Bibury Parish Plan

Detailed plan

- September 2024

Table of contents

Bibury Parish overview

What makes up Bibury parish?

2021 Census output area boundary map for Bibury

Ablington

⊕

Arlington

⊕

Bibury

The parish in numbers

581

residents

270

households

50%

of residents do not work

7
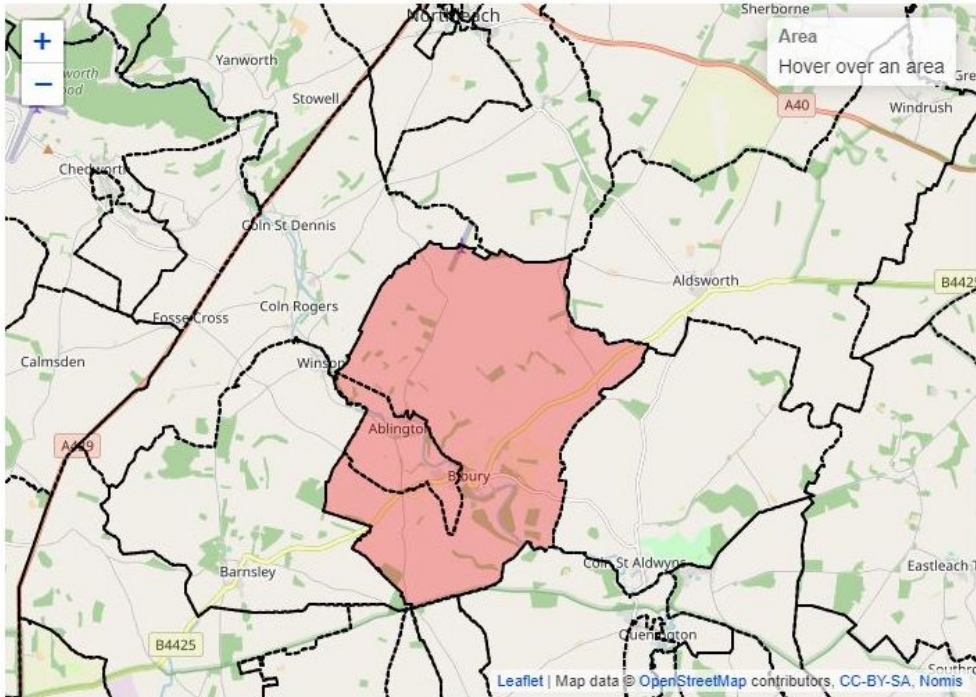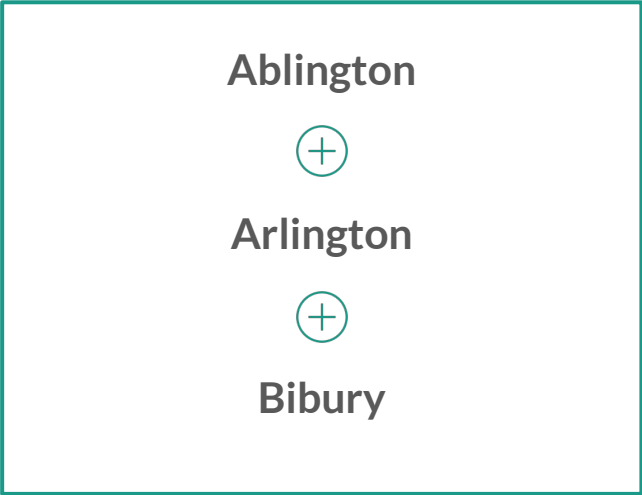
parish councillors

SWOT analysis

STRENGTHS

Strong community spirit fosters collaboration among residents.
Rich heritage attracts visitors and enhances village identity.
Natural beauty boosts appeal and supports tourism.

WEAKNESSES

Inadequate infrastructure struggles to meet resident and tourist needs.
Limited services reduce convenience and access to essentials.
Poor transport and ageing population affect accessibility and vitality.

OPPORTUNITIES

Sustainable tourism can manage visitor impact and preserve the environment.
Revenue initiatives could fund projects and improve amenities.
Community projects strengthen cohesion and boost local engagement.

THREATS

Over-tourism risks environmental damage and resource strain.
Traffic and parking issues diminish quality of life.
Loss of identity through commercialization and external pressures.

Parish Plan working group

Parish Plan working group

Working group members

- Ann Haigh *(Parish councillor, Arlington)*

- Tim Hastie-Smith *(Volunteer, Bibury)*

- Michelle Holt *(Parish councillor, Bibury)*

- Mehdi Mahjour *(Volunteer, Arlington)*

- Edward Mallinckrodt *(Volunteer, Bibury)*

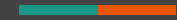- Emily Papaloizou *(Volunteer, Arlington)*

Invitee: Craig Chapman (Parish councillor, Arlington)

Objectives

- ✅ Shine the light on the current situation (and changes over the last couple of decades)
- ✅ Propose a vision (or reset) for the parish
- ✅ Determine steps to identify issues / solutions
- ✅ Define the roadmap of execution

Where are we in delivering the parish plan?

✓ Understand what Bibury is/was using data, e.g. land characteristics, demographics, digital presence etc

✓ Source best practice on village management via online research, word of mouth, District Council etc

✓ Set an unconstrained vision for a thriving and sustainable Bibury

✓ Consult the population and gather more detailed feedback via survey and/or discussion groups

✓ Design a strategy, i.e. set of activities to deliver on the vision over the next 3-5 years to reflect the community view

✓ Prioritise and define an execution roadmap with a focus on first 12-18 months

✓ Determine key enablers (unblockers) to deliver the strategy, e.g. digital, budget, resources, etc

» Implement and deliver roadmap with simple metrics.

Vision for Bibury parish

Our vision for Bibury

"Bibury is a thriving and picturesque village where residents and visitors coexist harmoniously, with a strong sense of community, sustainable tourism, and preserved historical and natural beauty"

Detail plan

The plan in numbers

37	7	40+	30%
actions	categories	in the distribution list	of actions are short term
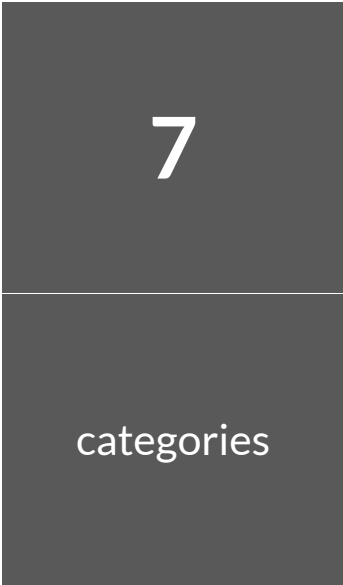
Communications - SWOT analysis

STRENGTHS

Existing local publications keep residents informed.
Active social media presence engages some community members.
Strong word-of-mouth network helps spread important news.

WEAKNESSES

Fragmented communication channels lead to inconsistent information sharing.
Limited digital engagement misses a portion of the population.
Lack of real-time communication slows response to urgent issues.

OPPORTUNITIES

Consolidating digital platforms could improve information flow.
Expanding social media use can reach more residents effectively.
Introducing real-time channels like WhatsApp groups enhances communication.

THREATS

Digital divide may exclude less tech-savvy residents.
Misinformation risks grow with uncoordinated communication.
Over-reliance on digital could neglect traditional methods that some prefer.

14

Communications

Problem statement   Bibury Parish faces challenges with fragmented communication, leading to inconsistent information sharing and reduced community engagement. The lack of a unified digital presence and real-time communication methods has limited effective connections with both residents and visitors.

Key objectives   To enhance communication, Bibury Parish will consolidate its digital and social media presence, optimize online points of interest, and launch campaigns like #RespectLocals. Additionally, the parish will digitize "Village Life," develop a dynamic events calendar, and create real-time communication channels, ensuring the community stays informed and connected.

Objective	Item #	Milestones/Goals	Horizon	By when
Improve communication within the community	1	Celebrate the Village Life 45-year anniversary.	Short	Sep2024
	2	Continue engaging with survey respondents and enable remote participation to the Parish Council meetings.	Short	Dec2024
	3	First issue of a weekly community newsletter.	Medium	Jan2025
	4	Consolidate social media presence for the community (e.g. Facebook groups)	Medium	Jan2025
	5	Active social media presence and regular email updates by February 2025.	Medium	Feb2025
	6	Launch updated village website, including a dynamic calendar.	Medium	Mar2025
	7	Digitise the Village Life, including the archive for memory.	Medium	Jun2025
	8	Build a distribution list and whatsapp channel for important / urgent information sharing along a directory.	Long	Dec2025
Leverage social media to influence visitors	9	Review Google Maps points of interest to avoid unnecessary traffic.	Medium	Mar2025

15

Community - SWOT analysis

STRENGTHS

Tight-knit community fosters strong relationships among residents.
Active local groups promote engagement and participation.
Rich cultural heritage strengthens community identity and pride.

WEAKNESSES

Geographical fragmentation makes it harder to unite the whole parish.
Limited youth involvement creates gaps in community continuity.
Communication challenges hinder effective information sharing.

OPPORTUNITIES

Community events can boost cohesion and interaction.
Improved communication channels could enhance resident engagement.
Volunteer programs offer ways for residents to contribute actively.

THREATS

Aging population may reduce community participation over time.
Increased tourism might strain community resources.
Social isolation risks growing if not actively addressed.

16

Community

Problem statement
Society is ever more fragmented and people are busier. Bibury is no exception, and a number of community groups have ceased to exist in recent years (RBL, WI) Activities have become dependant on one or two key individuals and some events that do exist, can appear exclusive and not open to all. The Community response to COVID 19 revealed a deep desire to support and care for one another. It also revealed the existence of individuals and community segments who have become, inadvertently isolated. On the whole people want to be involved but don't know how.

Key objectives
Help the community to be better integrated and to have the opportunity to demonstrate practical care. To help the Village to be an even better place to live. Building on the terrific work of the Coronation Celebration team, create a regular open forum where all who have an interest in either organising or running an event, or have ideas about what might meet a need, can gather to ensure that events are coordinated (Don't clash) open to all, and where gaps are identified. The aim: Not what I want but how might I help to support what others might want/need. Not doing to or for, but with...

Objective	Item #	Milestones/Goals	Horizon	By when
Elderly and vulnerable support initiatives	10	Establish existing provision and invite all those involved or interested in becoming involved to discuss.	Medium	Jan2025
	11	Having established needs explore ways of further development.	Medium	Mar2025
Organize community events and activities	12	Find ways of drawing in those who feel excluded, isolated or for whom no current events meet their needs or interests.	Short	Jan2024
	13	Establish a regular open forum where local community events can be coordinated, gaps ascertained, and needs met.	Short	Oct2024
	14	Hold a Village Christmas event.	Short	Dec2024
	15	Publish an integrated programme for 2025 and invite volunteers to begin new activities where necessary, explore the holding of events that deliberately 'mix' up existing silos.	Short	Nov2025
Youth engagement and support programs	16	Develop children and youth-focused activities that will meet the needs of current residents.	Short	Dec2024
	17	Appointment of School based Sport and Activity worker (Funded by Church).	Short	Dec2024

Facilities - SWOT analysis

STRENGTHS

Multiple facilities available for community use and activities.
Strong community support for local events and initiatives.
Sports facilities are well-established and widely recognised.

WEAKNESSES

Limited walking pathways connect some key facilities, especially the football club.
Village congestion affects accessibility and ease of movement.
Limited public transport and poor maintenance of roads and verges.

OPPORTUNITIES

Multiple venues for hosting social events and activities.
Potential to connect businesses with village activities, enhancing the local economy, and offsetting seasonality.
Developing sports hub and trails could improve visitor experience and manage foot traffic.

THREATS

Traffic and parking issues could limit access to key facilities.
Lack of funding may threaten the sustainability of some facilities.
Volume of traffic might deter visitors and residents from participating in events.

18

Facilities - Detailed plan

Problem statement
Bibury Parish faces the challenge of providing a wide range of activities to meet the variety of needs within the village, whilst understanding the constraints of the businesses to remain profitable and ensure their sustainability
With the added challenge of effective information dissemination of local events, for inclusion to all. So that events are well supported and remain viable. Future teams of individuals are needed to steer the vision into the future.

Key objectives
To enhance the utilisation of the facilities to meet the needs of Bibury. To work together in a cohesive manner, to listen and support in a positive way.   To create a full social and community calendar so that all people living and working here, benefit positively within the Bibury community.

Objective	Item #	Milestones/Goals	Horizon	By when
Enhance and sustain Bibury's community facilities and accessibility.	18	Promotion of The Robin bus to help with transport to facilities that we do not have in the village eg GP, Pharmacy, Healthcare.	Short	Sep2024
	19	To establish a core group to continue the work within facilities.	Short	Dec2024
	20	To explore the possibility of expanding existing facilities to incorporate shop/groceries.	Short	Dec2024
	21	To coordinate and maintain an events calendar for regular community activities/events and to allow for short notice, pop-up events within our facilities.	Medium	Mar2025
	22	To fundraise and support community facilities where a need is identified. Explore the creation of a community trust.	Medium	Jun2025

19

Housing - SWOT analysis

STRENGTHS

Strong community ties make the village attractive for residents.
Desirable rural location draws people seeking a peaceful lifestyle.
Heritage properties add charm and historical value to the housing market.
Number of socially rented houses available (51/271, i.e. 19%).

WEAKNESSES

Limited housing availability restricts options for new and existing residents.
High property prices make it difficult for locals to afford homes.
Lack of affordable housing pushes younger and older generations to move elsewhere.

OPPORTUNITIES

Potential for new developments could address housing shortages.
Community-driven housing initiatives might offer affordable options.
Increased local investment can improve existing housing and infrastructure.

THREATS

Overdevelopment risks damaging the village's rural character.
Gentrification could displace long-time residents.
Planning restrictions may limit the ability to expand housing options.

Housing

Problem statement   There is a shortage of affordable homes in Cotswold District, where average house prices are 14 times average salary. This shortage has undesirable consequences including local people leaving the area and an adverse effect on the sustainability of communities, reflected for example in Bibury by the viability of our Primary School through reduced pupil numbers. Further, there would appear to be few locations in and around Bibury where new affordable homes can be built.

Key objectives   The Parish Plan survey indicated only 5% of respondents were on a waiting list for socially-rented housing and an initial assessment of existing social housing in Bibury showed that there were two unoccupied social homes. On this basis it is appropriate to understand whether this is an accurate reflection of local demand for social housing, which can be established through further engagement with the providers and via a housing needs survey. Assuming that a need is identified then this will require engagement with social housing providers to identify ways to satisfy this demand and appropriate locations.

Objective	Item #	Milestones/Goals	Horizon	By when
Develop affordable housing options	23	Consolidate plan feedback and available data on housing needs.	Medium	Jul2024
	24	Liaise with social housing providers to understand demand.	Medium	Aug2024
	25	Present at Parish Council and if agreed conduct Housing Needs assessment.	Medium	Sep2024
	26	Identify suitable locations, providers and funding options.	Long	Jun2025
	27	Start construction of affordable housing units.	Long	Jun2026

Safety - SWOT analysis

STRENGTHS

Low crime rates contribute to a generally safe environment.
Strong community watch helps monitor and report issues.
Close-knit community increases vigilance and mutual support.

WEAKNESSES

Inadequate street lighting leaves some areas poorly lit at night.
Limited security infrastructure reduces deterrence against crime.
Sparse emergency services response times could be slower due to rural location.

OPPORTUNITIES

Improving street lighting could enhance safety in dark areas.
Expanding neighbourhood watch can further strengthen community security.
Installing security cameras provides better monitoring and deterrence.

THREATS

Night-time drunk driving risks increase with insufficient lighting.
Rising tourism could bring higher risks of petty crime.
Aging population may be more vulnerable to safety concerns.

22

Safety

Problem statement: Bibury Parish faces concerns about insufficient street lighting, which contributes to a sense of insecurity and increases the risk of night-time incidents, including drunk driving. The absence of adequate lighting and a coordinated community safety programme leaves residents vulnerable and undermines their sense of safety.

Key objectives: Reviewing and enhancing community safety programmes such as Neighbourhood Watch, conducting a lighting survey to identify areas needing better illumination, and installing additional streetlights. These actions will help reduce the risk of night-time incidents, and ensure a safer environment for all residents.

Objective	Item #	Milestones/Goals	Horizon	By when
Improve street lighting and security	28	Review and enhance community safety programs (e.g. Neighbourhood Watch).	Medium	Mar2025
	29	Conduct lighting survey and identify key areas.	Medium	Apr2025
	30	Install additional streetlights and security cameras.	Long	Dec2025

23

Sustainability - SWOT analysis

STRENGTHS

Strong community interest in environmental protection.
Existing green spaces provide a foundation for sustainable practices.
Cultural appreciation for preserving natural beauty.

WEAKNESSES

Limited renewable energy projects currently in place.
Inadequate recycling facilities hinder waste reduction efforts.
Lack of awareness about sustainable practices among some residents.

OPPORTUNITIES

Implementing renewable energy projects can reduce the village's carbon footprint.
Hosting sustainability workshops could educate and engage the community.
Launching recycling programmes offers a way to improve waste management.

THREATS

Environmental degradation risks increase without proactive measures.
Resistance to change may slow adoption of sustainable practices.
Economic pressures could deprioritize sustainability initiatives.

Sustainability

Problem statement

Bibury Parish currently lacks sufficient renewable energy initiatives and sustainability practices, leading to continued reliance on non-renewable energy sources and limited community engagement in environmental stewardship. Without proactive measures, the parish risks falling behind in contributing to broader environmental goals and missing opportunities to reduce its carbon footprint.

Key objectives

To advance sustainability in Bibury Parish, a multi-faceted approach will be adopted. This includes assessing the feasibility of renewable energy projects, such as solar panels and EV charging points, followed by piloting and expanding these installations. Additionally, the parish will promote sustainability practices by hosting workshops, launching community recycling and waste reduction programmes, and introducing incentives for adopting sustainable behaviours. These efforts aim to reduce the parish's environmental impact and foster a culture of sustainability among residents.

Objective	Item #	Milestones/Goals	Horizon	By when
Implement renewable energy projects	31	Assess feasibility for solar panels and other renewable energy sources.	Medium	Jul2025
	32	Organise regular social litter picking and river clean-ups.	Short	Nov2025
	33	Pilot renewable energy installations (e.g. EV charging points).	Long	Nov2025
	34	Expand renewable projects.	Long	Dec2026

Tourism - SWOT analysis

STRENGTHS

Historical and scenic appeal attracts tourists with the village's rich history and landscapes.
Local businesses benefit as tourism supports shops and accommodations.
Cultural heritage is enhanced by the village's well-preserved architecture.

WEAKNESSES

Over-tourism strains local infrastructure due to high visitor numbers.
Inadequate facilities such as limited parking, toilets, and visitor information detract from the experience.
Seasonal fluctuations cause overcrowding during peak times and underuse off-peak.

OPPORTUNITIES

Sustainable tourism Initiatives can promote eco-friendly and controlled tourism strategies.
Enhanced visitor management through improved signage, parking, and walking routes can reduce impact.
Community engagement allows residents to play a role in managing tourism impacts.

THREATS

Environmental degradation is a risk as over-tourism can damage natural areas.
Loss of community identity could occur if commercialization erodes the village's character.
Economic dependence on tourism makes the village vulnerable to fluctuations in visitor numbers.

Tourism

Problem statement

Bibury suffers from extreme over tourism and as result this is leading to environmental and structural degradation, a loss of community identity and a reduction in the quality of life for local residents.

Key objectives

To address the extreme over tourism problem Bibury Parish will launch a #RespectLocal awareness campaign that will educate visitors to the village using appropriate signage, information packs for coach companies and increase the communications across local, national and international media.

Objective	Item #	Milestones/Goals	Horizon	By when
#RESPECTLOCAL campaign	35	Public awareness campaigns ready for communication.	Medium	Apr2025
Educate visitors and coach drivers	36	Installation of signage in line with the campaign.	Medium	Jun2025
	37	Create a visitor pack for coach operators and visitors (via Trout Farm).	Long	Dec2025

27

How could we fund some of this?

Examples of revenue streams into a *'Community Fund'*	From *within* the community	From *outside* the community
Fundraising events	Y	Y
Crowdfunding campaigns (via charity + GiftAid)	Y	Y
Private parking enforcement in public highway		Y*
Private parking revenue share		Y*
Local business sponsoring (e.g. Christmas tree)		Y*
Gifts and donations	Y	
Grants (e.g. The Royal Countryside Fund, January 2025)		Y
Discounts at local businesses (indirect benefits)		Y*

A *'community fund'* to support:

- Seed funding for private parking enforcement

- Delivering on the parish plan, e.g.:
  - Organising events
  - Social activities
  - Community manager

- Investing in assets / facilities

Wrap-up and next steps

Next steps

- Parish Council to endorse the Parish Plan

- Parish Plan working groups leads to search for and reach out to volunteers to support the plan execution

- Parish Council to track progress against the plan every 3 months

Any community champions in the room?

We need volunteers to work on this, in particular:

- Volunteers for running events, clubs, digital communications
- Experience in communications
- Community manager, visitor information helper etc

We know there are already some amazing people out there volunteering for the community and others who have raised their hands.

If you are interested in playing a role in the future of Bibury and further strengthen this amazing community, please reach out to:

bibury.parish.plan@gmail.com