Our town has changed and continues to do so. Winchcombe is not an ‘island’; we change in the way that rural England changes. Farming and industry in town and in the Sudeley Parish have changed significantly over time. Our many small businesses are now less dependent on produce from the land, and new businesses serving tourists have multiplied. "Many of our residents commute to work in urban areas, while some of those working in our area travel from places where housing is more affordable.

Our resident population is older than in many places. We are an attractive place for those seeking to retire and stay here a long time. Many people who responded to our Autumn 2012 survey of all residents confirmed that Winchcombe is a really special community.

This is reflected in the draft Joint Core Strategy produced by Tewkesbury and neighbouring authorities, with which our plan needs to dovetail. It designates Winchcombe as a ‘Rural Service Centre’ – a place to accommodate development in proportion to our size and functions, while reflecting our proximity to Cheltenham and Gloucester.

Like the Joint Core Strategy we in Winchcombe seek:

- A thriving economy
- A healthy, safe and inclusive community
- A sustainable natural and built environment

Today’s challenges in our community

### An aging population
- 27% = aged 65+
- 10% are single pensioners

### An exodus of young people
- 56% of 4,500 population are of working age
- but are there 2,500 jobs in town?

### Social deprivation
- 1 in 20 claim benefits
- 6% = long term sick

### The price of housing
High house prices (and very few flats locally) make living here difficult for younger families, and for children growing up here to stay in the town

Winchcombe house types
- 38% detached
- 31% semi-detached
- 22% terraced
- 9% flats or maisonettes

<table>
<thead>
<tr>
<th>Median house price</th>
<th>Gloucestershire</th>
<th>GL54</th>
</tr>
</thead>
<tbody>
<tr>
<td>Detached</td>
<td>£364k</td>
<td>£485k</td>
</tr>
<tr>
<td>Semi-detached</td>
<td>£224k</td>
<td>£354k</td>
</tr>
<tr>
<td>Terraced</td>
<td>£192k</td>
<td>£250k</td>
</tr>
</tbody>
</table>

source: Home.co.uk

Winchcombe & Sudeley Neighbourhood Plan

Do you recognise these challenges?
Are there others we need to address?