



Chudleigh Community Masterplan

September 2011



A **Draft Chudleigh Community Masterplan** was published for consultation from 18th June 2011 to 4th July 2011. The draft Masterplan was presented to residents at an event held at Chudleigh Town Hall on Saturday 18th June 2011.

A report summarising the consultation responses is available on Teignbridge District Council's website at:

<http://www.teignbridge.gov.uk/chudleigh>

Following the consideration of the consultation responses and proposed revisions the Masterplan was adopted by Chudleigh Town Council at its meeting on **Monday 5th September 2011** with the following resolution:

Chudleigh Town Council formally adopts the Chudleigh Community Masterplan and will work, in partnership with other agencies and community groups, towards delivering the vision of Chudleigh contained in the plan.

The Town Council, local groups and wider community will now work in conjunction with partners to deliver the vision and objectives within the Masterplan. The District Council will use the Chudleigh Community Masterplan to inform the preparation of planning policies in the Core Strategy.

For further information about the Chudleigh Community Masterplan, its preparation and how to get involved in helping to deliver the vision for Chudleigh please contact:

John Carlton

(Chudleigh Town Clerk) on 01626 851140

or

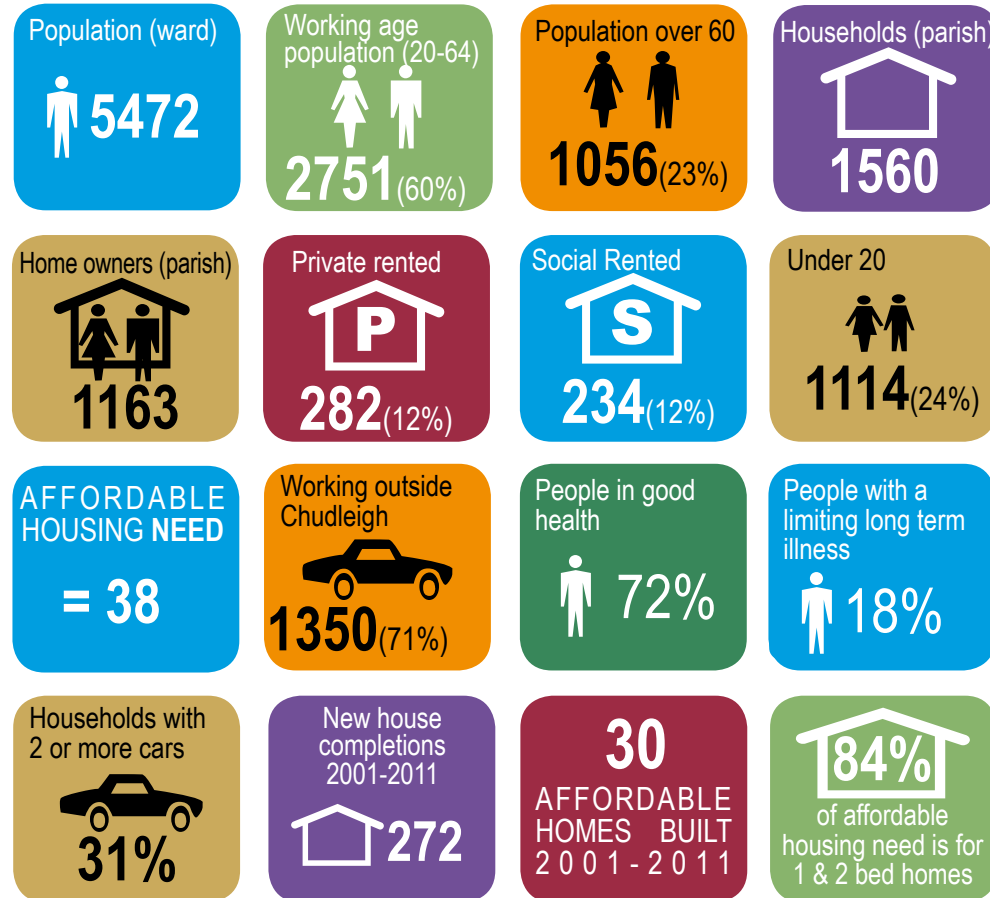
Teignbridge District Council Spatial Planning and Delivery Team on 01626 215741.

If you need this document in another language, print size or colour, braille, BSL, as an e-mail attachment, on audio tape or disk - phone 01626 215818 or e-mail info@teignbridge.gov.uk

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Chudleigh Facts



Sources: Teignbridge mid year estimate (2011)
 2001 Census
 Teignbridge Residential Land Monitor (2011)
 Teignbridge Affordable Housing Strategy (2010-2015)

Introduction

This project is part of the last government's funded programme to implement the recommendations of the former Liberal Democrat MP Matthew Taylor's Review of Rural Economy and Affordable Housing. It has been produced with the assistance of the community, Teignbridge District Council and facilitated by the Commission for Architecture and the Built Environment (CABE) with Creating Excellence the South West's body promoting better quality communities and places. The process undertaken summarised in the report builds on the work and recommendations of the Parish Plan and has been developed with the Town Council and Parish Plan Implementation Group.

Why is the Chudleigh Community Masterplan being prepared now?

- **There is recognition that Chudleigh could do with some help addressing issues like high levels of out-commuting and pressure on land from developers.**
- **We are not starting from scratch. We can build on the good work in the Parish Plan and develop this further.**
- **This is good timing; the masterplan can influence Teignbridge District Council's Core Strategy and proposed future planning of Chudleigh.**
- **The Coalition Government's approach to localism marks a fundamental shift in the way to approach good design and place making. The community and councils should now have real freedom and power to influence the quality of their local area.**

What is the Chudleigh Community Masterplan?

This document is about a sustainable future for Chudleigh. It sets out how the aims and aspirations of the residents of Chudleigh looking forward up to 20 years might be achieved. The Chudleigh Community Masterplan includes:

- **A vision for Chudleigh and most importantly - the community's vision.**
- **An understanding of Chudleigh's context and the influences on the town in the past, present and into the future.**
- **Practical advice on managing growth promoting a quality environment to live, work and play.**
- **Innovative ideas to make Chudleigh more sustainable for future generations.**
- **Links to other national and local policies so it can be fully integrated with the planning system.**
- **Flexibility in its proposals so it can be adaptable to accommodate future change and reviews.**
- **Evidence of the community participation that has informed the plans.**

The aims are not ones that have been forced on the town by others but a distillation of the views expressed by the community through the Parish Plan, a number of events, a workshop and meetings. Nor are all the recommendations likely to be carried out by others, as in the past with the Parish Plan, many will be shaped and delivered by the people of Chudleigh themselves.

Chudleigh Town Council, the Parish Plan Implementation Group and Teignbridge District Council have been proactive in this process and many of the physical components of the vision will inform planning policy for Chudleigh.

The Government's commitment to localism highlights the importance of local level engagement in plan making. In the new Localism Bill communities are encouraged to develop plans like this that set out areas for development, protect important areas, identify the new facilities and infrastructure that the community needs and influence the statutory planning policies for the area.

It will influence:

Education

Transport

Recycling

Renewable energy

Protection of endangered species e.g. greater horseshoe bats

Housing types and numbers

The local economy

Green infrastructure, including parks and gardens

Conservation area issues

Development of the town centre and civic spaces

Leisure and cultural facilities

The recommendations and proposals within the Chudleigh Community Masterplan will inform the preparation of the statutory development plan for the area by Teignbridge District Council. Once it has been adopted, this statutory plan will guide all planning decisions that the District Council takes. This document and the outputs from our work strengthen the links between the Parish Plan and Core Strategy.

Local aspects of the vision will be considered and implemented by the Town Council, assisted by a combination of the skills within Chudleigh's existing voluntary organisations. To help deliver the more ambitious projects encompassed in the vision new forms of community owned organisations such as a Community Enterprise Company could be formed. Local community owned projects may include:

- A marketing plan for Chudleigh identifying its 'Unique Selling Point'
- Local employment initiatives
- Enhancing the vibrancy of the town centre including expanding the town market
- Local transport improvements
- Local food production
- More community facilities for all ages and needs
- Improved and rationalised signage, both within and outside the town

'a distillation of the views expressed by the community through the Parish Plan, a number of events, a workshop and meetings'



Planning for change

The factors affecting change will vary, but change will happen. The choice we have is how we plan for change. In recent years, due to the lack of an adopted up to date Plan for the district, we have reacted, leading to piecemeal growth and additional burdens on infrastructure.

The following external factors, which we have little or no control over, will affect the district over the next 15-20 years:

- **The population in Teignbridge is forecast to rise from approximately 131,000 to 158,000 by 2033.**
- **30% of Teignbridge residents are forecast to be over 65 by 2031, compared with 23% now. Life expectancy is also forecast to increase to 81.5 years for males and 85.1 years for females.**
- **The average household size in Teignbridge in 1991 was 2.4, in 2011 it is 2.27, and by 2031 it could be 2.11. Reasons for this include higher rates of divorce, people choosing to live on their own, people having families later in life, and people living longer.**
- **Sea levels are predicted to rise by between 1 and 3mm per year.**
- **Due to changes in the climate the average temperature could increase globally between 1°C and 3°C. This will result in warmer, wetter winters and hotter drier summers.**
- **Decreasing supply of oil and rising costs of fuel.**
- **Jobs and housing growth at Torbay and Exeter.**

No decisions have yet been made about how growth will be planned across the district. This work and similar projects across the district will help inform those decisions, based on local needs as well as more strategic decisions relating to how the district functions. However, given the important role it plays in how the district functions, Newton Abbot and the surrounding towns and villages will be a significant focus for change.

Areas of potential change in Chudleigh

The sustainable growth of Chudleigh will inevitably be a challenge to the town. The Taylor Review forecasts that change is inevitable. However growth should be planned by the community in a sustainable manner, balancing homes with new employment and community needs, rather than responding to market pressures. To be successful the new uses and development opportunities must be woven into the fabric of Chudleigh. Change will not happen quickly. The transformation described here is a vision for at least the next 20 years.

The Masterplan includes a number of possible development sites. These are identified on the spatial plan as 'areas of potential change'. These sites and their possible uses have been proposed in consultation with the community and local land owners. Priority is given to the growth of employment sites to tackle the imbalance between homes and the shortage of local jobs. Priority has also been given to sites that are within easier reach of the town's facilities and services by foot and cycleways that can reduce the influence of the car on community living.

Why are proposals for new homes included?

Our assessment of the housing market, analysis of future trends and the opinions that we have gathered has told us that Chudleigh needs some additional homes to meet the needs of the existing and future community, including:

- Social rented housing
- Intermediate social housing available on a shared ownership basis
- Smaller homes for people starting out in the housing market
- Homes that are designed to meet the needs of the older members of the community



New homes in Chudleigh will bring a number of benefits:

- Additional homes in the area will mean that local people will have a greater chance of being able to stay in the area should they wish to do so.
- Increasing the supply of market homes across the district can help to lower prices over time and improve affordability.
- The right mix of new homes will allow flexibility and choice and assist older people whose families have moved on to realistically down size should they want to.

- The right types of homes will help people who are currently unable to do so meet their aspirations to rent or own a home.
- The development of market homes will provide affordable homes through developer financial contributions. Without this subsidy, it will be extremely difficult to provide additional affordable homes for rent or shared ownership.
- Opportunity for innovative schemes such as self-build homes
- Additional residents will provide additional customers and users of local services such as shops, library, pubs, churches and sports facilities, helping to improve their viability.
- Developers will make financial contributions for each new home that is built; a proportion of this money can be used to improve community facilities and infrastructure in and around Chudleigh.
- The government has introduced a New Homes Bonus and pledged that this money should be used to help support communities where new growth has taken place. A proportion of this money can also be used to improve community facilities and infrastructure in Chudleigh.

Why are proposals for new employment areas included?

Chudleigh has the highest proportion of out-commuting of any town in Teignbridge. The town has seen a significant growth in the number of houses in the recent years, but very little growth in job opportunities. New employment opportunities can bring a number of benefits to the community:

- Increased number and variety of job opportunities locally
- Availability of a wider range of size and types of employment premises
- Potential to reduce the current high level of out-commuting
- Opportunity to attract inward investment to Chudleigh
- Opportunity to support local business that want to start up or grow

How many new homes and jobs does Chudleigh need?

An overall level of future development in terms of a number of homes and/or amount of employment floor space for Chudleigh is not proposed in this document. The spatial plan includes information about each of the areas of potential change; including what uses we think could be suitable.

The level of development for the town will need to be determined in time for the publication of the District Council's Core Strategy Preferred Option, which is scheduled for the end of 2011.

The Chudleigh Community Masterplan can influence the Core Strategy in a number of ways, including establishing an appropriate level of development for the town and identifying the most appropriate sites for development to take place.

With this in mind we are keen to continue the dialogue with the Chudleigh Community, built through the Masterplan process. We want to hear the views of the community on all matters, including specific sites and the broader issue of how much development could be appropriate to meet the needs of the community in the future.



A vision for Chudleigh

A wide range of issues have been considered throughout the masterplanning process. This includes the work that had already been carried out to prepare the Parish Plan and what the community have told us at the drop-in and workshop events. This has informed the preparation of a vision for Chudleigh.

Chudleigh is rich in history, natural assets and community spirit. It nestles at the foot of the spectacular Haldon Hills, is at one of the gateways to the picturesque Teign Valley and is only a stone's throw from the Dartmoor National Park. It has easy access to the regional and national road network and is well placed to serve visitors from the surrounding areas and from further afield. Although it has many of the ingredients for success, it has a big challenge to find its unique selling point and to attract the investment needed to enable its economy and community to flourish and become a more sustainable place to live and work. To help achieve this Chudleigh will be a place where current and future generations have access to the homes, jobs and community facilities that they need in order to thrive.

The vision sets out to address the many and varied aspects of our and future generation's lives covering:

- **The local economy**
- **How we get around**
- **The local environment and the town's setting in a rural landscape**
- **Working with the protected Greater Horseshoe Bat colony, including promoting the opportunities that this presents**
- **The character of the town and what makes it unique and special**
- **The town's future housing needs**
- **Opportunities to enhance education provision**
- **Indoor and outdoor leisure, community and cultural facilities**

'a place where current and future generations have access to homes, jobs and community facilities that they need in order to thrive'



Delivering the vision

The actions which are considered necessary to help us to achieve our ambitions and deliver the vision are set out below. They will require the active involvement of a wide range of organisations and individuals, including from within the local community, over a number of years. Investment will also be required by those statutory bodies responsible for developing and sustaining the economy of Teignbridge, Devon and the wider region.

Housing

New housing within and on the edges of the town will, first and foremost, be designed to meet the needs of the local population by:

- requiring the provision of housing that is affordable for all ages and abilities;
- making special provision for the elderly, redressing the current imbalance;
- ensuring that there is a better balance between the provision of housing and employment opportunities;
- securing the highest standards of environmental performance through measures including energy and water efficiency and renewable energy installations.

Education

The existing education opportunities within the town will be maintained and when necessary, enhanced by:

- enabling the provision of more pre-school facilities;
- ensuring that land is available, in an appropriate location, for the construction of a second primary school;
- investigating the potential for a new secondary school to meet the needs of the wider area.

The local economy

The economy of Chudleigh will be stimulated through:

- the promotion and marketing of the town, emphasising its unique location and special qualities;
- finding ways to provide more local employment opportunities, especially through attracting new employers and identifying sites for commercial development;
- encouraging existing shops, offices, catering establishments and other businesses within the town centre to raise their profile by improving their premises and the services they offer.

Getting around

The local transport infrastructure and road safety will be improved by:

- giving pedestrians and cyclists greater priority with safer, more direct routes and through the implementation of a 'shared space' scheme within the town centre;
- providing better public transport to and from the surrounding areas, Plymouth, Exeter and Newton Abbot, especially at peak travel times;
- establishing a community-based car sharing scheme to increase car occupancy of commuting residents and reduce traffic in the town during peak periods;
- improving and reorganising the local road network in ways which reduce traffic speeds and eliminate through traffic;
- alternative management of car parking, reducing the amount of on-street parking outside the town centre, restricting on-street parking in certain areas to residents only, reserving part of the public car park for use by residents only and ensuring that all new developments make adequate provision for residents' on-site parking.

Community facilities

The existing facilities within the town will be maintained and enhanced by:

- investing in further improvements to the Town Hall, possibly including a new building to house a permanent heritage and information centre;
- providing better indoor and outdoor leisure facilities, possibly in connection with the building of a second primary school;
- either retaining the existing sports centre or establishing a new and more extensive facility in an accessible location;
- encouraging the provision of new entertainment and cultural facilities.

The local environment and landscape setting

The environment of Chudleigh and the surrounding area (its landscape setting) will be protected and improved by:

- adding to the green spaces and walking routes in and around the town;
- ensuring that the existing views of the countryside from within and towards the town are respected;
- ensuring that the landscape setting of the town, in particular its 'ridgetop' location, is respected by any future development proposals;
- ensuring that the unique habitats for species such as the Greater Horseshoe Bat are conserved and promoted as an asset;
- reducing traffic noise from the A38 through the establishment of an effective landscaped sound buffer;
- encouraging the production and sale of more local produce;
- establishing more and better recycling facilities;
- Promoting the development and use of renewable energy resources.

The character of the town

The strong historical and architectural character of Chudleigh will be conserved and enhanced by:

- removing the overhead cables, and their supporting poles, within the Conservation Area;
- implementing a new street lighting scheme which respects the character of the Conservation Area;
- reviewing the need for all road signs within the town, removing those that are unnecessary and, where required, amending others;
- creating a pedestrian-friendly 'civic space' with an improved setting for the War Memorial;
- repaving the footways within the town centre, in connection with the 'shared space' scheme (see above), and installing locally distinctive street furniture;
- promoting and implementing higher design standards and encouraging property owners to maintain and improve their buildings, if necessary through a grant aid scheme;
- enforcing planning controls, especially within the Conservation Area.
- through the implementation of the Chudleigh Conservation Area Management Plan

Guiding principles for future development in Chudleigh

In future all projects whether for new or brownfield sites should be guided by the agreed vision and masterplan for Chudleigh. Of equal importance designs must be attractive, functional and sustainable. We present in this section some key criteria that should be considered by all those involved in planning future change; community groups, the Town Council, District and County Councils, architects, planners, developers and land owners. These principles are founded on government policy and guidance notably Building for Life the national standard administered by CABE for well designed homes and neighbourhoods.

Design and construction

The spaces around the building are equally important. All buildings must be fit for purpose, durable, well built and pleasing to the eye. This is not about a particular style, but a successful coordination of proportions, materials, colour and detail. Buildings should be 'future proofed' to respond to changes in social, technological and economic conditions.

- **Well designed and managed public space**
- **Good architectural quality**
- **Flexible for adaptation, conversion or extension**
- **Promote advances in construction and technology**
- **Goes the extra mile-more than minimum legal requirements**

Environment and community

There should be a good range of homes and community facilities with easy access to jobs, services and infrastructure.

- **Good access to community facilities (schools, shops, GP and other services)**
- **The right mix of uses (housing, jobs and community)**
- **Appropriate housing mix (market and affordable)**
- **Easy access to public transport**
- **Important habitats for Greater Horseshoe Bats will be protected and enhanced**
- **Aim to achieve overall environmental enhancement**

Character

A good design makes best use of the land and creates a successful place with character, identity and variety.

- **Designs that are specific to Chudleigh, reflecting and positively reinforcing the historic character of the Conservation Area as set out in the Conservation Area Appraisal**
- **Exploit existing buildings and landscape**
- **A place of distinctive character**
- **It is easy to find your way around helped by a good layout**

Moving around

More thought must be applied to building layouts so they help define the streets and spaces between them. The spaces created should be attractive and user friendly.

- **Building layouts have priority over streets**
- **Well integrated and innovative parking**
- **Pedestrian and cycle friendly streets**
- **Integrate with existing roads and paths**
- **Good overlooking for safety**

Vision Diagram

The plan illustrated on the next page is informed by the extensive consultation and vision developed alongside the community.

As outlined at the start of this document the process of masterplanning is participatory and consists of a number of stages. The plan illustrates many of the ideas expressed by the community. Not everyone had the same opinions and we have attempted to reconcile any conflicting objectives. All options expressed at the workshops and events have been examined and evaluated systematically. The proposals expressed in the plan support and reinforce each other ensuring a level of consistency. Other proposals and options that promote a different view have been presented separately.



The key features of the plan are:

- The need for a comprehensive network of green infrastructure around the core of the town. This will safeguard ecological and wildlife corridors and respect and reinforce the topographical influences and constraints;
- The network of green infrastructure also sets out a framework for extended and improved footpaths, local open space, access to recreation and the countryside;
- Views out of the town into open countryside are respected;
- Logical areas for housing and mixed use growth, within walking distance of the town centre;
- Sites for employment that are close to the A38;
- A potential site for a new school should the case for this be proven;
- The existing sports ground will be retained, or an alternative and more extensive facility provided in an accessible location.

In addition to the proposals set out on the vision diagram, a number of other important projects have been identified. These are detailed in Appendix A and cover the following topics:

Car parking

Highway system

Public and community transport

Public spaces and play areas

Environmental improvements

Housing

Employment and economy

Tourism

Community, leisure and culture

Special needs

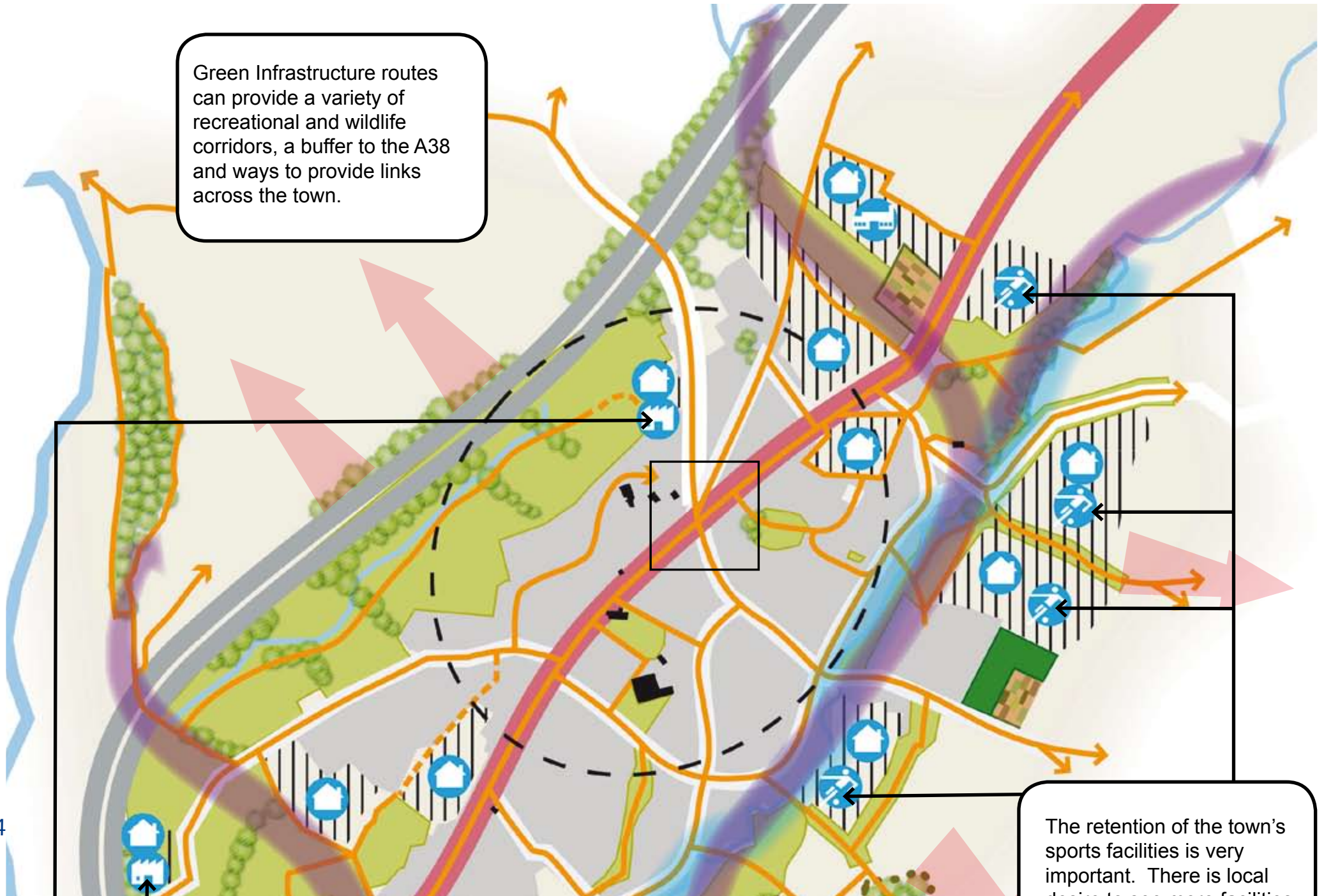
Funding

Education

Young people

High street

Vision Diagram: possible opportunities for making the vision happen



desire to see more facilities for the community.

Opportunities may arise to provide new and/or improved facilities for the town.

Hatched areas

The community has suggested sites that could have potential to provide new homes, community facilities, employment opportunities and recreation. Developing some or all of these sites could help provide new affordable homes, improve the self-containment of the town and contribute to improving local facilities.

There are limited opportunities for new employment sites in the town. To try and reduce out commuting we need to consider all suitable options. However, employment development requires a lot of up front investment to make it viable, so mixed use schemes, including an element for housing provision may be the only way to bring sites forward.

Chudleigh Town Centre (draft proposed scheme)



Key

- Shared space area
- Existing buildings
- Tree/hedgerows
- Green Infrastructure
- Areas of Potential Change and Development
- Housing Sport Employment School
- Town Centre Improvement scheme inc shared space
- Cycle/Walkways
- Potential new cycle/walkways
- Flood Risk
- Bat Routes
- Important views to countryside

800m/10 minute walk from town centre

Note: There may be other areas that have the potential for change and development that could support the delivery of the vision for Chudleigh.

0 125 250 500m

Layout and connectivity

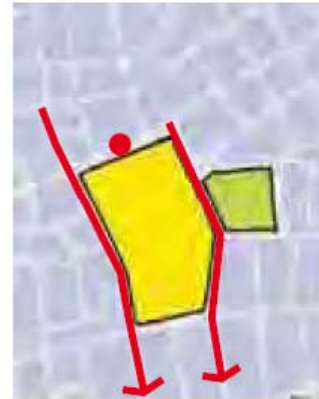
The way streets are laid out and how they relate to surrounding buildings and spaces has a great impact on the way places look and function. Certain elements are critical because once in place, they cannot be changed easily. These issues must be considered as part of the design process.

Design should increase the attractiveness of walking, cycling and the use of public transport. Design should also take account of the form of buildings, landscape and activities that form the character of the street and the links between new and existing routes and places.

Street networks should, in general, be connected. Connected, or 'permeable', networks encourage walking and cycling, and make places easier to navigate through.

An area also needs to be properly connected with adjacent street networks. A development with poor links to the surrounding area creates an enclave which encourages movement to and from it by car rather than by walking or cycling.

Integrating new developments into the existing urban fabric is essential. This following diagram illustrates how this can be achieved.



Consider how best the site can be connected with nearby main routes and public transport facilities.



The typical cul-de-sac response creates an introverted layout which fails to integrate with its surroundings.



A more pedestrian friendly approach that integrates with the surrounding community. It links existing and proposed streets and provides direct routes to bus stops.



This street pattern then forms the basis for perimeter blocks which ensure that buildings contribute positively to the public realm.

Source: Manual for streets (HMSO 2007)

What will happen next?

At this stage the plan should be considered principally as a reflection of the community's aspirations. For it to become an effective guide, implementation tool and inform the future plans, it will be tested through the District Council's Local Development Framework process. Some sites and projects identified may not come forward or withstand the level of scrutiny required for a statutory plan.

The plan is not to a high level of detail. The responsibility for the extra level of information will rest with Teignbridge District Council and ultimately the developer or promoter of individual sites and projects.

Following production of this document action is now required by a number of parties. Many of these actions can be carried out in parallel to:

- **Establish clear liaison arrangements between Teignbridge District Council and the Town Council so that the final document and Masterplan becomes central to any future change in Chudleigh.**
- **Provide a framework to assist the Town Council or their Planning Sub-Committee to vet proposals encouraging high design standards and respect for the Community Masterplan.**
- **Teignbridge District Council to dovetail the work with the Local Development Framework/Core Strategy/preferred options or other form of statutory plan.**
- **Form a new body or working partnership agreeing its role, leadership, direction and powers.**
- **Identify funding for priority projects.**
- **Produce marketing and promotion documents especially for early projects**

The preparation of the Chudleigh Community Masterplan was facilitated by Peter Sandover of Sandover Associates Limited, a member of the Creating Excellence and CABE Enabling Panels. He was assisted by fellow enabler Dr. Michael McCarthy of Workhouse.

The project involved the collaboration of many people and could not have been completed without the commitment and enthusiasm of:

Chudleigh Town Council

Richard Keeling	Chair 2010/2011
Nick Walter	Vice Chair 2010/2011
Geoff Day	Councillor
Kevin Fuller	Councillor
John Carlton	Town Clerk

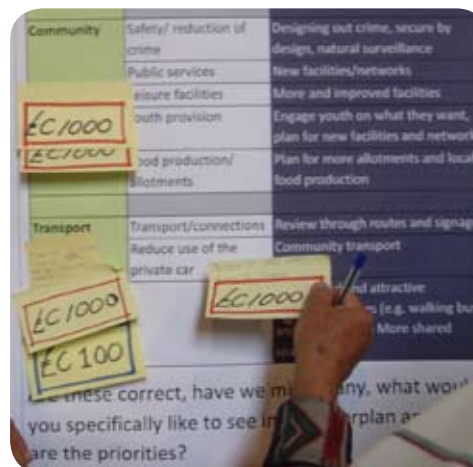
Chudleigh Parish Plan Implementation Group

Mike Underwood	Chair
Graham Wall	
Michael McCormick	
Tony Stanton	
Andrew Chinneck	

Teignbridge District Council

Cabe and Creating Excellence

...and the many other people and organisations of Chudleigh that have given their time and contributed to the masterplan by sharing their views and ideas on solutions to the important issues that will affect them and future generations of Chudleigh residents.



Appendix A

Action plan for issues raised by the community

During the course of the preparation of the Community Masterplan a wide range of issues have been raised by members of the community. Whilst the masterplan is concerned with strategic issues, it is important that all of the issues and concerns that have been raised are recognised. The following tables set these out in themes, along with recommendations on how they should be addressed. The masterplan itself cannot resolve all of the issues that have been raised relating to Chudleigh. It can make recommendations on further work that is needed to explore and address issues and act as a catalyst for action.

CAR PARKING

Proposal / issue raised	How could this be achieved?	Who needs to be involved and what should happen next?
More car parking, especially for the elderly at convenient locations and overflow areas when the main car park is full (such as on the field at the top of Market Way).	Identify potential car park sites. Investigate possibilities of “disabled bays” in Fore Street. Explore opportunities for reorganisation of the existing car park.	Recommendation: As a first step set up a group to explore car parking issues and investigate solutions thoroughly with relevant organisations. Group to include representatives of:
Better charging structure for car parks.	Encourage local retailers to offer car park redemption against certain retail spend. Explore opportunities for charging structure changes.	Parish Plan Implementation Group Business Guild Town Council Residents Health Centre Library
Reduce parking charges for main car park for residents to encourage them to use it.	Ensure that all residents are aware of annual car park charges for residents. Explore opportunities for charging structure changes.	Co-operative Supermarket To include/involve the following organisations with responsibility for car parking in Chudleigh:
Lift some parking restrictions (such as half-hour waiting limit and no parking in Old Exeter St).	Seek clarification on issues	Teignbridge District Council Devon County Council
More parking spaces within residential developments.	Influence local planning controls.	

HIGHWAY SYSTEM

Proposal / issue raised	How can this be achieved?	Who needs to be involved and what should happen next?
Remove speed bumps and chicanes and design more sensitive measures to control and calm traffic.	Seek clarification from Devon County Council Highways to understand options.	<p>Recommendation:</p> <p>As a first step set up a group to discuss highway system issues alongside relevant organisations and explore opportunities for improvement.</p> <p>Group to include representatives of:</p> <p>Parish Plan Implementation Group Business Guild Town Council Residents</p> <p>To include/involve organisations with responsibility for transport system in Chudleigh:</p> <p>Devon County Council Highways Agency Teignbridge District Council</p>
Slow down traffic (20 MPH).	Understand the process from Highways and implement.	
One way street, Clifford Street, from south to north.	Understand process and implications from Devon County Council Highways.	
Restrict lorry access.	Understand and define current access problems. Design out lorry access by signage on A38 and restricted delivery times with Devon Highways.	
Cycle path from Chudleigh to Kingsteignton (so children could cycle to school safely).	Justify and create the need for a cycle path from Chudleigh to Teign School.	

Proposal / issue raised	How can this be achieved?	Who needs to be involved and what should happen next?
Improve bus services, running later and more frequently (especially to Plymouth, Exeter, Newton Abbot).	Seek clarification as to need – work with Stagecoach and Devon County Council to explore options for introduction.	<p>Recommendation:</p> <p>As a first step set up a group to investigate public and community transport and issues and opportunities alongside relevant organisations.</p> <p>Group to include representatives of:</p> <p>Parish Plan Implementation Group Business Guild Town Council Residents</p> <p>To include/involve organisations with responsibility for highway system in Chudleigh:</p> <p>Devon County Council Bus Operators Highways Agency Teignbridge District Council</p> <p>Identify additional organisations with responsibility and experience in community transport field to participate.</p>
A bus route from Christow/The Teign Valley to Chudleigh and Kingsteignton.	Work with Stagecoach and Devon County Council to explore options for introduction.	
Review bus stop positions particularly to the north and provide bus shelters.	Work with Stagecoach and Devon County Council to explore options for review and potential repositioning of bus stops and the provision of bus shelters.	
Promote a car-share scheme.	Clarify specific needs within the community. Understand the “car share” policy within TDC /DCC. Seek to alleviate parking problems by providing specific “car share” car parking. Review examples of existing car-share schemes and identify best practice.	
A regular (timetabled) community transport service.	Quantify the value of this service versus current available service. Create volunteer “ring and ride” service if necessary. Review examples of existing community transport schemes and identify best practice.	

Proposal / issue raised	How can this be achieved?	Who needs to be involved and what should happen next?
More Play Areas	Ensure that any new development has provision for recreation for both young and senior residents	<p>Recommendation:</p> <p>As a first step set up a group to explore public open space and play area issues and opportunities with relevant organisations.</p> <p>Group to include representatives of:</p> <p>Parish Plan Implementation Group Business Guild Town Council Residents Youth Group Chudleigh Primary School Chudleigh Sports Centre Chudleigh Sports Clubs Chudleigh Community Project Landowners</p> <p>To include/involve organisations with responsibility for public open space and play areas in Chudleigh:</p> <p>Devon County Council Teignbridge District Council</p> <p>Identify additional organisations with responsibility and experience in the provision of public space and play areas to participate.</p>
A Village Green at Conduit Square	Parish Plan Implementation Group "Town Centre Project Group" together with Town Council and Teignbridge District Council to be mindful of designing in as much green space as possible in any new town centre developments.	
Improve Existing Gardens	Continue identifying and implementing improvements within the existing garden and open space scheme	
Range of Open Spaces	Ensure that any new development within Chudleigh provides open spaces at least in line with minimum planning requirements.	

Proposal / issue raised	How can this be achieved?	Who needs to be involved and what should happen next?
More street trees and Greening of Streets	Continue/accelerate current town centre tree planting scheme. Ensure that all new developments contain increased tree screening and open spaces	<p>Recommendation: As a first step set up a group to explore environmental improvement issues and opportunities with relevant organisations.</p> <p>Group to include representatives of: Parish Plan Implementation Group Business Guild Town Council Chudleigh Pensioners Association</p> <p>To include/involve organisations with responsibility for environmental quality in Chudleigh: Devon County Council Highways Agency Teignbridge District Council</p>
Pedestrianise the town centre	Parish Plan Implementation Group "Town Centre Project Group" together with Town Council and Teignbridge District Council to continue and accelerate project to create shared space and a "civic square" within the town centre	
Shared space in Woodway Street and Old Exeter Street or wider pavements	Parish Plan Implementation Group "Town Centre Project Group" together with Town Council and Teignbridge District Council to continue and accelerate project to create shared space and a "civic square" within town centre	
More Litter Bins	Define a need and additional service cost	
More Dog Bins	Define a need and additional service cost	
Tree planted buffer zone beside the A38 to mitigate traffic noise and promote wildlife	<p>In partnership with landowners to provide tree planting scheme immediately or should land be developed.</p> <p>Utilise development plan process to identify area and assess potential for allocation as Green Infrastructure.</p>	

Proposal / issue raised	How can this be achieved?	Who needs to be involved and what should happen next?
<p>More affordable homes – smaller, 2-bed homes/flats close to town.</p> <p>Starter homes to encourage our young people to stay.</p> <p>Bungalows, flats and houses for older people with gardens.</p> <p>Promote self-build housing (all sizes)</p> <p>Promote and pioneer eco homes with a range of renewable energy options (solar, wind etc)</p> <p>Smaller developments with open space</p> <p>Slow down growth and balance it with new services – no more new estates</p> <p>Flats over shops</p>	<p>Through the inclusion of appropriate planning policies and land allocations in the Teignbridge Local Development Framework.</p> <p>Identify opportunities and explore feasibility with landowners.</p>	<p>Recommendation:</p> <p>Work alongside Teignbridge Spatial Planning Officers to support the preparation of planning policies that reflect the aspirations of the community.</p> <p>Set up a group to liaise with the planning officers to make recommendations and review proposed policies, including representatives of:</p> <p>Parish Plan Implementation Group Town Council Landowners</p> <p>Recommendation:</p> <p>As a first step set up a group to explore opportunities with landowners to create new flats or bring underused existing flats back into use. Group to include representatives of:</p> <p>Parish Plan Implementation Group Town Council Chudleigh Business Guild Landowners Landlords Teignbridge District Council</p>

Proposal / issue raised	How can this be achieved?	Who needs to be involved and what should happen next?
More employment down by the A38	<p>Promotion of employment development and attraction of additional investment to Chudleigh.</p> <p>Through the inclusion of appropriate planning policies and land allocations in the Teignbridge Local Development Framework.</p>	<p>Recommendation:</p> <p>As a first step set up a group to explore employment and economy issues and opportunities with relevant organisations.</p> <p>Group to include representatives of:</p> <p>Parish Plan Implementation Group Town Council Chudleigh Business Guild</p> <p>To include/involve organisations with responsibility for economic development in Chudleigh:</p> <p>Devon County Council Teignbridge District Council</p> <p>Identify additional organisations with expertise in market town economic development, such as Action for Market Towns and Federation of Small Businesses</p>
A science park linked to Exeter University		
More job opportunities for young people		
Promote local cottage industries, local produce, self sufficiency, local crafts, and cafes sourcing food locally		
Investment in existing employment areas like Pottery Court		
Community land/small-holding		
No more housing growth without more employment		

Proposal / issue raised	How can this be achieved?	Who needs to be involved and what should happen next?
Promoting Chudleigh as a Gateway to Haldon Hills	Identify and exploit opportunities to promote Chudleigh as a tourist destination.	<p>Recommendation:</p> <p>As a first step set up a working group to explore opportunities with relevant organisations.</p> <p>Group to include representatives of:</p> <p>Parish Plan Implementation Group Town Council Chudleigh Business Guild</p> <p>To include/involve organisations with responsibility for tourism development in Chudleigh:</p> <p>Devon County Council Teignbridge District Council</p> <p>Identify additional organisations with expertise in rural tourism development.</p> <p>Identify and review examples of success stories elsewhere to establish best practice and lessons learnt.</p>

Proposal / issue raised	How can this be achieved?	Who needs to be involved and what should happen next?
Better used and managed sports club retained in its current location	Through the enhancement, expansion of existing facilities.	<p>Recommendation:</p> <p>As a first step set up a working group to explore sports club issues and opportunities with relevant organisations.</p> <p>Group to include representatives of:</p> <p>Parish Plan Implementation Group Business Guild Town Council Residents Youth Group Chudleigh Primary School Chudleigh Sports Centre Chudleigh Sports Clubs Chudleigh Community Project Landowners</p> <p>To include/involve organisations with responsibility for sports facilities provision in Chudleigh:</p> <p>Devon County Council Teignbridge District Council</p> <p>Identify additional organisations with responsibility and experience in the provision of sports facilities.</p>
More sports fields including tennis courts		
New community hall (at the sports centre)		
More facilities for the youth teams		

Proposal / issue raised	How can this be achieved?	Who needs to be involved and what should happen next?
More access to a community hall during the day	Through the provision of additional facilities and opportunities.	<p>Recommendation:</p> <p>As a first step set up a working group to explore other community facility issues and opportunities with relevant organisations.</p> <p>Group to include representatives of:</p> <p>Parish Plan Implementation Group Business Guild Town Council Youth Group Chudleigh Primary School</p> <p>To include/involve organisations with responsibility for community facilities and support in Chudleigh:</p> <p>Devon County Council Teignbridge District Council</p>
More entertainment and cultural facilities		
Specialist local clinics and carers' groups such as for those with dementia		
Museum		
An arts centre		
Support for single parents		
Villages in Action performances		

SPECIAL NEEDS

Proposal / issue raised	How can this be achieved?	Who needs to be involved and what should happen next?
Cater for all those with special needs especially those with visual impairment	Define the scale of “special needs” within the community. Shared space scheme will address visual impairment issues in the town centre – design sympathetic pavement structures in any new development. Examine ways to modify existing pathways/pavements and implement as necessary.	<p>Recommendation:</p> <p>As a first step set up a group to explore special needs issues and with relevant organisations.</p> <p>Group to include representatives of:</p> <ul style="list-style-type: none"> Parish Plan Implementation Group Town Council Chudleigh Primary School Chudleigh Pensioners Association <p>To include/involve organisations with responsibility for environmental quality in Chudleigh:</p> <ul style="list-style-type: none"> Devon County Council Highways Agency Teignbridge District Council

Proposal / issue raised	How can this be achieved?	Who needs to be involved and what should happen next?
Ensure section 106 monies are retained in Chudleigh	<p>Ensure opportunities for funding from development are maximised.</p> <p>Ensure that infrastructure projects in Chudleigh are identified, costs estimated and prioritised.</p>	<p>Recommendation:</p> <p>Carry out training with Town Councillors and other interested parties to ensure that the S106 process is fully understood.</p> <p>Ensure that Chudleigh Town Council and other stakeholders are involved in the preparation of the Teignbridge Infrastructure Plan.</p> <p>Set up a group to explore opportunities for training and involvement in the infrastructure planning process.</p> <p>Group to include representatives of:</p> <p>Town Council Parish Plan Implementation Group</p> <p>To include/involve organisations with responsibility for infrastructure planning and collecting development contributions in Chudleigh:</p> <p>Devon County Council Teignbridge District Council</p>

EDUCATION

Proposal / issue raised	How can this be achieved?	Who needs to be involved and what should happen next?
More provision for early years		Recommendation:
New school for the 11+		<p>As a first step set up a group to explore education needs and opportunities and with relevant organisations.</p> <p>Group to include representatives of:</p> <p>Parish Plan Implementation Group Town Council Chudleigh Primary School Teign School</p> <p>To include/involve organisations with responsibility for education in Chudleigh:</p> <p>Devon County Council Teignbridge District Council</p>

Proposal / issue raised	How can this be achieved?	Who needs to be involved and what should happen next?
A large field for ball games, not necessarily buildings	Ensure that all “sports and recreational” areas are advertised within Chudleigh to ensure that current facilities are known to be available. Seek ways to provide open space playing areas at the west end of town.	<p>Recommendation:</p> <p>As a first step set up a group to explore public open space and play area issues and opportunities with relevant organisations.</p>
More play areas for the 12+	<p>Seek to provide an “adults only” exercise area equipped with adult outdoor equipment. To be shared by all over 12+. Needs to be located centrally.</p> <p>Other meeting places for 12+ adolescents will be accommodated in action point above.</p> <p>.</p>	<p>Group to include representatives of:</p> <p>Parish Plan Implementation Group Town Council Youth Group Chudleigh Primary School Chudleigh Sports Centre Chudleigh Sports Clubs Chudleigh Community Project Landowners</p> <p>To include/involve organisations with responsibility for play areas and sports facilities in Chudleigh:</p> <p>Devon County Council Teignbridge District Council</p> <p>Identify additional organisations with responsibility and experience in the provision of public space and play areas.</p>

Proposal / issue raised	How can this be achieved?	Who needs to be involved and what should happen next?
Shelters for young people	Work with the Youth Centre to design suitable shelters to be erected within the current Play Parks thus providing all weather meeting places. Ensure that future play/recreation facilities provide covered meeting areas.	Recommendation: As a first step set up a working group to explore issues and opportunities with relevant organisations.
Sustain and develop facilities at the Youth Centre	Engage with the Youth Leaders to ensure that future requirements and facilities are articulated, costed and planned for future implementation.	Group to include representatives of: Parish Plan Implementation Group Town Council Youth Group Business Guild To include/involve organisations with responsibility for play areas and sports facilities in Chudleigh:
Alcohol free areas	Meet regularly with Devon Constabulary to establish problem areas. Define the nature of any issues. Work with landlords to reduce drink related rowdiness.	Devon County Council Teignbridge District Council Devon and Cornwall Police.

Proposal / issue raised	How can this be achieved?	Who needs to be involved and what should happen next?
Provide incentives through reduced business rates	Explore opportunities for incentives with business rate charging authority Teignbridge District Council.	<p>Recommendation:</p> <p>Set up a group to explore issues and opportunities related to business rates with relevant Teignbridge District Council.</p> <p>Group to include representatives of: Parish Plan Implementation Group Town Council Chudleigh Business Guild</p> <p>As a first step set up a working group to explore issues and opportunities with relevant organisations.</p> <p>Group to include representatives of: Parish Plan Implementation Group Town Council Chudleigh Business Guild</p> <p>To include/involve organisations with responsibility for economic development in Chudleigh: Devon County Council Teignbridge District Council</p> <p>Identify additional organisations with expertise in market town economic development, such as Action for Market Towns and Federation of Small Businesses.</p> <p>Identify and review examples of success stories elsewhere to establish best practice and lessons learnt.</p>
More restaurants (not pubs) also another take-away	<p>Promote opportunities in Chudleigh.</p> <p>Explore potential for use of the relaxation of planning controls through a Local Development Order to remove the need for a planning application for certain changes of use.</p>	
A variety of shops to make it a real town centre – such as clothes shops, shoe shop, haberdasher and butcher	<p>Explore potential for reintroduction of a bank in the town.</p> <p>Explore alternative options for local banking.</p>	
A bank is needed		

Appendix B

Background to the Chudleigh Community Masterplan

Introduction

This report is about a sustainable future for Chudleigh. It has been produced with the assistance of the community, Teignbridge District Council and facilitated by the Commission for Architecture and the Built Environment (CABE) with Creating Excellence the South West's body promoting better quality communities and places. The document is in the form of a Community Masterplan reflecting the community's aspirations for the town. It is hoped that it will guide future decisions made by the Town Council and inform any (major) planning applications. The masterplan will be used to inform the preparation of the LDF Core Strategy. This will involve technical analysis, assessments of availability and consultation with stakeholders.

The process undertaken summarised in the report builds on the work and recommendations of the Parish Plan and has been developed with the Town Council and Parish Plan Implementation Group. Emphasis has been rightly placed on the needs of local people, the Town Council, and community groups. Officers of Teignbridge District Council were responsible for obtaining funding for the masterplan and have proactively supported and enabled the process throughout.

The masterplan process has a number of stages of which this report only forms a part. For it to succeed it must be:

- Founded on a strong rationale
- Inclusive, involving as many local people and agencies as possible
- Transparent and open to challenge
- Effective, once finalised the recommendations are capable of being acted on.

The principle stages of the process are:

- Establishing the scope, purpose, goals and who should be involved
- Understanding Chudleigh
- Defining a shared vision
- Developing ideas in the form of a draft Community Masterplan
- An action plan to implement the plan and vision

Actions and initiatives in this report follow the recommendations of The Taylor Review of Rural Economy and Affordable Housing-, Living Working Countryside 2008.

'The overriding objective... is to help achieve a positive, lasting legacy of sustainable rural communities in which people enjoy living and working; which are vibrant, distinctive and in keeping with the character of their surroundings with a full range of good-quality local services; and which enhance local landscapes, heritage and biodiversity while meeting the challenges of climate and economic change'

Mathew Taylor 2010.

The key tasks undertaken that support the report's recommendations include:

- A review of existing baseline evidence such as; The Parish Plan, Ward Profile, Employment Land Review, SHLAA, the Conservation Area Appraisal and best practice.
- Extensive dialogue with the Chudleigh Parish Plan Implementation Group and Town Council.
- A facilitated a 'drop in' with the community to promote the work of the Parish Plan, Teignbridge District Council's draft Core Strategy and debate the objectives of a sustainable plan for Chudleigh.
- A workshop with key stakeholders and community representatives to debate the opportunities and constraints facing the community and draft jointly a Vision Statement for Chudleigh, an illustrative Development Framework and a set of guiding principles for future development.
- A presentation and discussion with Chudleigh Business Guild.

This document reconciles the outputs of the above. It is a concise document and seen as a logical extension of the Parish Plan and covers:

- Setting the context
- The engagement process and outcomes
- The components of a sustainable Chudleigh
- Mapping of the key opportunities and constraints
- A broad masterplan (with variations and options)
- Delivering the vision- guidance and principles
- Next steps towards implementation

Setting the context and influences

a. The Taylor Review

The Chudleigh Community Masterplan has been brought about through the recommendations of Living an working countryside: The Taylor Review of Rural Economy and Affordable Housing -, Living Working Countryside 2008. The review spells out a vision of a living, working and sustainable countryside and explains how this can be delivered. Many of the recommendations are pertinent to Chudleigh.

Taylor Review Outline

- **A catalyst for nationwide expansion of rural housing and rural economic/social regeneration**
- **Promotion of vibrant communities with a distinct identity**
- **It is a community-led approach and affordable rural housing programme with officers of the Council as 'active enablers'**
- **Sustainability means social + economic inclusion and meeting needs of future generations**
- **Planned holistic development opportunities for mixed housing; economic growth; leisure and retail; capacity building; sustainable communities; rural regeneration**
- **It must be planned growth driven by a vision and by coherent social and economic aims**
- **The aim is to prioritise the master planning approach and support and enable it at local level**
- **Place shaping – not housing volume is the key driver**

CABE and Creating Excellence were tasked with administering the Rural Masterplanning programme which sets out to implement the commitment given in the Government's response to Taylor. Teignbridge District Council was successful in securing funding for Chudleigh to help them and more importantly the community develop their vision and a workable masterplan for the area.

b. Chudleigh Parish Plan

The production of the Parish Plan started in late 2007 and completed in the spring of 2009, engaged a large proportion of the community of Chudleigh. Recommendations were comprehensive and far reaching; priorities for the town were identified as:

- **Address traffic congestion and pedestrian safety**
- **Town Centre improvements; trading, public realm and urban quality**
- **Affordable housing for those in need**
- **Addressing law and order and anti-social behaviour**
- **Improvements to car parking**
- **The level of social services and community support**

Considerable progress has been made by various teams of the Parish Plan Group to deliver their priorities. These include a weekly market, a community orchard and community activities. The masterplan takes as a starting point the key headings and findings of the Parish Plan (such as Economy/ Employment, Housing, Education, Community, Movement/ Transport, Public Realm, Landscape setting, and Design Quality).

Further issues have emerged over time since the plan and through the engagement process, however this report helps to identify how best to deliver the outstanding recommendations of the Parish Plan.

One of the key initiatives of the Parish Plan Group was to start work on a programme of town centre improvements including traffic calming, an improved town square, street planting, paving and unlocking the development potential of under used or infill sites.

The new town square will be a civic space linking the Town Hall with Conduit Square and parts of Fore Street, New Exeter Street and Old Exeter Street. Within the space the War Memorial will be given pride of place and will be more accessible. The space will be pedestrian friendly and will help calm traffic through the town centre. A similar, although much simpler, shared space will be created between Oldway and the south-western entrance to the churchyard and an intermediate, ramped area using the same materials, will encompass the north-western entrance to the churchyard and the adjacent properties. Achieving these changes to the town centre is challenging, but is nevertheless a priority for the Masterplan.

All technical issues including pedestrian safety, traffic speed, delivery and emergency vehicle access, access to parking for less able members of the community and water run-off will need to be considered thoroughly as the project is developed.

Tree planting to create enclosure to the space and emphasise gateway points.

Proposed seat/steps to accommodate level change and provide informal resting points.

Proposed shared surface area



c. Local Development Framework

Teignbridge District Council are preparing a Core Strategy; an overarching document for a new spatial plan or Local Development Framework for the whole of the Teignbridge district outside the Dartmoor National Park. The Local Development Framework will set out the planning objectives for the area to 2031. The timetable of this planning process is such that the recommendations of the Community Masterplan can be incorporated (if supported) into the statutory plan.

The Issues and Alternative Options report of The Core Strategy published for consultation in the summer of 2010 drew on recommendations of the Parish Plan together with findings of the Housing Market Area Assessment (2010) and Employment Land Review (2010) the key issues and needs identified were:

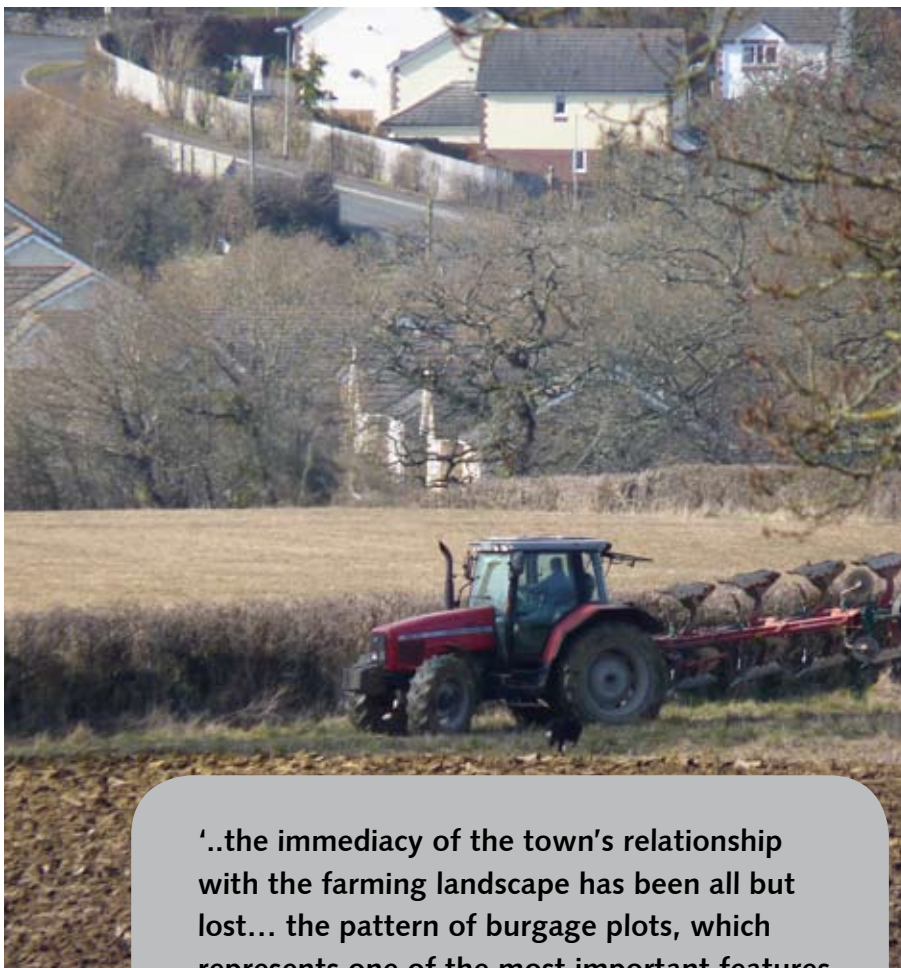
- New housing - especially affordable housing (40 homes in the next 5 years)
- New local jobs - to try to reverse the daily outflow of 1350 workers
- Transport issues - reduction of through traffic, low public transport use
- Green Infrastructure; improved open space and sports provision
- Environmental and flood risks
- Nature conservation interests - particularly the habits for Greater Horseshoe Bats
- Town centre enhancements; the Conservation Area and street improvements
- Improved community facilities - better social care for the elderly and children

d. Draft Chudleigh Conservation Area Appraisal

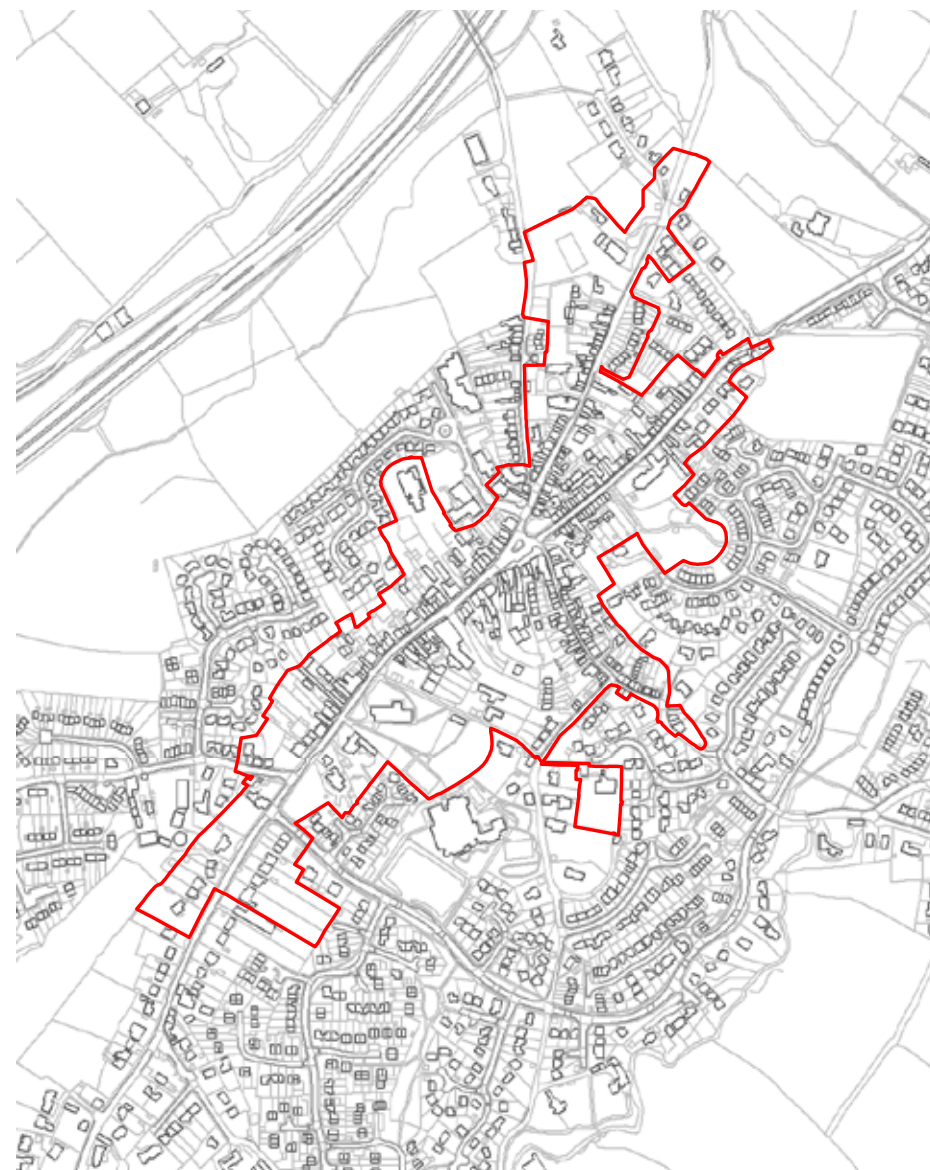
The draft Chudleigh Conservation Area Appraisal produced in 2009 and updated in 2010 supports and describes the elements of the conservation area designation and recent modifications. This designation comprises a significant part of the town. The final version of the Chudleigh Conservation Area Appraisal is due shortly. Of most importance to the masterplan, the Appraisal outlines what makes Chudleigh as a whole distinct and special:

- Its siting on a rounded spur projected from the Haldon Hills with dramatic views over the surrounding landscape.
- Its rural setting where pasture fields boarder the settlement edges
- The extensive woodlands around the town
- The contribution of open space in and around the town to the town's distinctive character.
- The existing framing and setting of views and focal points within the town and out to the countryside.
- The importance and impact of historic coaching routes to the town and road layouts.
- Kate Brook, a tributary of the Teign shapes the eastern edge of the town.
- Its heritage as a thriving market town influenced by the coaching trade, woollen trade.
- Burgage plots shaped through the ownership of Chudleigh by the Bishops of Exeter.
- The impact of the Chudleigh fire of 1807 particularly on later road widths.

The above characteristics are key influences on any future growth and must be considered in the masterplan. The Conservation Area Appraisal also warns of major threats to the town's character.



'..the immediacy of the town's relationship with the farming landscape has been all but lost... the pattern of burgage plots, which represents one of the most important features of medieval market towns has been much eroded. Safeguarding what remains... is therefore of the utmost importance.'



Scale: 1:5,000
Date: 17/03/11

Map 14 - Chudleigh Conservation Area (Adopted September 2010)



Teignbridge
DISTRICT COUNCIL
South Devon

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Appendix C

The community's involvement and what we learnt from it.

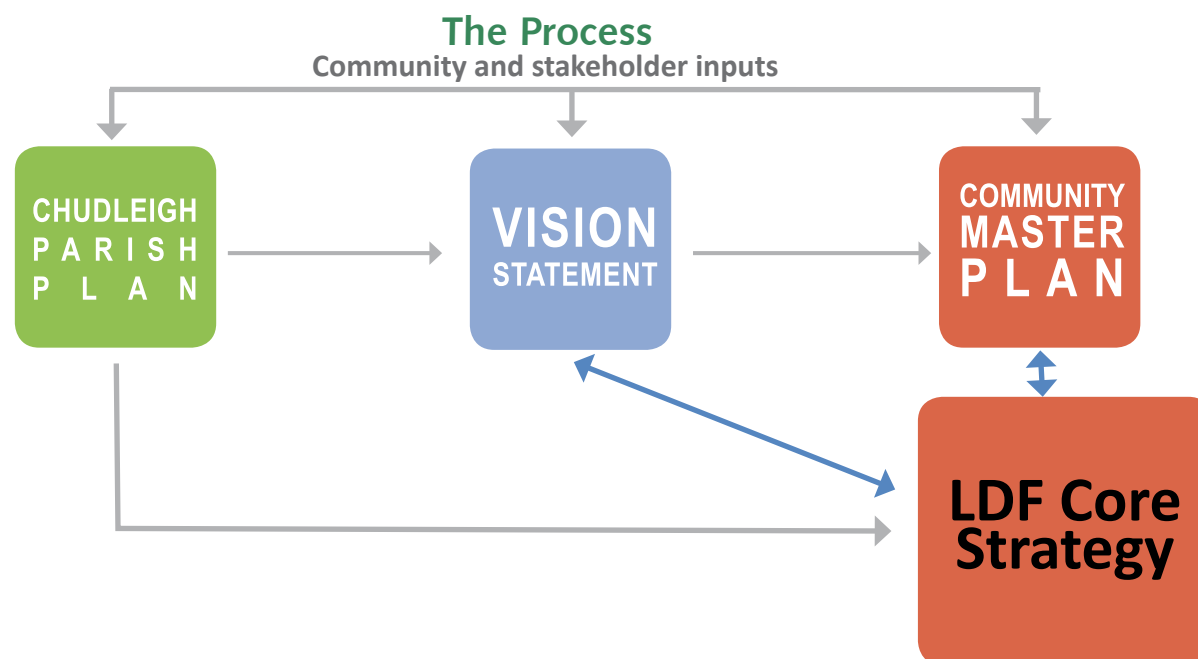
Engagement process and outcomes

Many in the local community of Chudleigh have a good understanding of what is needed to sustain the town; this is clearly evident in the Parish Plan and ongoing initiatives. But they need help to articulate and deliver their vision and be given the opportunity to shape the future and take decisions in the best interests of the town. The Rural Masterplan Programme and the Coalition Government's emerging Localism Agenda provide this opportunity with support from professional enablers and the proactive involvement of Teignbridge District Council officers.

Engagement of the community is at the heart of this process. The events and activities developed with community representatives were structured to draw out the issues and the opportunities and help inform a plan.

The sequential process included:

- Walkabout and tour of Chudleigh with a member of the Parish Plan Implementation Group.
- Briefing and strategy meeting with representatives of the Parish Plan Implementation Group.
- Presentation and discussion with the Town Council and Parish Plan Implementation Group.
- Whole day exhibition and drop in session held jointly with the Parish Plan Implementation Group and Teignbridge District Council (as part of their Core Strategy consultation).
- Facilitated whole day workshop and consultation event with invited representatives of the community.
- Presentation and discussion with the Chudleigh Business Guild.
- Meeting to review the outputs of the consultation event with the Parish Plan Implementation Group and officers of Teignbridge District Council.



We were fortunate to be able to coordinate the engagement process with the work of the District Council's Core Strategy. The above diagram illustrates how the Community Plan and Vision illustrated in this document fit into the statutory process. All events were held jointly and the responses informed this document and the Core Strategy.

The exhibition and workshop were held in July and August 2010 they attracted considerable interest with over 300 people attending the drop in session and 60 at the community workshop. A range of issues, observations and analyses were presented at the events to stimulate discussion. Much of the material presented is included in this report, or in the appendix.

Timetable

Understanding the findings of the Parish Plan

- The key issues
- Impact on a future Masterplan?
- Priorities
- Can they be grouped
- List of objectives indicators of success?

Drop in session

- Refine the vision
- Opportunities and Constraints
- Are there options?
- Appraise options
- Sketch out a Masterplan
- Agree future action

Drop in session

- Appraise the objectives
- Any missing?
- Prioritised into a Chudleigh Vision Statement
- Inform the Core Strategy
- Inform the Masterplan

Research and meetings with the Parish Plan Group, Town Council and TDC

Public Exhibition
Shared with TDC

Saturday 31st July

Workshop

Wednesday 11th
August

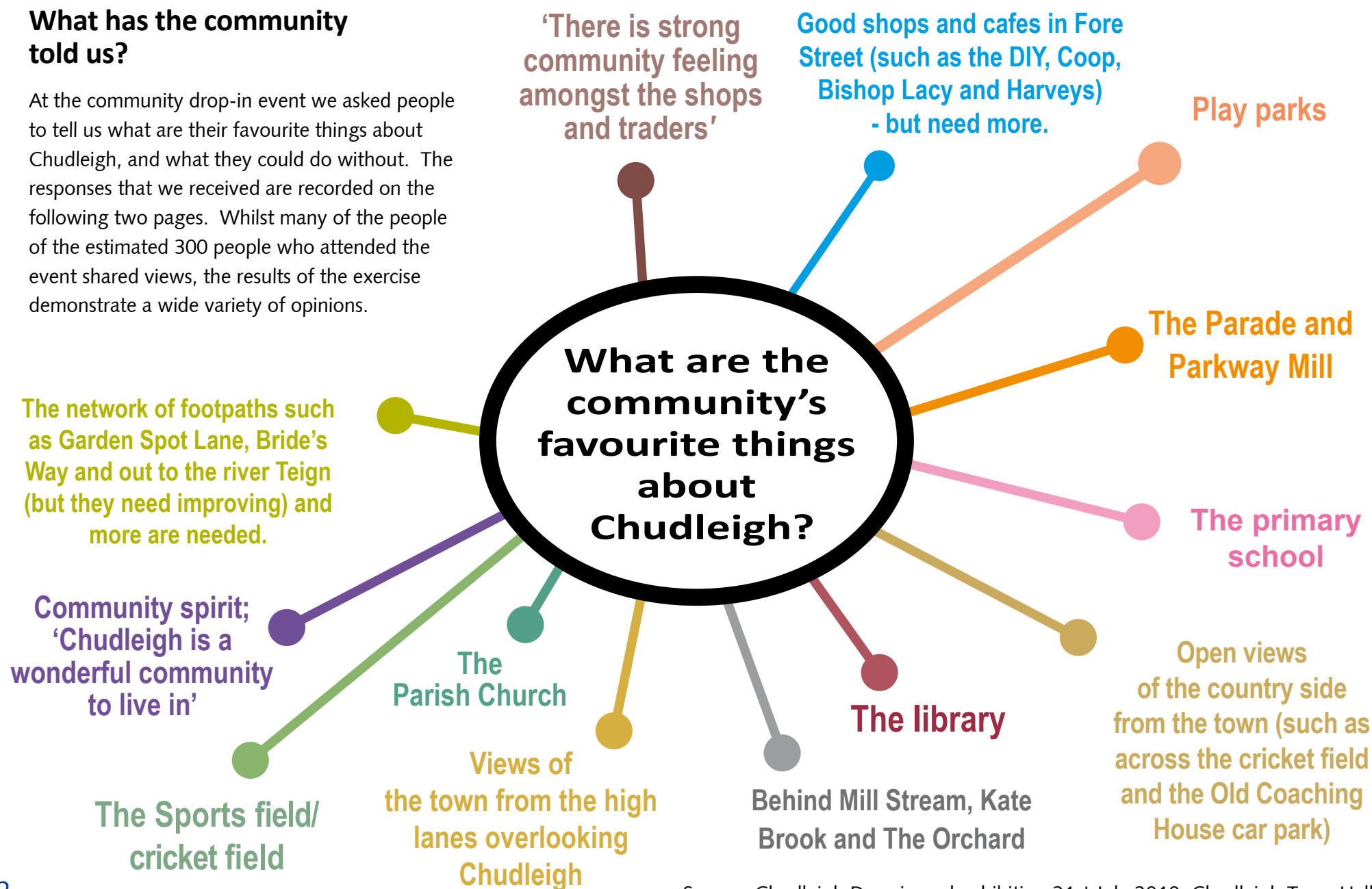
a. Drop in session:

Open and more targeted questions were posed about the future of Chudleigh to help shape the vision and map the opportunities. The following three pages summarise a number of the responses. Plentiful cups of tea and cream teas were important ingredients of the day and helped stimulate debate.



What has the community told us?

At the community drop-in event we asked people to tell us what are their favourite things about Chudleigh, and what they could do without. The responses that we received are recorded on the following two pages. Whilst many of the people of the estimated 300 people who attended the event shared views, the results of the exercise demonstrate a wide variety of opinions.





What the community would like to see in a vision for Chudleigh

At the drop in event we asked people to tell us what they would like to see in a vision for Chudleigh. At the follow-up workshop we asked people to tell us which areas are their priority and these are outlined in red.

Transport

1. More car parking especially for the elderly at convenient locations and over flow areas when the main car park is full (such as on the field at the top of Market Way)
2. Better charging structure or car parks
3. Reduce parking charges for the main CP for residents to encourage them to use it.
4. Lift some parking restrictions (such as half hour waiting limit and no parking in Old Exeter St.)
5. Remove speed bumps and chicanes and design more sensitive measures to control and calm traffic.
6. Slow down traffic (20mph)
7. More parking spaces within residential developments
8. Improved bus services running later and more frequently (especially to Plymouth, Exeter, Newton Abbot)
9. A bus route from Christow/the Teign Valley to Chudleigh and Kingsteignton
10. One way street Clifford Street from South to North
11. Reduce noise from A38 (sound deadening surface)
12. Review bus stop positions particularly to the North and provide bus shelters
13. Promote a car share scheme
14. Restrict lorry access
15. A regular (timetabled) community transport service
16. Cycle path from Chudleigh to Kingsteignton (so children could cycle to school safely)

Environmental Improvements

17. More litter bins
18. More dog bins
19. More play areas
20. A village green outside House Martin
21. Improve the existing gardens
22. There should be a range of open spaces, active, quiet and facilities for all different ages.
23. More street trees and greening of the streets
24. Pedestrianise the town centre (from the Church to the memorial)
25. Shared space in Woodway Street and Old Exeter Street or wider pavements
26. A tree planted buffer zone beside the A38 to mitigate traffic noise and promote wildlife

Special Needs

27. Cater for all those with special needs especially those with visual impairment

Young people

28. A large field for ball games , not necessarily buildings
29. Shelters for young people
30. Sustain and develop facilities at the youth centre
31. Alcohol free areas
32. More play areas especially for the 12+

Funding

33. Ensure Section 106 monies are retained in Chudleigh

Education

34. More provision for early years
35. New school for the 11+

Housing

36. More affordable homes -smaller 2 bed homes / flats close to town
37. Starter homes to encourage our young people to stay.
38. Promote self build housing (all sizes)
39. Promote and pioneer eco homes with a range of renewable energy options (solar, wind etc.)
40. Flats over shops
41. Bungalows, flats and houses for older people with gardens
42. Slow down growth and balance it with new services- no more new estates
43. Smaller developments with open space

Community/ Leisure/ Culture

44. Better used and managed sports club retained in its current location
45. More sports fields including tennis courts
46. New community hall (at the sports centre)
47. More access to a community hall during the day
48. More facilities for the youth teams
49. More entertainment and cultural facilities
50. Specialist local clinics and carer's groups such as for those with dementia
51. A museum
52. An arts centre
53. Support for single parents
54. Villages in Action performances

High Street

55. Provide incentives through reduced business rates
56. More restaurants (not pubs) also another takeaway
57. A variety of shops to make it a real town centre- such as clothes shops, shoe shop, haberdasher and butcher.
58. A bank is needed

Employment /Economy

59. More employment down by the A38
60. A science park linked to Exeter University
61. More job opportunities for young people
62. Community land/ small holding
63. Promote local cottage industries, local produce, self sufficiency, local crafts, and cafes sourcing food locally.
64. Market to be held the first Saturday in the month (not every week)
65. Investment in existing employment areas like Pottery Court
66. No more housing growth without more employment

Tourism

67. Promote Chudleigh as a gateway to the Haldon Hills

b. Workshop

The workshop comprised a series of briefings and hands on activities. The themes drew on the responses made at the drop in session and any other issues facing Chudleigh. The briefings covered:

- The statutory planning issues
- Environmental constraints
- Transport and movement
- Conservation and heritage
- A briefing from community representatives
- The rural economy
- Green Infrastructure
- Housing
- Renewable energy

Copies of briefing posters prepared for the workshop are included in the appendix. As a warm up exercise all those attending were invited to draw or write a 'postcard from the future' imagining what Chudleigh will be like in 20 years time. The exercise encouraged delegates to think about the broader aspects of sustainable future and from the view point of others.

The briefings were interspersed by three facilitated planning workshops covering:

- Mapping the constraints (planning, environmental, transport ,heritage and community)
- Identifying any 'no go' areas or show stoppers?
- Plotting the routes; on foot and by car, existing and desired (grey infrastructure).
- Plotting natural routes and water bodies (green and blue infrastructure)
- Searching for brown field sites
- Consider the linkages and constraints
- Development/ settlement boundaries
- Key routes and structure
- Green / open space / water space
- Community heart and neighbourhoods
- Functions and land uses
- Comments on a draft vision for Chudleigh prepared after the drop in session.



c. Post cards from the future

Hiya,

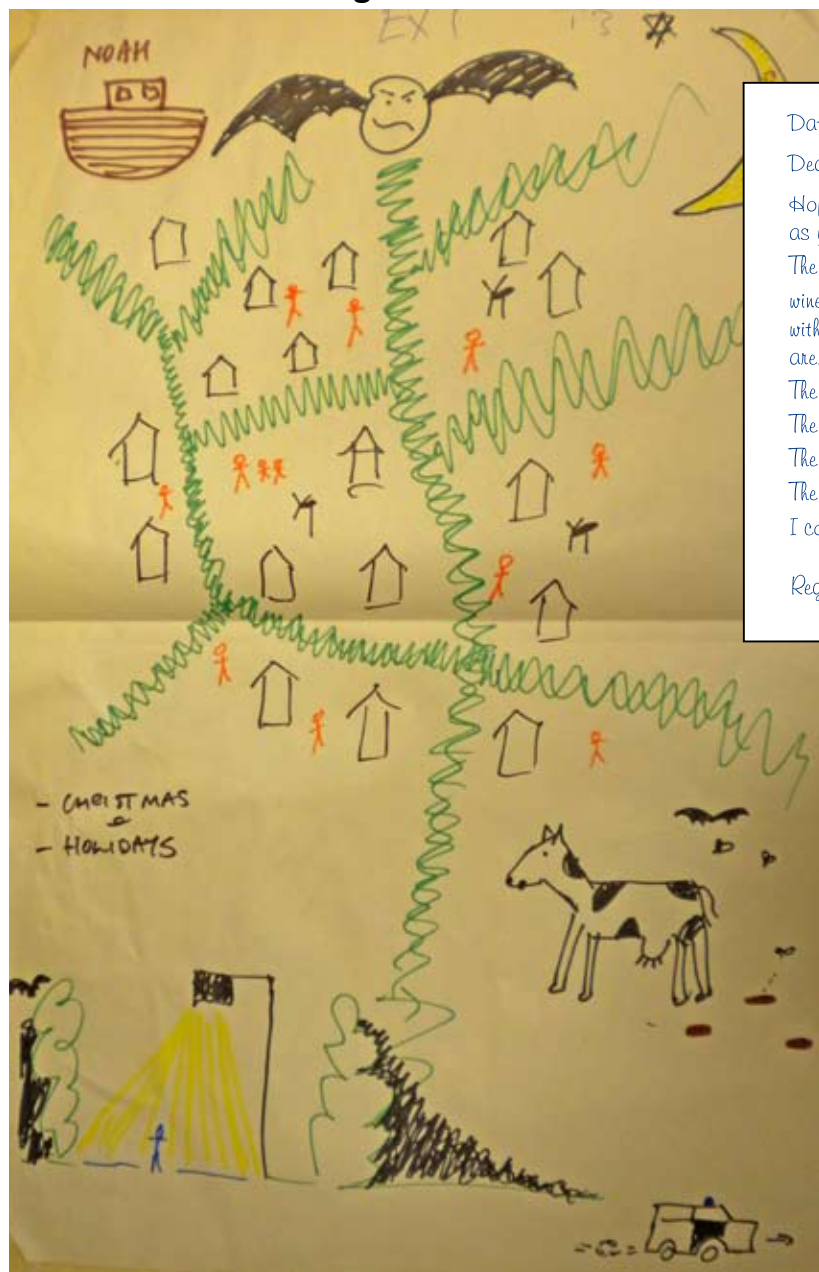
Just had a holiday in Cornwall. On the way I stopped off for lunch in a lovely little town called Chudleigh. There are signs on the A38 directing you to the 'Gateway to the Haldon Hills' and telling you what you can find in this historic settlement on the old route to Plymouth.

I had a lovely cup of coffee and a great lunch in the beautiful town square where there was hardly any traffic and people mixed happily with the few vehicles that had to pass through. There is a great visitor centre and lots of things to do in the area. Next time we have a free weekend I suggest staying in Chudleigh and exploring the Haldon Hills area.

Best Wishes



A bat's view of Chudleigh



Date May 2030

Dear Steve

Hope everything is fine. Still in Chudleigh. Our new sports centre is going well, and as you know, we have several pitches now for a variety of sports.

The Town Centre is vibrant, with a good restaurant, wine bar, and that 'Continental feel'. The Town has grown tremendously over the years, with new housing, some affordable for local young families to stay where their roots are.

The Youth Centre goes from strength to strength with extra staff taken on.

The new Teign Valley Secondary School opened 5 years ago.

The Chudleigh Market continues to expand and our local shops seem to be doing well.

The Chudleigh Rock Centre and Exhibition Rooms bringing many people to the Town.

I could go on.

Regards Chris



Or what could happen in the future

Hi Dave

Still in Chudleigh. It is not the same place as you knew it. Some years ago it was called a 'Dormitory Town' it has got worse. Far too much housing and not enough funding put into the infrastructure.

The local shops are struggling, some closed and the Youth Centre has closed due to lack of fundraising. Virtually all local families have moved away from the area, looking for jobs/houses. Much funding/promises of funding/ services have been slowly restricted over the years, we are not the same place as you know it.

Chris

p.s. There were wonderful plans many years ago for Chudleigh, but most have gone to the wall due to lack of money (same old story) and economic down turn

d. Observations made during the workshop

Table 1

- Make more of the church –socially, culturally and in heritage offer
- Town needs green areas –ideally centred around the school
- Great need for accommodation for older people
- Employment strategy required to develop jobs
- Bigger office development required to attract bigger players/higher investment
- Get across to the community that more office development will help retailers

Table 2

- Any community strategy must focus on three themes -live, work and play
- Priority should be given to workspace, skills, technology, training
- Encourage mixed housing tenures to blur social boundaries
- More public transport less cars in town centre
- More sports facilities

Table 3

- Town should have a high quality small industrial estate to help build long term investment
- Masons BP garage could support industrial units
- Centre of town should be mix of retail and residential
- More clarity/action on where the retail gaps are in Chudleigh
- Support for a new secondary school
- Others favour a new Town Hall

Table 4

- Promote the idea of a 'much more balanced approach to community'
- Locals should make decisions for local people
- New community hall would strengthen activity and affinity to Chudleigh
- Lack of small business units disadvantages the town –
- Chudleigh should 'follow the economy' generally
- Future housing development should be mixed and not exclusively affordable
- Key needs must be young local people and older residents

Table 5

- Community needs to concentrate on 'realities' –not just wish lists
- Favour a new sports centre with broader range of activities available
- Town lacks vibrant, good quality restaurants –encourage a 'continental' ambience
- Affordable housing for young people is an absolute priority
- A new secondary school is also a priority
- Town has too much housing for what is a weak and dated infrastructure

Table 6

- Encourage new development with plenty of planned green space
- Put roads to the rear of housing – cars are far too intrusive in Chudleigh
- Develop Twin Oaks – a place to meet and talk
- Start treating Chudleigh as a real market town –support individual shops

- More community space
- Devise a community plan to reduce energy use –homes/offices/public buildings

Table 7

- More shops and more diversity
- Make the town far more 'green'
- Chudleigh needs more people –but in a planned way

Table 8

- More public play areas
- Housing for older people is a priority
- Resolve the 'through road' issues
- More recycling and more facilities to encourage it
- Long term neglect in creating an arrival point for the town must be reversed
- Very limited tourism – Chudleigh needs a marketing strategy
- Better modern town hall is needed
- Reopen access to the Kate Brook

Table 9

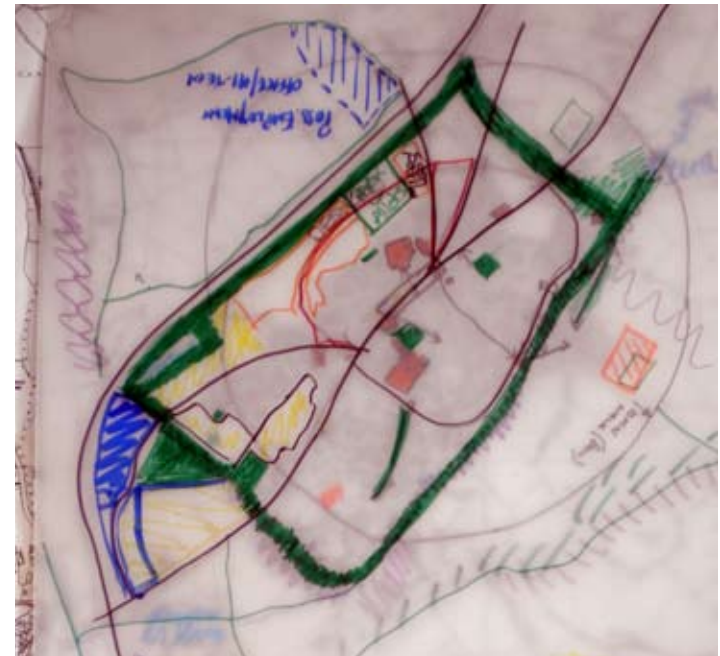
- Far better signage required from A38 –put Chudleigh on the map
- Create high quality focal point with a 'town square' and cafes
- Develop a Chudleigh Business Centre
- Don't do enough to promote its 'gateway' status and local pursuits

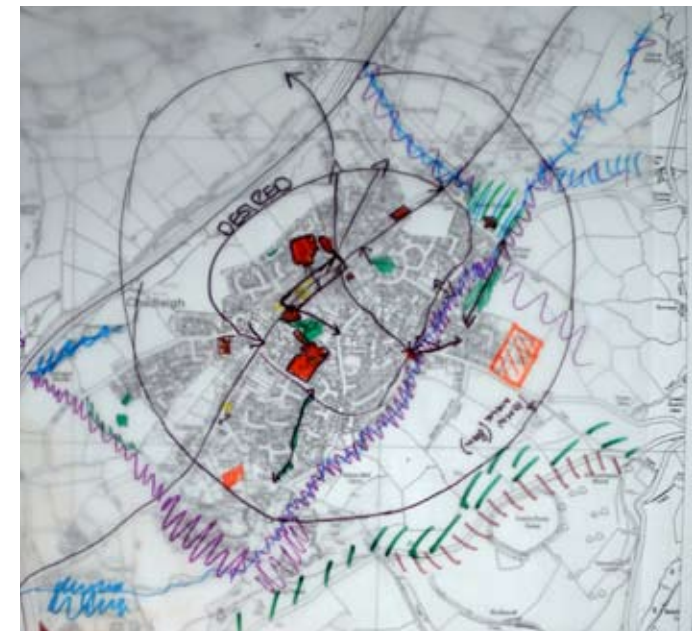
Lord Clifford

- Local authority must re-examine adequacy/ quality of local infrastructure (esp. roads)
- Need for more light industrial development
- Estate making every effort to develop business interest

e. Ideas for the Masterplan

Groups at the workshop came up with a range of ideas.





Appendix D

The economic challenges and opportunities - the components of a sustainable Chudleigh

Discussions between the community and facilitators at the workshop identified a number of economic challenges for the town. These should be addressed in the delivery of the masterplan:

- a. Why should people visit Chudleigh? - The town needs to define its Unique Selling Point this should be supported by a marketing strategy.
- b. What is the Unique Selling Point? - consider its location on the A38, strategically placed between Plymouth and Exeter and at the gateway to the Haldon Hills and Dartmoor. Its heritage as a market and wool town. The opportunity to create a unique retail offer capitalising on the place and the town market.
- c. What should a marketing strategy address? - the types of businesses the town should attract e.g. bio sciences, environment, leisure (active and garden), knowledge base, potentially linked to Exeter University. Map existing assets and identify new sites. The infrastructure needed to support new investment.
- d. How do you signpost Chudleigh? - not just better signing off the A38 but also improving

the sense of arrival and communication of its assets-heritage trails, walking routes, retail and hospitality offer with information points.

- e. Make the town centre as a focus; environmental improvements (initiated by the Parish Plan Implementation Group). Create a higher profile and permanent site for the Heritage and Information centre.
- f. Strengthen the Tourism and hospitality offer; better quality hotels and B&Bs, a town centre boutique hotel and a business/budget hotel close to the A38 (such as at Finlake), better promotion and marketing using the internet.
- g. Create an attractive café society and evening economy; - restaurants, cafes, pubs supported by good lighting, street planting and overall streetscape. The Chudleigh business guide can help promote this.
- h. How do you differentiate Chudleigh from its competitors? Individual shops, capitalise on its heritage, and environment; wool, Chudleigh Rocks, natural assets and gateway to the Haldon Hills and Dartmoor
- i. Promote local procurement; a local strategy encouraging locals to support local shops services and trades people. Establish or maintain a strong link and loyalty between the town and its agricultural surroundings.
- j. Traffic management; a robust and intelligent traffic management plan that provides easy access to visitors/ customers but not to the detriment of locals.
- k. Homes within walking distance of the retail core; facilitated by safe and direct routes that encourage residents to shop locally.
- l. A community hub; building on the good work of the Town Council and community groups to improve access to public services using new technologies – such as e-learning, virtual colleges home working / business support and access to employment.

Appendix E

How the vision was developed

During the course of the exhibition, meetings and workshop the facilitators discussed, debated and ultimately drafted a vision for Chudleigh. The vision is presented in the executive summary at the beginning of this document. It sets out the principle components of the plan as well as elements of detail.

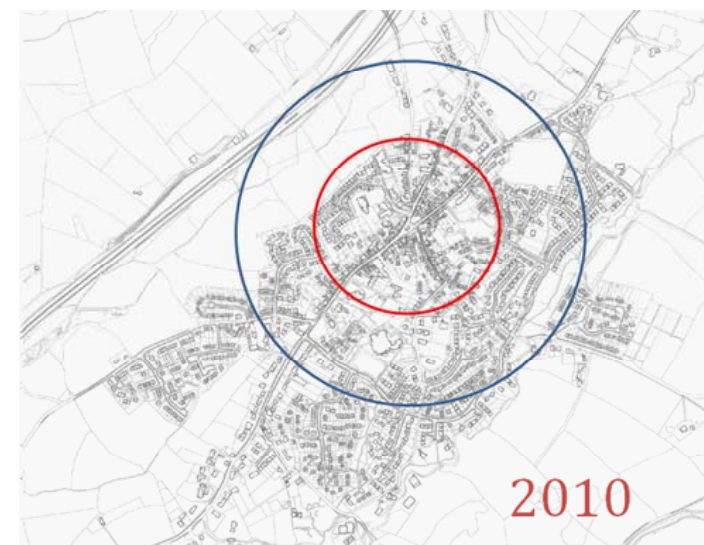
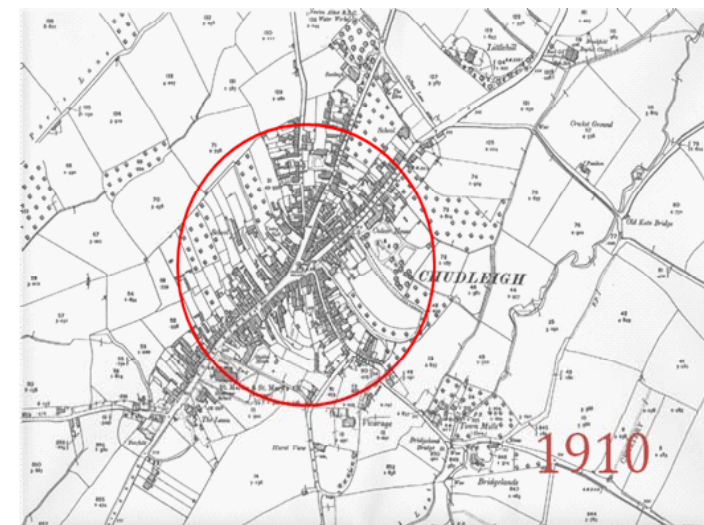
Actions resulting from this vision vary from the small scale to those of more significance to make the place more sustainable. They relate to modifications to the existing fabric and services of the town; such as town centre and transport enhancements. The vision also sets out the opportunities and constraints to more comprehensive sustainable growth.

This latter component is the most daunting to the community; it paints a picture that some would rather not see. The Taylor Review and the above mapping observations indicate that change is inevitable. Any growth should be planned in a sustainable manner balancing homes with new employment, community needs and environmental issues, rather than responding to market pressures.

To be successful the new uses and development opportunities must be woven into the fabric of Chudleigh. Existing routes (particularly for the pedestrian) should be retained, and improved so they link to and reinforce both the new uses and the town as a whole.

The transformation will not happen immediately, it is a vision for the next 20 years and beyond.

It requires detailed work and a sensitive consideration of the existing uses and functions to ensure they are sustained either on site in a new form or elsewhere in Chudleigh. To give confidence to all those people involved they require not only details of the end result but also an explanation of the process to be undertaken. This 'story of change' must be supported by analysis, proposals and principles.



Appendix F

Key opportunities and constraints that were considered

For the masterplan to be credible it must not only be supported by a vision but also by a database of qualitative and quantitative information that can be analysed. This allows the whole range of issues facing Chudleigh to be considered together and helps identify conflicts and priorities. The key considerations include:

Natural and built assets

- Existing settlement boundaries
- Topography; key natural features, views, and vistas
- Landscape characterisation, green infrastructure, linkages, woodlands, parks and open spaces
- Water courses and areas of flood risk
- Wildlife habitats and ecological areas
- Internationally important bat species living in Chudleigh Caves
- Historic buildings, sites and conservation area

Environmental Data

- Renewable energy production potential
- Air quality
- Noise mitigation
- Waste management

Demographics

- Population profile and projections
- Working population
- Household growth

Employment and economic development

- Employment locations and type
- Catchment area
- Existing businesses and opportunities to develop
- Retail, type and offer
- Agricultural uses
- Tourism; visitor volume profile and pattern
- Travel to work trends

Housing

- Location
- Tenure
- Needs (e.g. affordable, elderly and young people)

Transport and accessibility

- Existing roads and parking provision
- Car ownership
- Public transport
- Footpaths and walkable routes
- Cycle routes
- Safety and capacity of A38 junctions

Social and community facilities

- Sports and leisure
- Education

- Health
- Social and civic services

Future development and existing policies

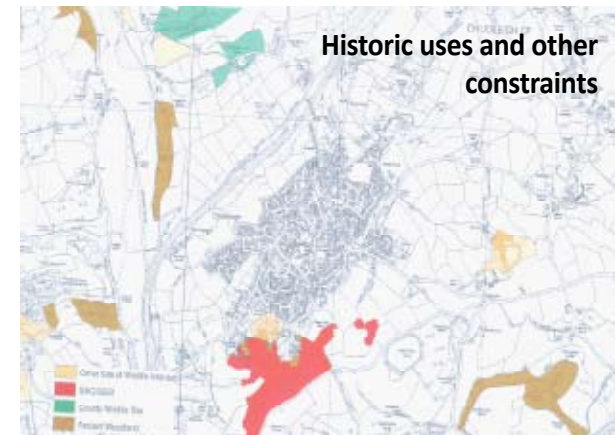
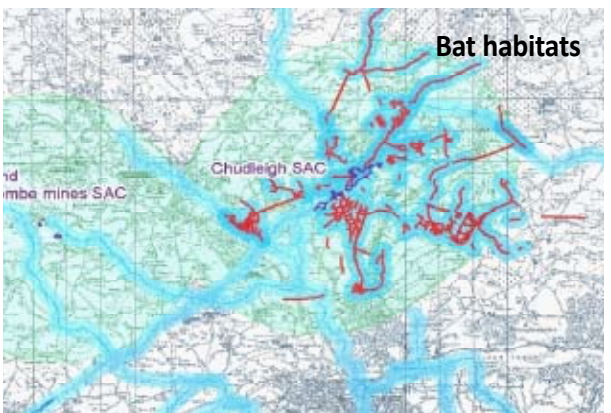
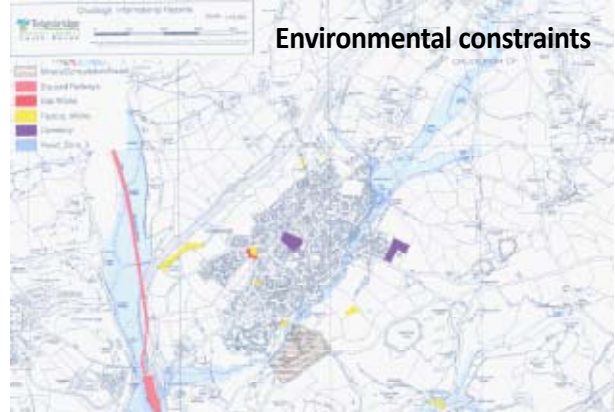
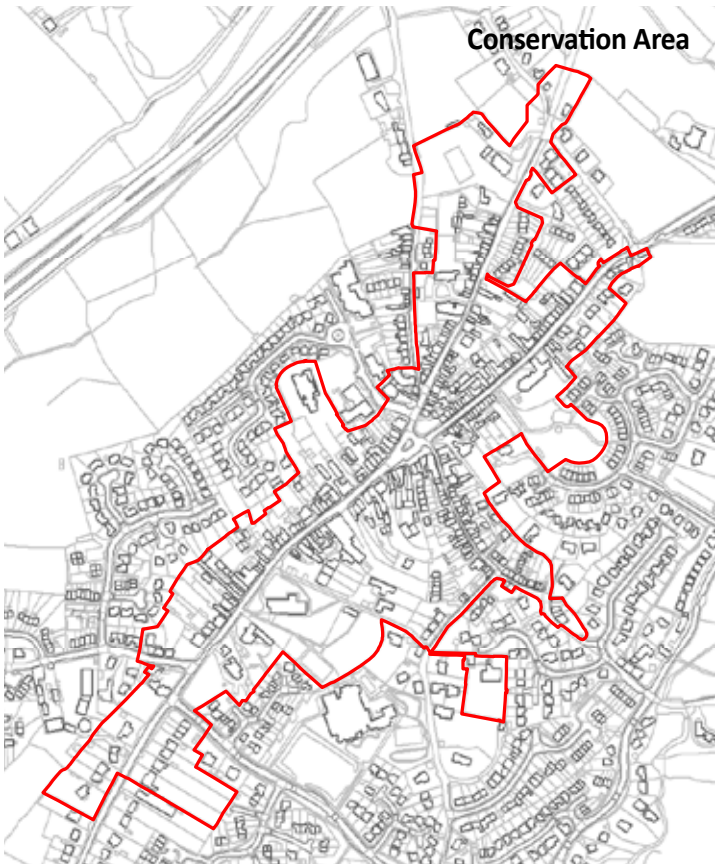
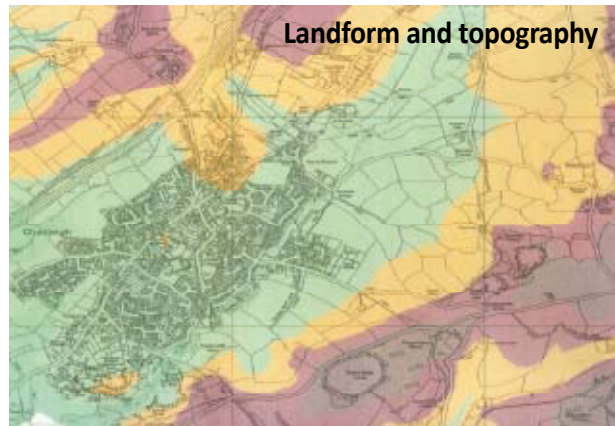
- Current applications
- Major land ownerships
- Political and statutory boundaries

History

- Social history
- Local pride and traditions

Many of these qualities and influences are recorded in the following illustrations and those included in the appendix. Background papers produced by Teignbridge District Council such as the Housing Market Area Assessment (2010) Employment Land Review (2010) Chudleigh Conservation Area Appraisal (2010), Landscape Character Assessment (2009) and Devon County Council Transport Data (Workshop presentation August 2010) are also key sources.

Key opportunities and constraints



Commentary on the key opportunities and constraints

Topographical constraints

Any development on the edge of Chudleigh must be sensitive to and constrained by the existing topography. Located on a rounded spur the town commands dramatic views over the surrounding landscape - these should not be compromised. The green and natural views to the West and North to Dartmoor and to the East to the Haldon Hills are critical. Similarly the presence of a green landscape at the base of the spur as seen from the West is also important, as are views towards the town from Ugbrooke Park and the surrounding Hills.

Green Infrastructure (GI)

GI is an essential backcloth to the town, it is enhanced if sites are linked. They should provide:

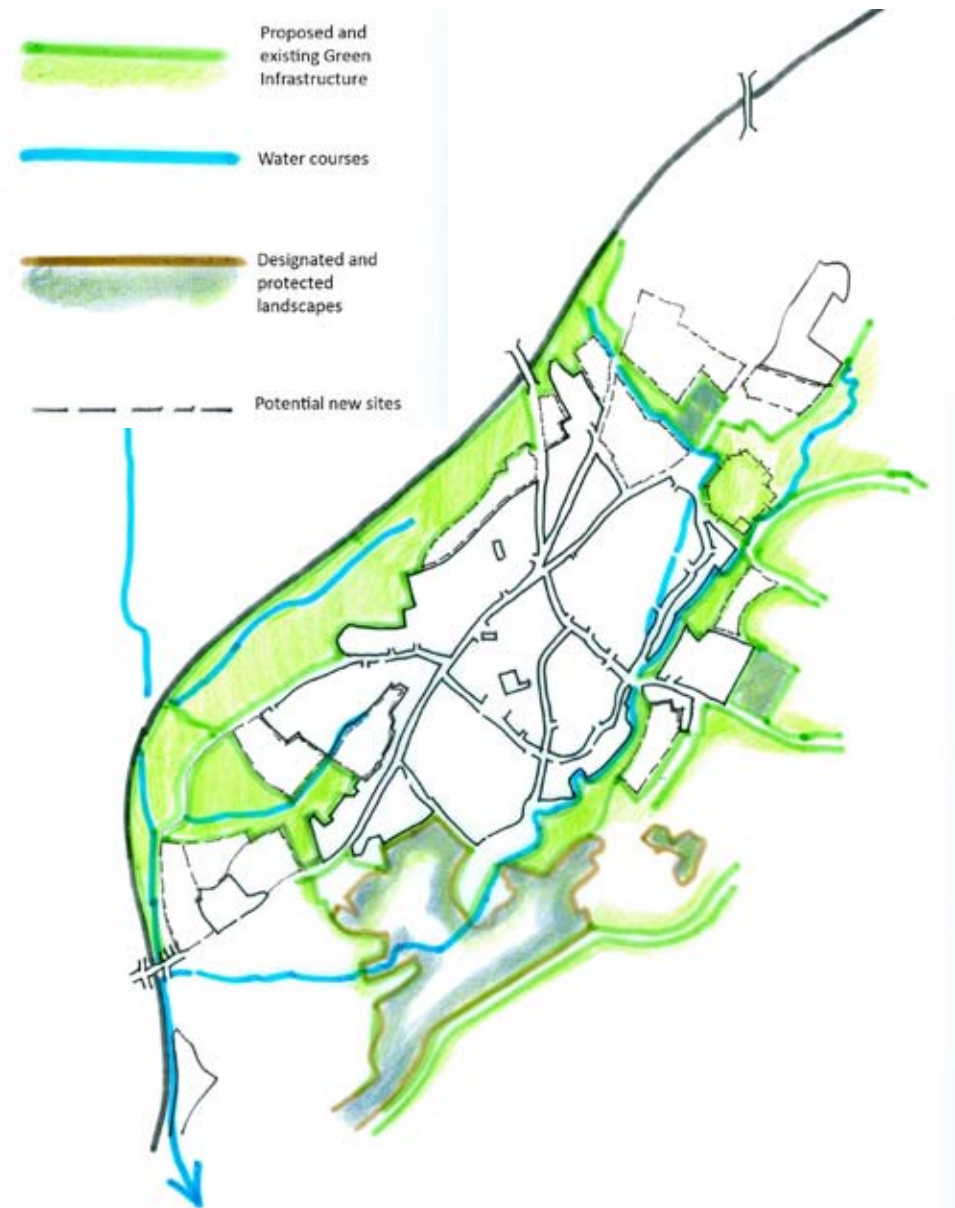
- Open space (the sports ground is considered GI)
- Green lanes and footpaths out to the countryside
- Ecological and wildlife corridors (particularly for bats)
- Buffer zones between uses
- Additional sports facilities

Opportunities exist for:

- A new school site next to GI
- A GI buffer zone between employment sites and the town
- New housing linking to GI (GI on adjacent housing sites should also inter connect)
- A landscape buffer zone to the A38 mitigating traffic noise and ensuring a natural edge to the town.

Internationally important wildlife

Any development in and around Chudleigh must be sensitive to the presence of the internationally designated wildlife habitats found at



Chudleigh Caves and the Greater Horseshoe Bats that live there. The bats are dependent on a network of green space and wildlife corridors around the town that enable them to move from their roost in the caves to their preferred feeding areas in the wider countryside. Because of their rarity, they enjoy some of the highest levels of protection of any wildlife in Europe; this means that all development around Chudleigh must be able to demonstrate that it will leave the bats and their habitat unharmed. For more information see Appendix L.

Employment and economic development

Opportunities exist to introduce new employment sites which have easy access to the A38.

Housing

There is a recognised need for more housing in Chudleigh (source the Parish Plan Housing Needs Survey 2009 and The Housing Market Assessment). This new housing mix must respond to the needs expressed, particularly homes for the elderly.

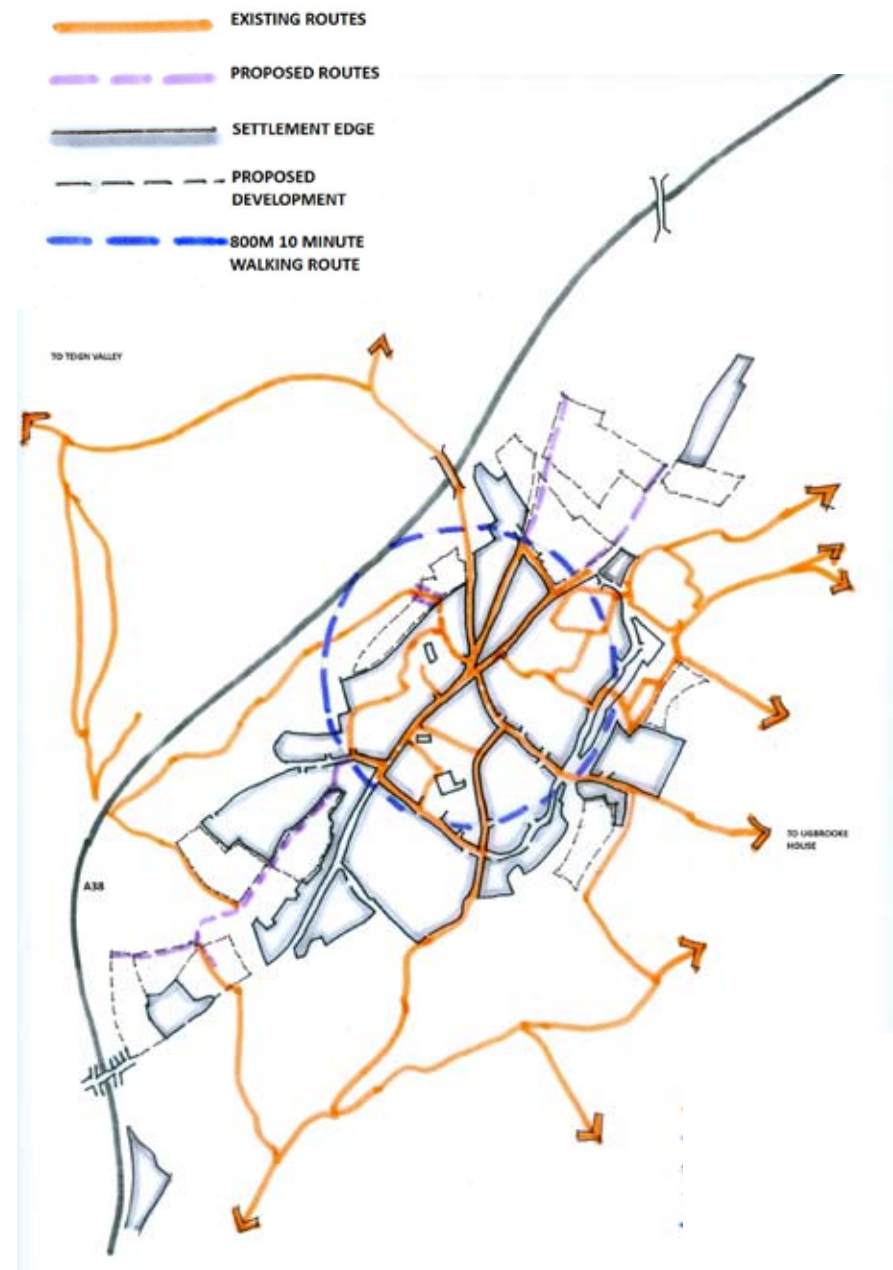
Of equal importance all new housing should where possible be within a walkable distance of the town's community facilities, services and public transport. Good practice would suggest that new developments should be within a 400m of 5 minute walk of the town centre (Source: Building for Life)

Transport and accessibility

The key to a healthy transport strategy is reducing reliance on the private car. Even if growth is planned the capacity of the road system should not be increased.

With extra capacity you will:

- Encourage extra trips by car
- Increase pollution and carbon emissions
- Undermines the inclination to walk, cycle or use the bus
- Increase the risk of accidents
- Compounds exclusion by creating car dominated enclaves remote from the town centre.



Opportunities exist for:

- Improved public transport
- Provision for pedestrians and cyclists to be planned into new development
- Traffic speeds to be held low by design
- Parking policy or charging structure that deters unnecessary trips
- Heavy traffic to be planned out of residential and town centre areas
- Bus routes to connect well with existing and new development
- A review of the current parking policy in conjunction with the current parking strategy

Social and community facilities

Chudleigh enjoys good access to local educational facilities at primary level and this is vital network builder for both children and parents. The level of provision must keep a pace with population growth. There is a high and visible level of library, youth and health services. Feedback from the community engagement highlights the need for further provision for deprived and vulnerable groups particularly early years, the elderly and hard to reach young people.

The existing recreation facilities are highly valued but there is scope for more especially indoors. The two allotment sites do not satisfy the current need and more sites are required to meet the aspiration for more local food production.

The Town Hall provides an important community resource with rooms of varying sizes for public meetings, clubs, courses etc. The rooms appear to be at capacity and a new centralised facility should be considered.

Teign School in Kingsteignton is the secondary school that serves the town and Chudleigh Church of England is the primary school. If a significant number of new dwellings are constructed in Chudleigh then additional education facilities would be required to support these. Developers will be

expected to meet the cost of this through financial contributions.

Devon County Council advise that a further 400/450 dwellings taken together with existing planning consents that have yet to be implemented are likely to push place demand above existing capacity of the primary school, but not to a level that will require the setting up of a new school. It would be necessary to investigate whether this expansion could be met locally through the extension of the existing primary school.

Housing in excess of 600 dwellings may require an additional 150 places, which is the starting point for considering a new school. A new school with 7 classes (210 places) is considered to be a more sustainable model, with this being able to accommodate in the region of 840 dwellings.

Unless Chudleigh grows significantly by around 4000 dwellings it is unlikely that a new secondary school would be financially viable. The County Council do not completely dismiss the concept of a new school as it could be a 'free school' promoted by a body other than the local education authority. If a secondary school were to be located in the town it would serve a wider catchment beyond the town itself. The impact of such a proposal would require careful consideration of factors such as the potential for traffic generation.

Destinations

The town benefits from existing tourist destinations that can be developed in the masterplan. Chudleigh Rocks has been famous since the 1960s as a quality climbing venue. However it has not been exploited as either a destination or as part of the USP/ theme for Chudleigh. Opportunities may exist to expand the patronage of



the centre and link activities around the town such as leisure and endurance walking and the retail outdoor clothing and equipment offer.

Similarly the Chudleigh Rock Garden is a unique hidden garden, and source of inspiration for horticultural and gardening pursuits. It's wild nature and peaceful atmosphere and designation as a Site of Special Scientific Interest make it a unique visitor destination.

The ecological importance of the area means that any proposal for development or intensification of use would require careful consideration. A Habitat Regulation Assessment would need to be carried out and this would have to demonstrate that there would be no negative impact on the Special Area of Conservation.

Town centre viability

The economy of the town centre is under strain due to an increasingly mobile society, growth of out of town retailing and internet shopping. The lack of a high street bank has a major impact. As stated before the sustainability of Chudleigh must have a town centre focus. The opportunities for town centre enhancement are conditional on:

- A vision developed through the Parish Plan and Community Masterplanning process
- A robust town centre management strategy
- Effective marketing to attract local shoppers, visitors, tourists and new businesses
- A review of the current parking policy

Existing sites suitable for regeneration

Priority must be given to optimising the capacity and use of existing or brownfield sites within the town before too much attention is given to green field development. Possibilities worthy of consideration include:

- The Old Way foundry /depot site
- Culver House

- Intensification of the use of courtyards off Fore Street (such as Old Pottery Court)
- Promote development of flats/ living over shops in Fore Street
- Infill site opposite Conduit Square
- Refurbishment of the Town Hall

Future development

There are a number of sites in Chudleigh that are being considered for development. Those with the benefit of planning permission or are well advanced, such as those off Old Way and the Parade should be considered as constraints to the masterplan. Those at an early stage of development should be informed by the Community Masterplan.

Young people

Chudleigh benefits from a number of facilities for young people- an active youth centre that supports, challenges and enables the learning of many young people. The primary school has a community focus with indoor and outdoor facilities accessible out of school hours with many outreach programmes. All such initiatives help promote the social and economic inclusion of young people. New facilities will be needed to keep in step with the needs and growth in local population of young people.

There has been limited input from young people to this programme and it is essential for the final document to include their aspirations and wishes.

Appendix G

Potential variations to the masterplan

There are a number of Variations and alternative development options that should be considered.

The sports ground

Proposals have been made in the past to develop parts of the sports ground for housing with extra sports pitches, and improved facilities re-provided in the fields to the North and East. There was a significant level of resistance at the community events to these proposals. However, proposals could be considered to establish a new and more extensive facility in an accessible location. Factors that must be taken into consideration on such a proposal are:

- Development on the flood plain
- The impact on countryside views from the town and landscape generally
- Walkable distances to and from town for residents and those using the sports facilities
- Impact on existing lanes
- Impact on important wildlife corridors

Residential development further South

Housing sites to the South of the town already extend some 800 metres from the town centre or a 10 minute walk. Development further South would increase walking distances to over 1000m and result in isolation and far greater dependence on the private car.

Residential developments further North

As above walking distances would be beyond a 10 minute walk and extend the settlement along the Old and New Exeter Roads beyond the logical topographical constraints of the town.

No development to the East of Kate Brook

Concerns were raised during the consultation events over any development that impacts on the countryside to the east of town and adversely affects the views and setting of the Haldon Hills. It is worth noting that there are existing housing at Lears Lane and Haldon View beyond Kate Brook and development that is sensitive to the landscape quality may be possible in this location. Any such proposal should be the subject of a more detailed visual impact study and may require formal 'Appropriate Assessment' under the Habitat and Species Regulations (2010).

Appendix H

Delivering the vision

The implementation of the overall vision for Chudleigh will be completed in phases and involve action now and continued action into the future. The projects within the vision and masterplan are wide ranging and include infrastructure, streetscape improvements, landscaping, development and re-development.

A number of organisations will be responsible for delivering an improved town centre, new employment sites, affordable and market homes, tourism destinations, sustained and protected landscapes and community facilities. Many will be private or public bodies which could work independently however, for the change in Chudleigh to be successful and the projects coordinated, the community must be involved and take ownership and leadership of the vision.

We would recommend that a new body or working partnership be established between the key stakeholders. The group should include:

- The Town Council
- Local community groups
- The school and youth groups
- The Business Guild
- Teignbridge District Council
- Police
- Land owners
- Developers
- Infrastructure providers (including statutory bodies such as Devon County Council, Highways Agency, South West Water and NHS)
- Education providers
- Environmental bodies

A task for the Town Council and District Council is to decide who should lead and coordinate such a body. It would have a significant role to play and will need to;

- Have an independent chair
- Make provision for residents to attend and be involved
- Take ownership of and facilitate delivery of the Community Masterplan
- Coordinate the efforts of the many organisations (community, public and private) that are active in Chudleigh
- Enable the active marketing of Chudleigh to potential investors
- Encourage existing businesses and groups to participate in the local initiatives (such as shop local)
- Encourage businesses and users to relocate to Chudleigh
- If the body is able to acquire assets, promote small scale enterprise in the Chudleigh area
- Protect key environmental features (e.g. Special Area of Conservation for Bats)

It is understood that the Coalition Government's planned Decentralisation and Localism Bill (Green Paper published in November 2010) sets out proposals to empower the local community. It will be an opportunity to help shape local service delivery and community led planning. The emerging 'Community Right to Build' also aims to promote and stimulate rural projects.

The actions from a community led plan can result in significant community owned sustainable facilities and services such as:

- New community facilities
- Community transport
- Renewable energy production (such as a local Energy Services Company)
- Local food initiatives
- Recycling and composting
- Local tourism body
- Community owned and managed land

Delivery vehicles

The delivery body could have an informal structure however if assets are acquired some form of social enterprise such as a Community Interest/ Enterprise Company or Development Trust should be considered. Social enterprises have a distinct and valuable role to play in helping create a strong, sustainable and socially inclusive economy.

This report has identified a number of early actions for the new body. These should include:

- Help Teignbridge District Council to steer the Community Masterplan through the LDF/ statutory process
- Commission or prepare a Marketing Strategy or Chudleigh Investment Prospectus
- Tourism and hospitality audit
- Working with the Chudleigh Business Guild to establish a retail forum
- Agree a comprehensive project list that the body supports
- Facilitate the preparation of a developer and design brief for all future development sites and projects

Early priority projects

We recommend that the following projects are given a high priority and attention. This is not only to create early opportunities but also give the community of Chudleigh confidence that the process is working:

- Town centre improvements, including new civic shared space
- Conservation Area Management plan
- Consolidate, expand and theme the Chudleigh market
- A signage strategy for Chudleigh
- Engage with Exeter University and others on employment opportunities in Chudleigh

Parallel work by Teignbridge District Council

Additional work must be carried out by the District Council to secure delivery of robust and sound statutory plan. This will include:

- Infrastructure planning (working with Devon County Council and other infrastructure and service providers)
- Looking at financing (private and public)
- Viability assessment
- Seeking support and engaging other stakeholders, including land owners
- Availability assessment
- Suitability assessment
- Strategic Environmental Assessment and Sustainability Appraisal.
- Habitat Regulations Assessment to ensure no adverse affects on the Greater Horseshoe Bats Special Area of Conservation

Community benefits

Any future development in the town brings with it the potential of community benefits such as: finance for projects, affordable homes, unlocking land, and enabling the development of specific facilities. We see the new community body taking a leading role in negotiating such benefits.

Appendix I

Next steps

The Community Masterplan and supporting text outlines the principles to be pursued in Chudleigh but is not to a high level of detail. Nor should the documents be considered formal policy. The responsibility for the extra level of information will rest with Teignbridge District Council and ultimately the developer or promoter of individual sites and projects. The responsibility for making any of the recommendations policy rests with the District Council and at a local level the Town Council.

Following production of this draft document action is now required by a number of parties. Many of these actions can be carried out in parallel to:

- a. Exhibit/ display the draft Community Masterplan and documents for final comments.
- b. Produce the final version of the Community Masterplan.
- c. Establish clear liaison arrangements between Teignbridge District Council and the Town Council so that the final Community Masterplan becomes part of any future change in Chudleigh.
- d. Assist in the preparation of detailed development briefs and detailed masterplans for key sites-particularly employment, mixed use and housing sites.
- e. The Town Council to consider adoption of the document formally and use it to inform responses to any further major planning applications.
- f. Provide framework to assist the Town Council or their Planning Sub-Committee to vet proposals encouraging high design standards and respect for the Community Masterplan, a form of advisory design panel could be established.
- g. Dovetail the work with the Local Development Framework/core strategy/

preferred options or other form of statutory plan (by Teignbridge District Council).

- h. Form a new body or working partnership agreeing its role, leadership, direction and powers.
- i. Identify funding for priority projects referred to in Appendix G.
- j. Produce marketing and promotion documents referred to in Appendix G.
- k. Commence a targeted marketing effort for the early projects with land owners and developers.
- l. Ensure that the above take full account of key environmental constraints.

Appendix J

Rural economy workshop briefing by Michael McCarthy

CHUDLEIGH WORKSHOP AUGUST 12th 2010

THE RURAL ECONOMY and HOUSING TRENDS

RURAL ECONOMY

Taylor Review – New Thinking

- Catalyst for nationwide expansion of rural housing and rural economic/social regeneration.
- Vibrant communities with a distinct identity.
- A community-led affordable rural housing programme- LPAs as 'active enablers'.
- Sustainability means social + economic inclusion and meeting needs of future generations.
- Planned holistic development opportunities for mixed housing; economic growth; leisure and retail; capacity building; sustainable communities; rural regeneration.
- Arrest migration to smaller rural settlements which are under intense housing pressure.
- But it must be planned growth driven by a vision and by coherent social and economic aims.
- The aim is to prioritise the master planning approach and support and enable it at local level.
- Place shaping – not housing volume -is the key driver –places where people want to live.
- Rural pathfinders to host new ideas/pilots/innovation/CLTs.

Rural Employment: Emerging Trends

Strategic views on development of rural economy –centred on linking housing and employment.

Focuses on low carbon economy and on enterprise and innovation.

Circa 4.6M employees live in rural districts –and 800,000 self employed (2006)- but current figure almost certainly higher and rising.

Micro-businesses, sole traders, partnerships = 16% total rural employment –they need facilities.

46% growth in knowledge-intensive rural businesses between 1998 and 2006 (21% in urban).

Rural growth points = computing, design, creative industries, education, business services, call centres, green tourism, development of eco-led businesses.

Need to remove 'rurality' barriers –transport, digital exclusion, higher construction costs, deficits in skills & labour mobility, planning bottlenecks and a lack of affordable housing where it is needed.

Rural areas have a higher than national average share of energy, utilities, construction, transport, communications and manufacturing – they need to build on these.

Hamlets/small villages have had highest growth of work place formation – financial services is the main driver. Chudleigh needs to think how it could act as a local service 'hub' for smaller settlements in its rural hinterland.

Rural areas good at nurturing new business/entrepreneurship – more businesses per head of pop; higher degree of self employment; higher rates of home-working; higher rates of women start-ups; higher survival rates of business than urban – but this energy is sustained through local facilities.

Rural Business Base has shifted – decline 2003-07 in traditional agriculture, energy, transport sectors but high growth in financial services, banking and insurance (now under threat). Villages have been largest losers of hospitality, retail and wholesale enterprises.

Environment a key 'economic driver' –energy, land, redundant farm assets, forestry and woodland, new forms of agriculture, tourism, leisure. Many rural communities fail to see or grasp the opportunities.

Population pressures -ONS project 16% increase in rural population by 2028 (9% urban). Further growth of Chudleigh needs to be planned –balance density, design, location, pressure on community assets and services with skills, enterprise and investment gaps and place in context of developing markets, trends, communications.

Planning Policy has a key role to play in investment. It is vital that local politicians and other stakeholders (retailers, employers, community interests) work with planners and housing and services teams to determine agreed economic objectives and the route map to achieve them.

Lower average earnings – remain a key factor in rural investment decisions. But participants in the Chudleigh workshop were concerned to improve rates and increase the wealth of the town and the spending power of its residents. This was seen as necessary to stimulate and sustain businesses.

But housing costs much higher –only 13% rural non-market housing is Affordable (21% in urban).

Live-Work – Taylor sought to encourage home and village based development of rural enterprise and the rural economy. This has not yet developed in any significant way in Chudleigh and I recommended that the town conduct an 'audit' of residents to determine numbers in and types of Live-Work locally.

Taylor - New homes designed/equipped for Live Work will encourage new enterprise and wealth creation Re-use of redundant farm buildings/ diversification for rural workspace (we identified a number of sites in Chudleigh that would lend themselves to this model).

Development of green housing and green economy = energy saving, low carbon economy, local jobs.

Housing-related investment in rural innovation and enterprise = design

and product development including Broadband, IT and Telecare; new forms of procurement, production and delivery.

Use rural housing programme to spur wider economic development of small scale energy enterprise in rural areas creating jobs, reducing fuel dependency, fuel poverty and contributing added value to the Grid.

Rural Skills, create opportunities to raise rural income levels and also liberate some skilled people who, through lack of choice, are 'under employed' and under remunerated.

Depopulation – It is important that Affordable Housing is developed to help arrest depopulation by younger people and young families. (Again we need detailed information on departure and arrivals and on housing needs trends in Chudleigh).

South West Trends

- SW has the highest rates of relocation of professionally qualified people in the UK.
- In 2008 £1.37 Billion was spent by SW businesses on R&D.
- 10% of all UK R&D employees are based here.
- Labour costs are typically 5% below UK average.
- 9 Universities, 14 Higher Education institutions and 40 Further Education colleges are located in SW.
- Environment, communications and air quality are strong factors in business location
- Rapidly expanding air connections and enhanced rail network.
- Exeter and Plymouth are two of the regions fastest growing business and education centres
- Region had 7.4% growth 1998-2008 making it the fastest growing region after London during last six years.

Where does Chudleigh fit in?

Observations from the Workshop Event

The town needs to determine 'why would people wish to visit Chudleigh'

- Chudleigh should define its USP.
- This needs to be accompanied by a well thought through marketing strategy.
- This should focus on what it is realistically capable of and who its competitors are
- How does it 'differentiate its product'.

What is the USP?

- Its gateway location off the A38 –potentially serving tourism and industries dependent on logistics and communications.
- Location between and service links with Exeter and Plymouth.
- Heritage –its history as a wool town.
- History as a market town – it lacks identity.
- An attractive retail offer –individual shops.
- Could there be a couple of annual events.

Marketing Chudleigh

- Develop a 'Chudleigh Investment Prospectus' and be clear on what type of businesses/ investment to attract.
- Town could consider promoting itself as a centre for particular types of enterprise eg bio-sciences, environmental, knowledge-based.
- Focus on available developable sites for business, housing, leisure.
- Ensure that these have 'in principle' planning support.
- Map the town's existing assets
- Promote communications and quality of life
- Set out chief socio-economic indicators.
- Summarise why people and businesses should move to and invest here.
- Provide and evidence base to support the case for investment here.

Attracting visitors off the A38

- There is no sense of 'arrival' to the town.
- Signage is poor and almost unnoticeable.
- Needs a large sign comprising town map with heritage/retail/hostelry trails clearly marked. Located at very edge of town in a new 'information & welcome' lay-by capable of parking 3 vehicles.
- Further signage and changes in road surface close to the town core should 'graduate' the visitor welcome and consolidate the sense. that they are 'arriving' at somewhere of note
- The development of shared space will help.

What is Chudleigh's 'tourism offer'?

Signage

- Overall there is no sense of purpose or coherence. It has much to offer but fails to articulate and effectively present its assets.
- A definitive 'heritage trail' with high quality uniform signage eg distinctive plaques should mark out the town's history and heritage.
- A strategic sign would work well at the gardens at the head of the high street. 'Welcome to Ancient Chudleigh' or similar.
- Improvements to signage should also apply to shops. Many have very poor signs and 'liveries'. They should support the investment effort by improving their shopfronts.
- More radically Chudleigh could attract attention by persuading retailers to agree a 'Chudleigh palette' of colours and to add a town coat of arms to emphasise a degree of civic uniformity.

Town Core

- Green area at head of street and opposite Town Hall could be developed as the 'town garden' complementing plans for restoring the historic built form of this triangle.
- This site would be an excellent location for the Chudleigh Heritage & Information Centre.

Hospitality

- Chudleigh appears to have a weak and outdated hospitality sector. It's B&B services are limited.
- Internet listing/promotion of Chudleigh hospitality services is poor. A vigorous promotional campaign is required.
- There is no evident sense of 'welcome'.
- The town needs to determine what there is to see and do and where there is to stay.
- It should ask the question 'what will I take away from my visit to Chudleigh'.
- There are few B&Bs and some pubs have no overnight accommodation.
- The little that is available is unappealing
- A hospitality audit would be useful; setting out what the town does and doesn't have and how it compares with say 6 selected competitors – (3 along the A38 corridor and 3 others on the edge of the National Park)
- Again this should lead to some form of prospectus to encourage the development of (1) Significant improvement of existing facilities (2) Promotion of a Travelodge or similar at the A38 junction including taking the case to potential developers (3) clarification of the local understanding that a hotel is scheduled to be built close to town.

The Evening Economy

- There is little in the way of a high quality and attractive evening economy.
- Chudleigh lacks restaurants and cafes.
- Its pubs are historic and potentially quaint but haven't made the step change to marketing a tourism/visitor strategy.
- Some need a complete overhaul and the town should approach the breweries/management to explore how they could improve.
- Replacement, removal and reconfiguration of existing 'street furniture' and the repair and repainting of shop fronts (ideally to a colour or lettering theme) could be transformative and boost civic pride as well as tourism interest. The town feels jaded.

Differentiating Chudleigh

- Individual shops –a different retail experience
- Making more of its heritage –wool, water, role as an historic coaching stop between London and Plymouth
- Opportunities may exist in redeveloping a tourism/visitor base from the Rock Gardens and reviving activity at Chudleigh Rocks
- Its geography as a 'gateway' to Dartmoor. This to include Haldon Hills, Chudleigh Rocks, Canonteign Falls etc
- Developing Chudleigh as a 'Festival Town' (food, literature, ceramics, country pursuits) would be useful as it encourages people to think, engage and identify.

Cafe Society

- The town centre should be re-planned to encourage and enable pavement cafes.
- More higher quality retail is required. Is there a marketing officer with responsibility for this? If not then someone needs to take this on.
- Only one local retailer attended the workshop. The town should establish an active and engaged 'Retail Forum' into which consumers and residents can contribute their views/ideas also.
- Chudleigh needs a high street bank to improve its 'service offer'. Santander are looking for premises nationally and may be worth an approach.
- If the town is to promote itself as a 'gateway' to the Haldon Hills arguably it may need to attract a cycling/walking/leisure shop.
- Town centre should be more effectively 'greened' – consider making the town centre a 'town park' which just happens to have shops and houses within it.

Business Development

- Undertake a strategic audit with the LPA to identify, list and assess viability of new development sites for a science park, high quality offices, workspace, start-ups and for industrial and logistics.
- Rule in or out quickly whether the University of Exeter really would be interested in developing a teaching/research/business asset. Why here?
- Are there tracts of land that the town could make available gratis or at a keenly discounted price?
- Commission a feasibility appraisal of the town's strategic location on the A38 – focus on land availability, costs/benefits.

Local Procurement

- Chudleigh could develop further its existing experiments in trying to develop a local procurement strategy in which townspeople support local shops, services, trades people.
- Develop a strategy for linking town and countryside. How does local agriculture link to the town?.

Additional Comments from the Workshop Groups on the Town and Economy

- Uneven business interest/engagement in the town. Fails to promote 'opportunity'
- Ineffective marketing –no strategy
- Needs industrial units –especially close to the A38 and on land opposite Lord Clifford of Chudleigh's new industrial park on edge of town
- Chudleigh should 'claim' both sides of the A38 for development
- Approach the owners of the Rock Gardens and develop this site for mixed housing/business development
- Land alongside A38 should be site for a Science Park or significant large business centre visible from road corridor
- Support also for development of a Travelodge type hotel here to boost short tourism visits and to facilitate trade
- Town centre needs a smart boutique hotel
- The land bordering the A38 also lends itself to development as a 'Chudleigh Country Park'. - Properly screened and noise-abated this could also accommodate residential development.
- Traffic would benefit from a circular route around the town – Chudleigh needs an intelligent traffic management plan
- Any new housing should be within the town core on in-fill sites and not outlying areas.
- Designs should be in the historic vernacular rather than recent pastiche development
- Up to 200 new homes could be developed within 400m of the town core on land identified by the workshop groups. This would help reinforce 'community spirit'.
- The town needs to be compact to encourage pedestrians –routes should better signed
- People want to see more 'green areas' in the town and more planting. Also favour creation of a 'linear park'
- Need to 'elevate the value' of the town. More chic and less shabby.
- Better and more hospitality infrastructure required and more food shops needed. Lack of choice is an issue
- This should extend to any business strategy. Chudleigh needs to have a clear view of what type of businesses it wishes to attract. They should be high value and probably knowledge or science-based
- Town lacks a 'magnet' to attract people. Needs to make more of its location and produce
- Town needs to write a 'Developer Brief'
- Chudleigh needs to plan for growth and this must include a new secondary school and better community assets. A 'through school' would be welcomed by some.

Rural housing needs and trends: postscript to Taylor

Rural Housing Deficits

- 100,000 new affordable homes needed in rural England by 2020 (NHF)
- Specific unmet needs of rural elders, young 18-25, young families, key workers, labour in-migrants; those in fuel poverty
- Average rural house price is now £40K more than urban average (NHF Jan 10)
- Too few mixed communities
- Poor energy performance of rural stock; lagging in digital inclusion
- Inadequate and uneven supply has an adverse impact on the rural economy.
- Lower paid workers commuting in to rural areas to work; well-off commuting out
- Inadequate community engagement by housing providers/developers
- Housing not planned with employment

Deficits and Delivery

- Rural LPAs are often too small and ill-equipped to deliver—they need support and incentives
- Most rural housing is unplanned and developer-led -LDF process not delivering
- Lack of cohesion, sense of place, poor infrastructure, 'disconnected' settlement
- Aim is an holistic approach to the wider needs of smaller rural communities
- Land banking and ad hoc development impedes and distorts growth
- Shift the culture from housing volume to place-making
- Innovation required –Live-Work, CLTs, new forms of financing for Development and Occupiers

- Pronounced shift to energy efficient and scalable 'green housing'
- Housing for 'Our Future Selves'

Barriers to Increasing Affordable Supply

- Few dedicated rural RSLs; too few rural housing enablers; too little influence
- High cost of land, lack of suitable sites –coherent land strategy lacking
- Over reliance on the trickle effect of rural Exception Sites and 'windfalls'
- Private developers deterred by barriers to entry - little interest in master planning
- Perceived higher costs of rural housing delivery
- Low housing volumes restrict economies of scale
- Uneven services and infrastructure
- Black and white planning guidance

Planning and Delivery Issues

- Rural planning teams frequently under strength and under resourced
- Weak rural data bases - case by case planning culture
- No opportunity to stand back, weigh broader needs and plan strategically
- Parish Councils can be very conservative - strong and entrenched local interests
- Relationships with developers can be 'adversarial' – especially if not local
- Failure to bring planners, councils, developers together to explore ideas/process
- RSS may be failing rural housing need - LDF too involved and too lengthy
- 'Sustainability' has become a much abused catch all to deter progress
- Housing Needs Assessments often flawed and fail to look ahead
- Rural planning needs to be able to accommodate 'opportunity'
- Planning system is process rather than outcome driven

Demand and Growth Pressures

- Rural population up by 800,000 last decade
- A quarter of all people living in rural England by 2020 will be over 65 (3.23M)
- Smaller settlements are home to 55% of the rural population –6.4 Million
- Net outflow of the 15-29 age group; but a large net inflow of the 30-45 group with families and of pre-retirees and retired 45-65yrs.
- We need at least 10,000 and perhaps closer to 15,000 homes a year
- 4 out of 5 rural residents think decision makers are out of touch with rural needs and circumstances
- Rural areas have higher proportions of people in all age groups above 55yrs
- In rural areas only 17% of purchasers are FTBs; 33% in urban areas.
- Large numbers travel from urban homes to rural employment
- Key workers are priced out of rural housing -
- Rural house-building could be a key source of employment, training and revenue
- 94% rural dwellers wish to remain there: Rural growth up 7% - Urban 3%

Ageing as a Factor Shaping Rural Communities and Housing

The number of people 65 and over living in rural England will increase by over 900,000 during the next 10 years rising from 2.32 million in 2008 to 3.23million by 2020.

Rural areas have an older age profile than urban areas. All 5 year age cohorts from 60+ through to 90+. About 23% of all people in rural areas are of pension age compared to 18% for urban.

Life expectancy and freedom from disability at 65+ is higher in rural areas. Continuing in-migration by people aged 45-60 cohort presents a significant future challenge. Half the urban population would like to move to rural areas.

Pensioners will comprise 24% of the rural population by 2020, posing significant planning and delivery challenges for housing, social services, healthcare and funding.

One in three will live alone reinforcing the need now to promote inclusion and reduce isolation

Housing is of strategic importance. Government views it as having a dual role –(i) meeting the accommodation (and care) needs of older people and (ii) also providing a medium through which resources elsewhere (notably NHS and Rescare) can be reduced and repackaged through independent living and early (home) intervention. Impact of 'ageing in place' –micro & telecare

Summary: Taylor's Housing Vision

- **Vibrant communities with a distinct identity Meeting the needs of future generations**
- **Promoting social inclusion; fostering participation and empowerment**
- **Energy efficient rural housing that reduces fuel poverty**
- **Addressing the needs of disadvantaged and those on low/fixed incomes**
- **Extending choice and diversity through mixed communities**
- **Renewables, assistive technology, innovation, digital inclusion**
- **Reversing the dearth of contemporary high quality rural design**
- **Creating the spatial and low cost technology framework that enables 'live-work'**
- **Lifetime housing to meet the needs of young families and older people**
- **Slowing depopulation of the young: Planning for an ageing countryside**

Comments from the Workshop Groups -Housing

There should be a 'Chudleigh Design Guide' agreed by as many people as possible. This should focus on quality and embrace density, design, local needs and place-making.

The notion of 'community' should be at the centre of any new housing strategy

People here prefer mixed housing development with different tenures/sizes

Some development might also mix housing with low level employment use

Town needs affordable housing as soon as possible to retain its young people –this is seen as the key to Chudleigh's sustainability

Also needs to develop accommodation for older people –explore micro models with telecare. People wish to stay here as they age rather than move on. Homes and facilities are needed to enable this

There is agreement on the idea of a 'development site audit' to list and determine uses for empty or redundant land and buildings. A number of sites were identified by work groups

Residents reject speculative development– it must be properly planned and agreed. The idea of a charette had been proposed earlier as a means of public consultation

A survey of what the town needs is favoured

Everyone accepted that any strategy for housing growth must be planned and implemented in direct tandem with an economic development and employment strategy. Housing and Jobs must go hand in hand.

Town must shake off its dormitory function and create more employment locally. Live-Work units would help to link housing and employment.

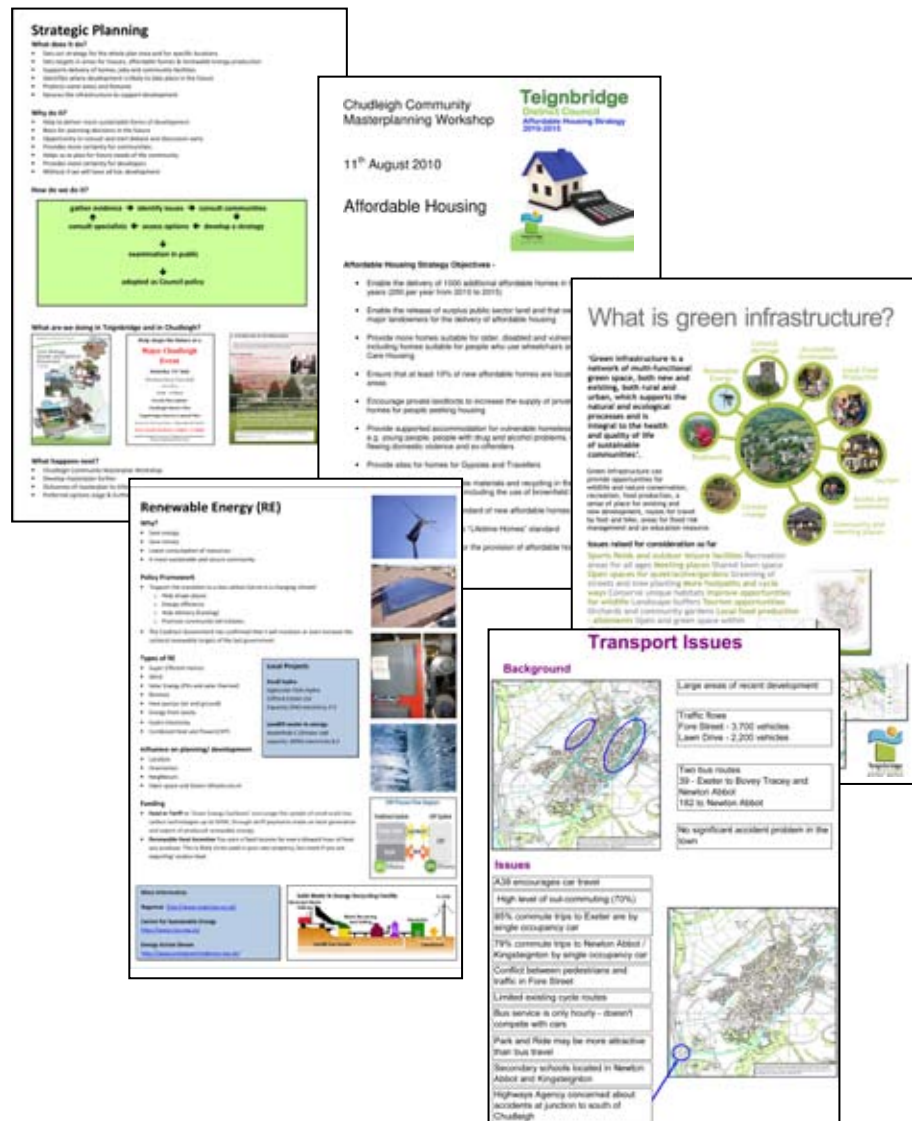
Support for designing new homes to incorporate an 'employment at home' function

Michael McCarthy
CREATING EXCELLENCE/CABE
19 August 2010

Appendix K

Briefing posters from the workshop

Appendix K includes the posters that were used to accompany specialist/technical presentations during the workshop.



Appendix L

Internationally important wildlife: Greater Horseshoe Bats

Chudleigh Caves, to the south of the town, support an internationally important population of breeding and hibernating Greater Horseshoe Bats and as such the caves are designated as a Special Area of Conservation (SAC). All SACs are protected in Europe under the Habitats Directive 1992 and this is transposed into English law through the Habitat and Species Regulations 2010.

In summary, the Regulations mean that development proposals near to a SAC must be subject to increased scrutiny by the relevant local planning department to ensure that the proposals do not affect the special wildlife using the sites.

And where a proposal may have a significant effect on a European site, (either alone or in combination with other plans or projects) the local planning authority are required under Regulation 61 to make an Appropriate Assessment of that plan or project, taking account of the nature conservation objectives of that site. The planning authority should not undertake or authorise the plan or project until they have established (based on the conclusions of the Appropriate Assessment) that it will not "adversely affect the integrity of the European site". Planning authorities can also insist that developments carried out without necessary planning permission are removed.

In practice, for future development in and around Chudleigh, this means that it must be planned and located in a manner that does not affect the ability of the Greater Horseshoe Bats to continue using the caves and also, importantly, does not restrict their access to existing areas of their wider territory that are critical for feeding and foraging. So it is important that development is planned in a way that maintains crucial green space and wildlife corridors that allow this movement through and around the town. Also, since bats are a nocturnal species sensitive to increased light, development near to their habitats and flyways must be careful to avoid disturbance through light pollution.