

Along the valley of the Pang lies Frilsham, a small West Berkshire village surrounded by woods and meadows. The population has a voice, the parish plan we call...

Frilsham Future

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Introduction

A parish plan such as Frilsham Future outlines the needs and aspirations of a community. Identifying them usually prompts the motivation and support required to bring those positive changes into effect. For West Berkshire Council, parish plans are important key documents, ones that drive their policies, strategies and work programmes. When a plan is endorsed by the council and its public sector partner agencies, it opens the door for parishes to obtain grants to fund projects within their plan. In this way it is hoped that communities throughout West Berkshire will be encouraged to review their needs and priorities then address them proactively. Essentially the Parish Plan is Frilsham's voice, a way to:

influence councils • stimulate action • attract funding

Frilsham Future was developed from a series of consultations to assess the views of this local community. The plan embraces every aspect of rural village life - heritage, people, sense of community, history and natural beauty. The priority throughout the planning process has been

“to meet the needs of the community and enhance village life”.

In detail, the objectives of Frilsham Future are to:

- **better understand the Parish** – its demographic, ecological, economic and social features
- **identify the needs** of individuals and groups within the Parish that could be met through local initiatives
- **seek agreement on a strategic direction** for the Parish, meeting identified needs and local preferences consistent with objectives in the West Berkshire Council's Sustainable Community Strategy (www.westberks.gov.uk/index.aspx?articleid=15792)
- **describe an action plan** for changes, improvements or developments that will benefit those in the parish
- **publish the results** for the Parish and District Councils, other agencies and parishioners

Frilsham Past & Present

Frilsham (11th cent.); Fridlesham (12th cent.); Friglesham (13th cent.); Frylseham (16-17th cent.); Frilsham (18th cent.) – meaning *Frithel's Village* - is a small rural community in the valley of the Pang. As part of the North Wessex Downs Area of Outstanding Natural Beauty, the land rises from 248 feet where the Pang leaves the parish to 424 feet on Frilsham Common. The ancient woodland known as Coombe Wood was designated as a Site of Special Scientific Interest in 1985. The soil is chalk near the river, but there are beds of clay and sand at the eastern side of the parish. Most of Frilsham Common was enclosed in 1857. The main village now sits on the hilltop above the river Pang.

The parish contains 978 acres, about half of which are arable, three-eighths permanent grass and the remaining eighth woods and plantations. The beech woodlands are believed to date back over 1,000 years and surround the former common grazing land at the highest point. The village is mainly brick built from locally produced grizzle bricks, which were made at the Pot Kiln until the late 1930s and are a distinctive red and grey colour. The current 132 houses spread across the parish represent a large cross section of architectural styles and periods, with the older dwellings known to date from the 16th century. Three of the 16th century farmhouses – Birch, Parsonage and Magpie – are Grade II listed buildings, as is the 12th century Church. The one thatched property in the village, Manderley, once a small farmhouse, was substantially extended in the 1970s. The mock Tudor Hawkridge House which perches on the southern hillside was built at the end of the 19th century. A small council house development in Beechfield Lane was added after the Second World War. Individual homes have been added sporadically since then and there have been many alterations to existing dwellings. Currently, as Frilsham is outside the settlement boundary, no entirely new developments are permitted.

Many of the older homes served another purpose in the past. The 1851 Census recorded 50 children under the age of 13 so a school room was attached to Coombe Farm and a school teacher employed (from 1869), though the children were often taken out of school to help with farm work. Thirty years later a 'proper' village school was built in School Lane with a house for the head teacher next door - Further down School Lane stood the village shop at Hill Cottage and beyond that the Dragon public house.

The beginning of Frilsham is not actually recorded, but the circular churchyard suggests there may have been a pagan temple from the Iron Age. In its place now stands the 12th century church with later additions dedicated to Saint Frideswide. Her story is that while fleeing Oxford to avoid an unwanted suitor she took shelter in Frilsham and healed the sick from a well on the common. Thanks to a grant provided by the Lottery Heritage Fund, that well has been restored into a functional and beautiful landmark.

The Domesday Book of 1086 records Frilsham as a separate manor, and until about 100 years ago, it was a small isolated agricultural settlement. This shaped the current landscape. The higher part of Frilsham was mainly a common on which villagers could graze their animals and collect firewood. A number of small farms were established around the edge of the common. As farming methods changed these became concentrated into one or two large holdings. Gradually the village became less isolated. In 1610 the oldest of the Frilsham Parochial Charities was established. This ancient charity started by James Pocock, provides Christmas parcels for the elderly even today.

According to its constitution the fund could contribute to other needs in the parish so long as they provided “the relief of poverty”. From 1800 until 1920 the Lord of the Manor actually lived in the village, first by the church where he built the manor house, farm and mill. He also built the rectory for his brother. The common significantly reduced in size after its enclosure in 1857 was partly replaced by allotments and more housing. There was even a Methodist chapel in Beechfield Lane on the site of Appletree Cottage.

People who had nothing to do with farming began to move into the village. Sir Cameron Gull, a lawyer, built Frilsham House (and the school). Mr Harry Weber, temporarily rich from gold mines in South Africa, bought the manor and built Hawkridge House. These big houses employed a lot of domestic staff, as well as grooms, gardeners and gamekeepers. Sir Cameron cherished the woods, for both timber and game, as did the Iliffes of Yattendon who bought much of the land in the 1920s. The woods and the surrounding countryside still attract people to Frilsham today.

As farming became increasingly mechanised fewer farm workers were needed and the water mill closed, but there was work for blacksmiths and carpenters. Lime was produced at the chalk pit (for building as well as fertiliser); as were bricks and tiles at the Pot Kiln, the owner of which started the pub where you can still order a local pint.

Big changes came with cars and wars. The First World War touched nearly every family. Sixteen Frilsham men were killed, but thirty others had their horizons widened, serving outside the village and meeting people from other parts of the country. This happened again in the Second World War, but during that time the village also hosted wartime evacuees and US airmen. The advent of the motor car meant it was no longer necessary to work within walking distance of one’s home. Local people found employment in Reading, Newbury and beyond. The population grew from about 200 throughout the nineteenth century to 300 in 2009, as many others moved into Frilsham, appreciating village life but working elsewhere.

The erection of the Water Tower after the Second World War brought mains water to the village for the first time and more recently, in the 1980s, mains drainage was introduced, although many wells still exist and some houses continue to have their own waste drainage systems. The village continues to have no mains gas supply.

In some ways village life has been eroded by the transport revolution –the school closed, the shop closed, one pub closed, the M4 sliced off part of the parish, even the public telephone closed. However, strong links with neighbouring villages still exist, particularly with Yattendon, where the shop, post office, garage, butcher and hairdresser all serve Frilsham residents well, and the joint “Clubs” continue to thrive such as the Social Club, Youth Club, Cricket Club and Tennis Club. Many Frilsham children attend the Yattendon Church of England Primary School. The Yattendon and Frilsham Sports and Social Trust, funded by an annual Fete, has partially replaced the benefaction/social element provided by the Lord of the Manor by continuing to support buildings and activities in the two villages. Close links are also maintained with Hampstead Norreys, largely through the Church connection and the monthly Broadsheet newsletter but also through the WI and other social activities. The Broadsheet started in 1956 for Yattendon and Frilsham, with Hampstead Norreys joining later in 1981.

Frilsham still has some employment opportunities in the parish through the Pot Kiln pub/restaurant, English Landscapes, Granary Kennels, the local farms and domestic service, but these days there are fewer who work in the agricultural industries. A significant development in the last 20 years due to technological changes, and most recently with the introduction of mobile phones and the internet, is the number of people now working from home, if not full-time, certainly on a part-time basis. This creates new demands for a reliable electricity supply, telephone connections and computer support.

The main focal point of the village now is the Clubroom. It was built in 1956 with a clearing alongside for the football field and swings. The building cost of £2,500 was financed through local fundraising. The Football club continued to thrive and recently added a youth team but with time the Clubroom became worn and suffered from vandalism. A group of local volunteers decided to refurbish the building, which has provided a welcome boost to the community spirit. Throughout its history residents have injected new ideas and energy to enhance the village. Now the Clubroom is serving the community again and new activities have supplemented the old.

Planning Process

In **October 2007** the community was inspired when several villagers volunteered their time and skills to provide extensive renovations to the village hall (Frilsham Club Room). By **May 2008** the Club Room was reopened. A village barbecue was laid on in celebration of their effort with over 200 in attendance. At the event, residents were given the opportunity to identify activities they would like in Frilsham if the Parish Plan could open the way for funding.

In **Sept 2008**, a model of the village was built by local children and adults as a way of stimulating discussion about the village. This model reflects Frilsham, its memorable features, landscape and facilities. The model was shared with the wider community at another well-attended event, the St. Frideswide Supper, timed to coincide with the legendary former Frilsham resident's National day in **October 2008**. Sarah Ward, from the Community Council for Berkshire, spoke that evening about the nature of parish plans and the typical process followed to create one. Each table formed a team for the night's entertainment, a quiz about the village. It prompted a great deal of discussion. People were encouraged to share their views in a giant brainstorming exercise as well as volunteer to take part in the production of a plan.

A Steering Group was formed in **November 2008** to develop a plan for the parish through consultation with the community. This process included the constant guidance and support of Sarah Ward, the Community Council for Berkshire's Planning Development Worker. The planning exercise began to take shape. Consultation Leaders volunteered to manage individual topics. They were organized into five headings designed to mirror West Berkshire Partnership's Sustainable Community Strategy document "Breath of Fresh Air". The document presents a 25 year plan for West Berkshire's communities. The following headings are reflected in the Action Plan:

Greener Frilsham • Healthier Frilsham • Stronger Frilsham • Safer Frilsham • Prosperous Frilsham

Frilsham Future Parish Plan was created in an unconventional fashion. As we consulted the community and identified needs, if they could be met, they were. This approach extended the length of the project but also added a vibrancy with immediate benefits to the community. Some of the projects initiated during the process included the Frilsham and Yattendon Lunch Club, cycle rides, walks and a tour of the local Yattendon brewery.

Consultation took many forms – organised walks, piggy backing existing functions, one to one discussions and special evenings with guest speakers on the environment, computer training and inspiring teamwork. Feedback on the plan's process was given at all community functions, through the local Broadsheet, the new village website and a specifically designed "Feedback" publication distributed to each household.

In **August 2009** work began on a film created by young people of our community exploring Frilsham's past, present and future. Support was provided through generous West Berkshire Council grants and Real Time, a professional production company. This project engaged young people in the planning process, giving them an opportunity to hear views and experiences across the generations through interviews. They also became involved in the decision making process by identifying needs within their community and possible solutions. The film will be aired at the St Frideswide Supper in October 2010. Additionally it will be shown at the smallest cinema in the world, the Frilsham Phone Box, as an innovative way to use that landmark. Each household will receive their own copy of the film as well.

All these activities formed the first stage of the consultation exercise, which was about "exploring ambitions". The next stage was about testing support through a questionnaire that was delivered by hand to each of the 132 households in **November 2009**. Drawing on the information from the initial consultations, an experienced local team developed one survey for adults and one for young people aged 5-17. Both were available on line. 67% of households (59% of the village) responded. The results were entered through Greenham Common Trust to retain anonymity. The information gathered was then analysed and translated into a user-friendly version for the Action Plan team to investigate fully (the Questionnaire Analysis is available on-line at www.frilsham.org.uk or hard copies can be viewed by phoning (01635) 201-980). An Action Plan was devised after using the survey data to determine potential projects and assess their viability. The questionnaire results were presented to the Parish Council and community at an open morning in **July 2010**, along with the proposed actions for further comment before producing the final version.

Even before the plan's completion, visible changes have taken place in the village. The phone box was under threat of removal but has now been purchased by the Parish Council and repainted. A new notice board has been erected courtesy of a grant by The Rural Access to Services Programme (RASP) Fund administered by CCB on behalf of the South East England Development Agency (SEEDA). Probably the most outstanding demonstration of a community pulling together has been the improvements to Beechfield Lane, an un-adopted road leading to around 30 houses, that has been filled, graded and funded entirely by the residents.

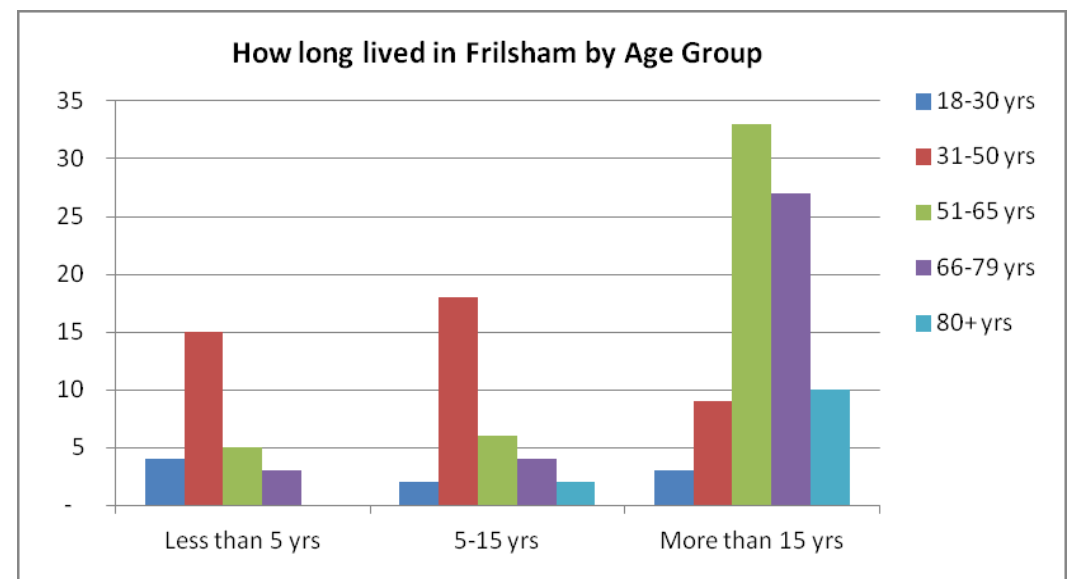
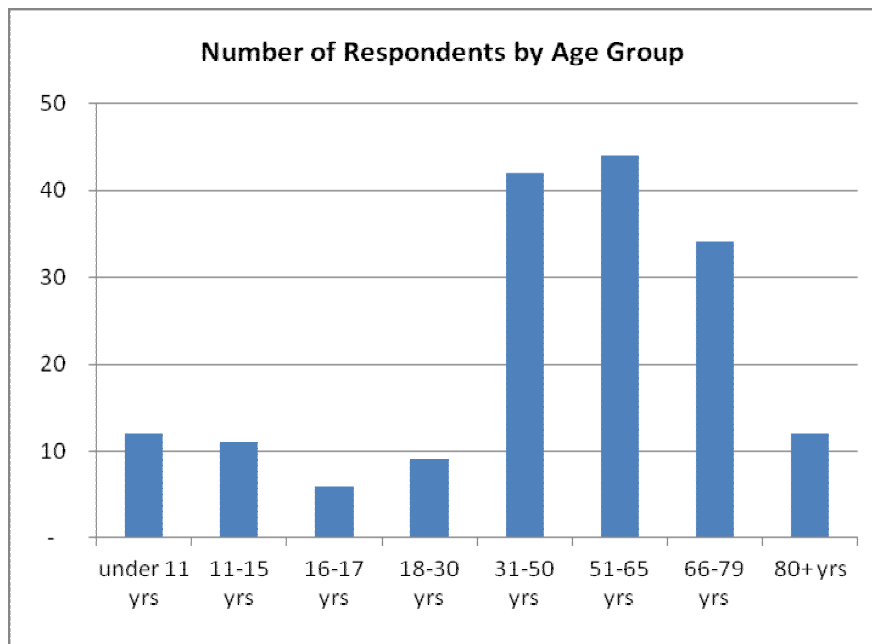
The Parish Council, West Berkshire Council and other agencies were consulted and ultimately **endorsed this entire plan in**

Questionnaire Results

This chapter of the Parish Plan reports some of the findings from the analysis of the results of the Plan Questionnaire. It attempts to capture the perceived advantages and disadvantages of living in Frilsham as seen through the eyes of the respondents, their aspirations for the village, as well as giving a picture of the residents themselves. In the space available it is not possible to reflect all findings of the survey but those interested in exploring them further can find the whole analysis of the questionnaire on the village website at www.frilsham.org.uk or borrow a paper copy by phoning (01635) 201-980.

People

It is estimated that the population of Frilsham was 302 in November 2009, with 241 adults and 61 young people under 18. The majority of respondents to the questionnaire (120) were in the 31-79 age range. Of the total respondents, exactly half were male and half female. 58% of those respondents had lived in Frilsham for over 15 years. 81% had lived in Frilsham for over 5 years.



56% of respondents over the age of 30 had lived in the village for more than 15 years. The bulk of people who move to Frilsham are in the 31-50 age range and they don't tend to move out!

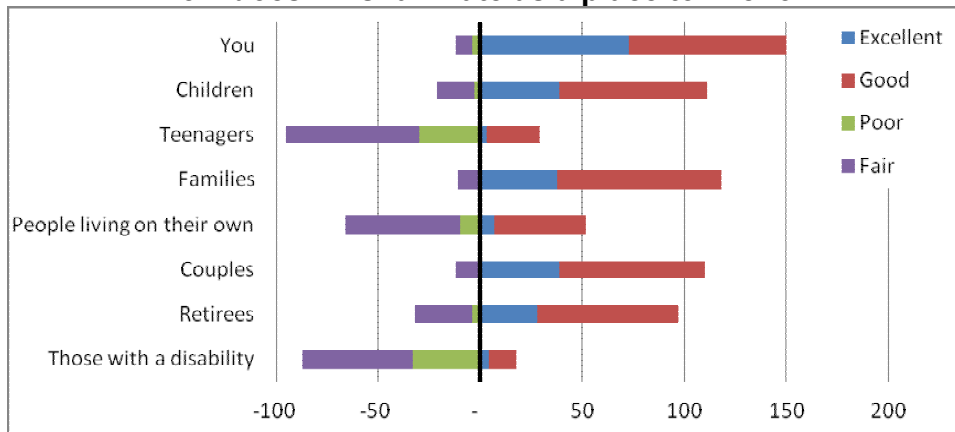
Illness, disability or caring

A small number of Frilsham people have a disability or serious illness, or care for someone who does. Those who have a disability or illness were equally split between male and female. More women act as carers than men, and, as might be expected, more people in the older age groups (66-79 and 80+) have a disability or illness than in the younger age groups.

Living in Frilsham

Most people rated living in Frilsham as excellent or good for themselves (89% respondents). Many rated likewise for families, children and couples (65% to 70%). But they rated it poor or only fair for teenagers and those with a disability (57% and 52%).

How does Frilsham rate as a place to live for:



For most people, their quality of life in Frilsham is about the same overall as it was 10 years ago. The most common reasons given for why it has changed for the better were a greater sense of community and more community events.

Adults liked the countryside, the location, wildlife and the quiet environment most, with little variation across the age groups. For young people it was living in the countryside, lots of outdoor space, friendly people and it is a good place for keeping animals.

The most frequent dislikes for adults were increased motorway noise, poor state of the roads, and poor public transport. For young people, it was the limited play area, friends living too far away, and being inaccessibly far from leisure and social activities.

The Frilsham facilities most valued were The Broadsheet, footpaths and the Clubroom. These were also rated as the most used.

The greatest cause for concern was Motorway Noise. Frequent power cuts and loss of water supply were also concerns for many, though much less often.

Families

The questionnaire probed some issues of particular concern to families and revealed some enthusiasm for holiday play schemes (40 adults and 14 young people) and after school clubs (28 adults and 11 young people), perhaps in conjunction with Yattendon. 10 people were interested in a walking bus to Yattendon School, and 3 were willing to help with it.

Transport, Roads & Footpaths

Transport was explored as a significant issue for many in Frilsham. It affects how people go about their everyday lives – travelling to work, education, training, and to services such as doctors’ surgeries and hospitals, as well as to shops and leisure facilities. 79 adults (55% of those who responded to the questionnaire) stated that they were engaged in work, education or training, and most travelled to their destination by car. A small number (8 people) travelled by public transport, but this is thought to be by train following a car journey to the station. 6 people studied or worked from home. Of those who responded, no-one walked or used a motor bike or scooter to get to work, education or training.

A similar pattern was followed for trips to primary school, with many being made by car, some involving car sharing (36 people), although 8 indicated that they walked and 4 cycled. Again, these categories were not mutually exclusive. The journeys to secondary school involved more public transport and this is thought to be due to the school bus which runs through the village.

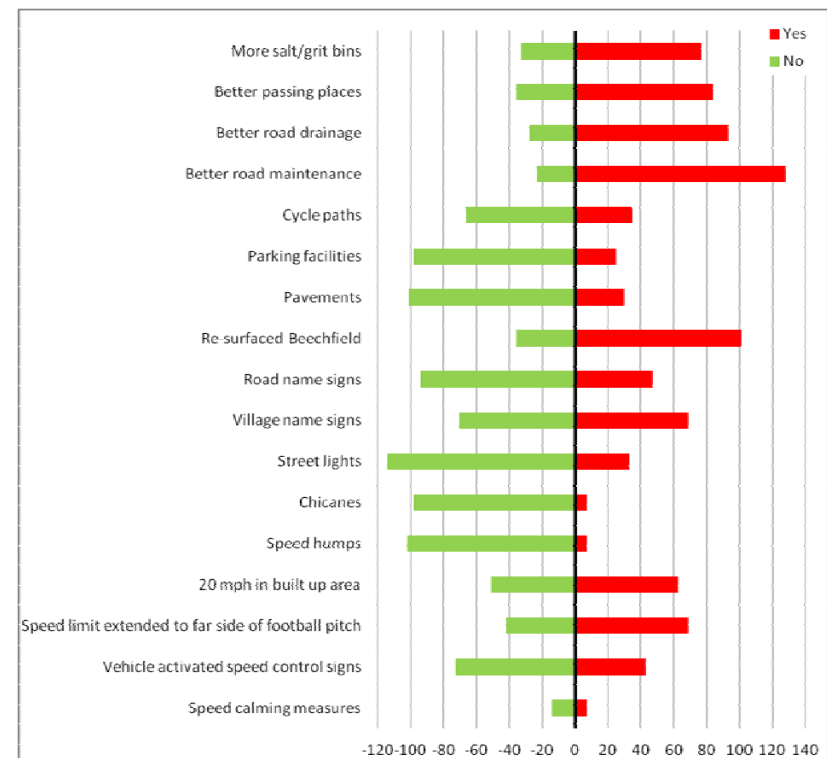
A few people (14) stated that they experienced difficulty accessing facilities, and whilst these tended to be people in the older age groups, one or two of them were in the 18-30 age. Although the numbers are small, the analysis clearly shows that some people have trouble accessing doctors’ surgeries/hospitals, shops or leisure facilities.

15 people (12% of respondents to the question) – mainly in the 18-30 age groups – indicated an interest in car sharing to train stations, shopping areas and to the cinema or other leisure facilities.

107 people (75% of all adult respondents) responded to the question on public transport. There was some interest in additional public transport provision if it was more frequent and provided at times when people want or need to travel. It is clear that the use of cars is high because there are few alternatives at the times when people need to travel.

Roads

“Roads” is an emotive topic and attracted a wide response from the community, with 95% responding to the questions on local roads.



There was a wide range of responses regarding road modifications. The highest negative response was to the question on street lights, with 114 people saying that they didn't want them, against 44 who did. Traffic calming measures such as speed humps and chicanes were overwhelmingly not favoured, but there were mixed views about extending the speed limit area and a lower speed limit of 20 mph in the built up area of the village.

The majority of respondents did not favour road name signs (94 people against, 47 people for) but the response about village name signs was inconclusive, with 70 people against and 69 for. There was little support for pavements, better parking facilities or cycle paths except one to Yattendon.

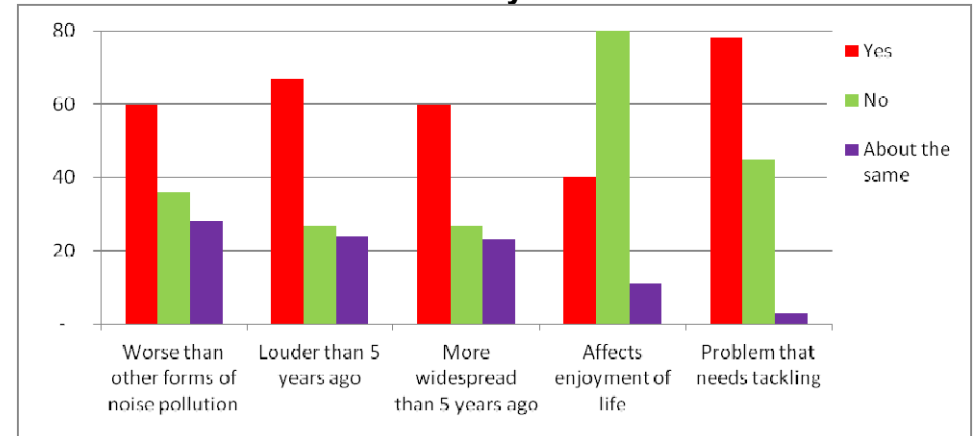
The highest positive response was in favour of better road maintenance (128 people). Allied to that, there was strong support for better road drainage, passing places and more salt/grit bins.

The question on resurfacing Beechfield also received positive feedback, with 101 in favour and the work has now been carried out by the residents themselves.

Motorway noise continues to be a problem for many people in the Parish. A majority felt it was louder and more widespread than 5 years ago, but views about whether it was worse than other forms of noise pollution were more evenly split. A majority felt it was a problem that should be tackled but most also stated that it didn't affect their enjoyment of life.

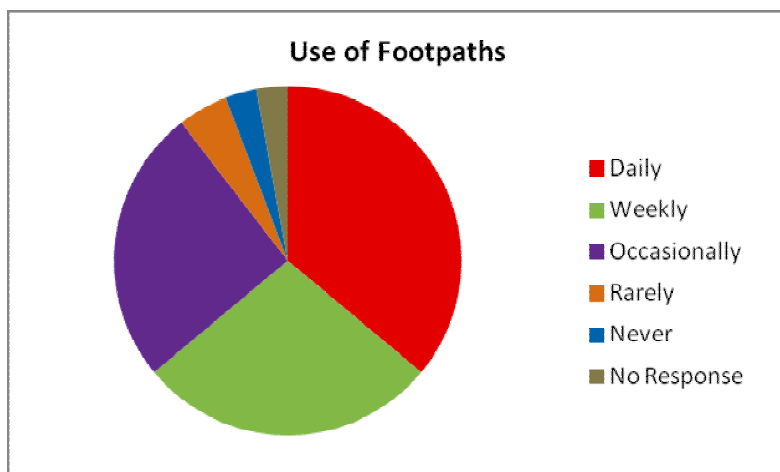
There is a clear theme that Frilsham is a small rural village and nothing should be done to urbanise and ruin it.

Motorway Noise



Footpaths

The question on footpaths generated one of the most revealing pictures of life in Frilsham. 94% of all people completing questionnaires said that they used the footpaths and bridleways in the Parish, with 65% using them either daily or weekly. Being able to walk on footpaths and use bridleways is very important to the residents of Frilsham. Whilst the majority of users fell into the 31-79 age groups, people in all age groups used them.



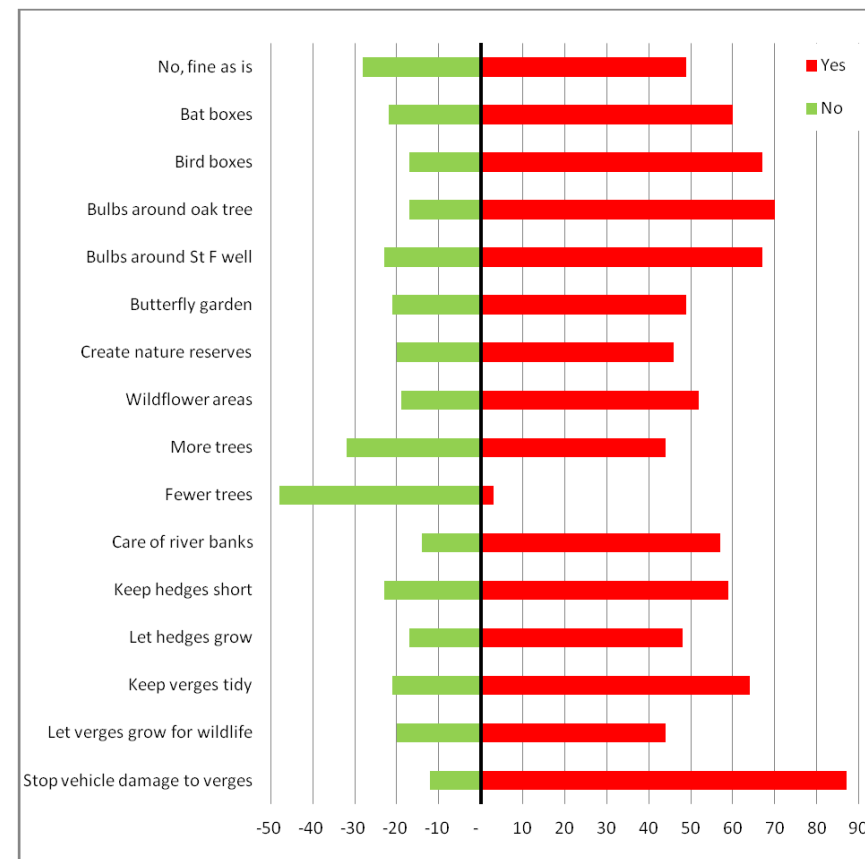
Most respondents said that they could find the footpaths and bridleways, and felt that they were well maintained, signposted and documented, but there were specific comments made about the excessive mud on footpaths in certain places and that some were not always cleared.

There were some interesting suggestions for additional footpaths including: an east/west path linking the two north/south roads to the village; a designated footway across the motorway bridge; and a route along the bank of the River Pang.

Environment

91% of people answered the question about keeping Frilsham clean and tidy, and 95% answered the question about

improvements to the natural environment, so these topics also seem of interest to most people in the village.



Almost half of respondents (48%) thought the village was fine as it is, although there was interest particularly in stopping vehicle damage to verges (53%), bulb planting at the top of Beechfield and around St Frideswide's well (43% and 41% respectively), in putting

up bird boxes (41%) and in spring clean days (37%). Young people were most keen on bird boxes and the over 65 age-groups felt strongly about keeping hedges lower.

There is a desire for better management of wooded areas to avoid extensive felling at one time and with it a change of environment. Coppicing and replacing trees removed by Yattendon Estate, and those soon to be cut down were suggestions for improvements. It was suggested that keeping conifer usage to a minimum was highly desirable.

The idea of a heating oil consortium was of interest to 61% of respondents and 54% of people expressed interest in free-cycling i.e. finding new homes for unwanted items. 46% of people were interested in Saturday markets.

Most people who are currently interested in having an allotment already have one. It seems improving facilities would make little difference to demand. However, 17 respondents may be interested in an allotment in the future.

27 people expressed interest in being part of an environment group (mostly from the 31-65 age group), so this suggests there could be enough interest to deliver some of the environmental projects identified.

Information

63 people (55%) said they would benefit from more readily available information about local events to allow them to attend more. Most of these would prefer to see such information in The Broadsheet (95%), on the notice board at the top of Beechfield (67%), and on the village website (63%).

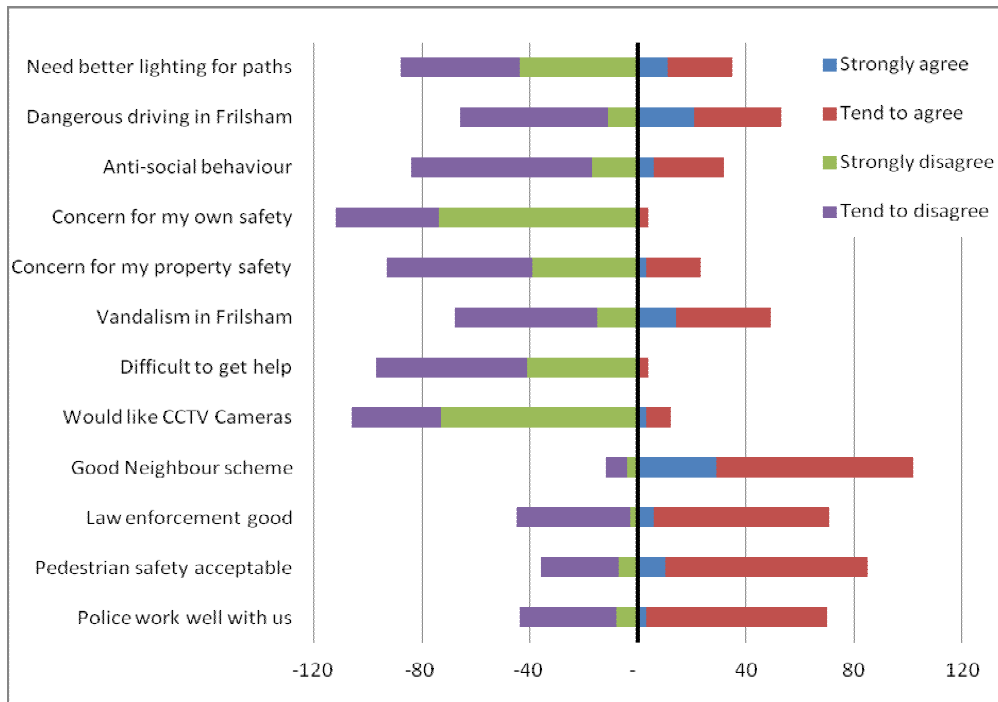
The village website www.frilsham.org.uk has been visited by just over half of respondents and by all age groups. Most of these (58%) looked at it once or only occasionally. It is clear that the website is a resource that residents would like to use more and there were constructive suggestions for its further development. Examples included advertisements from local businesses, the clubroom booking service, links for information from local schools, churches, surgeries and the Parish Council. However the comments also contained cautionary notes: the more information the website contains the more it will be used and referred to, but it is only useful if it is up to date and accurate.

The History of Frilsham was also included under this Information topic heading. It was clearly of interest to many in the village (144 respondents) and to all age groups. The most popular suggestions were a written record and a photo archive of Frilsham past, each favoured by around 70% of respondents. There was a pleasing number, 16, of those interested in local history offering to contribute to the tasks of creating and maintaining the records and archive. This included several young people.

Services, Facilities & Activities

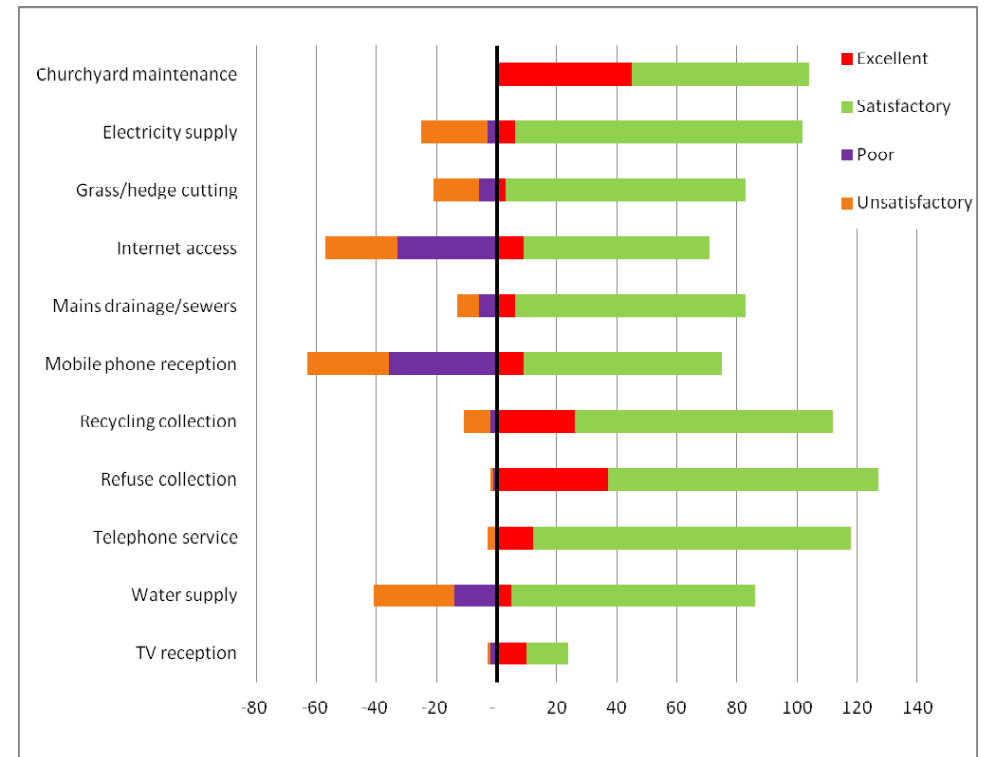
Services

There was a high level of response to the questions about services (93%) as the following chart illustrates. Community safety is an issue for many relatively isolated villages.



There is a strong level of support for a Good Neighbour scheme (71%). Such a scheme would involve a village network of volunteers willing to help with small services for those in need. But the vast majority of people felt safe in Frilsham and most did not want CCTV (80%). A majority had not been affected by crime in the past 2 years (85%). They were satisfied with policing but the

Neighbourhood Watch Scheme seemed to have few current members although many would wish to join.



Most people were happy with the telephone service, refuse and recycling collection, mains drainage, grass cutting and the electricity supply – although the electricity supply was of concern to 30% of the over 80s who responded, who will have memories of many power cuts of extended duration. This may be an area where good neighbours can provide support if the problem were to recur. The churchyard maintenance was particularly highly regarded.

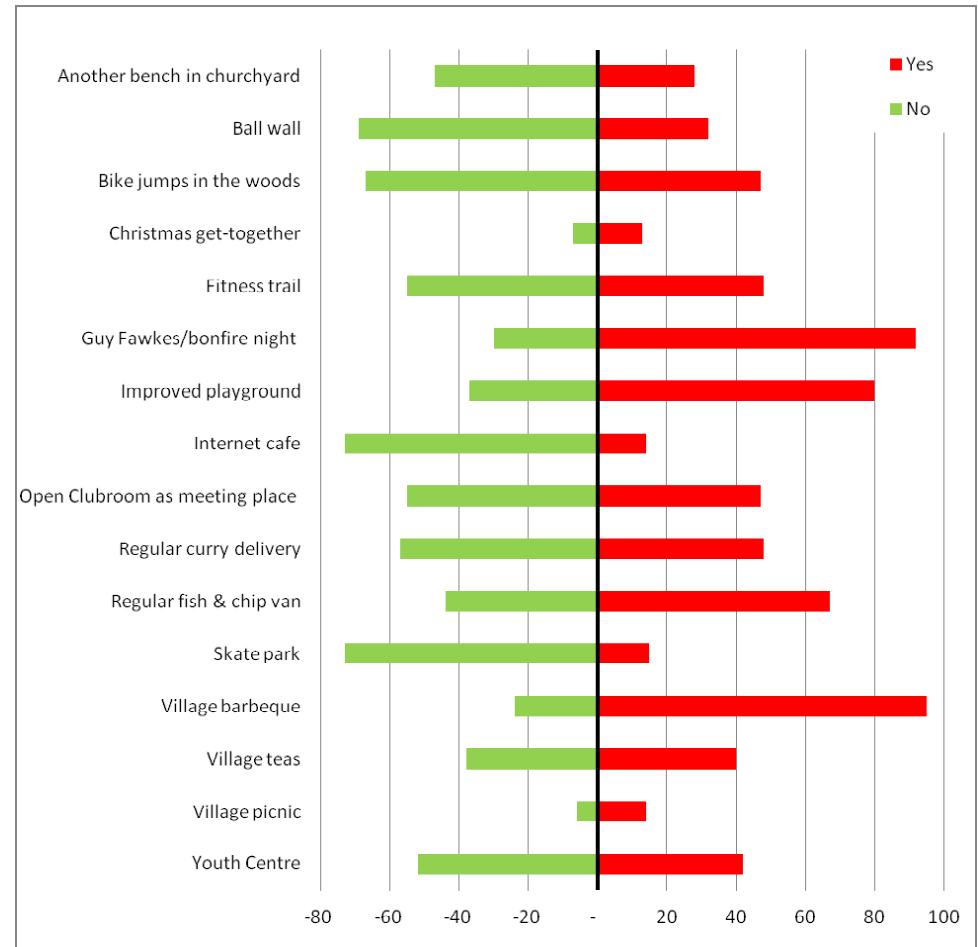
The majority of users expressed dissatisfaction with mobile phone reception and internet access (83% and 75% of respondents to these topics respectively) and views about water supply were mixed, with a third of respondents unhappy.

The idea of local bartering systems i.e. swapping a service you could offer with one another local person was offering was not particularly popular. Services that were of most interest were household repairs, computer help, gardening, plumbing and babysitting.

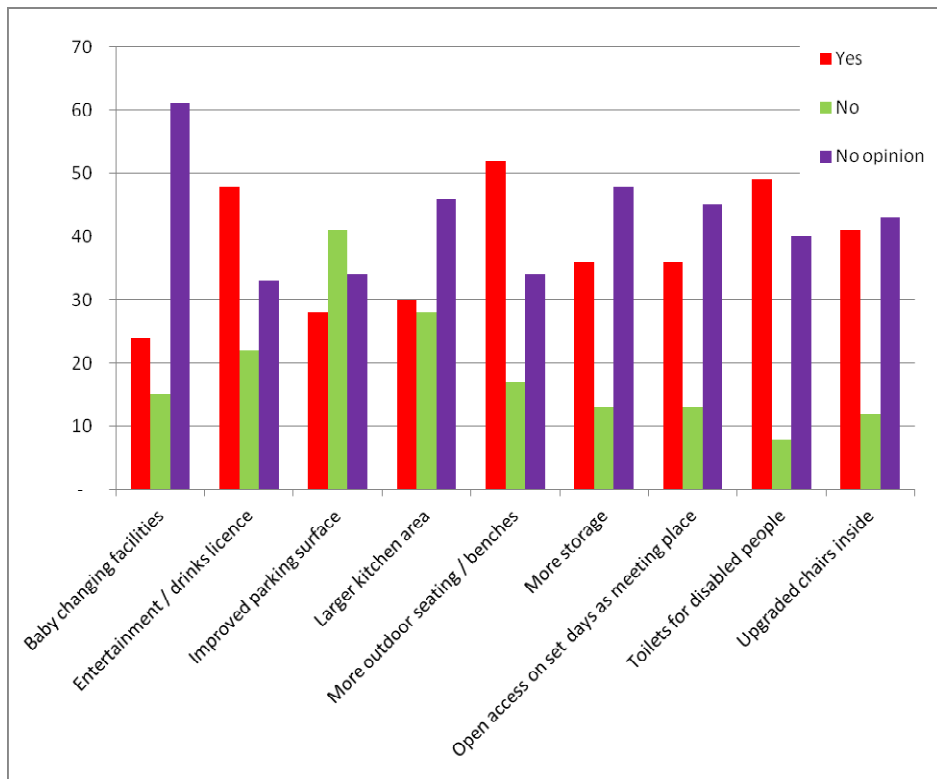
Facilities

There was a good response to the question about facilities in the village. The most popular ideas for additions were a village barbecue (62%) and a bonfire night (61%). These were followed by an improved playground and a regular fish & chip van. The latter was popular with young people, but not with adults! There was a strong No vote for an internet cafe or skate park.

The over 65s voted highest for a village barbecue, a bonfire night, and improved playground perhaps influenced by grandchildren or altruism! 62% of respondents wanted a faster speed internet connection.

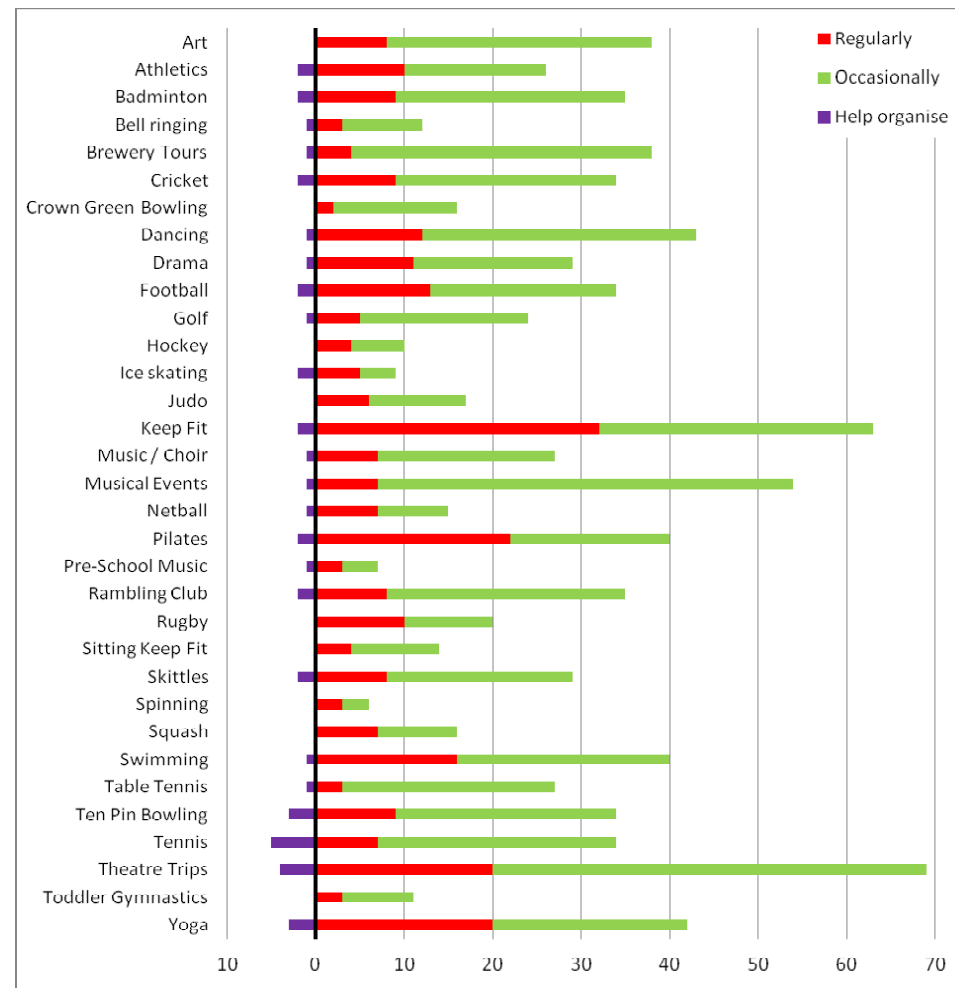


Asked about possible improvements to the clubroom respondents wanted more outdoor seating, disabled toilets and an entertainment/drinks licence. The suggestion of improving the parking surface had more votes against than in favour.

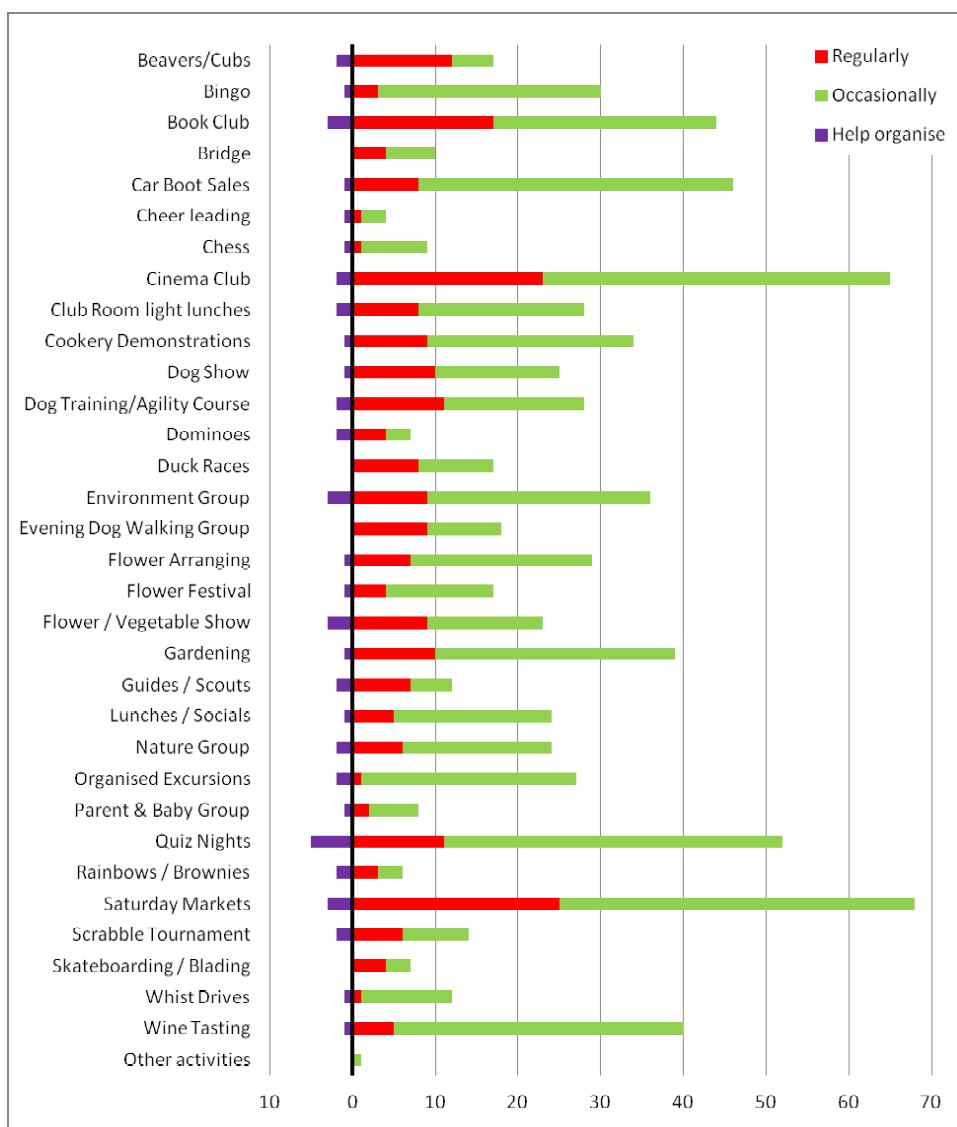


72% of people responded to the question about some adult education classes with a range of areas of interest displayed. Local history was the most popular (41 people), followed by digital photography (37). There were over 25 people interested in lectures/evening talks with natural history and languages prominent. Very few people showed interest in business networking groups.

Activities



Of the 65 activities listed above that people might wish to partake in regularly or occasionally the most popular were Saturday Markets, a cinema club, Theatre Trips, and Keep fit sessions.



Car boot sales, musical events, quiz nights, wine tasting, and for youngsters visits to ice rinks all had their supporters. To be economic some might involve collaboration with adjoining parishes, and in Yattendon some of these already exist.

Encouragingly there were people who said they would help organise all of the most popular activities. There were 36 other activities with help offered that potentially could go forward successfully despite there being fewer, and in some cases, far fewer people interested. Where there were no offers of organisational assistance for some of the activities listed, even some quite popular ones, this may prevent them happening.

There were 6 other activities suggested including singing, angling, and cycling proficiency.

For almost all activities there was a wide spread of interest across all age groups.

Strategic Direction

After significant consultation, we have a better understanding of Frilsham, aspects in need of change, aspects to preserve and protect. The remaining job of Frilsham Future is to take that knowledge and develop strategic pointers to guide the way ahead. In particular, the Plan should continue to prompt activity, new facilities and services that have been identified during the planning process. Clearly, very few people want to see dramatic changes in Frilsham, but the enhanced community spirit awakened by the planning process has been well received. It has inspired people to explore ways in which the village can be made even better.

The following Action Plan contains many of the good ideas proposed so far. Provided the leadership and support for each project are available, Frilsham can look forward to some modest change and enhancement based on the desires of local people. It should also be possible, using the website, to report on the progress of individual projects within the Action Plan. Indeed, the Action Plan can become a living document as new projects are agreed locally and then included in the web-based version.

It is well understood that villages and their populations change organically over time. Frilsham has seen such change; there has been the disappearance of many of its own services, like the school, the shop and the traditional pub, and the separation from Yattendon by the motorway. Equally significant are the changes in agriculture and the opportunities or lack of them for real local employment. All these and many other factors influence who lives here and wants to live here. A once very self-contained village has become one dependent on motorcar ownership to meet most local needs. Smaller houses have in many cases been made bigger. The cost of housing in prosperous West Berkshire limits who can afford

to move here. Nevertheless our database clearly shows that once families move here many stay for a long time. The village is popular amongst its residents as a pleasant rural home with easy access to services in neighbouring villages and larger towns. More young children are now visible around the village but the largest expanding sector of the population is the elderly.

2010 is quite possibly the beginning of a new era nationally. One that will have effects locally. The full impact of the financial crisis is yet to be felt on jobs and incomes. Environmental pressures are making the motorcar more expensive to run. A new coalition Government is talking about diminishing the role of the State. Localism is a popular theme. Local authorities will have reduced funding and may pass more responsibilities onto individual parishes. That will be a challenge for many communities, but by creating a parish plan, Frilsham is in a good position to take greater ownership of its future.

Although the village has perhaps hibernated for a few years, with the latest injection of community leadership Frilsham has demonstrated that villagers working together can make living here even more enjoyable. The Action Plan that follows is an ambitious pathway for enhancement. The challenge is whether enough residents will volunteer their skills and energies and make sure the Plan is implemented and continuously built upon.

So what is the way forward? Perhaps the residents taking more ownership of their community and planning its future? Conserve what we like. Enhance where we can. Recognise some people have special needs and will require extra help. Make sure the recent surge in community spirit is continued.

PARISH ACTION PLAN							
Name of Parish	FRILSHAM					Date Plan Adopted	
Objective	Actions	Priority H/M/L	Project Manager / Lead Partner	Other Partners	Justification / Comments (refer to community support from consultation)	Sustainable Community Strategy Theme	
Stronger (e.g. including everyone, fostering a sense of belonging and participation in community life, similar life opportunities - including accessible services for all)							
Help those with access difficulties get to doctor, hospital, shops, etc	Produce leaflet on local services, including Downland Volunteer Group, add to website, publicise in Broadsheet	H	Sarah Wilson	WBC "Getting There", Downland Volunteer Group	14 people, mostly older age groups, have problems (Q.18) Coffee morning supporting comment	Stronger	
Photo archive of Frilsham past	Collect old photos of Frilsham	H	Dorcas Ward	Local history groups, Individuals with old photos	73% believe it is important (Q.14,Y13) Coffee morning supporting comment Film supporting comment	Stronger	
	Consider hosting archive on website			Webmaster			
Written record of Frilsham's history	Collate currently held data and seek further information	H	Dorcas Ward	Local history groups, West Berkshire Library & Museum	70% believe it is important (Q.14,Y13) Coffee morning supporting comment Film supporting comment	Stronger	
	Consider hosting on website			Webmaster			
Photo gallery of events	Identify a team of photographers	H	Scarlett Nunn		49% are in favour (Q.14,Y13)	Stronger	
	Track events and organise capture						
	Display on website and as collage in Clubroom			Webmaster			
Annual village barbecue	Continue it	H	Jules de Jongh		62% in favour (Q.38, Y12) Film supporting comment	Stronger	
	Consider if it can be enhanced at all						
Annual village Guy Fawkes / bonfire night	Identify suitable site, suppliers, facilities and organisers	H	to be identified	WBC, suppliers	61% in favour (Q.38, Y12)	Stronger	
	Consult with WBC on health & safety						
	Investigate costs and funding or charging						
Regular fish & chip van	Investigate potential suppliers	H	to be identified		44% in favour overall, 70% young people in favour (Q.38, Y12) Coffee morning supporting comment	Stronger	
	Trial run						
Theatre trips	Identify possibilities, consider local coach company / transport, coordinate with Organised Excursions, organise and publicise (maybe look further afield, e.g. London)	H	Shirley Lyon, C & J Exton	Corn Exchange, Water Mill, Newbury Arts, New Greenham Arts, Arlington Arts	47% would partake regularly or occasionally (Q.44-45,Y14-15)	Stronger	
Clubroom lunches	Continue the current midday cooked dinners, publicise, consider if they can be enhanced at all	H	Bridget Proctor, Shirley Lyon		23% would partake regularly or occasionally (Q.44-45)	Stronger	

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Dog show	Consult other local villages who have had dog shows, check health & safety, possibly link with village barbecue, organise and publicise	H	offer of help in questionnaire responses	WBC	17% would partake regularly or occasionally (Q.44-45,Y14-15) mostly younger age groups	Stronger
Additional notice board to advertise events	Purchase or make a coming-and-going notice board and erect by Clubroom gate	M	Clubroom committee		Need raised in questionnaire responses (Q.20)	Stronger
Clubroom as a meeting place on set days	Investigate possibility, including target audience, facilities, refreshments, availability of volunteers	M	Clubroom committee		31% in favour (Q.42,Y12)	Stronger Healthy
Dog training / agility course	Seek guidance from local trainers, clubs, check health & safety, organise and publicise	M	2 offers of help in questionnaire responses	WBC	19% would partake regularly or occasionally (Q.44-45,Y14-15)	Stronger
Musical events	Identify types of event, level of interest, organise and publicise (would possibly make use of entertainment licence)	L	to be identified		36% would partake regularly or occasionally (Q.44-45,Y14-15)	Stronger
Safer (e.g. reducing anti-social behaviour, reducing speed on roads, emergency planning)						
Walking Bus to Yattendon School	Identify adults willing to help, organise rota on website, publicise	H	3 offers of help in questionnaire responses	Webmaster	19% (Q.30) would use and/or help Coffee morning supporting comment	Safer Healthy
	Arrange CRB checks			Yattendon School		
	Risk-assess route, arrange safety training			WBC Road Safety Officer		
Good neighbour scheme	Expand existing informal scheme by encouraging more people to look out for their neighbours and publicising	H	Christine Dunn	Frilsham Parochial Charities	77% would support such a scheme (Q.23) Coffee morning supporting comment	Safer Healthy Stronger
Neighbourhood Watch scheme	Expand participation by publicising, particularly the primary contact, and invigorate	H	Steering committee	Ken Darvall, Thames Valley Police	33 more people interested in joining (Q.24) Coffee morning supporting comment	Safer
Improved playground	Consult with WBC and RoSPA on design and health & safety	H	Parish Council	Village children, Frilsham football club, WBC, suppliers	53% in favour (Q.38, Y12) Coffee morning supporting comment Film supporting comment	Safer Healthy Stronger
	Involve children in design					
	Investigate costs and funding					
	Coordinate with all Clubroom area improvements					
Cycle path to Yattendon	Investigate possibility and cost, noting that it could perhaps also be used by the Walking Bus	M	to be identified	WBC, Yattendon Estate	70 people (40% adults, 67% young people) would like a cycle path to Yattendon (Q.16,Y12) Coffee morning supporting comment	Safer Greener

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Objective	Actions	Priority H/M/L	Project Manager / Lead Partner	Other Partners	Justification / Comments (refer to community support from consultation)	Sustainable Community Strategy Theme
Reduced speeding in village	Extend existing 30mph limit to the far side of the football pitch	M	Parish Council	WBC, Thames Valley Police	52% say needed, 31% say no need (Q.27)	Safer
	Investigate introducing 20 mph limit in central built-up area of village				47% say needed, 38% say no need (Q.27)	
	Try "Speedwatch" scheme (after required checks) and ensure speed limit signs not obscured				Speeding a significant concern in questionnaire responses (Q.10,12,27,Y6) Film supporting comment	
Improved road drainage and maintenance	Encourage residents (via website, Broadsheet, word-of-mouth) to report blocked & inadequate drains to WBC	M	Parish Council	WBC	70% say needed, 21% say no need (Q.27)	Safer Greener
	Challenge WBC to maintain the roads more cost-effectively, including priorities				78% say needed, 13% say no need (Q.27,Y7) Coffee morning supporting comment Film supporting comment	
Better passing places on local single-track roads	Identify where needed and relative priorities	M	Parish Council		62% say needed, 27% say no need (Q.27)	Safer
	Request WBC to provide			WBC		
Electricity and Water supplies	Consult with suppliers on supply problems as older people are particularly concerned / vulnerable	M	Parish Council	Suppliers	19% electricity supply concerns and 31% water supply concerns (Q.41)	Safer Healthy Greener
	Publicise temporary problems within the village, possibly via the website and good neighbour scheme			Webmaster		
	Encourage residents to report all water leaks to Thames Water					
Holiday play schemes	Investigate viability - low interest in past in Frilsham, maybe better if we join with Yattendon	L	to be identified	WBC, BACYP, The Dominoes Partnership	48% overall are interested 54% of young people are interested Coffee morning supporting comment	Safer Healthy
Healthy (e.g. fostering a sense of place and belonging, improving health and well-being of local people and young people, promoting independence of vulnerable people)						
Toilets for disabled people in Clubroom	Investigate suppliers, including costs	H	Clubroom committee	Suppliers	43% in favour (Q.42)	Healthy Stronger
	Seek funding					
	Arrange installation					
	Coordinate with all Clubroom area improvements					

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More outdoor seating / benches at Clubroom	Investigate suppliers, including costs	H	Clubroom committee	Yattendon Estate	43% in favour (Q.42) Coffee morning supporting comment	Healthy Stronger
	Consider fallen trees & chainsaw					
	Seek funding					
	Purchase and install					
	Coordinate with all Clubroom area improvements					
Upgraded chairs inside Clubroom	Investigate suppliers, taking into account needs of older people	H	Clubroom committee		34% in favour (Q.42)	Healthy Stronger
	Seek funding					
	Purchase					
	Coordinate with all Clubroom area improvements					
Reduced motorway noise	Work with Yattendon and other local villages in lobbying for earlier re-surfacing with lower noise materials	H	Parish Council	Highways Agency, Yattendon and other local villages	79% (Q.12) - a cause for concern 49% (Q.13) - it's got worse 57% (Q.13) - it's a problem that needs tackling Coffee morning supporting comment Film supporting comment	Healthy
	Report back to village that trees and other acoustic barriers have been found to be ineffective beyond 100m					
Maintained footpaths	Set up small working parties to improve the few bad spots and generally keep the paths clear	H	David & Caroline Cullip	WBC, Yattendon Estate, Environment group	Footpaths used by 97% (Q.15,Y9) Coffee morning supporting comment	Healthy Stronger
Keep fit	Consult with Northcroft, schools, check health & safety issues, CRB, check if leader needs to be qualified, consider cost / funding if any equipment required, possibly in conjunction with Pilates, Yoga, organise and publicise (possibly link with sitting keep fit)	H	2 offers of help in questionnaire responses	Northcroft leisure centre, WBC	43% would partake regularly or occasionally (Q.44-45,Y14-15)	Healthy
Rambling club	Organise a rota of leaders, publicise	H	Judith Neal		24% would partake regularly or occasionally (Q.44-45,Y14-15)	Healthy
Sitting keep fit	Consult with Northcroft, check health & safety issues, check if leader needs to be qualified, possibly in conjunction with Keep Fit, organise and publicise	H	Shirley Lyon	Northcroft Leisure Centre, WBC	12% would partake regularly or occasionally (Q.44-45) mostly older age groups	Healthy

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Skittles	Investigate viability, equipment, costs, funding, location, organise and publicise	M	2 offers of help in questionnaire responses		20% would partake regularly or occasionally (Q.44-45,Y14-15)	Healthy
Beavers, Cubs, Scouts, Rainbows, Brownies, Guides	Identify local groups with space, publicise, arrange introductions	M	4 offers of help in questionnaire responses	Local groups	18% would partake regularly or occasionally (Q.44-45,Y14-15)	Healthy
Ice skating	Identify nearest rink, whether lessons wanted, CRB, organise and publicise	L	to be identified	WBC	33% would partake regularly or occasionally (Q.Y14-15)	Healthy
Swimming	Identify availability of facilities, when people want to swim, transport options, organise and publicise	L	to be identified	Northcroft leisure centre, Kennet leisure centre	27% would partake regularly or occasionally (Q.44-45,Y14-15)	Healthy
Greener (e.g reducing carbon footprint in the community, reducing waste and increasing recycling, encourage consumption of local produce, increasing diversity of local wildlife)						
Environment group	Bring together interested people including children	H	David Turnbull, Wendy Willoughby-Paul	Other groups e.g. Pang Valley Trust	28% interested in joining (Q.31)	Greener Stronger
	Create a body to which people can go with ideas					
Gardening	Identify type of interest (horticultural, visiting, showing), possibly link with allotments, flower / vegetable show, organise and publicise	H	David & Caroline Cullip	Allotment holders	26% would partake regularly or occasionally (Q.44-45,Y14-15) Coffee morning supporting comment	Greener
Nature group	Bring together interested people including children	H	David Turnbull, Caroline Wilson	Nature Discovery Centre, Local schools	37% are interested (Q.37,Y12)	Greener Stronger
	Organise wildlife survey, pond dipping, nature walks			AONB		
Bulbs in public places	Set up small working parties including children	H	David & Caroline Cullip	Clubroom committee	51% want it, 17% do not (Q.34,Y10) Coffee morning supporting comment	Greener Stronger
	Plant around oak tree at top of Beechfield and St Frideswide's Well					
	Decide whether anywhere else, e.g. Clubroom					
Free-cycling	Identify point-of-contact, e.g. Website, Broadsheet, Saturday market, and publicise	M	to be identified		54% are interested (Q.37) Coffee morning supporting comment	Greener
	Liaise with other local free-cycling initiatives					
Clean & tidy environment	Organise regular annual or 6 monthly spring clean days	M	Parish Council	Clubroom committee, Frilsham football club	37% are in favour (Q.33) Coffee morning supporting comment	Greener Stronger
	Provide litter grabbers for use by volunteers			WBC	Suggested in questionnaire responses (Q.32,33) Coffee morning supporting comment	

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Bird boxes & bat boxes	Investigate where could be located - public places, private homes	M	Caroline Wilson	Environment group, YFSST, Yattendon Estate	46% want them, 14% do not (Q.34,Y10)	Greener	
	Seek funding / donations						
	Set up small working party to install						
Tetra Pak recycling	Investigate possibility of local facility, including onward disposal, costs and location (Clubroom, Pot Kiln?)	L	to be identified	Veolia, WBC	14% are interested (Q.32)	Greener	
Prosperous (e.g. supporting economy of villages, tourism, supporting employment in rural areas)							
Heating oil consortium	Check for any existing local group	H	Angela Benn		61% likely to participate (Q.32) Coffee morning supporting comment	Prosperous	
	Publicise and identify participants						
	Investigate suppliers and costs						
Saturday market	Consult with other local Saturday markets about types of stalls, frequency, coordination, etc	H	Shirley Lyon, Christine Dunn	Yattendon stores, Allotment holders, Clubroom committee	47% would partake (Q.44-45,Y14-15) Coffee morning supporting comment	Prosperous Stronger Greener	
	Identify potential stallholders for selling or free-cycling						
	Possibly in conjunction with flower / vegetable show, etc						
	Organise and publicise						
Enhanced Frilsham website	Extend the website content - see responses and comments on Q.22 for details	H	Webmaster	Website contributors, Event organisers, Advertisers, Special interest groups	37% to 77% support for the various ideas, 9 of them by over 50% (Q.22) 53% prefer to find information on the website (Q.20)	Prosperous Stronger	
	Identify new contributors						
	Maintain content up to date						
	Recruit assistants to share the increased workload						
Publicising events, groups, activities	Inform people how to publicise their events, special interest groups and activities via the Broadsheet, notice board, and website	H	Steering committee	Broadsheet editors, Parish Council, Webmaster	55% would attend more local events if information were more readily available (Q.19) Coffee morning supporting comment Film supporting comment	Prosperous Stronger	
	Consider website link with NWN for wider audience			NWN			
	Investigate best way of providing information available by email						

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Objective	Actions	Priority H/M/L	Project Manager / Lead Partner	Other Partners	Justification / Comments (refer to community support from consultation)	Sustainable Community Strategy Theme	
Improved internet access and mobile phone reception	Consult with other groups, investigate possible remedies, and pursue service providers	H	Tessa Allum	WBC, Other villages, Service providers	39% mobile reception concerns and 36% internet access concerns (Q.41,Y8) 62% want best internet speed (Q.39) Coffee morning supporting comment	Prosperous Safer	
Entertainment / drinks licence for Clubroom	Apply to WBC for a premises licence (check it's the most appropriate type)	H	Clubroom committee	WBC	43% in favour (Q.42) Coffee morning supporting comment	Prosperous Stronger	
Adult education classes	Initially focus on most popular subjects; consider holding locally in Clubroom if sufficient interest	M	to be identified	Newbury College, WBC	Highest levels of interest are (Q.43): 40% local history 37% digital photography 33% lecture/evening talk 29% natural history 27% languages 22% computing	Prosperous Stronger	
	Liaise with Newbury College and other providers						
	Investigate costs & charging						
	Organise and publicise						
Community chickens	Investigate possibility, costs, location (maybe an allotment), sale of surplus eggs (maybe Saturday market), and especially ongoing support	L	to be identified	Allotment committee, Saturday market	35% are interested (Q.37)	Prosperous Stronger	
	Consult current chicken owners						

Notes

1. All named project managers / lead partners have expressed interest or volunteered, but not all have yet been confirmed, and so these may change.
2. All percentages are of questionnaire respondents to particular questions unless otherwise stated.
3. (Q.n) refers to question n in the adult questionnaire responses; (Q.Yn) refers to question n in the young people questionnaire responses.
4. Start, Planned finish and Completed dates will be added to a live version of the action plan which will be regularly maintained on the Frilsham website.
5. It is assumed that the current Parish Plan steering committee, which will disband on achieving a formally endorsed plan, will be succeeded by an implementation steering committee that will drive forward and oversee the realisation of this plan.

WBC = West Berkshire Council

YFSST = Yattendon & Frilsham Sports & Social Trust

BACYP = Berkshire Association of Clubs for Young People

Clubroom = Frilsham's village hall

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Steering Group & Key Supporting Roles

Jules de Jongh (Chair)
Sandra Wilkinson (Treasurer)
Dorcas Ward* (Secretary)
Anthony Allen
Helen Allen
Gerald Barber
Louise Brook
Christine Dunn
John Goodenough*
Teresa Haxton
Jim Hodgeon*
Christine Kettlewell*
Rev Tony Lynn
Bob Lyon
Shirley Lyon
Steve Waite
Sarah Wilson

* Parish Council Members- the Parish Council also includes David Benning. Rosemarie Bateman is the Parish Clerk.

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Frilsham Parish

