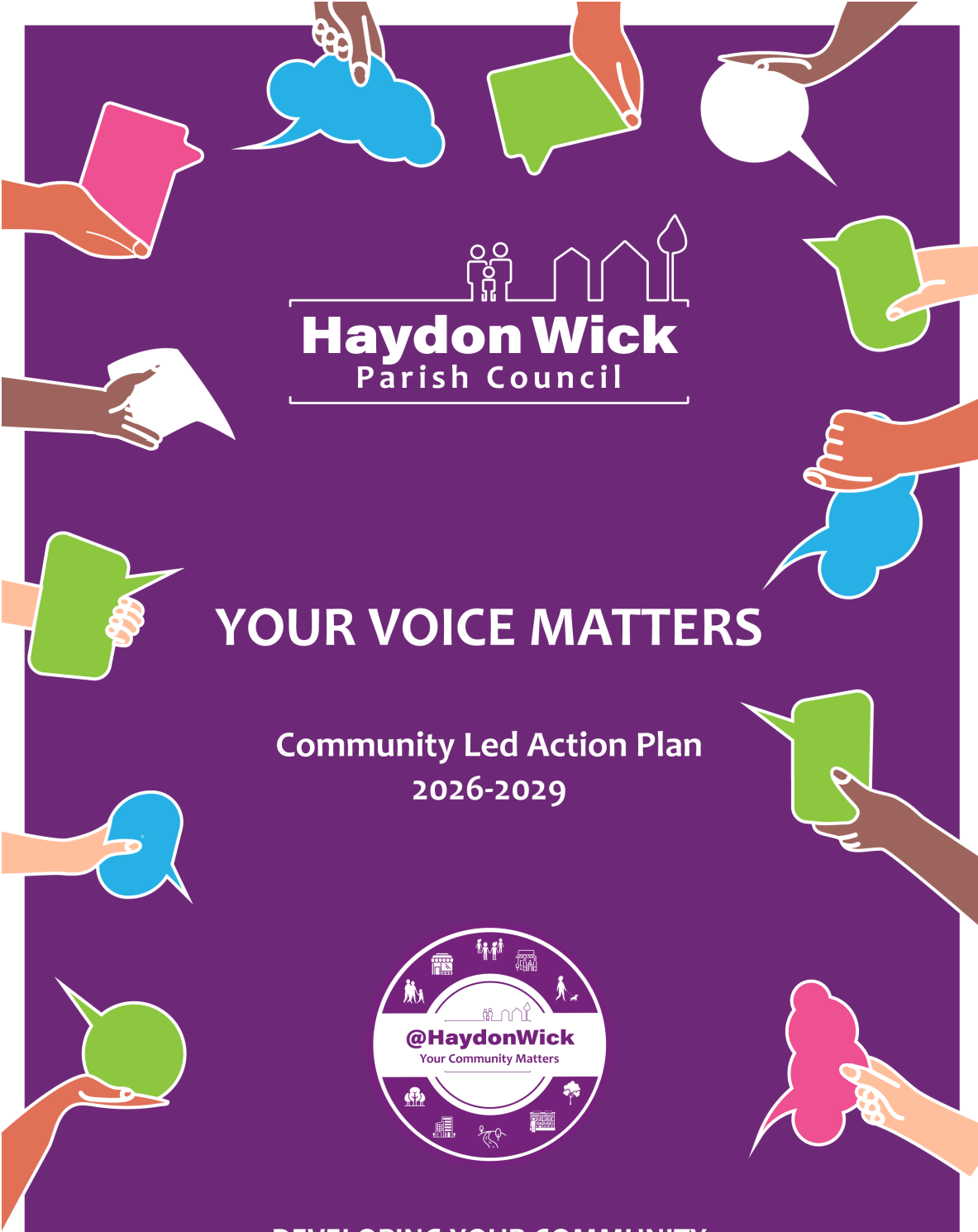




Haydon Wick
Parish Council

YOUR VOICE MATTERS

Community Led Action Plan
2026-2029



DEVELOPING YOUR COMMUNITY

Community Led Action Plan 2026–2029

1. Executive Summary

Key points

- **Based on resident feedback:** 47 responses gathered between December 2025 and March 2026
 - **Four continuing priorities:** Clean & Tidy · Kind & Caring · Green & Sustainable · Safe & Friendly
 - **Overall picture:** Generally positive perceptions, with clear areas for improvement
 - **Top concerns:**
 - Weed control, verge maintenance and pavements
 - Street lighting, visible patrols and CCTV
 - Strengthening community connection, particularly for young people
 - **Strong support for:**
 - Environmental and sustainability initiatives
 - Community events, youth and wellbeing services
 - **Cross-cutting issue:** Improving communication and visibility of parish services
 - **What this plan does:**
 - Focuses resources where residents see the greatest need
 - Retains successful initiatives from the 2022–2025 plan
 - Strengthens partnership working with SBC and other agencies
 - **Targeted Youth surveys** were undertaken to address one of our hard to reach demographics focusing on youth safety and wellbeing.
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The Community Led Action Plan 2026–2029 sets out the priorities and actions that will guide Haydon Wick Parish Council's work over the next three years, based directly on feedback from residents gathered between December 2025 and March 2026.

The survey confirmed strong continuity with the previous Community Led Action Plan, with residents continuing to value four core themes: **a clean and tidy place, a kind and caring place, a green and sustainable place, and a safe and friendly place**. While overall satisfaction with parish-led services remains positive, the feedback highlights areas where residents expect improvement, clearer communication and visible action.

Key findings from the consultation include:

- Most residents are satisfied with cleanliness and upkeep, but a significant minority remain dissatisfied, particularly regarding weed control, verge maintenance and the condition of pavements.
- Feelings of community connection are generally positive, though only a small proportion of residents feel very connected, indicating scope to further strengthen engagement and inclusion.
- Environmental and sustainability initiatives are important to the majority of respondents, with strong support for wildlife protection, tree planting and green spaces.

- Perceptions of safety are broadly positive, but residents consistently identify street lighting, visible patrols and CCTV as priority concerns.

A consistent theme running through the feedback is the need for improved **communication and visibility**. Many respondents highlighted priorities that closely align with existing parish activity, suggesting that awareness of current services and investment is not always clear. At the same time, residents expect the Parish Council to continue advocating on their behalf in relation to issues outside its direct control, particularly with Swindon Borough Council and the police.

This Action Plan responds directly to resident feedback by:

- Retaining and strengthening successful initiatives from the previous plan.
- Targeting resources at areas of continued concern, particularly maintenance, safety and community connection.
- Improving how progress and impact are communicated to residents.
- Strengthening partnership working to address wider community issues.

Through this refreshed Community Led Action Plan, Haydon Wick Parish Council reaffirms its commitment to working with residents, partners and stakeholders to deliver a parish that reflects local priorities and continues to thrive.

2. Introduction

Haydon Wick Parish Council has undertaken a further round of community engagement to assess progress against the 2022–2025 Community Led Action Plan and to identify resident priorities for the next phase of strategic planning from 2026–2029. Between December 2025 and March 2026, residents were invited to complete a parish-wide survey focusing on satisfaction, priorities and future investment.

This report sets out the findings of that feedback, presented in a format consistent with the 2022–2025 Community Led Plan, and uses the results to inform a refreshed community-led approach to parish strategy and action.

3. Methodology and Participation

A total of **47 residents** responded to the 2026 survey. While this is a lower response rate than the 2022 consultation (293 responses), it reflects a different promotion approach, with the survey being advertised primarily through the Spring Parish Magazine. This highlights the importance of direct, standalone promotion for future engagement exercises.

Respondents were drawn from across Haydon Wick, providing representation from all areas of the parish. The majority of respondents (66%) have lived in the parish for more than ten years, suggesting a good understanding of local issues and parish performance.

Figure 1: Area of residence of respondents

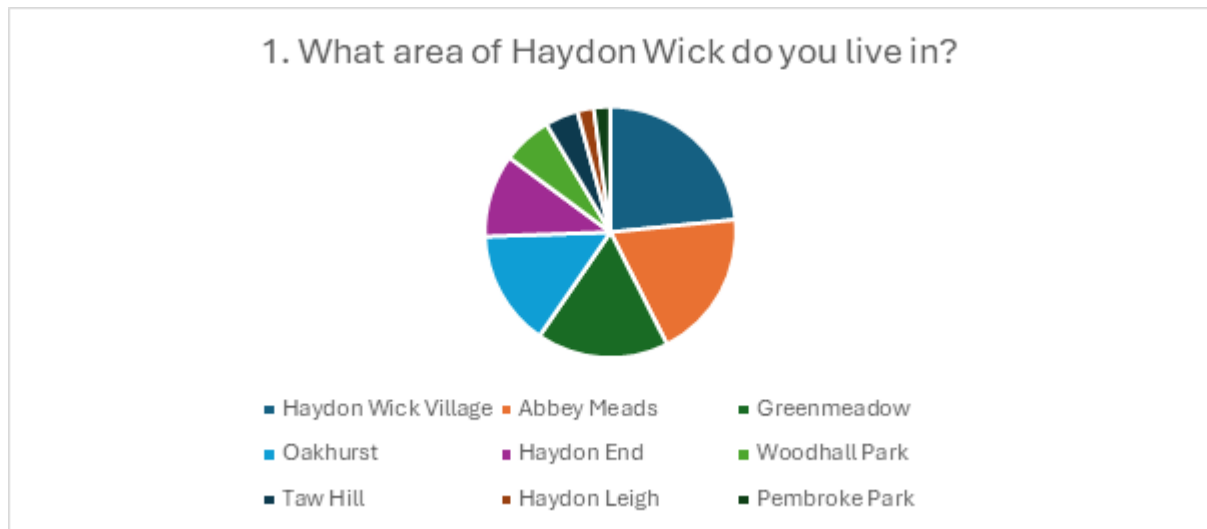


Figure 2: Length of residency in the Parish

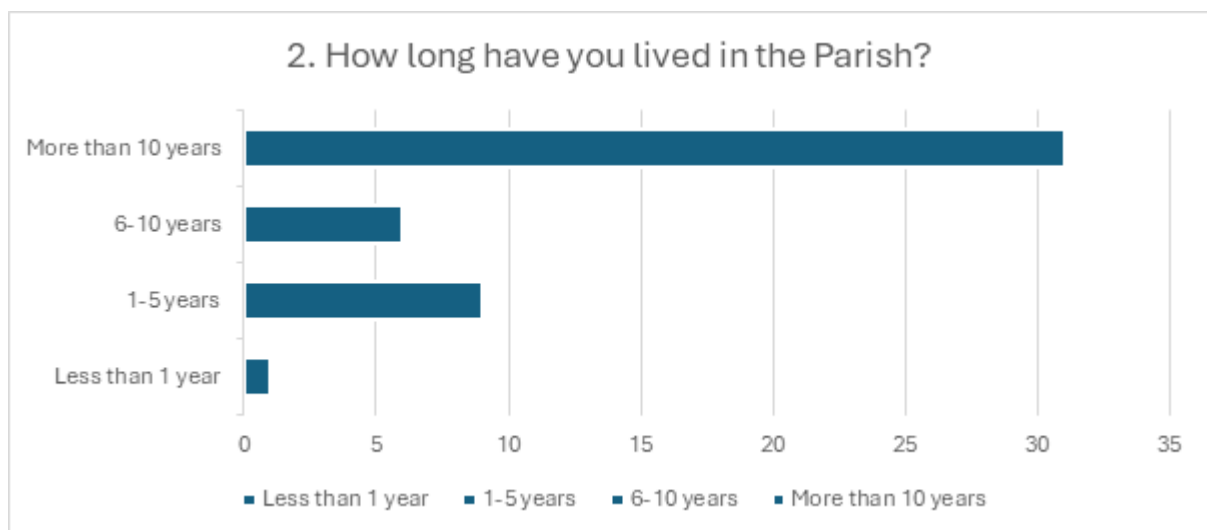
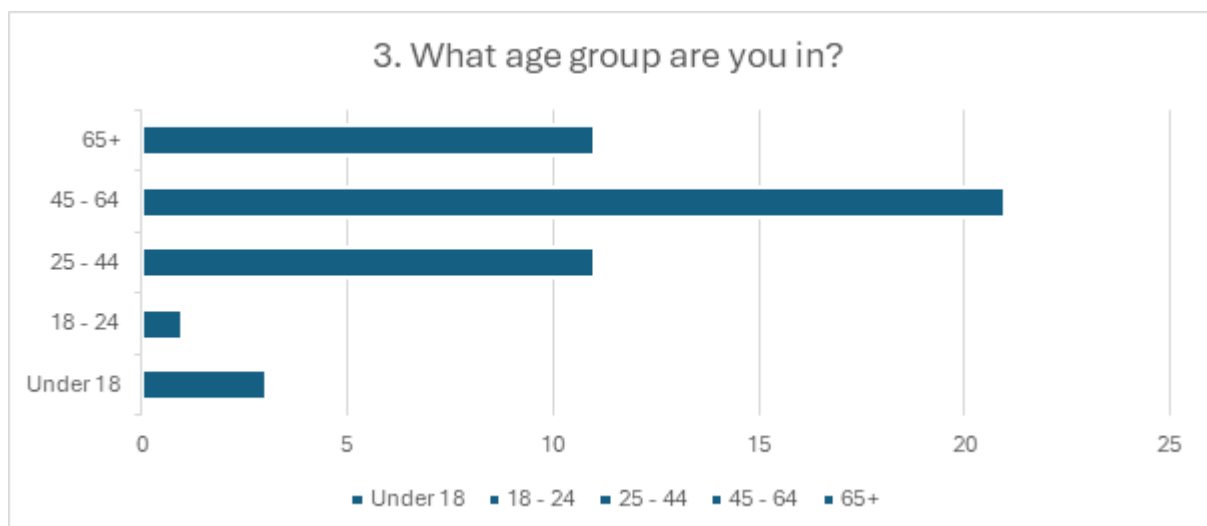


Figure 3: Age profile of respondents

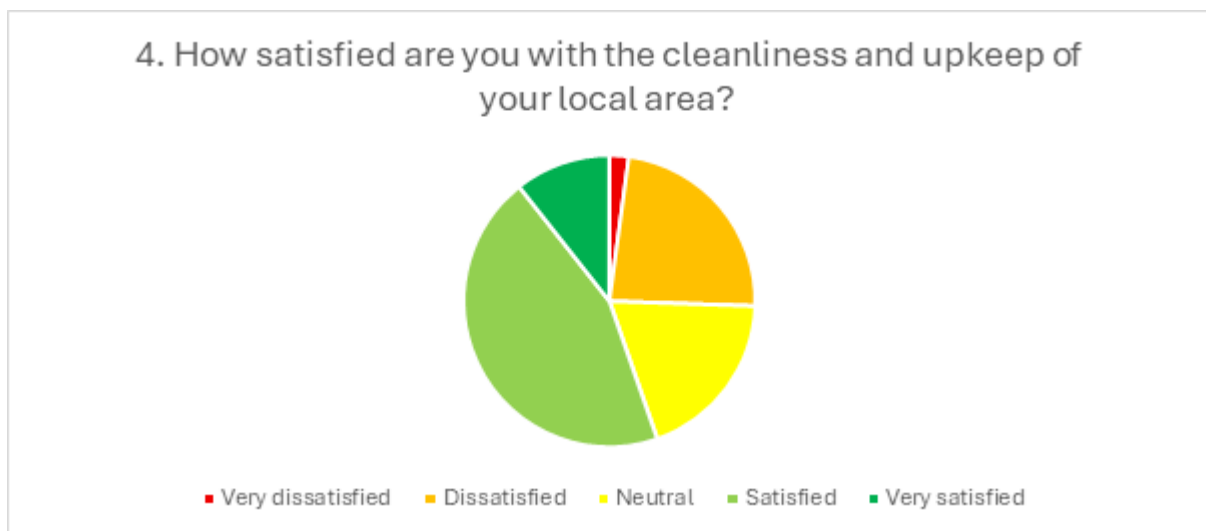


4. Understanding Community Priorities

4.1 A Clean and Tidy Place

Residents gave mixed feedback on the cleanliness and upkeep of their local area. While **55%** of respondents were satisfied or very satisfied, **26%** expressed dissatisfaction, indicating clear scope for improvement.

Figure 4: Satisfaction with cleanliness and upkeep of the local area

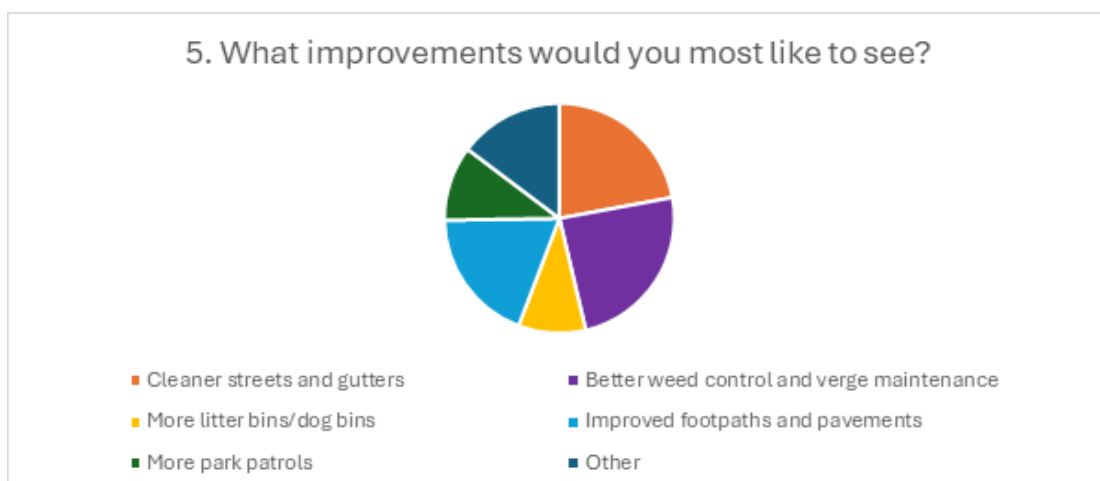


When asked what improvements they would most like to see, respondents gave clear direction:

- Better weed control and verge maintenance (49%)
- Cleaner streets and gutters
- Improved pavements and footpaths

Only 19% of respondents identified a need for additional litter or dog waste bins, suggesting relative satisfaction with existing provision.

Figure 5: Priority improvements for cleanliness and upkeep



Free-text responses also highlighted recurring issues around street lighting and traffic speeds, linking cleanliness concerns with wider perceptions of safety and maintenance.

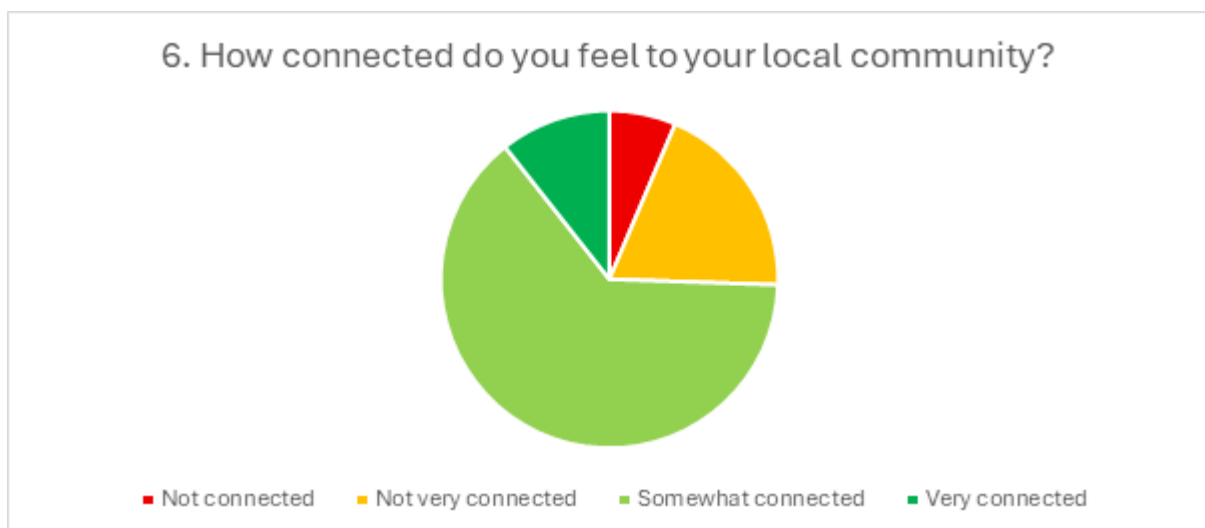
A Clean and Tidy Place - Key priorities:

1. Continue to prioritise weed control and verge maintenance
2. Work with SBC to address pavements and highways issues
3. Improve communication about routine and reactive maintenance activities

4.2 A Kind and Caring Place

Most respondents reported feeling at least somewhat connected to their local community (74%), although only 11% felt very connected. Just over one quarter (26%) reported feeling disconnected or not very connected.

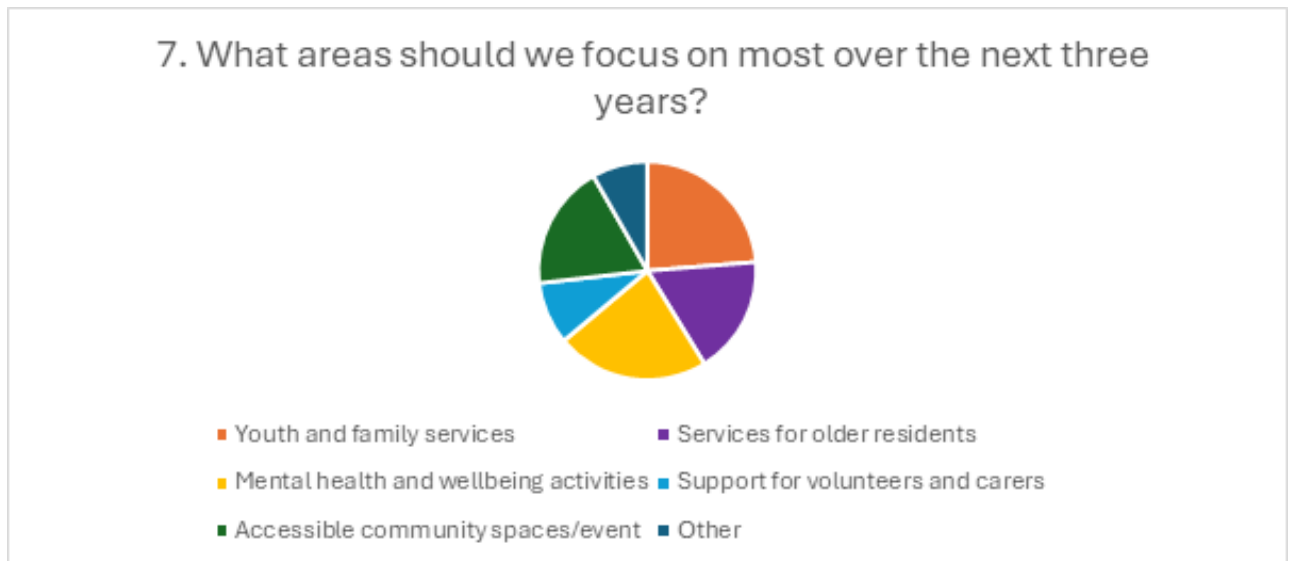
Figure 6: Resident feelings of connection to the local community



Residents identified the following areas as most important for strengthening community connection:

- Youth and family services (46%)
- Mental health and wellbeing activities
- Services for older residents
- Accessible community spaces and events

Figure 7: Areas to prioritise to improve community connection



Given the range of services and activities already delivered by the Parish Council (including the Haven, Memory Café, youth provision and community events), this reasonably split feedback suggests a combination of unmet demand and perhaps limited awareness of the Council's existing services.

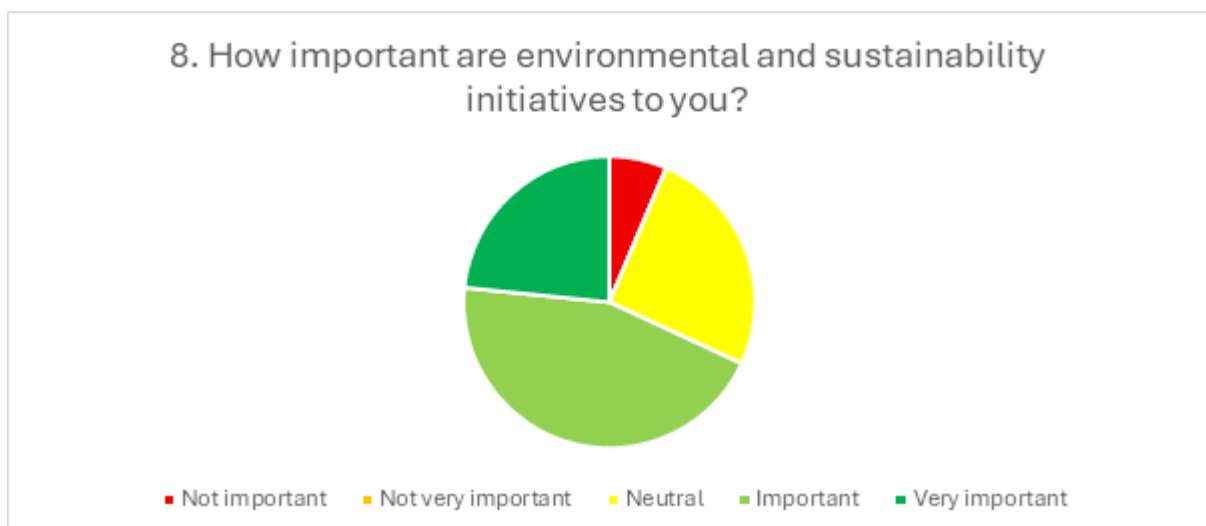
A Kind and Caring Place Key priorities:

1. Expand and promote youth, family and well-being focused activities
2. Continue to support older residents
3. Improve visibility and communication of existing services

4.3 A Green and Sustainable Place

Environmental and sustainability initiatives remain important to residents, with **68%** rating them as important or very important.

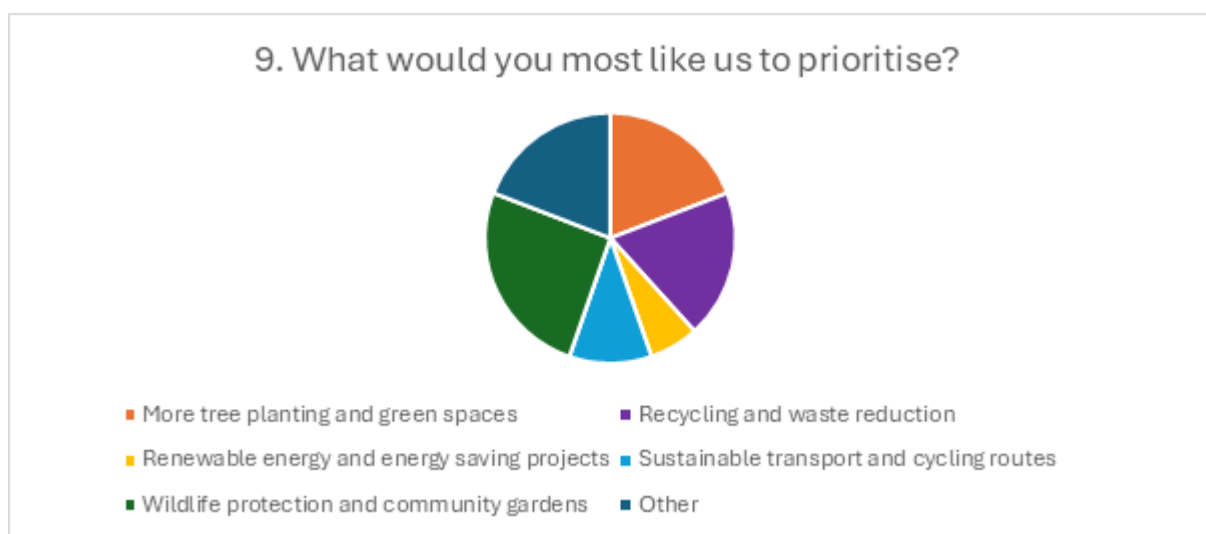
Figure 8: Importance of environmental and sustainability initiatives



When asked about specific priorities, responses were spread across several areas, including:

- Wildlife protection and community gardens
- Tree planting and green spaces
- Recycling and waste reduction
- Community fitness and outdoor activity

Figure 9: Environmental priorities identified by residents



Many of these priorities align closely with existing parish projects such as the Wildwick trail, Seven Fields nature reserve and the Outdoor Gym, again reinforcing the importance of continued delivery alongside better promotion.

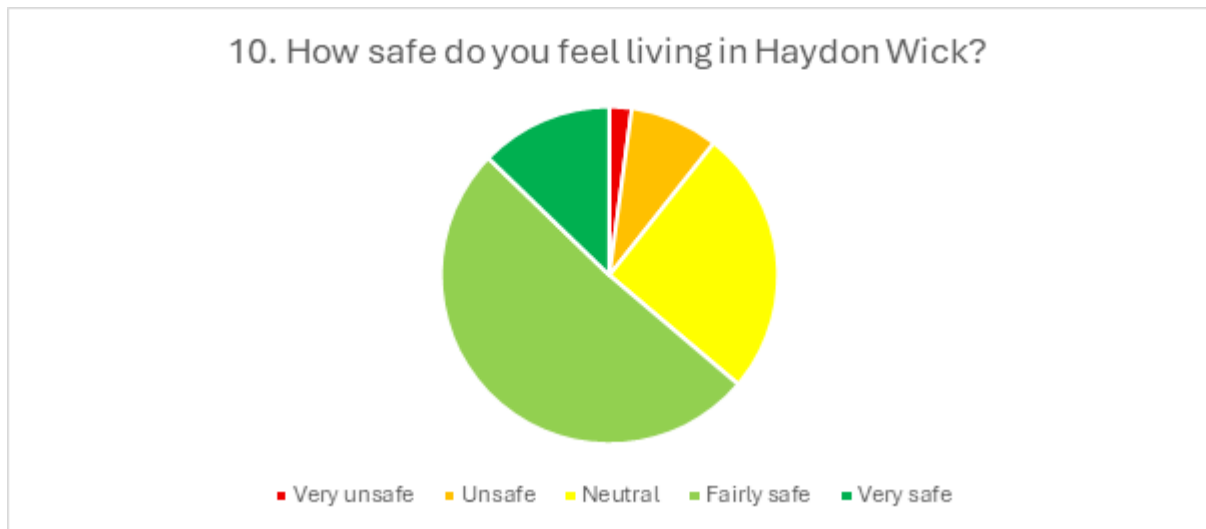
A Green and Sustainable Place Key priorities:

1. Maintain and expand wildlife and green space initiatives
2. Promote existing sustainability projects more widely
3. Link environmental action with community wellbeing and activity

4.4 A Safe and Friendly Place

Overall perceptions of safety were largely positive, with **64%** of respondents reporting that they feel safe living in Haydon Wick. However, most of these respondents described feeling only *fairly* safe rather than *very* safe, indicating ongoing concerns.

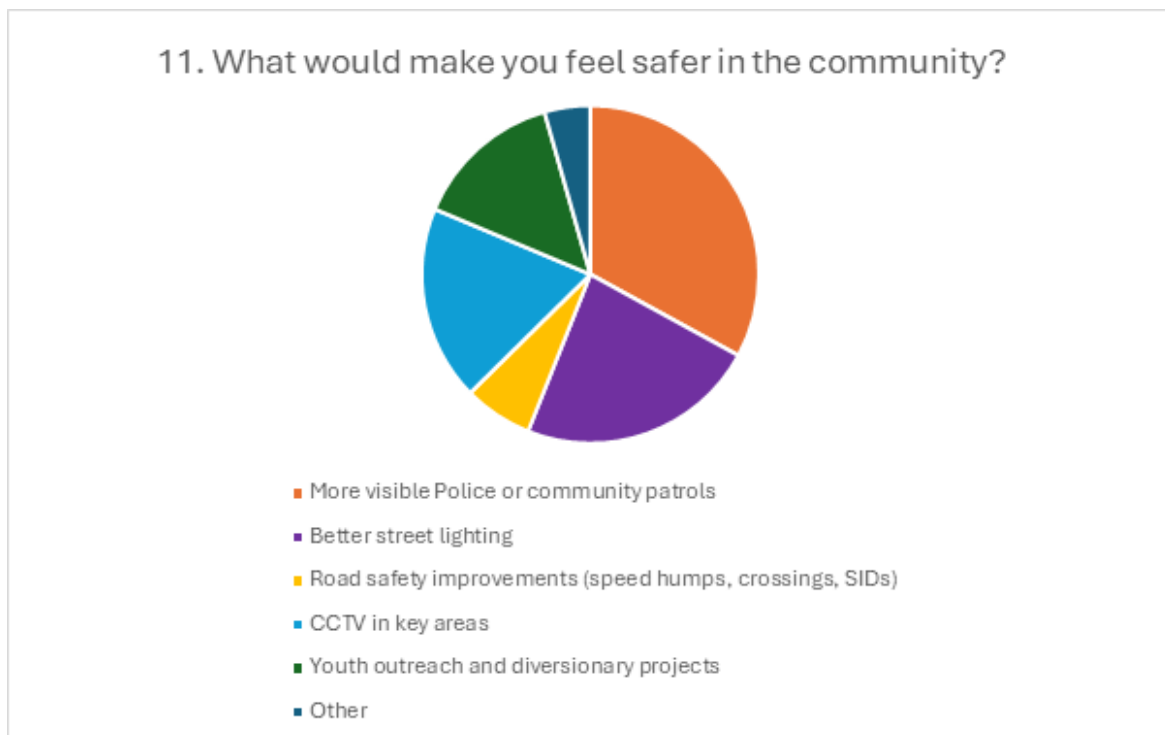
Figure 10: How safe residents feel living in Haydon Wick



Residents were clear about what would make them feel safer:

- More visible police or community patrols
- Improved street lighting
- Additional CCTV in key areas
- Youth outreach and diversionary activities

Figure 11: Measures that would most improve feelings of safety



While some of these issues sit outside the parish council's direct responsibility, the consistency of feedback—particularly around lighting—points to important areas for partnership working and lobbying.

A Safe and Friendly Place Key priorities

- Work with SBC and partners on lighting and infrastructure improvements
 - Maintain and expand CCTV and park patrol activity where appropriate
 - Continue to invest in youth outreach and diversionary projects
-

5. Cross-Cutting Themes

Across all priority areas, several consistent themes emerged:

- **Communication:** residents are not always aware of what the parish council already provides
- **Partnership working:** many key concerns relate to services delivered by SBC or the police
- **Visibility:** residents value seeing practical action and clear progress

These themes will shape how the refreshed Action Plan is implemented and monitored.

6. Turning Feedback into Action

The Community Led Action Plan 2026–2029 will:

1. Retain and strengthen successful initiatives from the previous plan
2. Target resources at areas of continued dissatisfaction or concern
3. Improve how the parish communicates progress and impact to residents
4. Strengthen partnership working with SBC and other agencies

Clear performance measures and regular reporting will support accountability and transparency.

7. Youth Engagement

Youth consultation for this survey was more deliberately targeted in this second phase of consultation, reflecting previous experience that young people are less likely to engage with standard, non-targeted survey approaches. To address this gap, targeted engagement was undertaken through school youth council visits with three schools across the parish, providing valuable qualitative insight to complement the wider consultation.

Secondary School Engagement – Abbey Park School Council (February 2026)

A focused survey of 26 students aged 11–16 at Abbey Park School revealed a strong contrast between high levels of perceived safety within the school environment (96%) and much lower confidence in public spaces, particularly along routes to and from school (only 35% reporting feeling safe). Perceptions of neighbourhood safety were mixed, while online safety generated moderate concern.

The most significant issues impacting young people's sense of safety were identified as gang activity (92% of respondents), anti-social behaviour, bullying, and poor environmental conditions. Key contributing factors included inadequate street lighting, limited visibility in

parks and underpasses, poorly maintained pathways, and issues associated with skatepark misuse. General environmental neglect—such as litter, graffiti, and dog fouling—was also highlighted as negatively affecting perceptions of safety.

Participants proposed a range of practical improvements, with priorities including enhanced street lighting, increased visible patrols, expanded CCTV coverage, improved maintenance of public spaces, and greater awareness of available youth services. There was also clear demand for more engaging, inclusive recreational opportunities for young people.

Primary School Engagement

Engagement with younger pupils (30 responses across two primary schools) focused more on aspirational improvements to local spaces. Common themes included cleaner parks, additional play equipment (such as trampolines and ziplines), and enhanced amenities including food stalls and water fountains. Many of these suggestions align with existing community initiatives, such as the Summer Extravaganza, though there is scope to further expand youth-oriented activities and participation.

Overall Insight

Findings across all youth engagement activities indicate that concerns around safety are driven less by experiences within formal settings, such as schools, and more by the condition, maintenance, and supervision of public spaces. Addressing these issues—alongside increasing opportunities for youth engagement, recreation, and communication—will be critical to improving young people’s sense of safety, wellbeing, and overall confidence within the community.

8. Conclusion

The 2026 consultation confirms that Haydon Wick remains a community with strong foundations and generally positive perceptions of parish-led services. Residents continue to value cleanliness, safety, sustainability and community connection, while also expecting clearer communication, greater visibility of services, and tangible action in key areas.

Alongside this, targeted youth engagement has provided important additional insight. While young people report feeling safe within school environments, their confidence in public spaces—particularly when travelling through the parish—is significantly lower. Their feedback reinforces wider resident concerns around street lighting, maintenance and visible safety measures, while also highlighting the importance of inclusive activities, well-maintained spaces, and stronger communication about opportunities available to them.

Taken together, the findings show a consistent message across all age groups: perceptions of place are strongly influenced by the quality, upkeep and visibility of public spaces, as well as the availability of opportunities to connect and participate in community life.

By responding directly to both resident and youth feedback, and maintaining a clear community-led focus, the Parish Council is well placed to deliver a responsive and inclusive Action Plan for 2026–2029—one that improves the everyday environment, strengthens community confidence, and ensures that the needs of all parts of the community, including younger residents, are reflected in future priorities.

Appendix: Youth Consultations 2026

1. Youth Safety & Wellbeing

Abbey Park School Council – February 2026

Executive Summary

Haydon Wick Parish Council undertook a focused youth safety and wellbeing survey with Abbey Park School Council in February 2026. A total of **26 surveys completed** (by a cohort of 50 students) and, providing valuable insight into how young people perceive safety both within school and across the wider parish.

The results show a clear and consistent pattern. Young people overwhelmingly feel safe within the school environment; however, perceived safety declines sharply beyond the school gates, particularly along routes to and from school and within neighbourhood public spaces. Concerns centre on anti-social behaviour, poor lighting, and lack of visible deterrence.

Key conclusion: The primary issue for young people is not school safety, but **perceived safety in public spaces**, especially at night and when travelling to and from school.

Key Findings

Safety Perception by Location

- **School:** Very high perceived safety (96% feel safe or somewhat safe)
- **Routes to/from school:** Significant decline in safety perception (only 35% feel safe)
- **Neighbourhood areas:** Mixed responses (57% feel safe; 27% feel unsafe)
- **Online safety:** Moderate concern (54% feel safe)

Main Perceived Risks

Young people identified the following as the most significant risks to their safety:

- Gang activity (identified by 92% of respondents)
- Bullying
- Physical fights
- Online harassment
- Knife crime (lower frequency, but high severity concern)

Environmental Safety Concerns

Feedback highlighted specific physical factors that negatively affect feelings of safety:

- Poor or insufficient street lighting (most commonly cited concern)
- Limited visibility in parks, pathways and underpasses
- Skatepark-related anti-social behaviour (vaping, smoking, intimidation)
- Poor path conditions and uneven surfaces

- Damaged or unclear signage and bus stop infrastructure
- Litter, graffiti and dog fouling

Youth Suggestions for Improvement

Young people made clear, practical suggestions to improve safety and wellbeing:

- Improved and brighter lighting along key routes
- Increased visible patrols (police and council)
- Expanded CCTV coverage and SOS emergency points
- Better maintenance of parks and play areas
- Improved awareness of youth services (e.g. *The Underground*)
- More inclusive and engaging park features and community activities

Recommendations

Priority	Recommendation	Rationale	Lead
High	Upgrade street lighting on key routes, parks and underpasses	Primary driver of safety perception	Parish Council / Contractors
High	Increase visible patrols through partnership working	Deterrence of perceived gang activity	Parish Council / Police
High	Improve lighting at identified hotspots (e.g. Voyager Park, Redhouse routes)	Repeated concern in feedback	Parish Council
High	Review CCTV coverage, placement and visibility	Current measures not perceived as effective	Parish Council / CCTV Provider
High	Improve promotion of youth services (The Underground)	Low awareness among young people	Parish Council / Youth Services
Medium	Install or expand SOS emergency call points	Youth-requested reassurance measure	Parish Council
Medium	Improve park maintenance (paths, benches, signage)	Accessibility and safety	Parish Council
Medium	Address skatepark behaviour through design and management	Reported intimidation and misuse	Parish Council
Medium	Expand youth engagement activities and events	Positive use of space	Parish Council
Low	Add new recreational features (e.g. trampolines, nature play)	Supports wellbeing and engagement	Parish Council

Action Plan Tracker

Immediate Actions (0–6 months)

Action	Owner	Status	Notes
Audit and map poor lighting hotspots	Parish Council	☐ Not started	Prioritise school routes

Review CCTV effectiveness and visibility	Parish Council	☐ Not started	Include youth perception
Engage police on patrol visibility plan	Parish Council / Police	☐ Not started	Focus parks and routes
Map youth walking routes to school	Parish Council	☐ Not started	Identify risk points
Promote The Underground in schools	Youth Services	☐ Not started	Awareness campaign needed

Medium-Term Actions (6–18 months)

Action	Owner	Status	Notes
Implement LED lighting upgrade programme	Parish Council	☐ Not started	Priority routes first
Pilot SOS emergency call points	Parish Council	☐ Not started	High-risk locations
Improve park maintenance programme	Parish Council	☐ Not started	Paths and seating
Review skatepark design and management	Parish Council	☐ Not started	Behaviour and safety
Improve signage and wayfinding	Parish Council	☐ Not started	Reduce isolation

Long-Term Actions (18+ months)

Action	Owner	Status	Notes
Expand youth engagement facilities	Parish Council	☐ Not started	Indoor and outdoor
Introduce annual youth safety survey	Parish Council	☐ Not started	Monitor progress
Deliver public-space redesign programme	Parish Council	☐ Not started	Accessibility and safety
Expand inclusive play and recreation offer	Parish Council	☐ Not started	Based on youth feedback

Overall Conclusion

The Youth Safety and Wellbeing Survey highlights a clear distinction between safe school environments and less secure public spaces. Young people consistently report that safety

concerns are driven by lighting, visibility and the presence of anti-social behaviour rather than by schools themselves.

Addressing these concerns will require coordinated action focusing on:

- Improved lighting infrastructure
- Increased visible deterrence through patrols and monitoring
- Better maintenance and design of public spaces
- Stronger communication and engagement with young people

Responding to this feedback will be essential in ensuring that Haydon Wick remains a safe, welcoming and inclusive place for young people to live, travel and spend time.

Summary Data

- Total responses: 26
- Age range: 11–16
- Gender: Mixed representation
- Dominant concern category: Gang activity

2. Other Youth Consultations

Primary Schools – March 2026

9th March 2026 - Haydon Wick – 11 responses

13th March 2026 - Orchid Vale – 19 responses

Question for the children: If you had a magic wand?

Students gave various answers in their magic wand question. Commonly suggested answers were:

- Trampolines in parks
- Reducing the amount of dog poo, litter, and graffiti
- More ice cream trucks and food stands
- More ziplines at parks
- Water fountains and sandpits in parks and green areas
- Painting, animal, wildlife activities, etc
- Focusing on tackling dog poo, litter, and graffiti

It is evident and reassuring that most of the fun and engaging activities recommended are already being done at the Summer Extravaganza, such as the ice cream trucks, food stands, painting activities, and so on.

We can further improve engagement with young people, further adding to the annual Summer Extravaganza, such as by adding trampolines and some kind of animal aspect to the event itinerary.