

This is the boundary review submission on behalf of West Worcestershire Conservative Association, and the MHDC Conservative Group.

General Principles

The increase in the size of the Wards means that there is a risk that the link between a single councillor and the local electors will be broken. It is therefore a general principle that wards should be single member wards, unless the population in is so dense (such as in Malvern) that this would make the wards untenably small, in which case two member wards are acceptable

Increasing to two member wards generally starts to align the wards with County divisions and could become confusing for the electors. In rural areas, the size of two-member wards increases dramatically, and leads to a remote feeling between councillors and residents. It is not reasonable to assume that councillors will “job share”, since councillors may have different political and personal views on matters.

Our proposal for changes to the current wards are:

Alfrick and Leigh current count 3151, reduces to 2282 and 1 Councillor

Alfrick loses Knightwick (91) and Doddenham (226), Lulsley (117) to Martley, and Bransford (435) to Rushwick, reducing to a single councillor

Justified Reasoning

The developments at Bransford and Rushwick are linked in the latest emerging SWDP. These communities are similar, and look towards Worcester, tending to become commuter areas, rather than rural areas that look to Malvern as their parent town (as areas such as Leigh Sinton do).

Baldwin – electorate 1932. Grows to 2183 with 1 Councillor

Add Little Witley (251) to Baldwin

Reasoned Justification

Baldwin is limited in the areas into which it can expand, and Little Witley makes both numerical and logical sense.

Broadheath - 2 Councillors – split to form 2 new wards, **Broadheath** (2123) and **Rushwick** (2275)

Broadheath has 2123 electors, close to the target number, and could form a ward in its own right.

The remainder of the current ward could be split:

Broadwas (337) and Cotheridge (215) goes to Martley, while Rushwick (1840) joins with Bransford (435).

Justified Reasoning

Broadwas and Cotheride have close cultural and beneficiary links to Martley, Wichenford, Kenswick, Doddenham and Knightwick. They share Broadwas school, and share a community “Villager” magazine with the other parishes. Rushwick and Broadheath tend to look towards Worcester, and tend to be more commuter focussed.

Hallow – electorate 1772, grows to 2,227 electors

Extends to include Wichenford (393) / Kenswick (62)

Justified Reasoning

Geographically, Hallow is limited to where it can grow, and the additions make geographical and numerical sense

Kempsey – 2 councillors, forecast electorate 4,751 (target 4,512)

Proposal is to leave Kempsey Ward within current boundaries. However, we propose to split the very distinct parts of the ward into two areas, Kempsey North and Kempsey South.

We would suggest splitting the Ward roughly along the line of Squires Walk, South on Kempsey Main Road, the along Napleton Lane, then out through Green Street to the Ward Boundary.

Justified Reasoning

There is considerable development in the North of Kempsey, so that area of the Ward would do better to be slightly under target electorate in the short term to allow for growth. The residents of the ward are likely to be newer to the area and associate more with Worcester.

The southern half of the Ward (the greater electorate and land mass) tends to be more rural, with a different economy. As you pass to the villages in the south of the ward, Severn stoke and Kinnersley, the villages tend to associate with Upton Upon Severn in the South, rather than Worcester.

Lindridge – Electorate 1965 growing to 2174

Lindridge extends to include Eastham (209).

Reasoned Justification

Geographically, Lindridge is limited to where it can grow, and the additions make geographical and numerical sense

Longdon – Current electorate – 1855, target 2256.

Longdon will cede 346 voters to Ripple, and will therefore extend northwards to include Birtsmorton and Castle Morton. This will add 786 electors, giving a total of 2295.

Justified Reasoning

The revised ward represents a similar group of villages with similar issues and concerns. Longdon already covers a significant number of parishes, and any increase in size without a reduction in parishes would increase the workload of a councillor.

Morton – current electorate – 2025, target 2256.

Morton would need to lose electors to Longdon (786) since Longdon cannot expand any further west or south. Welland parish has 1239 residents, so the inclusion of Little Malvern parish, and a portion of Malvern Wells roughly bordering the Hanley Road would give a new Ward Welland, consisting of approximately 2200 electors. This would create a new ward “**Welland**”.

Justified Reasoning

Morton already includes part of Little Malvern. By extending slightly northwards, which will require Wells to be split into two, the similar areas of rural Wells, Little Malvern and Welland would make an area with similar social and economic issues. These parts of Wells tend to look to the rural east, rather than to Malvern Town.

Malvern Link, Pickersleigh, Priory, Chase Dysons Perrins and Malvern West – currently 15 councillors with the expectation of reducing to 12. The inclusion of part of Wells (approx. 1600 electors), and the inclusion of Newland (274), would increase the Councillor ratio to 13.

The wards and external boundaries would be retained, but with changes within their internal boundaries, with the exception of Priory extending into Wells north of the Railway line, and Chase extending into Wells South of the railway line.

Justified Reasoning

The Malvern Wards require 11 new councillors, whereas at the moment they have 15. Currently, there are six wards. We propose 2 councillors per ward, giving a total of 12 councillors. To account for the short-fall in electors, we recommend merging part of Malvern Wells with Malvern Chase, ceding the north part of Chase towards Priory. The inclusion of Newland would then justify 13 councillors across the town, to be split between 5 two councillor wards, and a single ward for three councillors. Alternatively, this could be split to 6 two member wards, with a single ward covering Malvern Wells, and the southernmost part of Chase.

Martley – electorate 1631, increasing to 2138.

Martley could include Knightwick (91) and Doddenham,(226) and Lulsley (117) and Broadwas (313) and Cotheridge (215), losing Wichenford (393) and Kenswick (62) to Hallow

Justified Reasoning

Broadwas and Cotheride have close cultural and beneficiary links to Martley, Wichenford, Kenswick, Doddenham and Knightwick. They share Broadwas school and share a community “Villager” magazine with the other parishes. Rushwick and Broadheath tend to look towards Worcester and tend to be more commuter focussed.

The loss of Wichenford and Kenswick to Hallow makes logical sense given the inability of Hallow to grow in other directions.

Powick – 2 Councillor Ward with 3500 voters – reduce to one councillor

Powick would lose Newland to Malvern Wards, Madresfield and Guarlford to the new ward Hanley, reducing the elector count by 640, giving 2938 electors. A move of rural properties centred on Old Hills would reduce the electors by around 600, giving approximately 2300 electors across Callow End and the remainder of Powick.

Justified Reasoning

Powick and Callow End form part of a single parish that is too large for a single ward, but the electors in these two areas can dominate rural issues in the other Wards. Guarlford and Madresfield are more similar in nature to The Hanleys, whereas Newland is increasingly becoming part of the wider Malvern Town area. The area surrounding Old Hills would benefit from aligning more to Madresfield, and the Hanleys, particularly as consideration is being given to creating a Country Park that will connect the two rural areas.

Ripple - Currently 1 councillor, current electorate 1763, target 2256

Ripple should be extended to include Bushley, Holdfast and Queenhill, adding 346 voters, giving a total electorate of 2109.

Justified Reasoning

Although split by the River Severn from Bushley, Holdfast and Queenhill, the issues facing residents in all these rural parishes are very similar, with a more agricultural economy and issues concerning transport. Flooding is an issue, coupled with housing development as satellite villages for Upton Town. Both sides of the river are key areas for mineral extraction, and are linked in the North by Upton bridge, and in the south by the Mythe Bridge (albeit in Gloucestershire). All areas look to Tewkesbury as the main town (indicated by the GL postcode in much of the area).

Teme Valley – the remainder of Teme Valley would merge with an extended Tenbury Ward

Tenbury – 2 Councillors, 3563 against a target of 4512

Tenbury, due to the geographical nature of the ward, will require to retain 2 councillors. To balance the electorate, the ward will need to incorporate the remaining parts of Teme Valley.

Reasoned Justification

Whilst the inclusion of the remainder of Teme Valley into Tenbury may look unusual on a ward map, geographically, the areas are a lot closer than appears, joined as they are by roads in Herefordshire.

Upton and the Hanleys – currently 2 councillors with 3,838 residents, target 2256 with a single councillor for Upton and the Hanleys to become the core of a new ward – The Hanleys.

The Hanleys would have a projected electorate of approximately 1500 electors. An extension northwards to include the contiguous areas of Guarlford (234), and Madresfield (132), and a rural area of Powick Parish, centred on Old Hills, stretching to the main road at Bastonford, and through Kents Green to include Pixham Ferry Lane would give an additional 640 voters, taking the total closer to the target electorate.

Upton (UPH3 and UPH4) total 2348 electors, close to the target electorate.

The integrity of Upton with a single councillor is maintained. The **Hanleys** are form the core of a new Ward.

Justified Reasoning

The Hanleys is a rural area which has been under-represented when combined with Upton. The Hanley's has more in common with places such as Madresfield and Guarlford. Upton has urban focussed issues, with social and economic efforts centred on the Town.

Woodbury – electorate 1983, grows to 2090

Extends to include Shelsey Bechamp (186), Shelsey Kings (167) and Shelsey Walsh (17) but loses Little Witley (263) to Baldwin

Reasoned Justification

Geographically, Woodbury is limited to where it can grow, and the additions make geographical and numerical sense