

MALBOROUGH NEIGHBOURHOOD PLAN



27th
Oct
2014

YOUR FUTURE - YOUR VOICE - YOUR PLAN

"IN TWENTY YEARS' TIME MALBOROUGH WILL BE A VIBRANT, GROWING AND PROSPEROUS COMMUNITY. IT WILL HAVE A BALANCED DEMOGRAPHIC OF YOUNG PEOPLE, WORKING FAMILIES AND THE ELDERLY AND RETIRED. MORE THAN 90% OF THE HOUSING STOCK WILL REMAIN AS PERMANENT HOMES AND THESE WILL BE AFFORDABLE, AND ACCESSIBLE, TO THE LOCAL COMMUNITY (WITH REFERENCE TO THE AVERAGE LOCAL WAGE). LOCAL EMPLOYMENT OPPORTUNITIES AND SERVICES WILL BE ENCOURAGED WHILST THE RURAL CHARACTER OF THE VILLAGE AND ITS SURROUNDINGS WILL BE PROTECTED. MALBOROUGH WILL CONTINUE

TO PROVIDE AND DEVELOP DIVERSE LEISURE AND RECREATIONAL ACTIVITIES TO ENSURE A HAPPY, HEALTHY AND DIVERSE COMMUNITY.”

That is the VISION we have collectively agreed and consulted on but how do we make it happen? The Neighbourhood Planning Forum drafted this statement and you will have seen it appear several times now in the Messenger over the last year. We identified what we thought were the key issues and objectives for the community for the next twenty five years. But we needed evidence to see if we were on the right track. The most important part was for you, the residents of Malborough, to put forward your views, ideas, and priorities for the future of the parish.

- **In June a questionnaire was delivered to all households within the Parish.**
- **We received 140 replies. Thank you to everyone that took the time to participate. A further 27 replies were received from the younger members of the Parish.**
- **This is your chance: your future, your voice, your plan.**

Over the summer (2014) we have been collating these responses. There is a plethora of information and ideas, aspirations and wish lists now available to us. We know that Government is placing emphasis on planning at the local level because it believes that local people know best what local needs are and how they can be met. Since April 2012, local communities have been able to produce Neighbourhood Plans for their local area, putting in place planning policies for the future development and growth of the neighbourhood.

Because of what you have told us, we, the parishioners of Malborough, WILL have a plan. This is about what we want Malborough to look like and be in 20 years' time. But it is not just about development (or lack of), the Parish Council needed a steer as to what our priorities are for investment and, through returning your questionnaires, we now have a much clearer idea of where we need to target our efforts and investment.

This document now summarises your responses in that we have:

- **received all hard copy completed questionnaires in three formats (adult, secondary/young adult and primary school)**
- **inputted all hard copy returns into Survey Monkey and worked with SHDC to produce an amalgamated electronic report**
- **analysed and reported on the returns & presented the collated files, analysis and reports to the Steering Group**
- **prepared the results and reports in a format available to the public for feedback to the Parish**
- **prepared the results and reports in a format that can be incorporated as evidence base into the final plan**
- **it also becomes our Parish Plan**

MALBOROUGH NEIGHBOURHOOD PLAN

YOUR FUTURE - YOUR VOICE - YOUR PLAN

I. SUMMARY

We asked about you and where you live, about the governance of the village, about the environment, services, facilities, housing and housing needs, energy and sustainability, transport and communications and the future. We received 140 'adult' questionnaires back representing c. 25% of the households in the Parish and 30% of parishioners. Thank you. A higher percentage of our older residents replied than our younger ones. There were very few responses from our primary school children and young adults.

You like and value what we have; you do not want to see it spoilt or over-developed. If development has to happen it needs to be of traditional design centred on the village with small affordable schemes or self-build. The AONB, countryside and scenery are extremely important to you. Malborough is thought to be well served in terms of facilities and services although we can always do more. Priorities for investment include better facilities for dog owners, more on offer for the older generation, more after school kids clubs & activities and an adult fitness trail. Better public transport with improved timetabling is called for and our IT infrastructure in terms of broadband and mobile phone networks is deemed not fit for purpose.

About 70% of you know and engage with your Parish Councillors but few feel they can influence decisions. There is also a strand of thought that says 'why bother, SHDC don't listen to what we as a village want'. There is a lack of clarity about what a Parish Council can and should do, especially as to how it can work with and influence District.

The Parish is thought to be a very safe place to live marred only by speeding vehicles and congested lanes. Dangerous and poor parking exist in a few hotspots. More local shops including art and craft outlets would be welcomed but some think industrial units for businesses to be inappropriate and better sited elsewhere.

Public Rights of Way are well utilized but their maintenance is often poor especially the cycle track. Can the cycle track be extended? Community schemes for green/sustainable energy need to be investigated although wind turbines receive the thumbs down. You do not necessarily know what already exists and happens in the village. The Malborough Messenger is heralded as a major source of information. The website needs to expand to include more news, activities and events. We need people to make things happen, volunteers are required. Once agreed our plan will form a roadmap as to where the village would like to be in the future. Progress must be able to be monitored by the community during the lifetime of the plan and feedback and revision will ensure we have a dynamic blueprint for the future.

II. WE ASKED YOU.....

Appendix A includes copies of the questionnaires we sent you; to households, businesses, young people and the primary school children. We asked about you and where you live, about the governance of the village, about the environment, services, facilities, housing and housing needs, energy and sustainability, transport and communications and the future.

III. THE ANSWERS.....

Your answers have given us evidence on which we can start basing the plan for Malborough.

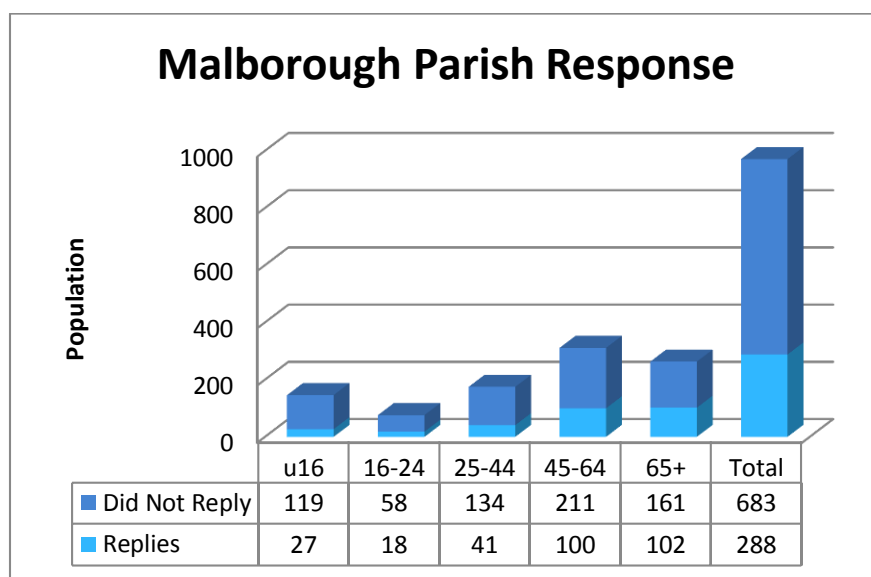
Appendix B gives each and every reply we received including all your comments and ideas. Plus we are compiling demographic data and details about the parish, which will form **Appendix C in due course**.

IV. THE ANALYSIS.....

About You

From the 2011 OPCS (census) data we know that **971 people live in Malborough**. We know the age breakdown and the number of households.

The graph below shows the ages of these 971 people with each age band split into responders and non-responders to the questionnaires.



In summary we had a **30% response rate** with those in the upper age brackets being the most enthusiastic to have their say, thank you. However you did not all answer every question and some topics encouraged more 'essay' writing than others. In the analysis below we have tried to show the key themes that have emerged and the scale of the drive/response rate behind them.

Age	% Who Replied
u16	18%
16-24	24%
25-44	23%
45-64	32%
65+	39%
Total	30%

As to where you live in the Parish, of the 140 households that replied (representing 288 people or 30% of the total number of parishioners), **70% were in the village itself and 30% in the outlying hamlets, farms etc. 17 households** registered one or more members with a disability.

Out of 140 responses only **4 households said they did NOT feel safe** in Malborough; speeding traffic and lack of respect for neighbours, late opening hours and vandalism being cited as causes of concern. Those of you that had lived in the Parish for the longest time had the highest response rate ie:

Number of years you have lived in Malborough	No. of Responders	%
< 1 year	1	1%
1 to 3 years	21	16%
4 to 9 years	26	19%
10 to 14 years	21	15%
15 to 24 years	20	15%
25 years +	47	35%
Totals	136	100%

Trivia; collectively those that responded to the questionnaire clock up 3,030 years of living in Malborough!

Governance

- On a scale of 1-5 how would you rate the community spirit in Malborough?
- Do you feel you are able to influence decisions concerning Malborough?

- Do you know your Parish Councillors?
- Do you know your District and County Councillors?
- How can local people be encouraged to take a greater role on making local decisions about Malborough?
- Are you aware that Parish Council meetings are open and parishioners can come and put their views forward?
- How do you find out what is going on Malborough Parish?
- Should more information be provided using?
- How do you think community life could be improved?

70% of those households that replied thought Malborough had a good community spirit with 94 out of 140 rating it 4 and above. However only **28 households** thought you were able to influence decisions and **39** (30%) did not know any of their Parish Councillors. **68%** of you did not know their District & County Councillors. The Parish Council need to take this onboard and do more to up their profile; you might not wish to engage regularly but you need to know how to do so and who to approach. To this end we are proposing to ask our Councillors to make regular contributions to the Messenger – there is already a précis of what is happening included in each edition but it is impersonal and does not give you any clue as to who your Councillors are. There are not many parishioners (well very, very few actually!) who attend the monthly Council meetings, when you do it is often because there is a ‘hot topic’ relevant to you on the agenda. Fair enough, the meetings are not always the most exciting or dynamic but they are a vehicle where you can make your voice heard and influence decisions about your home village.

But do you want to influence decisions? When it came to asking how local people can be encouraged to take a greater role on making local decisions about Malborough there was not exactly an exhaustive list of ideas. There is also a school of thought that says: “Why bother? We are always overruled by District anyway.” Is this cynicism or realism or a touch of both? How can we make our voice both heard and EFFECTIVE? There is also a degree of misunderstanding about what a Parish Council is actually there to do (the powers it has, and does not have, as a statutory body of local Government).

Some suggestions were:

Accessibility/visibility of Councillors: Regular meetings/evenings. Information evenings. Promotion of council meetings. Drop in sessions with parish councilors. Cllrs making themselves available for people they know (associate with) encouraging dialogue. By being involved in this plan process and interacting with parish and district councils. By trying to involve them in village matters eg: holding meetings at times suitable for workers away from the area. At parish council meetings- let them take part - not just a one part of the meeting.

Information & outreach: Questionnaires and email surveys. More outreach programmes such as this. Make accessible info - maybe leafleting each house. Word of mouth. Always being kept informed about discussions regarding the village - like this questionnaire (there sadly seems to be a general apathy).

Use of Malborough Messenger to raise issues. Casual discussion groups. Posters, minutes, handouts. Visit P.O. (& pub!)

Effectiveness: Parish, district & county councils should listen to the opinions and concerns of local people who voted for, and pay their salaries. There is no accountability. By having a parish council which is respected and taken notice of by the district council. There is no point in having a local plan if the District Council continue to ignore parish elected council. Making sure what is said is heard...there is no point commenting if nothing gets acted upon. All local decisions over-ruled by council/planners etc. Local views not listened to (eg: alston - still growing). If decisions made at district level appeared to reflect the views at parish level, then maybe more locals would feel it was worthwhile getting involved. Make their voice count rather than be done unto by dcc/shdc etc

Looking back: Talk to real locals. Meetings for locals only. Just leave Malborough alone.

A Dilemma: Wish we knew! Don't know. Difficult to answer. Do not know

Your District and County Councillors already attend our Parish Council meetings regularly and exist to represent you at a 'higher' level. From your suggestions above, maybe we need to think about a 'Social Surgery' every so often with all your Councillors – a drop in meet and greet over a coffee (or pint)...what do you think?

The Malborough Messenger got a nearly unanimous vote of approval – **98%** of responders cited it as a source of information. The Salcombe & Kingsbridge Gazette, the Parish Notice Boards and word of mouth also featured strongly. Social media had a fairly resounding 'do not use' response BUT, coming back to the ages of those of you that responded, this could correlate with the older age group. Younger parishioners made some call for Facebook. Malborough's website appears reasonably well used but there was a call for more information to be published on it. More about this later but those of us that are involved in running the site are struggling and we do need volunteers to come forward and help us....as a village we only get back what we put in, trite but true so if we want things to happen we have to invest either our time and expertise or our money to achieve results!

You said, when asked how you think community life could be improved:

- People too busy to get involved. Difficult one.
- More local policing
- Introduction pack for new residents
- Home visits for people less able to travel
- Difficult to say
- Try to inject some pride into the village (best kept street competition)
- By all being involved - inclusive community
- By protecting the good things about the village. Eg: don't turn any more gardens into car parks in centre of village
- Litter problem!

- Restrictions on holiday homes.
- Less affordable housing for people who don't live in Malborough
- Younger generation must come forward
- Bring back village carnival & maybe a village sports day?
- Poss invite people to take part in community events or a bank of volunteers who are willing to help with community tasks? / Encourage people to get involved so they can make a difference / Encourage more people to get involved in parish affairs
- Letting neighbours know that they can rely on one another if help is needed
- By talking to each other
- A resident policeman/ woman would be welcomed
- More events at the village hall at reasonable cost / More village functions / Social Centre
- By people living in the village and working nearby and also parking for local people
- This is a great community - not sure how it could be improved
- Usually events etc anything that brings people together (the scarecrows were a good example)
- Community life doesn't need improving - very good as it is
- Less large traffic coming through Higher town with ? Traffic calming bumps on both Higher Town and Collaton road.
- Encourage old fashioned village values
- Some rules and regulations make it difficult for some people to mix. An area for dogs would be a useful - there are a lot of dog owners and the only place to walk dogs are on the roads and lanes
- Public transport to outlying villages and hamlets
- I feel that most of the necessities for a vibrant community are in place, village hall. Playing fields etc. It is now down to the residents to use them.
- Involve youth in all committees, including Parish Council and certainly Village Hall even if it means a slight change to their rules

Action Plan – GOVERNANCE

- Parish Councillors to make regular contributions to the Messenger (and website); 'who am I, how do you contact me, why am I a Councillor, what are my areas of expertise and special interest, etc).
- The Messenger (and website) to include some articles about what a Parish Council is actually there to do and the powers it has (and those it does not!)
- An 'Introduction to the Village Pack/Directory of Services' to be worked up; this may be useful to most of us not just newcomers to highlight what actually happen/is available in our Parish. Could the Village Hall lead on this?
- The précis of Parish Council work included in each Messenger to be published on the website
- Do parishioners want to receive information electronically? eg: Council Meeting Minutes and/or précis?
- 2015 is an Election year for Parish Councillors too. How do we encourage more people, especially younger ones, to stand for election? This is your chance to have a greater influence.

- A pilot 'Social Surgery' to be arranged with all Parish, District and County Councillors – if successful it will be repeated, if not then we have to think again**your choice and chance**. This could be held before an ordinary Council meeting or could be combined/part of the Annual Meeting.
- The village website to be reviewed for content, accessibility and potential BUT we need volunteers....
-A call for those parishioners who are IT literate or have an interest in web site design and function to come forward!

Services & facilities

In our questionnaires we tried to distinguish between private and publically funded services. Encouragingly many people thought that Malborough was well served with both but we can always do more. It is apparent though that many parishioners do not actually know what is already on offer in the village. It is also interesting to note that what parents want for their children is not necessarily what the kids themselves want! For example responders to the adult questionnaire called for a youth centre but the kids (some of) say "I do not think it is necessary" "Young people usually prefer to meet in a more social place" "No, don't think so".

Facilities

The Post Office and Shop(s) recorded the highest weekly footfall with over 70% of responders using them at least weekly. The village hall, its facilities and activities on offer were also well utilized but, again, it is evident that many do not know what is on their doorstep.

"WE NEED TENNIS COURTS...BADMINTON COACHING...DISABLED ACCESS AT THE HALL....AFTER SCHOOL CLUBS AND ACTIVITIES ETC"....well we actually have tennis courts, and badminton coaching and.....So one of our actions here has to be to have a directory of services, facilities and events – kept up to date and well publicized. How we do this to make it accessible for all (both online and for the non-PC users) is, as yet, unclear...ideas/volunteers?

The wish list for new facilities & events includes:

FOR THE OLDER ONES AMONGST US:

- A good old fashioned tea dance
- More for OAPs with no transport
- A morning coffee club would be good for meeting people and socializing
- Age Concern

FOR THOSE THAT WISH TO GROW OUR SKILLS, CULTURE ETC

- Training courses at the village hall such as evening classes to further develop peoples skills etc
- More evening classes in village hall - fitness - regular bingo - craft nights - first aid
- A book club
- Cinema occasionally in the village hall showing popular films
- An internet café
- Travel / Bridge nights

FOR THE DOG OWNERS

- A dedicated and safe area for dog walking and exercise, secure for off lead exercise (there were x households calling for this and this makes it your number 1 priority on any future wish list).
- More poo bins
- Dog agility
- Malborough community wood open to dogs

FOR THE MUSICAL

- More music festivals (.....versus no more festivals!)
- Ballroom dancing (youth)
- Keep fit to music
- Disco evenings (for kids)

FOR THE ENERGETIC

- A swimming pool
- An adult gym and fitness trail / A geriatric gym
- Tai Chi / Gym Club
- Keep Zumba in Malborough
- Bowls Club
- Different sports/age groups etc. especially in summer months.
- Evening sports in the hall for kids
- Indoor football (for kids, winter evenings)
- Games (for kids, winter evenings)
- More bridle paths
- More cycle paths
- A gardening club

MISCELLANEOUS

- Swap Saturdays (like a boot sale)
- Weekend Clubs
- Maybe an area safe for children where you can buy a coffee or ice cream or glass of wine. Sports type bar?
- A café
- Car parking facilities at the west end of the village for the school, P.O., church and allotments
- Keep the toilets open!
- Malborough has a good range of facilities for recreation. The village hall is exceptional but all community buildings ie: church and chapel have good welcoming spaces and need support - as meeting places and historic buildings as well as places of worship

Action Plan – Facilities

- Compile a comprehensive Directory of What We Have and Do! This will include footpaths, allotments etc. as well as the sports, social and play facilities, the Churches, shops, pubs etc.
- Ask the VH&PFA to review its policies with respect to access to the Community wood

- Ask the Parish Council to investigate whether land (and funding) could be made available for a secure and dedicated dog walking area within the village. However this may well have cost implications and is dependent on land owners coming forward. We do not wish to raise expectations before, and if, any agreement is obtained.
- Publish/highlight all facilities which already have disabled access – both the Village Hall and the Church for example.
- Develop a funding bid, identify sites etc., for an adult fitness trail and pensioner’s playground, green gym, adult’s playground - call it what you will!
 - **Why Install a Fitness Park?** For many people those first initial steps to becoming more physically active can be the hardest. The great thing about this equipment is that it is for all ages and for beginners to advanced athletes. It is attractive and fun to use. Some installations have been called playgrounds for adults (and why not? Why should children have all the fun?) The trim trail units can be used individually or in pairs or groups. It is ideally suited for group classes and exercise programs and installed as a trim trail or green gym. It can create the gateway to a healthier lifestyle for people of all ages. It is free, convenient and accessible to all. Well-documented research has shown that even small amounts of regular exercise have measurable benefits towards physical and mental health and wellbeing. Added to this would be a pensioners’ playground; an outdoor gym specifically tailored to offer low impact and fun-to-use equipment. This type of equipment is ideally suited for the elderly or for rehabilitation work.
- Ask the Parish Council to review the number of poo bins available, purchase more if required and ensure SHDC service them regularly.
- Ensure the Village Hall & Playing Fields Association is up to speed with ‘the wish list’
- Liaise with the new Yarde Gate owners about the wish and interest in a local café and garden centre.
- Improve signage around the Square and Post Office to encourage **short term** parking during the day to improve access.
- ‘Build it and they will come’. If we want many of these things then volunteers, instructors and enthusiasts are needed to make them happen! We need **you** to make it happen! Call for and compile a list of volunteers

Services

You may not all use them but you value them. The Doctors/Health Service is used most and prioritized with a rank of 5 although an outreach service within Malborough would be welcomed by some. Pre and Primary school services are valued by the parents. Our footpaths and other Public Rights of Way also receive a majority 5/highest rank (with **92%** of responders using them and **83%** responders marking them as 4 or above). However the Mobile Library appears to be little used (**19** responses). **46** responders gave the

public toilets a 5 ranking (very important) but only **70** (out of 140) said they used them. We had thought the village wanted the latter kept open all year round but how many of you do actually use the facilities or is it a facility we wish to retain so that it benefits the visitor and itinerant worker/tradesman? Discuss.

Our elderly responders all used or would use

- Primary health care and other professional care service provision
- Facilities for pro-active health and wellbeing
- Mobile advice units for mobility, hearing and vision
- Care facilities eg: homecare, day & respite care, convalescence
- Ring & Ride and other transport services (including WRVS & Fare Car, PTS & Hospital Car)
- Voluntary Activities...lunch clubs, befriending, shopping etc.

All of them being receiving a majority **5** ranking. However we must have got the wording of some of these questions a little wrong as some of clearly valued the services from your free text responses but appeared to reverse the rankings (getting your 1st and 5th places muddled up...). This is a learning point for us for future canvassing.

113 responders completed the questions about facilities for children/young adults and, even if you did not yourselves use the facilities they were deemed very important for the village to have. You suggested:

- Youth centre
- Health advice - skin care - teenage advice - support as a place where youngsters can go for help - village hall
- I would support more clubs for children of all ages, what they decided they wanted.
- Cubs/scouts/brownies/youth centre/after school clubs
- Anything to inspire their mind etc.
- Public transport
- Sunday school in All Saints Church and Chapel / The Baptist Church is seeking to carry forward plans for the future
- Anything that encourages activity / As many activities as possible
- Sports training ie: tennis, cricket, other coaching
- Recreational courses eg craft, art
- Anything for the young, try to let them feel involved eg: it's time there are youngsters on the Village Hall committee
- Encourage young people to volunteer in the community or take voluntary work. Provide apprenticeship schemes. Call the voluntary programme something like Malborough Matters

Action Plan – Services

- Liaise with MVH&PFA to take forward suggestions of involving youngsters on the Committee
- Make sure everyone knows what is currently available (back to the Directory...)
- Tie in the youth suggestions above with those collated from the young adults and primary school questionnaires

- Suggest the Village has a named lead re development of youth services – can the youth club be re-formed? The Baptist church is planning events for two separate age groups.....
-Liaise with the Churches to help expedite/facilitate their ideas (pump prime activities from Parish Council precept?)
- Encourage the PC and MVH&PFA to explore all grant & funding opportunities for start-up/pump priming funding for youth activities
- Liaise (the parish Council and the Community) with the school re its capacity and facilities and promote community help as well as grants where possible
- Investigate more voluntary services for the elderly. Promote/assist a befriending service/liaise with Saltstone caring. Investigate WRVS coffee/lunch clubs/transport services. Promote Hospital Car Service.
- Liaise with the Parish Council on the future of the public toilets
- As above: ‘build it and they will come’. If we want many of these things then volunteers, instructors and enthusiasts are needed to make them happen! We need **you** to make it happen! Call for and compile a list of volunteers

The Environment

This section (the environment, energy, wildlife) seemed to attract the most comments (and passion!), with most of you extolling the beauty, the peace and tranquility of where we live. 71% said you knew that we lived in an Area of Outstanding Natural Beauty and, this comment sums up the thoughts of the majority:

...."WE LIVE IN A MAGICAL AREA AND IT WOULD BE TRAGIC TO GO TOO FAR WITH DEVELOPMENT. IT NEEDS TO BE WELL PLANNED AND BEAUTIFULLY EXECUTED....."

However there is skepticism about what the AONB designation actually means or achieves: you say:

...." AONB SHOULD GIVE THE VILLAGE AND SURROUNDINGS PROTECTION FROM OVER DEVELOPMENT.

...." IT ACTUALLY SEEMS TO MEAN 'NOT VERY MUCH'. IT SHOULD MEAN NO WIND TURBINES OR SOLAR PANELS (EXCEPT ON ROOFS).

...." NOT OFFERING THE PROTECTION IT SHOULD - A TOOTHLESS DESIGNATION COMPLETELY DISREGARDED BY PLANNERS AND DEVELOPERS.

When asked what you think the **AONB MEANS FOR DEVELOPMENT**, comments include:

RE. HOW MUCH?

- Development needs to be very sympathetic/ sympathetic to area and residents
- As an area of AONB surely further development/buildings need serious consideration
- Not too much development all-round/ Housing should be controlled around us/ Development will be limited and hopefully monitored carefully/ Development should be restricted and in keeping

- Being in an AONB is extremely important and should be no. 1 priority when considering new planning applications
- Future development must blend in with the existing village and not detract from it
- Development has to be strictly monitored but must encourage tourism and provide local employment
- Development is the built environment as opposed to natural beauty. The main economy is tourism for visitors drawn to our natural beauty.
- The local beauty of the environment is maintained
- Protect paths and beaches. Soar Mill Cove in danger.
- Development needs to be in tune with the environment

RE. WHO FOR?

- Development needs to be limited, tasteful, green and for local people
- No development except for what the parish needs
- Malborough has now developed enough
- No more development
- We think that development should be restricted for PERMANENT residents who want to live here either working or retired - NOT for 2nd home owners
- ...but there is a need for housing so we should accept some on the village outskirts
- I think it's a joke that we're led to believe we need more houses here! Then the 'new' houses become non locals housing and holiday homes!!
- Careful scrutiny of proposed developments in relation to provision of affordable homes and long term employment.
- Development - we could do with some affordable housing. Malborough is a beautiful village but lots of second homes and holiday homes mean we may have to move soon
- NO more development as there's not enough local work for those who live here already!

RE. WHAT TYPE?

- New developments to be kept small and in keeping with the rest of the village
- No large scale development
- Any future developments for housing should be small units and not situated on prominent positions and be designed to blend with the countryside
- In planning for any form of expansion, whether it be housing or building a business park or parking spaces the parish council must play an active part in ensuring that our green spaces are protected
-all development should be controlled to maintain the scenic quality of the area
- All new building should look traditional or in keeping/ Development should be in keeping with local landscape.
- Development should not be high density with adequate infrastructure and retention of mature natural features (trees and hedgerows)
- Development should be strictly controlled and compatible with existing properties - unlike Alston gate prison camp!

- Development has to be appropriate and cannot affect the natural environment in any way. Wildlife has to be protected.
- Develop with care and respect for the environment. No ribbon development and minimal outside of main population areas
- Accepting there has to be some development; it should be centred on the village as the hub with not too much ribbon development. If buildings are allowed in the outlying areas they should be in keeping with the natural environment, sympathetic design and tied/ring fenced/covenanted for local people and not holiday homes

RE. AONB & PLANNING

- Are concerned at the abuse of facilities & pride living in AONB
- Does not seem to mean much sadly
- National and local planning have no regard for AONB designation. It is of little value to protect the countryside
- Experience suggests the AONB, its views and recommendations are ignored when it comes to housing development
- But it does not seem to stop poor planning
- It is meant to protect the natural surroundings from development - however it is not very effective in some cases/ Not as much as it used to, or as much as it should.
- Unfortunately it doesn't mean a lot. It would appear development can go ahead irrespective of the village not wanting/ needing it. I am not against the village moving forward but not just anyway.
- It means nothing where development is concerned/ Developments seem to be eating into this AONB/ It means NOTHING to developers and planners
- However if you are a developer they can build whatever they like even with huge objections!!
- It should be kept in its natural state with no incursions/Any development must not infringe or impose on the AONB
-but does SHDC know?
- The community should retain control over housing/commercial development (threats from Government legislation changes?)
- The AONB should stand for limited property development and certainly no wind turbines or solar farms
- Also, SHDC, especially the Planning Department, need to listen to the experience of locals when it comes to any further development -- in the Gazette today, Kingsbridge locals were pointing out how Mill Street floods with raw sewage when there is excess rain, yet more houses are being built in Kingsbridge ... And the same goes for Malborough ... In the push to build more houses there seems to be little in the way of the PROJECTION of future needs -- what works now (reasonably adequately) may not when xxx number of new houses are built -- which will not only tax our existing infra-structure but also detract from our AONB status.
- Can stunt development and local employment
- But they have to build somewhere

From all of this comes a ***very clear message from you about protecting our environment***. However Councils, both Parish and District, are also bound by other Government policies and the National Planning Framework, which prioritizes new builds, can and does overrule an AONB status. It is these tensions and

conflicts that our emerging Neighbourhood Plan will seek to address – you having given us this clear message and therefore mandate. Somehow we have to build in protection for the over-arching beauty and character of the Parish whilst accepting that there has to be some development. Whether we like it or not we are also unable to impose local residency or main/principle home clauses on all new builds. As we go through the next few months we will try and distill the key policies that we have to adhere to and look at ways that we can maximize any ‘wriggle’ opportunities they give us. It is important that everyone is aware of the constraints under which we have to produce a Neighbourhood Plan, we cannot conflict with SHDC’s strategic planning policy or prevent development included within it but we can decide where and what type of development should happen and/or include policies that stand alongside those in the SHDC’s plan. It is also pertinent that **SHDC** are in the process of drawing up their new plan for the area due to be completed in the latter half of 2015. They say:

“THE PRIME CONSIDERATION AND ONE OF OUR BIGGEST CHALLENGES IS TO PROVIDE MUCH NEEDED HOMES AND JOBS WHILST, AT THE SAME TIME PROTECTING THE BEAUTIFUL PLACE THAT IS SOUTH HAMS. FINDING A SUITABLE AND AVAILABLE PIECE OF LAND FOR DEVELOPMENT IN THE SOUTH HAMS IS NO MEAN FEAT. WITH THE DARTMOOR NATIONAL PARK ON OUR DOOR STEP, TWO AREAS OF OUTSTANDING NATURAL BEAUTY, MANY IMPORTANT HERITAGE ASSETS, COASTAL AREAS AND BEACHES TOGETHER WITH THE ROLLING HILLS AND MANY OTHER SENSITIVE ENVIRONMENTS WITHIN OUR DISTRICT, THERE IS A LOT TO CONSIDER. ON A PRACTICAL NOTE THERE ARE INFRASTRUCTURE REQUIREMENTS TO BE CONSIDERED. NEVERTHELESS WE HAVE A DUTY AND RESPONSIBILITY TO MAKE SURE THAT THESE REQUIREMENTS ARE MET AND THIS RESPONSIBILITY IS SET OUT BY CENTRAL GOVERNMENT. WE WANT TO SEE DEVELOPMENT HAPPEN IN THE RIGHT PLACES WITH MINIMAL IMPACT ON OUR ENVIRONMENT AND WHERE IT PROVIDES OPPORTUNITIES TO MEET THE NEEDS OF OUR COMMUNITIES AND SOUTH HAMS HAS TO SHOW HOW IT IS RESPONDING TO NATIONAL POLICIES BY PREPARING A PLAN WHICH WILL ULTIMATELY BE SUBMITTED FOR A BLESSING BY THE PLANNING INSPECTORATE....”

Our aims and objectives are therefore very similar and it SHOULD be possible to deliver the must do’s both for us as a Parish and for the wider community.

Action Plan – The Environment

- As we start to draft the Neighbourhood Plan the How Much/Who For/What Type debates above need to be reflected in the Vision we develop for the village. Many responses are focused on the now but we have to remember we are tasked with planning for the future. However this does not detract from the very clear message from you about protecting our environment.
- This action plan will be about drafting planning principles that can be part of our statutory planning document but it will also be about consultation back with you to make sure we get the message right.....
-as we write this, it above sounds like a ‘bureaucratic fudge’ with nothing tangible to hold anyone to account for....but this plan will be iterative, it is your chance to have your input as we develop the Neighbourhood Plan.

RENEWABLE ENERGY & SUSTAINABILITY

This is the sort of topic we think we should know about but do not really understand the technologies or implications of. A bit of background therefore (courtesy of SHDC renewable Energy workshops):

Why is energy important?

- The average domestic energy bill = £1,500 p.a.
- In the South Hams the energy spend per year totals £216m
- Almost 1 in 5 households are in “fuel poverty”
- By 2022 costs are forecast to rise by 10%
- There is a high risk of black outs in next 5 years as old plant is de-commissioned
- Can we do more to reduce risk and retain ££ in the local economy?

Government aspirations are:

- A low carbon future
- Legally binding targets: the Government aim to have 30% electricity generated from renewable sources by 2020...
- Energy security/diversity
- More local & community owned generation
- Devon landscape sensitivity work to be taken into account

What sort of renewable energy policies should we be thinking about?

- Use of brownfield land/roofs
- Removal of technology when generation ceases
- Continued use of farm land
- Use of waste heat
- Favouring proposals where energy is used on site

We therefore asked you “Should renewable energy schemes be encouraged in the area? (wind turbines, biomass production, heat pumps etc.)”.

83 (out of 140) of you said yes (to some degree) and 30 of you said no with the balance skipping the question. Your sound bites include:

- With growth in the area predicted such schemes will be essential. Careful control with planning permission necessary - but ways round the environmental problems must be found!
- No to wind turbines, yes to solar panels on roofs only NOT solar farms. Identify suitable buildings within the village boundary where incentives to adopt or house renewable energy schemes can be offered and ALL new houses and renovation projects should encompass renewable energy where poss. The village street lights could run all night!

- Only worthwhile source is heat pump. All others are environmentally unacceptable. Cost & carbon emission of construction, erection do not balance renewable energy in predicted lifetime
- An exhibition in the Village Hall, invite local companies (professionals) to participate
- Absolutely no wind turbines, rest in moderation. Why is it necessary?? You are not seriously taken in by all this government hype are you???
- As wind turbines & photo voltaic panels are net consumers of energy, not producers, & only exist as a means of harvesting subsidies they should be discouraged. Solar heating of water panels, roof mounted make sense when analysed as a whole life energetics package
- No to wind turbines, no to biomass production. Yes to solar panels and heat pumps. Forums/Advice from appropriate supply companies plus continual encouragement of the populace to be MUCH less wasteful of electricity

However from the yes vote there was a general antipathy against turbines and, to a certain extent, solar panels which were deemed unsightly. Some of you seemed (subjectively) to be more in the 'know' than others and there was a feeling that heat pumps were the only really effective and efficient form of renewable energy. Some called for more use of the seas around us in generating our own energy. There were a number of calls for community led projects, those on a larger scale on designated sights or public buildings. This obviously merits serious consideration especially as SHDC say:

"COMMUNITY PROJECTS WILL BE SUPPORTED WHERE....THE IMPACTS ARE ACCEPTABLE/CAN BE MADE ACCEPTABLE, THEY DELIVER SOCIAL/COMMUNITY BENEFITS, THERE IS EVIDENCE OF COMMUNITY CONSENSUS OR THE PROJECT IS PART OF A NEIGHBOURHOOD PLAN, THERE ARE ADMINISTRATIVE AND FINANCIAL STRUCTURES IN PLACE FOR THE PROJECT"

You suggest:

- Local Government/business scheme/resident partnerships - co-operatives?
- Any sites should be designated by the village
- Government subsidies, awareness programs (re global warming etc)
- Provide funding and incentives -encourage grants for homeowners
- Guidance on funding may help (professional)
- Solar panels on the village hall and church - with government grants. Heat pumps or renewable energy provision in all developments (new)
- Fund raise for solar panels on public buildings eg: village hall, school and churches

Action Plan – Renewables

- Do we know what we are talking about? Arrange/facilitate a village seminar/workshop – an ENERGY FAIR. Can SHDC help?
- Can we include some information/articles on the website and in the Messenger?
- Investigate solar energy projects on community buildings (MVH&PFA is already pursuing sustainable energy solutions). Consider a wider promotion to include all rooves with the Parish Council helping to source grant funding.
- Investigate funding and support for community energy projects
- Work to protect greenfield sites from large scale developments of solar arrays or wind turbines

- Consider protecting brownfield sites for housing or jobs rather than energy sites?
- Investigate conservation of energy and energy storage

Environmental projects/wildlife/heritage

- Would you help with environmental projects in the parish?
- Do you think more should be done to encourage wildlife in developments and in the Parish?
- What else do you think should be done to enhance and add to the natural and historical heritage of the parish?
- Do you have other comments and/or concerns about the local environment?

There were many volunteers (**72, thank you!**) to help with environmental projects – depending on what they were - and many more supported in principle but age and/or infirmity and time decreed otherwise. **91** of you said we should do more to encourage and protect wildlife but 14 of you said No....badgers and moles came in for criticism.

Ideas to improve or enhance our Parish included:

Re. Maintenance

- Keep paths and hedges in good shape
- It would be nice if the road gutters were weeded and cleaned occasionally
- Encourage upkeep and gardens etc/ Keep the village clean and tidy
- Grass cuttings collected over at the graveyard looks really horrible
- Litter team for village hall car park/ Less litter would be a start/ Co-op should be bag free.
- Recycling options should be better.
- Small thing - bus shelter painted nice colour regularly and mosaic of Malborough countryside/map/church etc on wall
- Control dog mess
- Excess signs removed

When asked specifically about the importance, quality, access and availability of our **Public Rights of Way** (PROWs) you said, to précis, that the footpaths and cycle track were very good or excellent but their maintenance was often poor with many paths (and especially the cycle track) very overgrown. Dog mess on the paths and track is viewed as a real issue. Access to paths for dog owners was also identified as a problem (not all stiles having a dog gate). At least we can report one success to date in that the Parish Council have finally prevailed on Devon County Council **to cut the cycle track (it was done before the start of the school summer holidays)**. The Parish Council is pursuing a commitment from County for regular maintenance. Alternatively they are looking at ways to take over the budget from DCC and take on responsibility for the routine cycle track maintenance.

Re. Protection

- Maintain current eco-systems

- Protecting what we already have would be a good start/ Secure its current assets/ Just make sure we maintain the status quo
- Less farming pesticides and more organic farming
- Plant more trees
- Preserve all paths/Maintain paths. Make Malborough woods dog friendly please.
- Perhaps in this case some professional help might be sought in developing the "village" feel - something perhaps that would "pull" together all parts of the extended village.
- Wildlife trail
- Bird boxes and places for swallows etc
- Restoration of original buildings. Wildlife protection programmes.
- Just to encourage any new buildings to be more in keeping with a village - glass structures are awful
- Wildlife quite prevalent in the area anyway

Re. Information & awareness

- Encourage awareness in the school for the next generation/ Education to promote the natural and historical heritage in new and innovative ways.
- Awareness and respect for the environment and other people, the preservation of history and a heritage bank space.
- More plaques? Re-enactments in which everyone who wishes may participate (of historical events, of customs from the past, etc.)? Local stories told and read in the pre- and primary schools?
- Record it, promote and publicise it to the villagers themselves - there are a lot of people new to the area who do not know the history/heritage, get the kids involved in looking after their heritage
- History board for visitors/ Information access to history of the village/It would be good to have a Malborough archive of historical records/ Local history pamphlets in the post office
- A group formed to record in words and pictures on an open computer file. Perhaps Kingsbridge museum would act as leader, also involve local history group
- Publish more on the website
- Probably more footpath guides and walks

Re. Growth

- No more large developments with emphasis on more attractive housing in keeping with a country village
- Future development must blend in with the existing village and not detract from it
- Any housing development should be on unobtrusive site, ltd in size and of appropriate design and density.
- Nothing! Skatepark and playground already done. We live in a 'stunning' local environment and this should not be ruined by over-development at the cost of people already living here. (eg: Alston)

Re. Access

- Reduce/ban huge agricultural vehicles & commercial traffic that are breaking down banks and hedgerows.
- More protected areas, less hunting/shooting, safe road crossing for the animals

- We need to develop schemes to protect and educate people to respect the area and not to abuse open spaces with noise, litter, etc. A by-pass from Alston gate towards Yarde and also towards the Pound to alleviate congestion in Higher Town
- Encourage wildlife using national schemes, more grant money that way.

Action Plan - Environmental projects/wildlife/heritage

- You have identified lots of things for us to do here or to take forward with other Village organisations. There is also some cross-over with other action plans.
- Liaise with the History Society to add to our village directory. Earlier we said we needed to compile a list of what we done. Now it needs to include what we have done, our history.
- Involve the school in our village history project – can they help us take this forward?
- Liaise with the History Society to promote awareness of their work and archives. There is a lot of information already out there.
- Promote the Cookworthy Museum who hold our Village archives, encourage people to add to it and improve awareness/access.
- Work with the Parish council, National Trust, AONB, PROW officers etc to develop plaques, history boards etc.
- Encourage civic pride in the look of the village
- Paint the Jubilee Bus Shelter (inside and out) and organize a ‘Design a Mosaic’ competition, then commission and install the mosaic on the inside.
- Work with the Parish Council and PROW to improve footpath awareness/signage/information
- Push the maintenance agenda of our PROW with the Parish Council (and, in turn DCC)
- Work with DCC to ensure the use of their lengthsman, parish maintenance and cleaning teams are maximized.
- Work with DCC to ensure that, when they plough the road hedge bottoms, the earth is returned/recycled onto the hedges – the latter are shrinking and they are a fundamental part of our environment.
- Work with SHDC to explore further recycling improvements

Housing

Malborough last initiated a full housing needs survey in 2007. This is out of date and we SHDC have agreed that a new survey will be carried out within the next 12 months. This is essential if we are to understand current and future demand for housing in the village. That said the District Council view Malborough as a sustainable Parish. They have their own housing targets across the District and developers are likely to come forward with proposals for Malborough which may well find favour with District planners. Through

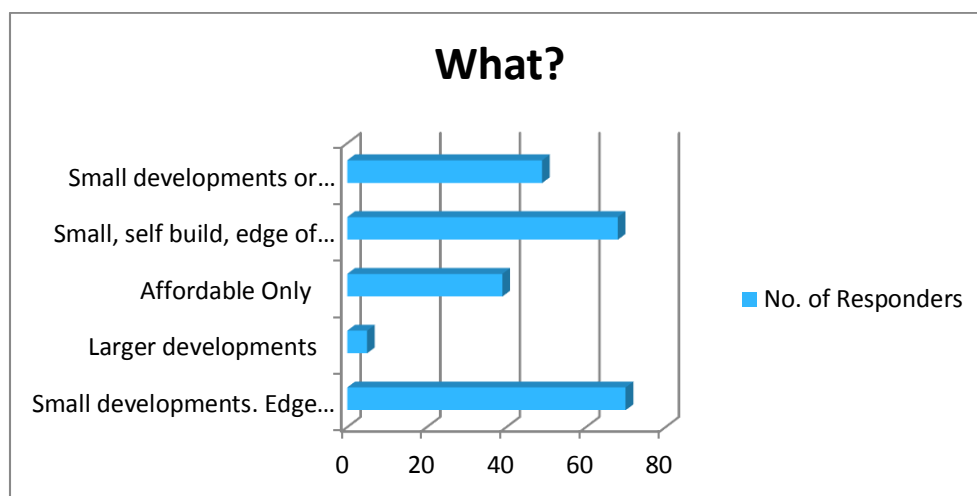
the Neighbourhood Planning exercise we can be specific about what our needs are, what those people with a connection to Malborough currently need and we can set parameters controlling the type, number, position and character of any builds that are proposed. Whether or not we can go further and set clear percentages for affordable or ‘local connection’ homes only remains to be seen. In our questionnaire we asked a few starter questions to give us a heads up view on housing. You told us:

46% of you thought Malborough has the right number and mix of homes for the community. **30%** of you did not. 75% of you thought Malborough could already cater for your needs for the next twenty years.

The table below shows demand (from responders) for specific types of housing:

	Shared Ownership	For Rent	To Buy	1 bed	2 bed	3 bed	4 bed
Affordable (Social) Housing	1	11	5	2	5	9	
Sheltered Housing (for the elderly)		10	7	1	11		
Private Housing		4	11		5	8	3
Homes adapted for a disability	2		1	1			

We said “There will be development in Malborough”. We know that some development is always going to be required but how much, where and when can be influenced by us. We asked you where do you think it should be? Note; the answers are not mutually exclusive. 70 (out of 140) supported small developments around the edge of the village with 68 saying these should be self-build for local people.



As to *WHERE*, you suggested:

General:

- I think it is important that development takes place within easy walking distance of the village centre to encourage business & community

- Given we are AONB this is very difficult
- Use brownfield sites and encourage infill within the existing village curtilage
- Not on green field sites
- Fill in and not ribbon development
- Great reluctance to change present village boundaries

Specifics:

- Extend cumber close
- Salcombe road/on the outskirts of the main Salcombe road/ alongside main roads which can cope with traffic flow and services - not next to narrow country lanes!/ off main road / field leading into the village on the left hand side/ Field behind co-op - along Salcombe road.
- Field beside cemetery, behind new homes
- Further along Collaton road (butts park)near cumber
- Portlemore lane / below Malborough park accessed via Portlemore lane especially the lower part of the field where visual impact is least/ below Malborough Park / Malborough is sprawling and needs to be more compact...fields below Malborough Park and valley where Portlemore footpath joins Shute
- Possibly to the North of Church might be OK if small scale
- Bolberry Down and Soar

And the No's:

- NO. Our views will not be taken into account by Council/Planners/developers whenever any future proposals arise. Again ALSTON is a prime example - and this site will grow and grow. This development has caused a lot of upset TO LOCAL PEOPLE and affected their lives and price of their properties
- Pointless building within the area unless it is for truly local residents.

With respect to design there was an overwhelming percentage in favour of traditional design with **112** (out of 140) rating it as important or preferable. Only **15** gave the same ranking to contemporary design. Low energy design, private gardens and parking spaces and green spaces around any development were all given an important majority ranking.

Action Plan - Housing

- Finalise the Housing Needs Survey date and arrangements with SHDC
- SHDC have recently asked local landowners and developers to come up with suggestions for possible sites in the South Hams where future development could take place. This is part of a review done every few years aimed at helping the District Council to identify the best sites for housing and employment for the next 10 to 15 years. The [Strategic Housing Land Availability Assessment](#) is required by national planning policy and helps the council to meet the community's need for more homes and jobs. You can see all of the sites that have been submitted for consideration plus comments from SHDC's assessment of them at: <http://www.southhams.gov.uk/siteassessment>. This exercise looks at what sites might have potential for future development in the district. However, it doesn't make any decisions about

where development will or will not go. Our action now is to link this exercise into what you say/have suggested above and develop site proposals in our Neighbourhood Plan for your consideration.

- Run our own Parish Specific Call for Sites and Land Availability Assessment. Encourage landowners to consider and come forward with potential sites. From your feedback and discussions the overwhelming response has been for **small developments** so any further sites would need to be put forward in sections as we do not want, or need, another large housing estate. Three possible areas have been mentioned/identified - ***please note that these have not been worked up or considered in detail in any way. Neither have any of the owners been approached.*** However they do appear to be sensible initial proposals given the existing environs of the village. They are: The field/land below Malborough Park, opposite Cumber to the east of Portlemore lane and the field below the church for a small development
- Draft a design spec/design and access statement that encapsulates all the features and facilities we wish to see included in future new builds within the Parish
- Ensure that facilities are developed in tandem and match demand. To include sewage, traffic, parking, access, communications, school places, jobs, shops etc. *a throw-away line but one that needs careful encapsulation into planning policies*
- The Parish Council to investigate:
 - The Village Housing Initiative to see whether it could provide affordable homes
 - A community land trust
 - Self-build projects

Communications & Transport

Communications

77 of you despaired of your mobile phone signals and **56%** of 114 respondents who answered this question rated their broadband as poor, very poor, atrocious, non-existent or variable! More of you would work from home or locally if broadband was better. We know, and you have also all told us, that we need better broadband; our current service (and very often the lack of it) is inadequate. In rural communities, broadband deals through a phone line, 3G/4G or satellite are usually slower and more restrictive than their equivalents in towns and cities, and they're almost always more expensive.

As we understand it broadband is available in several different ways;

- ASDL (requiring a BT phone line),
- Cable (you need to live in an area that is served by cable, not Malborough, but you do not require a BT phone line),

- Wireless internet where a small internet providers offer local coverage using wireless technology and by fitting an antenna on the outside of a home, which can receive the connection. No telephone line is needed.
- Satellite broadband &
- SDSL which stands for symmetric digital subscriber line, this is basically the same as ADSL but with uploads and downloads at the same speed. It is generally considered a specialist option for large businesses because it requires an extra telephone line.

Most rural users, including us, are served by an unbundled exchange (unbundling is the regulatory process of allowing multiple telecommunications operators to use connections from exchange to the customers' premises). However we still face slow speeds. We are very likely to be physically far from the exchange and, since signal attenuates (weakens, diminishes), this distance affects speeds drastically.

BT FTTC (rural fibre) is increasingly available in the countryside. Fibre is much better at covering long distances without signal attenuation so it does offer a good option for rural users, although since part of the signal is carried on a copper line speeds are slower. Whether we are in one of their 'coming soon' areas needs to be investigated and, if we are not, then how do we expedite a fibre led service? Providers will be keen for fibre to 'catch on' and go to many households once it's in a local area, so demonstrating strong local community demand could help. We need to persuade BT to upgrade our rural exchange(s) to a FTTC (fibre-to-the-cabinet) service. Can we investigate grants and funding? And how many of us are then willing to sign up to an infinity service – what demand is there in Malborough for this?

Satellite (2 way connections) and mobile broadband are also, increasingly, becoming options for the rural individual with costs coming down and coverage improving.

We also read it can be possible to bypass the system and many communities are choosing to do just that, often ending up with some of the UK's fastest connections. Community broadband projects are working with small ISPs (altnets) to bypass the system rather than working within it or lobbying established providers for access in order to bring better internet access to whole villages. Thus we could, as a community, choose to bypass BT altogether and ask a private company to install a local network, unbundling our exchange and installing new equipment.

That can take the form of a high-speed wi-fi network - so the company will lay a fibre line to a transmitter on a high point like a public building and then subscribers in the local area buy their own aerials to pick up the signal - or a fixed line fibre network.

Now here we are only 'copying out' what we have read. This group has neither the skills nor expertise to know what it is really talking about here – but do you? Is there anyone in Malborough who is reading this and thinking yes, we could do that? Or is interested and motivated enough to help us take these thoughts further?

Transport

There is heavy reliance on the car in our Parish and you view improvements to public transport as important.

Reductions in bus services, services that don't run, services that don't link up, households running a car (sometimes 2 cars) out of necessity not choice, loss of services requiring trekking more miles to see a hospital consultant and improvements to public transport are just some of the issues and concerns voiced all over the country by rural residents. How are these issues being taken up by policy and decision makers? What innovative and creative *local* rural transport solutions can *we* find?

The Department for Transport's (DFT) National Transport Survey reveals that people living in the most rural areas travel 45% further each year than those in England as a whole (and 53% further than those living in urban areas) and that a greater percentage of our total annual mileage is made using a car in the most rural areas - 58% compared to 49% in urban areas. We are not surprised. The responsibility for improvements lies on local government, the commercial and voluntary sector. Yet commercial operators do not have a high volume of passengers on more rural routes and subsidies available from local authorities remain under threat. So what else can we do? Some of you suggested a community bus and then there are various wheels to work schemes we could investigate minibus and car sharing ideas and improved routes for cyclists. How do we progress this as, quote "the usual reaction is to agree that it is a problem and then to move on. No-one is willing to address the problem properly. There are solutions but they take money and effort, with a long time before there is a demonstrable effect". Ideas and volunteers please.

Because of our reliance on cars parking issues are highlighted by many of you identifying a number of parish hot spots: Cumber Close of course "*CUMBER CLOSE IS A NIGHTMARE*", Collaton Road "*RESEMBLES A FORMULA ONE RACE TRACK*" and around the school and Post Office. Inconsiderate parking around the Pound and the Church also feature. Speeding traffic and poor drivers come in for a huge amount of criticism from many of us together with the volume of traffic on the lanes (especially in peak season) and the volume, size, speed and frequency of the agricultural vehicles. "*HEAVY CONTRACT FARM MACHINERY DRIVING TOO FAST*" "*TRACTORS RACING THROUGH VILLAGE*". "*BUT AS TO BE EXPECTED IN A FARMING AREA.*" But it is not only the farmers/contractors that are mentioned: "*SPEEDING IN LOWER TOWN BY MOTOR CYCLISTS AND SPEEDING MUMS ON SCHOOL RUN WHERE 20 MPH IS THE LIMIT*" are also named. Congestion around Townsend Cross and Higher Town also cause concern as does the impact of the new development at Alston gate, especially re pedestrian safety and the impact of the new NT charging policy at Soar causing ad hoc parking elsewhere. Zebra crossings opposite Co-Op, a roundabout at Townsend Cross are proposed, "*THERE SHOULD BE STRICT WARNINGS, OR EVEN A LOLLIPOP LADY OR MAN OR TRAFFIC LIGHTS AT SCHOOL EXIT TIMES*",

You suggest our reliance on cars might be diminished if there was better (more convenient and/or improved) public transport, more local shops (financially viable?) and a community bus. Car share/clubs actually received little support (are they simply not practical in a rural area where people travel in different directions and times for work?). There was some call for improved cycle routes – at least the one we have has now been cut!

Action Plan – Communications & Transport

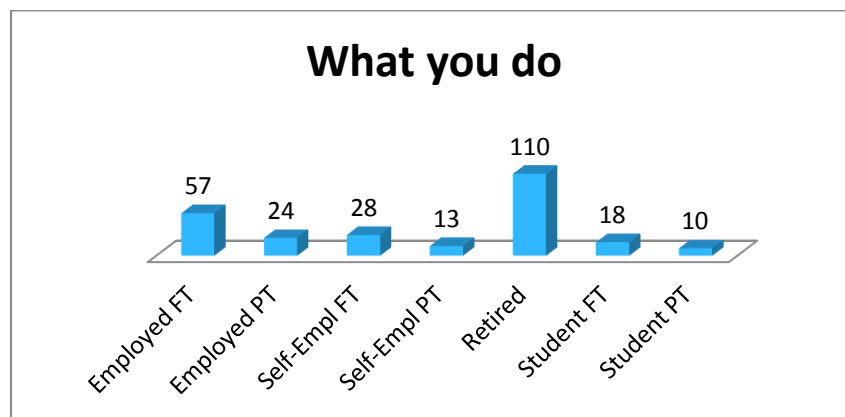
- Make road crossings safer: Parish Council and DCC to take forward
- Investigate parking solutions for Cumber, West end of village and Collaton road and ensure all new developments have adequate parking.

- Encourage schemes to reduce heavy traffic through village
- Investigate ways to curb speeding, improve signage and crossing safety.
- Investigate a Community Broadband solution?
- Volunteers are required who have a sound working knowledge of modern communication technologies!
- Communicate with bus companies re timetables, services to Cumber and connections with other services
- Ascertain whether mobile masts can be adjusted to give better local coverage

Economy

When we asked about the employment status of your households you gave us replies for 260 people, shown in the graph below. **42%** (110 of the 260) people responding to the questionnaire were retired. We mentioned this earlier when we saw that the older demographic had a higher response rate than the younger ones and it is something we will have to consider when formulating our future plans. Each and every response is valued but we are also planning for the *future* of Malborough and need to ensure we achieve a balance when investing in facilities for the village. We also asked you:

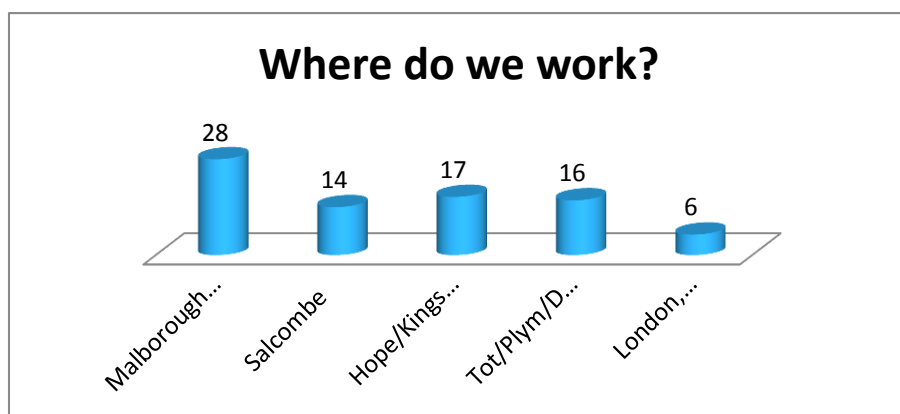
- Where is your work based?
- How do you think new businesses could be encouraged within the Parish? If you favour development (business units for example) where, within the Parish, would you consider suitable?
- Would anyone in the household consider working in the village if suitable premises/facilities were available?
- Should other projects be further encouraged in the parish, especially where more employment is involved? If yes, what & where would you suggest? eg: agricultural, arts & crafts, tourism, shops
- Does anyone in the household run a Business?



And we asked businesses:

- Is your business in the Parish?
- How many people does your business employ?

- Are there any factors that threaten your business or restrict its development? eg: business rates, lack of suitable premises or local skilled labour
- What could be done to support your business and encourage expansion? eg: superfast broadband, business accommodation units to lease
- If your business is currently based outside of the parish what factors might help you decide to relocate here?
- Do you, or could you in the future, offer work experience or apprenticeships to young people in the parish?
- Are you intending to set up a business in the near future? If yes do you hope to locate in this parish?



Only 28 out of 85 responders work in the parish. Yet when asked whether (and how) new businesses could be encouraged within the Parish many do not think Malborough is suitable or sustainable for business development. You say:

The **No's** (reflecting nearly **40%** of responders) include:

- Not appropriate
- We don't know anywhere suitable / No suitable sites for business units that I can think of- put them elsewhere (eg Kingsbridge)
- Would spoil the village / Wouldn't want business units in village
- Not sure this is desirable - work more likely to be in kingsbridge/plymouth. Malborough more likely to be a commuter village
- I am not concerned about the need to develop businesses
- No comment - don't favour / Shouldn't be encouraged / NO
- I don't think Malborough is suitable for larger business'
- Malborough is not suitable for business/ industrial units. Individual businesses should be encouraged on a one to one basis
- Not many suitable areas for commercial units. But not against proposal.
- I think there are plenty of business units within easy reach of Malborough without building any more here
- No further commercial development
- Do not favour / There is nowhere suitable in the parish
- You would need to convert agricultural land outside Malborough
- Good agricultural land is really too valuable to build on but all around Malborough is good growing land. Note the two plots on the Kingsbridge road going up to Alston gate. Also the village should be contained in a block not like the two developments at present.

The *supporters* suggest:

The main road (which receives the majority site vote):

- Build small business/industrial park on main road (381) for easy access eg. Yarde Nursery/
- Nursery sites on main road / Small workshop/units Yarde gate
- Yes edge of village either side of Kingsbridge / Salcombe road
- The most obvious business site is alongside Alston Gate nursery! I can't think of anywhere else with good roadside access and easy to find for customers
- Along Kingsbridge / Salcombe Road A381 / Grouped together, close to the main road
- Alston/Alston Gate
- Salcombe road outskirts / Salcombe Road, if there was a demand for a small development of small business premises
- I think the nursery on the way to Salcombe would be good for development but I don't think it needs to be encouraged seems to be jobs in area/ Exeter/ Plymouth etc
- Small cheap units off main Kingsbridge road with 100% mobile coverage and high speed broadband

Farms/Agricultural development land:

- Small units
- Redundant barns and outbuildings - better than boat storage
- Redundant farm buildings now used for boat storage which should be closer to Salcombe
- Farm diversification
- The use of redundant farm buildings which would provide employment rather than just boat storage
- Business units are fine but the development at Churchstow is just the most appalling mess. Surely a series of small developments, hosted on/in ex agricultural facilities would be the way to go.
- In farmers buildings that are unused
- No development but better use of redundant farm buildings

Other areas:

- Allotment area
- Soar airfield but with road access improvements
- Ddon't think there are suitable sites for industrial units other than possible small units at end of Collaton Road
- Where possible within the village and close to the main road
- Village Hall. Around the church
- Village Hall Area Traditional Buildings and Cottages for Creative Arts/Music/Galleries/Media & Film/Cafés
- Business units - Portlemore or north of village
- Develop site at Bolt Head
- Not well enough informed to suggest....but SMALL scale only (? like Churchstow?)
- Hidden from view so their appearance does not spoil the AONB
- Business units, accept tourism development

General comments:

- The use of local tradesmen
- Small working units and good broadband

- Better broadband is key. Business units. / Better infrastructure re communications - broadband, mobile etc / Improve broadband speed / better internet coverage/faster broadband.
- Home based if good it and mobiles
- A cafe in village centre / (We have) No cafes which seems to surprise tourists and visitors. Not sure about other businesses
- Sort out red tape
- Tourism shop (extension of post office if possible)
- Working from home would be preferable eg: dental repair business, shoe and watch repairs key cutting
- Not given it a thought
- Reasonable rates. Better broadband
- Self-employed home based more viable than business units which demand an expensive rent
- Anywhere where there is good cover from the public (ie: Churchstow b. Park)
- I have no idea but we need something. I do miss the smell of the bakery in Cumber
- Several trades people work from their homes, I believe (electrician, plumber, painter ...) -- I would not want to see an industrial development in Malborough -- perhaps a small one elsewhere in the parish -- but my coffee shop would be welcome -- a clothes shop -- It would be wonderful to have a village shop (food) once again, rather than Co-op --but I doubt that would be feasible.

In summary, **40%** who answered this question are against new business units or industrial development in Malborough. Of those that see the need for it, the A381 corridor is the preferred site: units should be small and not impinge on the AONB. Farm diversification and the use of redundant farm buildings is preferred by some to new build options. Could boat storage move closer to Salcombe? The need for improved communications (mobile/broadband) is again highlighted to encourage more home working. Only **18** of those working outside of the Parish said they would consider relocating to the village if suitable premises became available.

We also asked you whether other projects be further encouraged in the parish, especially where more employment is involved. You have told us that more emphasis should be given to having a village 'centre' with shops and cafes. But 64 (of 140) did not answer this question and a further 20 or you say No. Comments include:

"I LIKE THE FACT THAT MALBOROUGH REMAINS A VILLAGE AND NOT TURNING INTO A TOURIST ATTRACTION." "BEST LEFT TO NATURAL GROWTH TO AVOID WHITE ELEPHANTS"

However there is significant demand for more facilities in the village. Whether or not such shops and craft centres would be financially viable is unknown. You suggest:

Many of you want to see more arts and crafts be they galleries, workshops or just retail outlets. Artisan food and drink shops and just general retail facilities are in demand. A garden centre (and tearoom) gets your vote too as do craft and marine based outlets.

"A NICE NURSERY/GARDEN CENTRE WOULD HAVE BEEN NICE, HOWEVER WE NOW HAVE UNWANTED HOUSING ESTATE WHICH IS PLANNED TO DOUBLE IN SIZE WITH POOR CONNECTION TO THE VILLAGE....MORE HOUSES AND NOT MORE FACILITIES BEING PROVIDED".

Cumber needs a shop we are told as the elderly cannot walk to Co-op. (Maybe a cook house supplying hot meals to elderly lunchtimes?)

"A WEEKLY INDOOR MARKET FOR LOCAL PRODUCE, CRAFTS ETC. THE DEVELOPMENT OF THE NURSERY BETWEEN MALBOROUGH AND SALCOMBE INTO ? A SECOND 'ASHBY'S' STORE"

A coffee shop / Tea shop/café / village café / another shop/coffee shop with parking within the village

"CAN'T IMAGINE WHY, GIVEN THE FOOTFALL, MALBOROUGH DOESN'T HAVE A COFFEE SHOP. THE POST OFFICE, WHICH IS AN ENTIRELY AD HOC, RANDOM OFFERING, COULD BE DEVELOPED (PERHAPS WITH AN UPSTAIRS) TO SATISFY THIS. A VERSION OF ASHBY'S EASY STORES MIGHT ALSO SATISFY THE PEOPLE USING SALCOMBE AND THE SURROUNDING COAST."

"I THINK A FARM SHOP/ CAFE WOULD DO WELL ESPECIALLY IF ON MAIN ROAD, JUST OFF MAIN ROAD. IT WOULD CATCH THE SALCOMBE TOURISTS. NOTHING LIKE THAT IN SALCOMBE. I'M THINKING A BIT LIKE AUNE VALLEY OR THE ONE IN STOKENHAM."

"AGRICULTURE, ARTS AND CRAFTS - MALBOROUGH IS HIGHLY SUITED FOR THESE TOURSIM - LINK THIS TO ARTS AND CRAFTS/LANDSCAPE/PHOTOGRAPHY. APPROACH OUR B&B BRIGADE AND IDENTIFY QUALIFIED PEOPLE TO HOLD WEEK END OR WEEK LONG LESSONS/LECTURES/PRACTICAL WORK/ THE LIGHT IN MALBOROUGH IS CLEAR AND UNPARALLED. SHOPS - SEE EARLIER COMMENTS. MALBOROUGH RESIDENTS NEED TO WALK TO THEIR SHOPS. LTD ACCESS IN NEW HOUSING ESTATE ON THE OUTSKIRTS BUT THEY WILL NEED THEIR OWN SHOPS IF THE DEVELOPMENT IS A LARGE PROJECT"

And Hotels and B&B:

"DON'T LET PORT LIGHT DIE AS A TOURIST VENUE AND ENCOURAGE LONGER OPENING PERIOD"

Opinions seem to be split between the need to encourage tourists (and thus employment and resources to the village)...

"YES - TOURISM/VISITOR ATTRACTIONS/CAFES TO HELP MALBOROUGH 'TAKE A CUT' FROM TOURISM VISITS AND SPEND TO THIS AREA, AND SUPPORT EMPLOYMENT OPPORTUNITIES. BUT WE NEED A CRITICAL MASS."

...and the possible disadvantages of doing so

"DONT TURN US INTO A TWEE TOURIST HOT SPOT. BETTER AD HOC AND PIECEMEAL DEVELOPMENT BY KEEN ARTISANS"

But many of the suggestions are for the benefit of Malborough residents. You also say that:

- Cottage industries from home or in garden sheds etc should be encouraged by planners not sat on
- Yes, in old agricultural buildings AFTER planning
- Better ad hoc and piecemeal development by keen artisans - be sympathetic to planning apps etc re these but with clause that doesn't allow residential development, espec if 2nd homes, if sold on/changes hand etc. Keep the character of the parish.
- An Ashby's Stores type shop could be successful. Co-op pharmacy? A dispensing Chemist if we could have a doctor's surgery. Agricultural-of course! Boat building in Hope Cove. Car/boat engine repairs
- Any project which would bring jobs and enhance the local economy should be considered
- Yes - esp small scale/possibly shared facilities for starting art/craft or catering outlets? Short term rents - like pop-up shops - for people wanting to 'test the water' but lacking confidence or MONEY (short term credit union facilities?)
- What attractions other than the pubs are there?
- Creative Arts for all the community
- Arts and crafts -- yes. Shops -- yes -- café; clothes shop. Encourage the relocation of Penelope's flower shop from the Salcombe Road (Garage) up to the village but in a prominent location (Higher town?) --

Would more facilities bring us back to shopping in Malborough? **94%** of people answering this question said they bought their top-up groceries locally and **64%** use the Co-Op for their fuel. For our main shop however **87%** of us go to Kingsbridge. Malborough attracts just **2** people for their household and D.I.Y. items and **6** people for 'other' shopping whereas **50%** of use now use online for these miscellaneous purchases.

Action Plan – Economy

- Through SHDC investigate what the demand there is for business premises in Malborough and what jobs they could create.
- Look at novel ways of providing these eg: Blackawton where the developer is providing units as part of s106 but some will belong to the parish and the income from them will support parish initiatives.
 - *For information: when planning permission is granted the value of the land usually increases (this is known as planning gain). This increase in land value mainly accrues to the owner of the land, but a levy or tax may be applied to divert some of the planning gain to the public sector. In England and Wales, such arrangements are currently negotiated between the developer and the council, and take place under the terms of [Section 106 of the Town and Country Planning Act 1990](#).*
- Investigate whether redundant farm buildings could be used for purposes other than boat storage so providing local jobs.
- Liaise with the new Yarde Gate owners and explore what opportunities there might be to create local jobs and a cafe (again generating employment). Also investigate the possibility of siting units there for craft businesses etc.

Conclusion

- There is a lot to do, there are some quick gains but for much of this we are in it for the long term.
- We need people to make things happen, volunteers are required.
- Once agreed our plan will form a roadmap as to where the village would like to be in the future. Progress must be able to be monitored by the community during the lifetime of the plan and feedback and revision will ensure we have a dynamic blueprint for the future.
- Thank you to everyone who has 'dipped their toe in the water' and started to have their say. We need you to stay involved and bring more players to the table.
- Our next steps will include a revised timetable of key milestones and, now we have an evidence base, we will start drafting our Neighbourhood Plan.

Debbie Project Manager: for Malborough Neighbourhood Planning Forum, October 2014.