

## The Ivybridge NDP Vision

Ivybridge, a Friendly Mill town, offering the opportunity for healthy and sustainable lifestyles with a future which embraces its edge of Moor, bridge and riverside location.

### Key Objectives

In order to achieve the vision, the identified, key objectives are:

- A revitalised Town Centre providing the shopping needs and leisure facilities appropriate for a modern market town
- Provision of high quality leisure opportunities including public open space (including allotments), sport and recreation
- Access to a wider range of health services, co-located with voluntary sector and supported housing
- A variety of suitable housing that reflects the age profile of the town
- A highways infrastructure that relieves the pressure on Western Road and enables an improvement in the cycling routes
- Provision of overnight accommodation, ideally a hotel, linking to the walking and sporting ethos of the town
- Sustainable transport options
- A greater range of employment units, particularly for small and medium sized businesses
- Supporting the development of the listed Stowford Mill as a vibrant mixed site contributing to the long term sustainability of the town.

