

# Steering Group - 25<sup>th</sup> May 2016



*A friendly mill town –  
along the river, beside  
the moor – offering  
healthy, creative,  
sustainable future  
lifestyles*

## Ivybridge Neighbourhood Plan

**Draft version**

Produced by the community of Ivybridge, led by Ivybridge Town Council

in partnership with South Hams District Council, Devon County Council,  
and neighbouring Parish Councils





# Preparing the submission plan



## IVYBRIDGE

**A brief recap**

**Main points arising from consultations**

**Key decisions for the Steering Group**

**Preparing the plan for submission**

**Next steps**

***Lee Bray – Planning and Regeneration Consultant***

# A brief recap

- Draft plan published in early July 2015
- Consultation ran for more than 6 weeks
- Display material at the Town Hall and in the Watermark
- A leaflet delivered to every household
- Everything on the website



- A reasonable level of interest and response
- Local community generally in support



# Who responded?



The local community

South Hams District Council

Highways England

Environment Agency

Natural England

N, E and W Devon Clinical  
Commissioning Group

Devon County Council

South West Water

Gladman

Hannick Homes

# Main points from consultations



*The local community generally supported the plan.*

*Key consultees raised changes required to improve the plan.*

*Some respondents fundamentally opposed the plan.*

## **Main points raised:**

1. Compliance and conformity
2. Distinctiveness and brand
3. Extent of town centre
4. Insufficient development
5. Delivery and burden
6. Adequacy of evidence

*These were considered at the last Steering Group meeting.*

# Responding to main points

Point raised	Response
Compliance and conformity	No further support from Planning Aid, but SHDC generally happy.
Distinctiveness and brand	No change to Vision and no 'brand' in the plan, but refine objectives (based on focus groups' aspirations).
Extent of town centre	Last SG meeting felt no change was needed. Is this still the feeling in light of permission at Stowford Mill?
Insufficient development	Maintain town centre focus. There is little scope for major new development sites inside the plan area.
Delivery and burden	The interrelationship with other plans (developments adjoining the plan boundary) is critical.
Adequacy of evidence	Evidence is proportionate for a neighbourhood plan.

# Key decisions for the Steering Group



1. Agree the new set of key objectives.
2. Confirm that there should not be a town 'brand' in the plan.
3. Consider the northerly extent of the town centre area.
4. Consider the housing elements of town centre policies.
5. Should Policy INP6 (Housing and Employment) be deleted?  
*Points 4 and 5 above were raised by SHDC at a recent meeting.*
6. Should delivery of the transport solution by 2021 be deleted?
7. Agree the draft monitoring framework.

# Agree key objectives

## More sustainable travel and movement

- reduced car travel
- increased walking, cycling, rail and bus use
- reduced congestion and pollution
- easier access in and around the town
- improved cycle routes and facilities
- increased in visitors using rail and bus links





# Agree key objectives

## Growth in sporting activities and visitor numbers

- growth in range and availability of sports facilities, in line with the South Hams Playing Pitch Strategy
- increased take-up of sports opportunities
- increase in visitor accommodation, including a new hotel
- increase in visitor numbers and visitor nights
- better promotion and use of parks, open spaces, woodlands and paths for sports and exercise



# Agree key objectives

## Growth in the local economy

- increasing numbers of new local jobs created
- new employment and business premises
- new employment and office space in new housing developments
- new investment in Fore Street's commercial role and vitality



# Agree key objectives

## An enhanced and commercially thriving town centre

- increased retail floorspace and diversity
- new shopping and mixed use developments, including an anchor store
- improved occupation of town centre commercial premises
- increased evening trade
- enhanced public realm and access to the river





# Agree key objectives



## Improved provision of community facilities

- improved information and marketing of community facilities
- a new health and leisure hub, including a 25m swimming pool
- better provision for theatre, the arts and young people
- public art in new developments



# Agree key objectives

## Improving environmental standards and protection

- improving air quality
- improving water quality
- improving range of biodiversity
- better care of historic buildings and public spaces



# Town 'brand'



SHDC have suggested that the plan could include a 'brand' for Ivybridge, aimed at enhancing its success, recognition, prosperity and sustainability.

At the last Steering Group meeting it was felt that, since a clear basis for a town 'brand' had not emerged through the consultations, this should not be included in the plan.

There is no reason why a town 'brand' might not be included in any future promotion of Ivybridge.

**RECOMMENDATION: No 'brand' in the neighbourhood plan**



# The Vision for Ivybridge

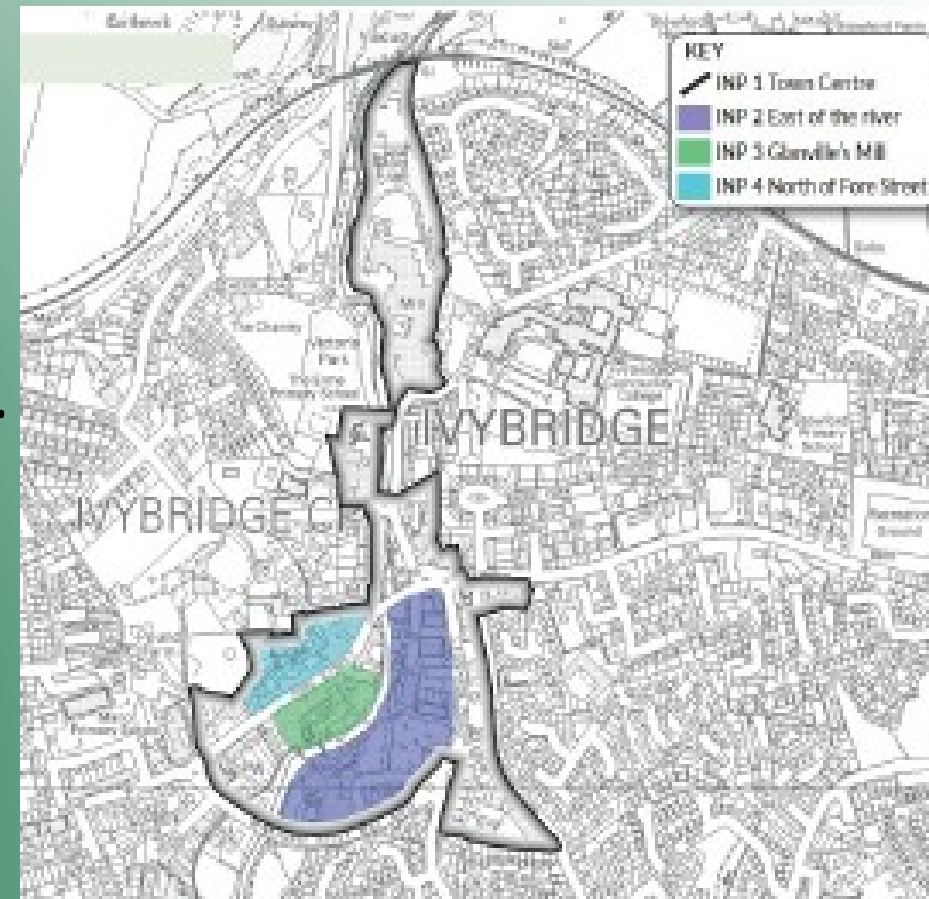


# Extent of town centre area

SHDC again question the northerly extent of the town centre area, saying that re-use and regeneration of Stowford Mill is in any case secured by the planning permission.

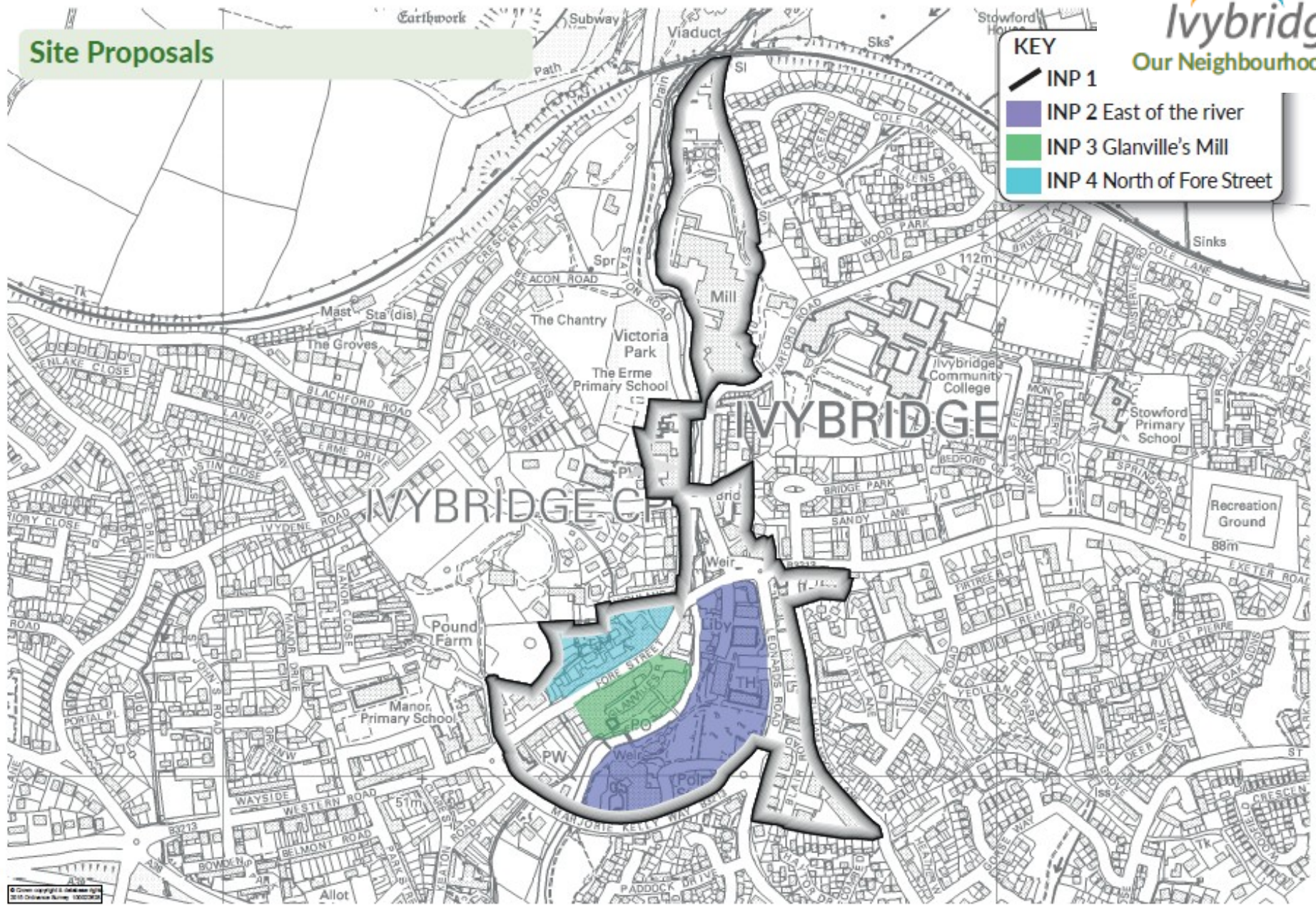
Should the boundary be retracted to exclude Stowford Mill and the adjoining northernmost part?

**RECOMMENDATION: Exclude**









Site Proposals



**KEY**

-  INP 1
-  INP 2 East of the river
-  INP 3 Glanville's Mill
-  INP 4 North of Fore Street



# Housing elements of town centre policies

- SHDC ask whether **INP2** (east of the river) should also propose housing?

*Housing is neither proposed nor precluded.*

**RECOMMENDATION: No change.**

*(based on previous SG decision).*

- SHDC ask whether **INP3 and 4** (Glanville's Mill and North of Fore St) should require housing (as they appear to)?

*Housing has the potential to enhance viability and bring community life into the town centre.*

**RECOMMENDATION: No change.**

# Housing elements of town centre policies

- SHDC asks whether **INP6** (Housing and Employment) adds anything? Should it be deleted?

*SG requested a housing policy since they felt the plan was missing something without one.*

*It adds nothing new to existing local plans and national policies.*

*The local community's response was ambivalent (transport solution needed first).*

*The policy could be left for the examiner to weigh up.*

**RECOMMENDATION: No change.**

# Transport solution

SHDC (and others, including DCC and the Highways Agency) consider it unrealistic and unreasonable to require that the transport solution recommended by the proposed transport study be delivered by 2021 (Policy INP7).

It must be acknowledged that the target given is unrealistic. The policy is strongly challenged. Removing the target may make the policy more defensible.

**RECOMMENDATION: Remove reference to 2021 and set no target date for delivery. *(It may be possible to set a target date in relation to development proposals in the future).***



# Agree monitoring framework



TOPIC	INDICATORS	MEASURES
Transport and Movement	Shift in favour of non-car modes	Traffic counts / numbers of rail and bus passengers
	Reducing air pollution levels	Air quality in Western Road
	Cycling improvements	Length of cycle routes and paths
Sports, Leisure and Tourism	Growth in sports facilities	Audit of sports facilities
	Growth in sporting activity	Clubs and membership
	Growth in visitor accom' and numbers	Visitor bed spaces and visitor nights
Local Economy	Numbers of new local jobs	Local employment records
	New emp' and business premises / emp't and office space in new housing areas	Local planning records

# Agree monitoring framework

TOPIC	INDICATORS	MEASURES
The Town Centre	Increased commercial vitality	Gross retail floorspace
		Number/ gross floorspace of vacant commercial premises
		Increased evening trade
	Enhanced public realm	Area of public space
		River frontage accessible to the public
Community Facilities	Improved provision	Audit of facilities and spaces, clubs and activities
	Improved information and marketing	Number of networks and subscribers
The Environment	Reduced pollution	Air quality in Western Road
		Water quality and ecological status of the Erme
	Enhanced biodiversity	Records of species

# Preparing the plan for submission



- Steering Group decide changes to be made (at this meeting)
- Finalise plan text and maps
- Complete sustainability appraisal and supporting statements
- SHDC graphics team prepares plan format for publication
- Submission to SHDC as planning authority
- Ensure good publicity across the local community
- SHDC arranges for independent examination
- Referendum, followed by adoption of the plan



# Neighbourhood Plan Process

## Getting Started

Clarify why a plan is needed.  
Publicise the intention to produce a plan.  
Identify and contact key local partners.  
Dialogue with the local planning authority.  
Produce a project plan with costings.

## Neighbourhood Area

Determine the neighbourhood area.  
Submit neighbourhood area proposal.  
LPA consults.\*  
LPA approve.

## Neighbourhood Forum

Put together prospective neighbourhood forum.  
Submit forum proposal.  
LPA consults.\*  
LPA determines area.

## Community Engagement & Involvement

Publicity.  
Engage local partners.  
Initial community engagement (broad issues).  
Provide feedback.  
Ongoing community engagement (aims, content, detail).

## Building the Evidence Base

Review existing evidence.  
Identify gaps in evidence.  
Compile new evidence.  
Analysis of evidence.

## Themes, Aims, Vision, Options

Identify key issues and themes.  
Prioritise issues and themes.  
Develop key aims.  
Look at options.

## Writing the Plan

Policies, proposals, site allocations.  
Consider sustainability, diversity,  
equality, delivery.

## Consultation

Consultation on plan.\*  
Amend plan.

## Submission

Submit to LPA.  
LPA publicises.\*

## Independent Examination

LPA appoints examiner.  
Examination takes place.  
Examiner's Report.

## Referendum

Publicise referendum.\*\*  
Referendum.

The plan  
is made

\* Minimum time - 6 weeks

\*\* Minimum time - 25 working days

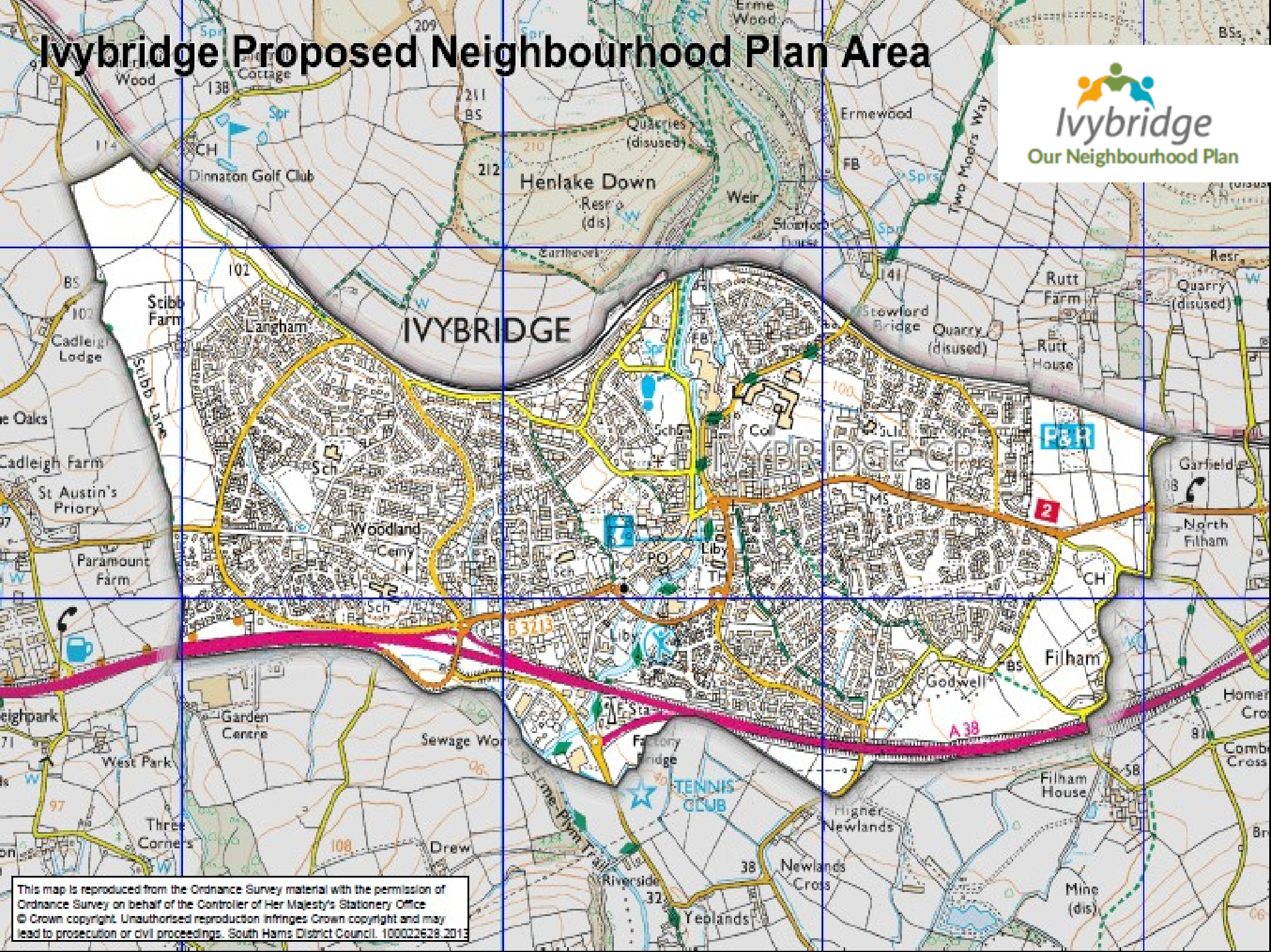
# Reminder of basic conditions for neighbourhood plans



A neighbourhood plan must meet some basic conditions:

1. It must be **appropriate** having regard to national policy
2. It must contribute to the achievement of **sustainable development**
3. It must be in **general conformity** with the strategic policies of the development plan for the area
4. It must be compatible with **human rights** requirements and **EU obligations**

# Ivybridge Proposed Neighbourhood Plan Area



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