

EDUCATION, WORK AND RETIREMENT

2. Employment and Retirement

THE PRESENT SITUATION

Residents in the parish have a very varied mix of jobs. Some are connected with agriculture or forestry, but many others (estimated at 90% of those in employment) work outside the parish, in service industries or in manufacturing. Some are self-employed, or run small businesses in the area, a significant proportion of these having to do with tourism or visitor services. The Wyre Forest District Local Plan does not include the parish among its list of appropriate sustainable locations for new employment opportunities. This could mean the villages becoming no more than retirement enclaves or commuter dormitories, and the mixed and vibrant communities would decline.

A number of people travel into the parish to work – some as managers or owners of businesses.

The parish has a relatively high proportion of retired people, many of whom have come there after retirement.

Issues

- Need for more local jobs;
- Further minor tourism or visitor attractions would be acceptable;
- Further small businesses would be acceptable;
- maintain the parish as a working community;
- commuter “dormitory”;
- Good quality services for retired people.

*Survey Question: We asked whether people were employed, etc.
The responses (190) were:*

<i>Retired</i>	<i>71</i>
<i>Employee</i>	<i>67</i>
<i>In full-time education</i>	<i>31</i>
<i>Self-employed (not employing anyone)</i>	<i>20</i>
<i>Self-employed (employing others)</i>	<i>15</i>
<i>Unwaged wife/husband</i>	<i>12</i>
<i>Permanently sick/disabled</i>	<i>3</i>
<i>Unemployed</i>	<i>2</i>

Actions

Stakeholders

Timescale

Encourage job creation in the parish, particularly appropriate visitor attractions and small businesses, bearing in mind the rural characteristics of the parish.

PC, WFDC

Ongoing

Promote existing businesses.

PC

Ongoing

Assist young people to find jobs within the parish.

PC, WFDC

Ongoing

Provide information and other services to retired residents to minimise the effects of isolation.

PC, WCC (Social Services)

Ongoing

Policy Statement

The Parish Council will seek to maintain the villages in the parish as thriving communities offering a mix of employment opportunities and retirement services.