volunteering, and cultivates a sense of pride and belonging. The community vision is for an informed and connected community that communicates positively, seeks to promote a culture of kindness and courage, replaces any fear of judgment or criticism with mutual support and respect, and aims to create an environment where people feel empowered to step up, explore ideas, and contribute to ensuring a vibrant and welcoming Parish. Positive communication is a cornerstone of building trust, ensuring every individual feels valued and promoting a sense of belonging within our community. By supporting one another and addressing challenges with respect, we can create a thriving Parish where people feel confident in stepping forward to contribute to public life and community well-being.

Commitment to becoming a well-informed community that communicates positively also makes it important that we explore inclusion and promote a message of acceptance to create a place of belonging for all. Building a stronger sense of community and belonging starts with inclusivity. By recognising and celebrating the unique qualities and identities of every individual, we create a foundation of mutual respect and understanding. The community vision is for everyone to feel seen, heard and valued, and for diversity to be embraced as a source of strength. Celebrating who each of us is, not only affirms individual worth but also strengthens the bonds that connect us, paving the way for a supportive, thriving community that reflects and honours its members in all their uniqueness. This goes to the heart of what it means to be a community.

4.7.3 Improving Information Flow

There is a general recognition that effective communication is central to driving engagement and making resources accessible to everyone. The community vision aspires to improve information

flow, both online and off, for example by using notice boards and The Kempsey Times, the Parish Council website and reliable social media sites to promote information transfer.
However, it is important that the community can have confidence that the information being disseminated is both accurate and reliable.

Improving accurate and reliable information flow has the capacity to:

- increase volunteer numbers and engagement, especially amongst younger people
- inspire all demographics within our community to actively help to shape their Parish
- improve access to information about Parish events and clubs, thereby creating a more unified and engaged community;
- encourage existing and new groups to consider offering evening options to include working residents;
- promote digital literacy and ensure everyone who wants access to the internet has a robust connection that is fit for purpose;
- increase support for retirees, youth and marginalised groups to bridge the digital divide and foster a more connected, resilient community;
- reduce digital poverty and increase people's digital proficiency, supporting employment and career progression;
- help Kempsey to become a connected, informed, and welcoming Parish where everyone feels a sense of belonging.

4.7.4 Digital Inclusion

A Digital Inclusion Project, established in 2024, is a key initiative towards this goal, ensuring residents have the tools and confidence to engage with family, friends, colleagues and service providers, enabling them to better manage the practicalities of daily life. Key components include:

- Digital Skills Training: Weekly 1-to-1 support sessions at the Come on In coffee morning at The Firs and monthly themed workshops, tailored to resident needs, such as using parking apps, booking transport, or accessing health care services online.
- Access for All: The provision of refurbished equipment and improved internet access, to ensure no resident is left behind. Digital poverty impacts many people and local businesses. Individuals are invited to contribute devices with residual value to a local volunteer hardware refurbishment initiative run by 'Today Dream Big', so they can fulfil a pledge to donate 120 upgraded IT devices to Hanley Castle High School.

4.7.5 Supporting Wider Initiatives

The Digital Inclusion Project directly supports other community vision goals, including:

- Improved Transport: Digital skills enable residents to book buses, taxis, and to use parking apps, supporting independent travel and reducing isolation.
- Health and Well-being: Facilitating access to online health care services, such as triage forms and appointment scheduling.
- Volunteer Engagement: Confidence using digital platforms can encourage new volunteers, especially younger generations, to connect with opportunities and contribute skills.
- Economic Participation: Digital literacy improves employability, enabling residents to seek jobs, complete training, and engage in e-commerce or remote work.

The Parish Council intends to continue to support this initiative, with the aim of it becoming a permanent service, with a growing volunteer network delivering 1-to-1 support and group workshops. The aim is for all residents - from retirees to youth - to be able to fully participate in the digital era, bridging gaps in access and capability.

4.8 Improved Transport Accessibility and Connectivity

4.8.1. Accessible Transport Empowering a Connected Community

Improved transport is seen as being essential to realising the community vision of a connected, inclusive, and sustainable Parish. Accessible and efficient transport networks enable residents to live independently, access essential services and actively participate in the community. By reducing dependence on private vehicles, enhanced transport solutions reduce traffic congestion, meet environmental targets and ensure equitable access to employment, education, healthcare and leisure whilst supporting the transition toward a low-carbon future.

4.8.2 Sustainable, Accessible Public Transport and Community Services

With fewer scheduled buses, on-demand services are increasingly supporting residents in outlying areas who cannot use private vehicles. Key priorities for public transport identified by residents include expanding bus routes to critical destinations such as the doctors' surgery at Turnpike House in Worcester, Worcestershire Royal Hospital, Worcestershire Parkway railway station as well as Malvern and other nearby towns.

The success of the Worcester Wheels community minibus underscores the potential for expanded transport services. This wheelchair-accessible service offers door-to-door connections for shopping trips and social activities, fostering companionship among passengers. While the service is currently subsidised, further promotion and wider adoption could make it self-sustaining. Expanding these services to the hamlets within the Parish which have no public transport would be a key step in extending practical mobility options for all parishioners.

Technology plays an increasingly vital role in modern transportation. Digital tools, such as apps for booking buses or paying for parking, are integral to creating efficient, user-friendly systems. To bridge the digital divide, the Parish Council's Digital Inclusion Project aims to ensure that residents who wish to can confidently use these tools, enhancing mobility and independence.

4.8.3 Cycling, Walking, and Road Safety

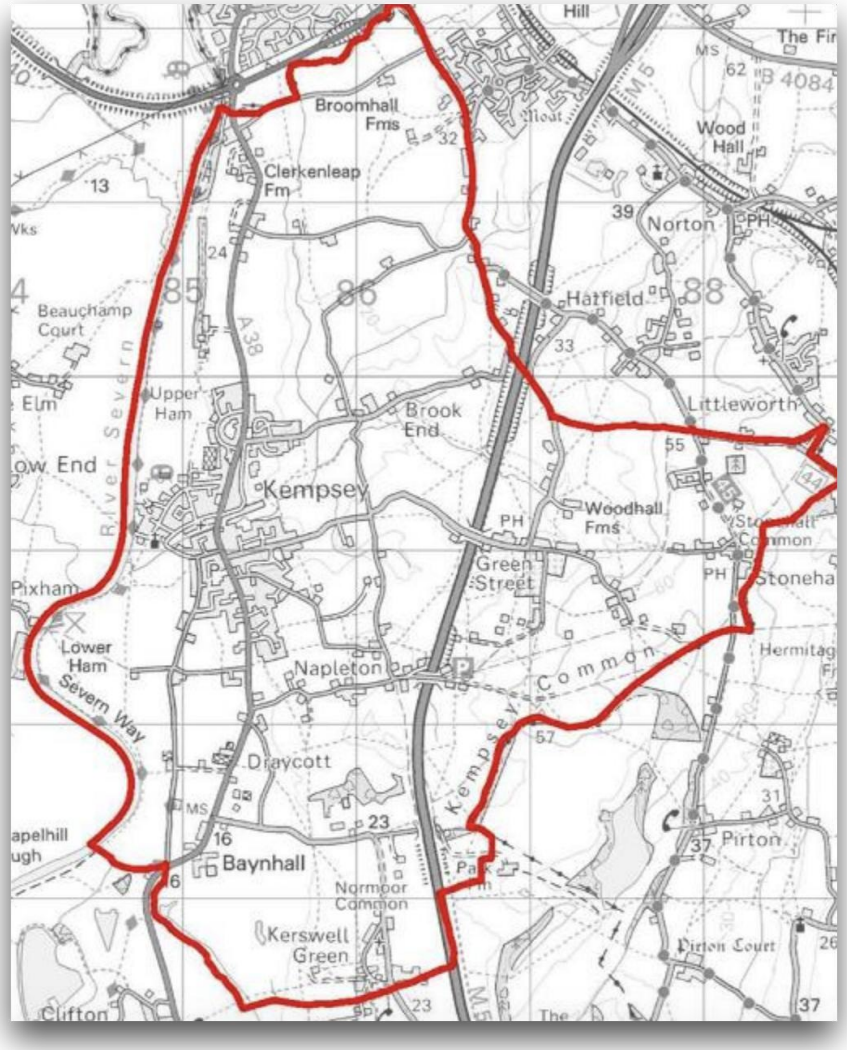
Encouraging active travel is a core part of the community vision for a healthier, greener Parish. Initiatives for consideration include:

- Developing safe and family-friendly cycling routes, including a circular trail linking Kempsey to St. Peters, and also providing a secure connection to Worcester.
- Improving access to river pathways for walkers and cyclists to enhance recreational opportunities.
- Addressing parking and pedestrian access challenges near the village shop, improving road safety around Kempsey Primary School and ensuring safer and more efficient traffic flow in critical areas.



APPENDICES:

Appendix 1: Socio-Economic Profile of Kempsey Parish



Kempsey Parish Boundary

Population

Kempsey's population of 4358 people (2021 Census) has grown rapidly with almost 40% more residents than a decade ago. This increase highlights the impact of recent housing developments in the Parish.

Age Distribution

At the time of the 2021 Census, approximately 5% of residents were under 5 years, 13% were aged 5-17, around 56% were aged between 18-64, and 26% were 65 or older. Kempsey's demographic is

notable for the proportion of residents who are middle-aged and older, highlighting the need for expanded health care and social service provision.

Gender

In the UK, the gender distribution is typically fairly balanced, though this can vary by locality. Nationally, 49.2% of the population identifies as male and 50.8% as female, based on 2021 Census data, with 0.5% identifying as a gender different from their sex at birth, according to the Office for National Statistics (ONS) This gender balance is also broadly reflected at the local level.

Sexuality

While specific data at Parish level is unavailable, nationally 3.2% of people in England and Wales identify as LGBTQIA2S+, reflecting the importance of inclusivity in fostering a sense of belonging for people of all orientations and identities in the Parish.

Ethnicity

96.5% of Kempsey Parish residents were born in the UK. The same proportion identify as White British, slightly higher than in the surrounding Malvern Hills district (94.2% born in UK and 90.3% identifying as White British) and significantly above averages in the West Midlands (84.8% and 55.8%respectively) and across England (83.2% and 71.4%).

Disability

8.8% of the population reported having a long-term health condition or disability that impacts their day-to-day activities. The number of young people with additional needs is higher than average. These figures are aligned with trends across the Malvern Hills district and Worcestershire as a whole.

Health

83.7% of residents report being in good or very good health, which is slightly above the regional average.

Employment and Occupation

The local economy in Kempsey reflects a mix of professional, managerial, and technical occupations. Professional occupations are the largest employment sector, making up 21.8% of the workforce, followed by managers, directors, and senior officials at 16.86%. This highlights the relatively affluent nature of the community, with a strong presence of highly skilled jobs. Skilled trades account for 11.1%, while elementary occupations make up only 5.9% of the workforce, indicating a predominantly skilled workforce.

Unemployment and Economic Activity

Kempsey enjoys a lower unemployment rate compared to national and regional figures. The unemployment rate in the wider Malvern Hills district is around 2.7%, significantly lower than the

West Midlands' 5% and the national average of 3.8%. This suggests that Kempsey benefits from a relatively robust local economy.

Connection and purpose are key to building a strong community

None of us are statistics! The individuals behind these numbers have real lives: there are people in our community who wake up each morning to face isolation, poverty, ill health, bereavement, unemployment, addiction or the daily struggles of overwhelming loss and lack of purpose. However, whilst this report focuses on the community vision to preserve Kempsey's rural identity, improve facilities and strengthen the community, another important dimension is residents' ability to form meaningful connections and relationships, to cultivate inner strength, to resource themselves and each other and to strengthen resilience, both individually and collectively. A resilient community provides one of the most powerful resources for overcoming life's challenges.

Appendix 2: Kempsey Neighbourhood Plan

Neighbourhood planning gives local people the opportunity to shape new development as planning applications are determined in accordance with national planning policy and area development plans, with the Neighbourhood Plan being part of this framework. Kempsey's current Neighbourhood Plan, a Parish Council initiative, became a legal document in November 2017 following a public referendum on the draft version, with the intention that the plan would remain in effect until 2030. A copy of the plan is available at the Parish Council's website. On its front cover it states: 'Our Vision for Kempsey is: To ensure that Kempsey Parish continues to be an identifiable, sustainable rural community with facilities to cater for the needs of the residents'. The 61- page document then describes how this vision should be applied when considering new development proposals.

Changes to national planning policies since 2017 and the increasing age of the Neighbourhood Plan mean that it is less influential than before when considering planning applications. Moreover, the Local Plan for the area, the South Worcestershire Development Plan (SWDP), which sets strategic policies and allocates sites for development, has undergone a 'Review', as periodically required. This extends the period covered by the plan to 2041. The Parish Council has also been considering undertaking an update of the Neighbourhood Plan, a potentially lengthy and costly process, but has been awaiting the outcome of the SWDP Review so that any update aligns with the most up to date version. It is anticipated that the outcomes of the consultations undertaken in preparation of this vision report would nevertheless inform a revised Kempsey Neighbourhood Plan.

Appendix 3: A Strengths-Based Approach to Community Consultation

Overview of Consultation Process



The community consultation for this Kempsey Community Vision has adopted an asset-based, co-production approach, supported by appreciative inquiry models, inviting residents and Parish Council members to help shape the vision actively. Together, participants designed questions, mapped current and potential future facilities, and used "three wishes" exercises to spark ideas. In conversation and in group activities, creativity was encouraged, as people were invited to share their insights and aspirations. Open questions such as "What do you love about Kempsey?" and "Describe the best future imaginable for Kempsey" helped identify core values and foster a collaborative, future-focused plan.



Appreciative Inquiry Approach

Feedback from parishioners had highlighted that there are pockets within the Parish, where a culture of caution, fuelled by conflict, judgmental remarks, gossip and negativity weaken our sense of community. Whether in person, in public meetings, or on social media platforms, fear of critique

and disapproval deters engagement and drains creativity and enthusiasm, discouraging residents from volunteering, sharing ideas, or trying new things. In this process, we have sought to counter this tendency by using this uplifting, asset-based approach.

Appendix 4: The Power of Volunteering

Volunteers are the lifeblood of our vibrant community. We appreciate and applaud our community champions, their talents, resilience and the time they dedicate to creating a vibrant and engaging Parish life. We are grateful for the tireless, and sometimes thankless, efforts of all who volunteer as school governors, Parish Councillors, and those who support our community at district and county level. By sharing their passions, skills and energy, year after year (often decade after decade) our volunteers have created and sustained the activities that have brought this Parish to life. As we consider the community's vision of the future, it is vital to avoid overburdening existing organisers and time for new volunteers to follow their lead, pick up the torch and get advice and mentoring from those who run events so successfully.

Volunteering is not just for the few - it is an opportunity for everyone and the benefits can be life-changing: volunteering connects you with others, builds lasting friendships, increases confidence and boosts your sense of purpose, as well as enhancing your skills and lengthening your life, according to research. Joining a cause you're passionate about not only enriches your community but also leaves you feeling empowered, valued, and inspired to make a difference. Whether litter picking, leading a group within the Guiding and Scouting movement, supporting Children in Need or the local food bank, starting a biodiversity interest group, a gardening club, a running group, a book club, organising events, mentoring young people, reading with the children at Kempsey Primary School, supporting neighbours with lifts or meals, or simply brightening up people’s day with random acts of kindness or sincere compliments, there is a role for everyone and everyone has something to offer.

Historically there has been a lack of volunteers in our Parish. This gives rise to a sense of inertia and disempowerment amongst some and frustration amongst others. When less is being done, we hear more loudly the vocal minority who are quick to criticise what “they” aren’t doing. Some fail to realise that, if we were all proactive, together “we” could achieve so much more of what we long to see in the Parish. What matters is the good we do, not the good we expect others to do.

Kempsey is known as a welcoming, kind and caring place, owing to the qualities of the individuals this community attracts. The overwhelming majority of parishioners love to support their neighbours, and many consider volunteering, but don’t know how. Some already feel over-committed, others lack confidence or fear judgement, fear being overwhelmed or the discomfort of standing out. Even with just one hour to spare each week, and the right support, each one of us can feel empowered to step forward, fill gaps and unlock opportunities for new initiatives, clubs and activities or to simply be there for our neighbours. An overwhelming number of people have expressed their vision for a stronger community. That vision can only be realised with your contribution.

Appendix 5: Activities, Clubs, Groups and Shared Experiences

Kempsey boasts a thriving community with over 70 clubs, groups, activities and events to engage with, catering to a wide range of interests and ages. These include: Anglers Association, Artisan Food, Crafts and Farmers Market, Badminton Club, Ballet and Modern Dance, Beavers, Bell-ringers, Bereavement Group, Bible Study, Book Clubs, Book Exchange, Bowls, Bridge Club, Camera Club, Christian Aid, Church, Church Yard Group, CIC, Come on In coffee mornings, Communion and Coffee, Cornflower Club, Craft Groups, Cricket, Cubs, Dance-fit, Dog Training (including puppy class, agility training, adolescent and older dog training, recall training, scent training, man-hunt training and more), Food Bank/Community Fridge, Football clubs run by Kempsey Colts, Governors (Kempsey Primary School Academy Standards Committee ASC), History Group, Housing Campaign Groups, Kempsey Parish Council and Committees (including Community Centres, Commons & Recreation, Environment, Finance & General Purposes, Infrastructure, Planning), that welcomes, public input, and support, Knitting Groups (including “Angel Bombing”), Lifestyle and Wellbeing, Litter Picking (including “Adopt a Street”), Martial Arts, Memory Connect Centres and Carers Connect (including Social Connect and Dementia Support), Men's Clubs, Mobile Library, Music Appreciation, Music Groups and Bands, PACT (Parish and Community Together), Parent and Teachers Association (PTA), Pavilion Café Working Group, Pilates, Recorded Music Society, Rounders Clubs, RSPCA, Sanctuary Arts (Mindfulness), Save the Children, Scouts, Seated Exercise, SEND Support Group, Severnside Youth, Skittles, Slimming World, Stepping Stones, Tae Kwon-do, Tai Chi, Teddies for Tragedies, Tennis Club, Tools with a Mission, Ukulele Group, Walking Groups, Wine Clubs, Women’s Institute (W.I.), Yoga, and the newly forming Youth Group and more!

Appendix 6: Kempsey's Most Active Social Media Groups and Pages

At the time of writing, Kempsey Parish's most active social media platforms include:

- Facebook's Spotted Kempsey group and Kempsey UK Community Group both with over 3k members and Spotted in Kempsey with over 2k members

- Other neighbourhood pages and interest groups, offering information, connection and support. Some of the larger groups include: RSPCA Worcestershire (based in Kempsey) - 15k+ followers, Kempsey UK Sales and Wants 2k+ members, The Lawns Nursing Home - 2K+ followers, Anchor Inn Kempsey -1k+ followers, Kempsey Remembered - 1k+ members.

- Other smaller groups with less than 1k followers include Kempsey Primary School, Friends of Kempsey Primary School, The Huntsman Inn Kempsey, Kempsey Colts Football Club, St Mary's Kempsey, The Talbot Kempsey, Kempsey Eco Business Park, Kempsey Skatepark Club, Severnside Parishes, Stepping Stones, Brookend Farm Business Centre, Lygon Green, Kempsey Mead Neighbours Group, Kempsey Camera Club, Elgar Park Residents, South Kempsey Action Group, Crown Inn @ Kempsey, Kempsey Running, Kempsey and Upton Slimming World, Kempsey waste exchange, Kempsey SEND and disability support, Kempsey Plantswap, Kempsey Bell-ringers, Kempsey Lawn Tennis club.

There are many more, the list is not exhaustive and will doubtless change over time.

Appendix 7: Community Engagement Conversations

This appendix provides further detail regarding the engagement activity referenced in Section 2.3 of the Vision report. It outlines the breadth of consultation undertaken, categorises the types of data gathered, and demonstrates the depth and continuity of conversations with individuals and organisations throughout the process.

Engagement Overview

Since the 2022 Community Survey, more than 268 individual and group learning conversations have taken place to deepen understanding of local priorities. These include one-to-one discussions, informal drop-ins, targeted meetings, focus groups, community events, clubs, and strategic discussions. Participants represented a broad cross-section of the community, including residents of all ages, political affiliations, faith groups, public agencies, service providers, and local organisations.

Free-text responses from the 2022 survey were systematically analysed and used to develop key themes. These were subsequently validated, clarified, and expanded through further engagement.

This report draws on a substantial body of qualitative and quantitative data, including:
- 552 survey and consultation responses
- 268 follow-up conversations
- Over 90,000 words of general free-text input
- 9,143 words of focused free-text commentary

Further contributions via emails, social media, petitions, online polls, and questionnaires.

In total, well over 12,696 discrete data points were captured and collated.
The analysis process combined formal thematic coding with the use of advanced natural language processing tools, supported by large language model technology, to identify recurring motifs, priorities, and areas of concern. These findings directly informed the articulation of the eight community priority areas and the shared vision that has emerged.

This methodology recognises the unique value of an Asset-Based Community Development (ABCD) approach, which operates primarily outside formal settings and is embedded in everyday Parish life. Rather than relying solely on structured meetings—which often attract a limited and predictable demographic—this approach seeks out natural, informal dialogue with residents in homes, on doorsteps, in pubs, shops, and other familiar community spaces.

This facilitated deeper, more authentic reflection, particularly from individuals less likely to engage through traditional consultation formats. By engaging people in conversation about their passions, lived experiences, and hopes for the future, a clearer and more inclusive vision for Kempsey has emerged. This is a case of informal data collection, rigorously analysed, to produce a robust and representative understanding of community aspirations.

A combination of manual thematic analysis and advanced natural language processing tools—comparable in function to qualitative analysis software such as NVivo—has been used to

systematically code, group, and interpret more than 99,143 words of free-text community input. This approach is particularly well-suited to community engagement work, as it enables the identification of shared values, local concerns, and emerging themes across a diverse population—ensuring that even informal, conversational contributions are rigorously captured and reflected in the final analysis.

Validating the Eight Strategic Objectives

Additional one-to-one and small group conversations, enable regular engagement to test, adjust, and affirm, through ongoing community dialogue, the eight priorities, these include, but are not limited to: Come on In coffee mornings; Youth Hub gaming nights; digital inclusion drop-ins; WI; Cornflower Club; St Mary's Church events, PACT meetings, at some of the 80+ local clubs and groups, in individual homes, on buses, and while out and about in the Parish.

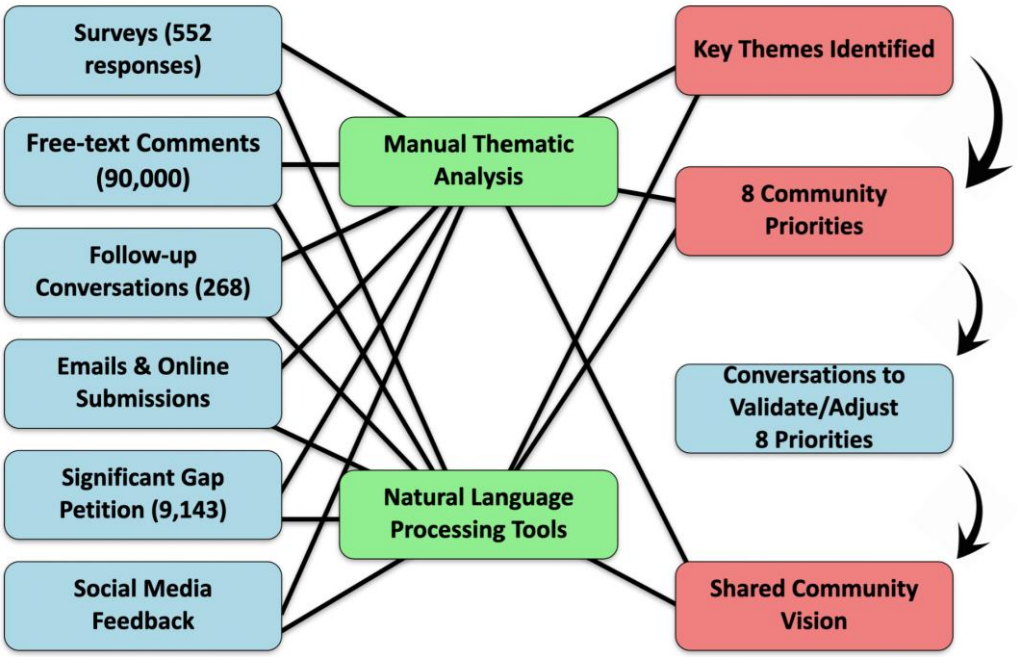


Table of Individual Conversations

Aspect of the vision covered	Themes explored	Number of individual conversations
Rural Identity Preserved	Cherished rural identity (including housing development concerns & Significant Gap)	85
Enhanced Facilities for all	Community facilities (e.g. Youth Centre usage, café, pump track/skatepark, youth lounge, improved surgery, Parish Hall, booking)	180
Vibrant Community Life	Conversations about Youth and teen provision, social cohesion and loneliness reduction, 80+ groups and clubs,	75
Sustainable initiatives	Environmental concerns and biodiversity, food security and local sustainability issues	45
Culture and Recreation	Performances, festivals, events, creating culture, diversity, equity and inclusion	40
Calm Roads & Safe Homes	Low crime rates, bike marking, smart water, noisy main road, speeding on A38 and PO Lane,	30
Informed, Connected & Communicating Positively	Bridging the digital poverty divide, using noticeboards, website, social media, get online, digital skills, culture of communication online and in meetings	80
Improved Transport	On Demand buses, bus timetables, community buses, cycling routes,	90

Table of Group Conversations

Aspect of the vision covered	Date	Focus	Group
Rural Identity Preserved Enhanced Facilities for all Vibrant Community Life Sustainable initiatives Culture and Recreation Calm Roads & Safe Homes Informed & Connected Improved Transport	**14 Jan 2023**	Visioning Day with Parish Councillors	Exploration of free text comments to capture the vision of Kempsey Parish Councillors, informed by residents' feedback
Vibrant Community Life Informed & Connected	**17 Jan 2024**	Community Building methodologies for visioning, reducing social isolation and increasing community cohesion and wellbeing	Online conversation with a range of stakeholders, including community builders and residents.
Rural Identity Preserved Enhanced Facilities for all Vibrant Community Life Sustainable initiatives Culture and Recreation Calm Roads & Safe Homes Informed & Connected Improved Transport	**23 Jan 2024**	Exploring the initial outcomes of the survey findings	In person conversations with community builders and residents.
Informed & Connected	**19 Feb 2024**	Vision for a more digitally inclusive Parish through a new Digital Inclusion project	Platform Housing, Local Councillors, CIC, WI, Cornflower Club and representatives of other groups in the Parish.
Rural Identity Preserved Enhanced Facilities for all Vibrant Community Life Sustainable initiatives Culture and Recreation Calm Roads & Safe Homes Informed & Connected Improved Transport	**27 Feb 2024**	Consultation and presentation at PACT event	Residents and representatives of St Mary's, Kempsey CIC, Women's Institute, Cornflower Club, Kempsey Primary School, Kempsey Parish Council, Local Police, Platform Housing, MHDC, WCC.
Sustainable initiatives Informed & Connected	**11 Mar 2024**	Digital Inclusion and support for those with health inequalities	Socially excluded and vulnerable residents and platform housing representatives.
Informed & Connected	**20 Mar 2024**	Digital Inclusion focus on the vision	Mix of residents - mainly older members of the community.
Informed & Connected	**27 Mar 2024**	Consultation with Women's Institute representatives about the vision and needs of WI members	Key members of WI leadership team.

Rural Identity Preserved **Enhanced Facilities for all** **Vibrant Community Life** **Sustainable initiatives** **Culture and Recreation** **Calm Roads & Safe Homes** **Informed & Connected** **Improved Transport**	**27 Mar 2024**	Consultation on all aspects of the vision generating actions and priorities for the future	District and County Councillors.
Rural Identity Preserved **Enhanced Facilities for all** **Vibrant Community Life** **Sustainable initiatives** **Culture and Recreation** **Calm Roads & Safe Homes** **Informed & Connected** **Improved Transport**	**27 Mar 2024**	Consultation on the vision at Cornflower Club (with ballot sheets!)	District councillor, Parish councillor, local groups, residents.
Vibrant Community Life **Culture and Recreation**	**15 Apr 2024**	Consultation on the vision of older people for a more inclusive community	Local volunteers, Come on In volunteer group, digital inclusion volunteers, retirees and older members of the community.
Culture and Recreation **Informed & Connected**	**30 Apr 2024**	Digital poverty, mentoring for young people, social isolation of men, diversity and inclusion.	Unity Housing representative, community volunteer and young person.
Rural Identity Preserved **Enhanced Facilities for all** **Vibrant Community Life** **Sustainable initiatives** **Culture and Recreation** **Calm Roads & Safe Homes** **Informed & Connected** **Improved Transport**	**14 May 2024**	Consultation and presentation at PACT event	Residents and representatives of St Mary's, Kempsey CIC, Women's Institute, Cornflower Club, Kempsey Primary School, Kempsey Parish Council, Local Police, Platform Housing, MHDC, WCC.
Vibrant Community Life	**23 May 2024**	Vibrant Community Life	Age UK dementia and social inclusion.
Improved Transport	**31 May 2024**	Consultation at Bike marking event, including conversations about security, inclusion, diversity, young people, poverty, homelessness, food security, animals, housing and development, schooling	Residents of all ages and representatives of the Police, Platform Housing.
Vibrant Community Life **Culture and Recreation** **Informed & Connected**	**10 Jun 2024**	Vision for increasing participation in existing community activities through use of the Kempsey Times and other communications platforms	Older members of the community, Come on In volunteers, digital inclusion volunteers etc.
Sustainable initiatives	**27 Jun 2024**	Vision for more sustainable food security and poverty issues	Poverty Truth Commission representative and food bank volunteers.
Sustainable initiatives **Culture and Recreation** **Informed & Connected**	**11 Jul 2024**	Discussion about diversity and inclusion, employability, poverty, digital inclusion as a means to wellbeing	Unity Housing, young and middle aged residents.

Improved Transport	**18 Jul 2024**	Discussion about our vision for improving transport	Age UK and residents.
Rural Identity Preserved	**18 Jul 2024**	Housing and development issues	District Councillors, Firs, local residents.
Culture and Recreation	**19 Jul 2024**	Issues with bullying and social exclusion of young people with minority ethnic heritage and from diverse cultures	Local families, informal focus group.
Sustainable initiatives	**25 Jul 2024**	Food banks, community fridges, the poverty truth commission, food insecurity, rural poverty, communication	County Councillor, Poverty Truth Commission representative and Community Builder.
Informed & Connected	**19 Aug 2024**	Digital skills to alleviate social isolation	Mixed age residents, Digital Inclusion experts, Age UK.
Rural Identity Preserved **Enhanced Facilities for all** **Vibrant Community Life** **Sustainable initiatives** **Culture and Recreation** **Calm Roads & Safe Homes** **Informed & Connected** **Improved Transport**	**20 Aug 2024**	Consultation and presentation at PACT event	Residents and representatives of St Mary's, Kempsey CIC, Women's Institute, Cornflower Club, Kempsey Primary School, Kempsey Parish Council, Local Police, Platform Housing, MHDC, WCC.
Enhanced Facilities for all **Informed & Connected**	**16 Sep 2024**	Health inequalities, Surgery triage forms and digital inclusion support	Dementia and broader issues for retirees and older people.
Vibrant Community Life	**1 Oct 2024**	Youth Provision	Platform Housing, Pop Up Gaming, Unity, St Mary's.
Sustainable initiatives	**9 Oct 2024**	Environmental Initiatives and their impact on social inclusion and wellbeing	Community Builders, residents, those supporting veterans.
Enhanced Facilities for all **Vibrant Community Life** **Informed & Connected**	**10 Oct 2024**	Gaming and digital skills as a route to supporting young people	Range of stakeholders, including residents, young people, Platform Housing and YMCA.
Improved Transport	**23 Oct 2024**	Cornflower club consultation and invitation - focus on Transport	Volunteer team running Cornflower club, Parish Councillor and residents.
Enhanced Facilities for all	**29 Oct 2024**	Vision for improved health care facilities in the Parish and a swimming pool for Kempsey	Parishioners and representatives of the Dr surgery.
Enhanced Facilities for all **Vibrant Community Life**	**1 Nov 2024**	Vision for what young people want in Kempsey	Mostly young people, but also Platform volunteers and representatives, Pop Up Gaming, parents, Community Builders and YMCA.
Enhanced Facilities for all **Vibrant Community Life**	**14 Nov 2024**	Vision for Youth Lounge and Youth Hub	Young people and Platform Housing representatives.

Rural Identity Preserved Enhanced Facilities for all Vibrant Community Life Sustainable initiatives Culture and Recreation Calm Roads & Safe Homes Informed & Connected Improved Transport	**19 Nov 2024**	Consultation and presentation at PACT event	Residents and representatives of St Mary's, Kempsey CIC, Women's Institute, Cornflower Club, Kempsey Primary School, Kempsey Parish Council, Local Police, Platform Housing, MHDC, WCC.
Enhanced Facilities for all Vibrant Community Life Culture and Recreation Informed & Connected	**30 Nov 2024**	Vision for improved wellbeing and youth provision, employability, diversity and inclusion	Volunteers and representatives of digital inclusion project.
Enhanced Facilities for all Vibrant Community Life Culture and Recreation	**3 Dec 2024**	Vision for improved youth provision in the Parish	YMCA and young people.
Sustainable initiatives	**19 Dec 2024**	Food insecurity and food bank support through crowdfunding	Food bank volunteers and supporters.
Rural Identity Preserved Enhanced Facilities for all Vibrant Community Life Sustainable initiatives Culture and Recreation Calm Roads & Safe Homes Informed & Connected Improved Transport	**25 Feb 2025**	Consultation and presentation at PACT event	Residents and representatives of St Mary's, Kempsey CIC, Women's Institute, Cornflower Club, Kempsey Primary School, Kempsey Parish Council, Local Police, Platform Housing, MHDC, WCC.
Rural Identity Preserved	**7 Feb 2025**	Maintaining the Sustainable Gap as a means to securing the vision to preserve our rural identity	Parish stakeholders, County Councillor.
Enhanced Facilities for all Vibrant Community Life	**13 Mar 2025**	Vision for increasing the vibrancy of Parish life, through our new café	Resident, church warden/café volunteer.
Rural Identity Preserved Sustainable initiatives	**26 Mar 2025**	Vision for preserving our rural environment, including rare Llamas land, the churchyard and social inclusion benefits of nature	Residents and environmental enthusiasts.