

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

# Ivybridge Neighbourhood Plan

**October 2017**

**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



*Ivybridge*  
**Neighbourhood Plan**

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# FOREWORD

1. A Neighbourhood Plan gives a local community the right to shape future development in the area. Ivybridge is a growing town full of potential. We want to be able to grasp every opportunity to help our town to thrive. This neighbourhood plan aims to help that to happen.
2. When the government introduced neighbourhood planning in 2011 Ivybridge Town Council successfully applied to become a Neighbourhood Planning "Front Runner" and received some funding to help the process.
3. The Ivybridge Neighbourhood Plan draws together the hopes and dreams, worries and concerns, and comments and opinions of the local community. It sets out a range of policies and proposals designed to help turn dreams into reality and resolve local issues. It builds on the vision for Ivybridge:

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

4. This is the vision prepared by the local community during 2014-15. It aims to sum up the best of Ivybridge today and in the future. Over the centuries our home town has grown because of its favourable location. Water from the moors powered our mills. Road and rail traffic found a convenient staging post. City dwellers sought happier, healthier lives here. These are still precious assets as our town continues to develop and the plan aims to protect and enhance them.
5. The plan has been produced by a Neighbourhood Plan Steering Group including Town, Parish, District and County Council members, community volunteers and

local representatives from groups. The plan has been drafted on our behalf by Lee Bray (MRTPI), who has drawn our work together into a coherent plan.

6. Once the plan has been made, following a favourable local referendum, the Ivybridge Neighbourhood Plan will form part of the local development plan and be used alongside other local and national planning policies, to help decide where development should take place and what it should be like.
7. I very much hope that you will support the plan and I look forward to seeing it come to fruition.

**Stephen Hitch**  
**Chairman – Ivybridge Neighbourhood Plan**  
**Steering Group**

# 1. INTRODUCTION

1.1 Welcome to the plan for the future of Ivybridge. This is the plan inspired and made by the local community. It's your plan.

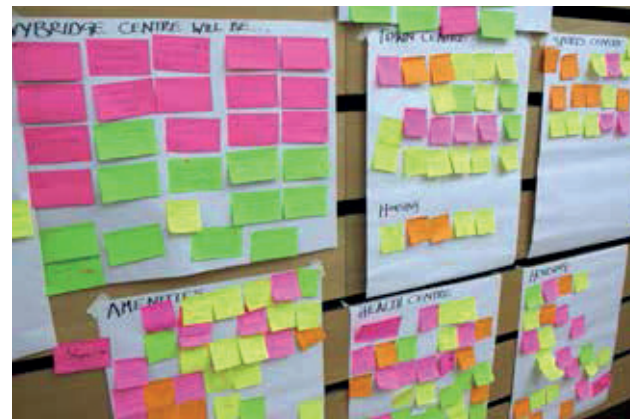
## What is a neighbourhood plan and why do we need one?

- 1.2 A neighbourhood plan gives a local community a greater say over how its area will develop in the future. It is put together by the local community, tested by independent examination and referendum, and ultimately becomes part of the development plan, helping to guide decisions about development in the area.
- 1.3 Ivybridge is a growing town with a wide range of issues and opportunities. Producing a neighbourhood plan means that the local community can

be much more involved in making sure that developments that take place in future are for the good of the town as a whole. The plan reflects local ideas and opinions, aiming to protect the best of the town's heritage, enhance its profile and appearance today, and ensure a healthy and prosperous future.

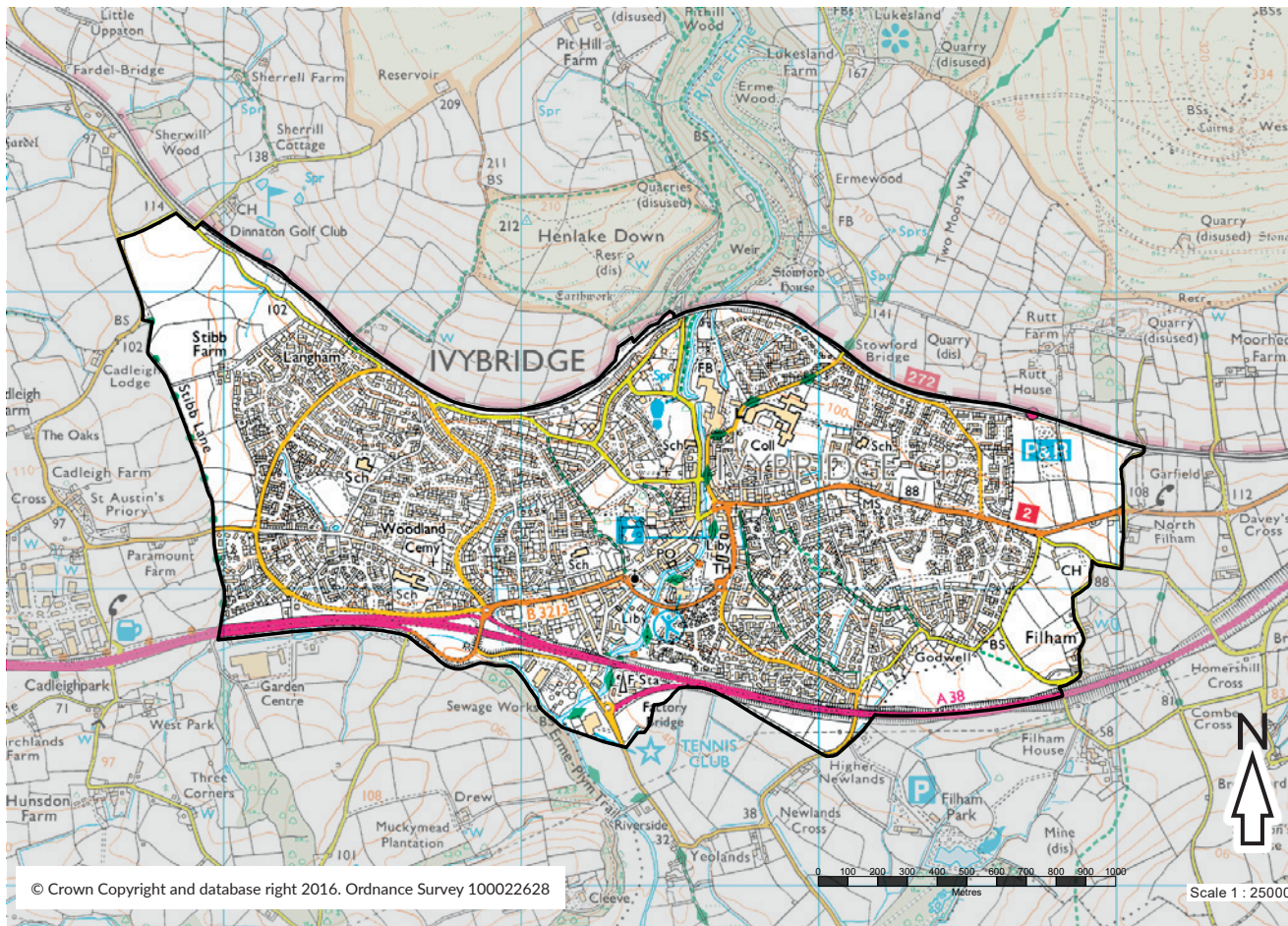
- 1.4 The plan follows a simple structure and is in three main parts. The first part looks at the local context, the second part sets out the aspirations and strategic objectives which have been developed from the community's vision, and the third part sets out the planning policies, which are focussed primarily on the town centre.

Let's make a plan ...





## Ivybridge Neighbourhood Plan Area



## What area does the plan cover?

- 1.5 The plan covers the whole of Ivybridge town and that part of Ugborough parish immediately adjacent to the east where major new developments are proposed in the Ivybridge Site Allocations DPD (February 2011). Its focus is particularly on the town centre and its regeneration, but the plan also looks at the town as a whole, and new developments across Ivybridge will need to contribute to the regeneration of the centre as well as the town's overall well-being.
- 1.6 It is anticipated that future plans for the South Hams will require further growth in and around Ivybridge, and that new areas of development will be required beyond the area of this plan. The plan makes reference to these, but cannot make proposals for change or development outside its area. The involvement of adjacent parishes in the plan process has therefore been both welcome and essential. Indeed, it is in their interests too that Ivybridge should thrive and succeed, and it is hoped that plans for those parishes will therefore contain proposals to complement and mirror this plan.

## How has the plan been prepared?

- 1.7 The plan process has been led by a steering group comprising representatives of the local councils and volunteers from the local community. Widespread public consultation has been carried out, including leaflets delivered to every address in the town. A series of public workshops has been held and focus groups have looked in depth at key topics. The process is shown in the diagram opposite and the Statement of Consultation describes in more detail how the community has been involved.
- 1.8 In 2012 The Prince's Foundation for Building Communities was engaged (as part of the government's "front runner" neighbourhood planning pilot studies) to begin the process. The Foundation ran a series of workshops and exhibitions, producing a report which has helped to inform the plan.

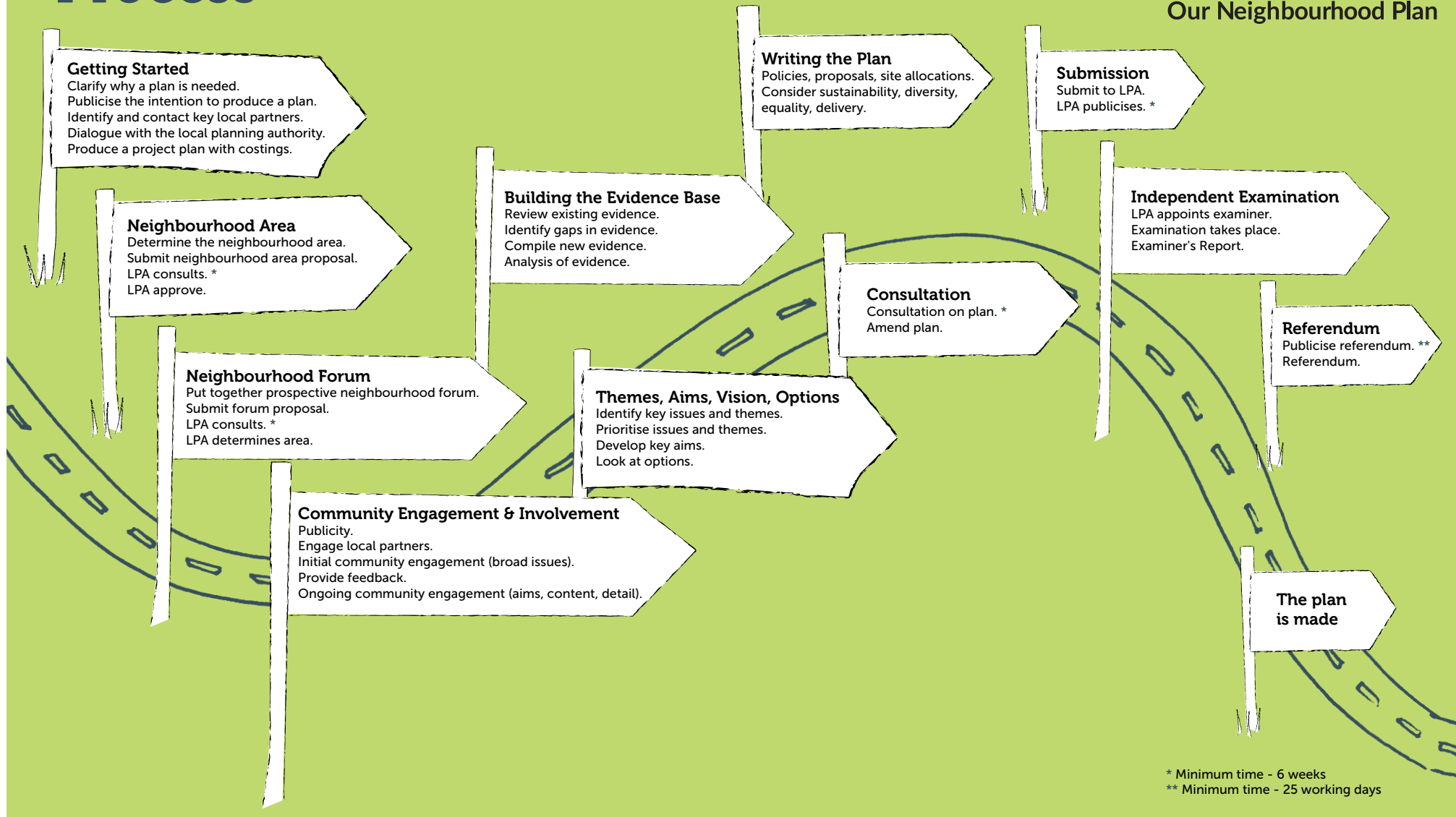
- 1.9 In 2014 Planning Aid facilitated a workshop to begin to take the plan further forward, resulting in a clear project plan and a vision for Ivybridge. Following on from this a planning consultant was engaged to help draw the plan together.
- 1.10 In early 2015 more focused workshops took place to help refine the vision and begin to develop policies and proposals that might feature in the plan. On the basis of all these events and the available evidence the plan was published for consultation for more than 6 weeks that summer.
- 1.11 The plan has been revised in the light of responses received and this is the submission version. It is now in the hands of the local planning authority (South Hams District Council) who will arrange for its examination prior to a local referendum.

## How does the plan relate to other plans for the area?

- 1.12 The plan complies with the National Planning Policy Framework and the adopted plans for the area. In particular it complies with the adopted South Hams Core Strategy (December 2006) and the Ivybridge Site Allocations DPD (February 2011). It is also in compliance with saved policies of the 1996 South Hams Local Plan and the emerging new South Hams Local Plan ('Our Plan') with which it shares the same time horizon (2031 or later).
- 1.13 The plan is neither intended to constrain development already proposed in adopted plans nor to restrain future growth which might be needed to meet the development needs of the area. Rather, it helps to establish a policy framework to enable better coordination of developments with the infrastructure required to support them.
- 1.14 There are also neighbourhood plans being prepared or considered for parishes adjacent to Ivybridge. The plan for Ivybridge aims to correlate with these, and in particular with the emerging plan for Ugborough.



# Neighbourhood Plan Process



## Are there any limits on the plan?

- 1.15 The plan will be put in front of an independent examiner who will judge whether it meets several basic conditions (below). If it does so it will proceed to a local public referendum where over 50% of those voting must support the plan in order for it to proceed
- 1.16 To meet the basic conditions at examination a neighbourhood plan must:

- be appropriate having regard to national policy;
- contribute to the achievement of sustainable development;
- be in general conformity with the strategic policies of the development plan; and
- be compatible with human rights requirements and EU obligations.

## How will the plan be used and who is it for?

- 1.17 South Hams District Council will arrange for the plan to go through formal consultation, independent examination and referendum. When it has successfully completed these stages it will be “made” and become part of the development plan for the area. This will mean that it will be used alongside other local and national planning policies to help make planning decisions and to guide and manage future development in the town.
- 1.18 The plan will be used by South Hams District Council to help guide its planning decisions for Ivybridge. It will be used by planning inspectors (or the Secretary of State) in relation to planning appeals in the town. It will be referred to by decision makers of all kinds – planners, investors, developers, funding bodies, community groups and existing and future residents. Its delivery will be the responsibility of us all.

## What period does the plan cover?

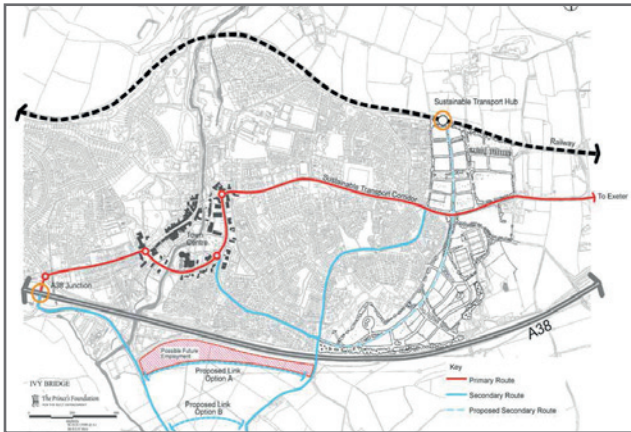
- 1.19 The plan formally covers the same period as that covered by the emerging South Hams local plan - ‘Our Plan’. That plan horizon is to at least 2031 but may be longer. The plan horizon will be the same as that finally chosen for ‘Our Plan’. Specific development proposals it contains relate to that period but its general policies, so long as they remain fit-for-purpose, will continue to apply beyond that date.

### Lions Funday 2015





## Extracts from the Prince's Foundation's Report



## Community Involvement





# 2. IVYBRIDGE IN CONTEXT

## Historic context

- 2.1 Ivybridge is mentioned in documents as far back as the thirteenth century. It became a civil parish in 1894 and a town council was formed in 1977.
- 2.2 The town's origins are strongly tied to the River Erme. The ancient bridge from which it takes its name still stands and was an important river crossing on the coach road between London and the far south west.
- 2.3 Ivybridge was one of several mill towns lying along the southern fringe of

Dartmoor and drawing upon the power of the rivers cascading from the moors. It supported several mills of which the largest, Stowford Mill, was until recently still a working paper mill, drawing on the nearby china clay industry. Its buildings are a prominent feature in the town.

- 2.4 Another dominant feature from Ivybridge's history is the viaduct which carried the Great Western railway. The original railway station was closed in the mid twentieth century but a new station was opened on the eastern fringes of the town as Ivybridge grew and the viaduct still carries the main line to London over the town.

## Growth and development

- 2.5 The population of Ivybridge grew rapidly in the latter part of the twentieth century following its designation for post-war growth. From its village origins, between 1900 and 1950 the population stood fairly steady at between 1,500 to 2,000 people, then from the early 1960's onwards grew rapidly, almost doubling every ten years. In 2011 the Census recorded a population approaching 12,000 and the town continues to grow.
- 2.6 For much of the twentieth century Ivybridge bore the brunt of heavy





traffic, particularly in summer, since the A38 trunk road passed through the heart of the town. In 1973 the A38 dual carriageway was opened, taking through traffic out of the town and allowing scope for the town centre to be improved. A railway station was reopened in Ivybridge in 1994, and new bus services and cycle facilities have also been put in place, all to try to help ease traffic pressures. However, the volume of traffic passing through the town today, albeit local, is approaching that which existed pre-1973.

2.7 Among the developments which have taken place are the Glanville's Mill Shopping Centre, the Town Hall, the Leisure Centre, the Watermark, the town centre relief road, car parks and pedestrian priority.



The Watermark

## Ivybridge today and in the future

- 2.8 Today Ivybridge is an attractive town offering a good quality of life, with a growing reputation for sporting excellence, a successful secondary school with specialisms in sports, science and languages, and a good range of shops and local facilities. It is loved by the people who have chosen to make it their home.
- 2.9 Town centre shops compete with out-of-town shopping at Lee Mill and Endsleigh nearby, and the town's local facilities in general complement major shopping, sports and leisure provision in Plymouth and elsewhere.
- 2.10 The town's heritage, setting and ecology are protected by various designations,



including a conservation area, listed buildings and the adjacent Dartmoor National Park,

- 2.11 The community of Ivybridge want to see the town continue to thrive and become increasingly successful, healthy, creative and sustainable. This plan aims to promote and enable some of the changes that can help to secure the town's future. In particular it seeks to promote town centre regeneration and improved infrastructure provision.



# 3. VISION AND OBJECTIVES

## The Vision for Ivybridge

- 3.1 In November 2014 a workshop took place, facilitated by Planning Aid. The workshop showed a clear desire to establish a more recognisable identity for Ivybridge, embracing sports, health, location and village roots. A new vision emerged to underpin the plan:

### **Ivybridge**

*A friendly mill town –  
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- 3.2 The vision statement for the plan captures something of the best of Ivybridge past, present and future. It aims to promote the town's assets and heritage to help build a healthy and sustainable future. Ivybridge offers everything you need to live happily in and around a small country town – a great place to grow, flourish and prosper.

## Local aspirations

- 3.3 The focus groups which met through early 2015 recorded a series of aspirations for the plan, which can be summarised as follows:

### TRANSPORT AND MOVEMENT

- More sustainable travel and movement, with much more cycling and walking and many fewer car journeys.
- A transportation study to recommend measures to address key issues including:
  - improved access to and junction(s) with the A38.
  - a relief road to address air quality in Western Road and town centre congestion.
  - improved cycling and walking throughout the town, especially along the river corridor and in Western Road.



## SPORT, LEISURE AND TOURISM

- Grow and enhance the town's good reputation for sport.
- Whatever your talent or chosen sport or activity you should be able to pursue it in Ivybridge.
- Encourage sport and exercise particularly among younger and older people.
- Improve facilities for football, rugby, cricket, athletics and swimming, including a 25m pool.
- Increase dual use of school pitches and facilities.
- Promote more visitor accommodation to support town's role as a venue for sport and moorland activities.
- Improve cycle routes and link to those around the town.

## EMPLOYMENT

- Make Ivybridge a place where local jobs are created, especially in marketing and IT.
- Encourage entrepreneurs, creativity, small businesses and the professions.
- Retain vitality and key commercial role of Fore Street.
- New employment sites and satellite businesses around the town.
- All new housing sites to include employment and office space.



## SHOPPING AND THE TOWN CENTRE

- Enhance the town centre and make it more welcoming and attractive.
- Open up the River Erme to view and enhance safer access along the river corridor including bridges, riverside paths and open spaces, seating and lighting, cafes and restaurants.
- Increase retail space and the diversity and quality of the retail offer, including an anchor store.
- Aim for full occupation of town centre premises and create opportunities for evening trade.
- Support proposals to redevelop Glanville's Mill with improved linkage to Fore Street.
- Develop brownfield sites to the rear of Fore Street and in Chapel Place.
- Aim for quality development and shopping at Stowford Mill.
- Expand the core retail area and promote mixed uses in the town centre.
- Outside the town centre provide neighbourhood shops.

## COMMUNITY

- Undertake an audit of community facilities and their availability and maximise their use.
- Improve marketing, information about and co-ordination of community facilities.
- Promote the library as a key place for learning and community groups.
- Improve provision for theatre, the creative arts, youth,
- Promote public art and encourage its inclusion in all new developments.
- Redevelop the leisure centre to improve its offer.
- Increase access to the river with a new waterside square.
- Identify new premises for the Scouts.

## ENVIRONMENT

- Protect the town's precious natural and built environment.
- Protect informal open green spaces and promote improvements to green infrastructure.
- Support measures to reduce the risks or consequences of flooding.
- Protect and enhance biodiversity.
- Support measures to help reduce pollution in the River Erme.
- Protect and invest in the conservation area.
- Conserve and enhance important historic features and natural resources.

## SUSTAINABILITY

- Sustainability is at the centre of all these objectives:
  - Economic sustainability through job creation and increased town centre activity;
  - Social sustainability through support and development of community groups; and
  - Environmental sustainability through travel management and care of natural resources.



## Key Objectives

3.4 The aspirations of the focus groups have been taken as the basis for the plan's 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
- increase in visitors using rail and bus links

### 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 new hotel accommodation
- increase in visitor numbers and visitor nights
- improved promotion and use of parks, open spaces, woodlands and paths for sports and exercise

### Growth in the local economy

- increasing numbers of new local jobs created
- new employment and business opportunities
- new investment in the town centre's commercial role and vitality



### An enhanced and commercially thriving town centre

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

### Improved provision of community facilities

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

### Improving environmental standards and protection

- enhanced air quality in Western Road
- enhanced water quality
- an increased range of biodiversity
- better care of historic buildings and public spaces





# 4. POLICIES AND PROPOSALS

4.1 The plan focuses first and foremost on the town centre with the aim of encouraging and enabling investment and regeneration at the heart of Ivybridge. It sets out a range of policies and proposals designed to help deliver such change.

4.2 The plan also contains a number of policies and proposals which address town-wide issues and concerns, particularly to further improve health and sustainability. Some policies aim to put in place the mechanisms to enable investment in facilities and infrastructure needed for Ivybridge but which lie just outside the plan area.

4.3 The plan complies with the National Planning Policy Framework and the adopted plans for the area. It neither constrains development already proposed in adopted plans nor restrains future growth which might be needed. Rather, it helps to establish a policy framework to enable better coordination of developments with the infrastructure required to support them. It will help to inform and shape further future plans for Ivybridge, and is written so as to work alongside any future Community Infrastructure Levy (CIL) which might be adopted.



## IVYBRIDGE TOWN CENTRE

4.4 A good deal of development has taken place in Ivybridge over recent decades. Opportunities to invest in regeneration of the town centre will contribute towards turning the vision for Ivybridge into reality. In particular, the River Erme is an under-realised asset and the town centre should turn its face towards the river.

4.5 The plan allows for changes which include:

- Redevelopment of land to the east of the river for health and leisure facilities, including new leisure and medical centres coupled with a hotel, restaurant, shops, offices and enhanced open space. Most of the land there is in public ownership, which should enable a coordinated approach. The degree and scale of change is a matter to be determined through further detailed study, but could involve the complete or partial redevelopment of buildings in the area.
- Redevelopment and refurbishment of the Glanville's Mill centre to improve its shopping offer, pedestrian facilities, appearance and success. Again, this may involve complete or partial redevelopment of the area.

- The creation of a town square to provide a key civic space in the town. This should be incorporated in the redevelopment proposals. There is no reason why more than one square might not be provided. Good public spaces are an asset in any community.
- New or improved bridges across the River Erme to provide good, safe access and movement for all around the town centre, and improved maintenance of the banks of the River Erme within the town centre. Residents of and visitors to the town should be able to see and enjoy the river safely.
- The reversal of traffic flow in Fore Street, to give a better impression of the town centre when approaching from Western Road, and improved gateway entrances at either end of Fore Street. The present arrangements give a poor first impression the town centre.
- Scope for redevelopment and/or regeneration of properties to the north of Fore Street, particularly for shopping development, to help restore the vitality of Fore Street, the town's historic main street, and sustain the town centre in general.

4.6 In order to help sustain the regeneration of the town the plan aims to foster a growing retail footprint in the town centre but to limit retail developments elsewhere apart from small scale neighbourhood shops. The character of shopping is changing everywhere, but an attractive high street with a good range of local traders can contribute very significantly to the well-being of a place.

4.7 All kinds of development in Ivybridge should, in line with the plan's priority focus and regardless of whether in the town centre or elsewhere, contribute to town centre regeneration initiatives. For town centre developments this could most appropriately be as a part of the development itself. For developments elsewhere it could be through a financial contribution. Town centre regeneration initiatives could include:

- a quality audit of the town centre to identify opportunities for short and longer term improvements;
- enhanced public realm, including creation of the town square and enhancements to the gateway entrances at either end of Fore Street;
- plenty of safe, convenient, affordable car parking and good public transport;



- informative, attractive and up-to-date street furniture, signs and information, improved lighting and creative public art;
- improved individual shop accesses, appearance, fascias and signage; and
- continued promotion of good local and high-profile events of all kinds.

4.8 The following policies aim to foster and guide such changes.

### **POLICY INP1: Town Centre Regeneration**

- a. Developments which promote the vitality, viability and retail health of the town centre as defined on the Proposals Map are encouraged and will be supported.
- b. The following priorities for improvements to Ivybridge Town Centre have been identified:
  - reversal of the traffic flow in Fore Street, so that it runs from west to east;
  - a town square and enhanced gateway entrances at either end of Fore Street;
  - improved public transport and parking provision;
  - public realm enhancement;
  - conservation and enhancement of historic buildings and features; and
  - support for good local events and community initiatives in the town centre.

New development in the town centre will be required, where appropriate to contribute to the achievement of these priorities either through a Section 106 obligation or through CIL.

### **POLICY INP2: Town Centre land east of the River Erme**

Proposals for the mixed use development of the area east of the river (as shown on the proposals map) will be supported. Any application should be supported by a masterplan which includes proposals for the inclusion of the following uses, subject to viability:

- a. a health and leisure hub
- b. a hotel and restaurant, and
- c. retail and office development.

Any application will be required to demonstrate how the proposal addresses:

- d. creating a safe and attractive environment with enhanced public open space;
- e. creating a better relationship to the River Erme, with improved access to the river including new and/or improved bridges;
- f. improved resistance and resilience to flood risk; and
- g. high quality design with safe and convenient access for all, including no loss of public car parking capacity and suitable parking and servicing arrangements for the development.

### **POLICY INP3: Glanville's Mill Site**

Proposals for the redevelopment and enhancement of Glanville's Mill for mixed use will be supported subject to the following:

- a. the retention of ground floor space and shopping frontages predominantly in retail use;
- b. mixed uses including residential in other parts of the development;
- c. a safe and attractive traffic-free shopping environment;
- d. a better relationship to the River Erme, with improved access to the river including new and/or improved bridges;
- e. improved resistance and resilience to flood risk; and
- f. safe and convenient access for all, including suitable parking and servicing arrangements.

### **POLICY INP4: North of Fore Street**

Proposals for the redevelopment and enhancement of the area on the northern side of Fore Street will be supported subject to the following:

- a. ground floor space and shopping frontages predominantly in retail use with mixed uses (including residential) above; and
- b. high quality design with safe and convenient access for all, including suitable parking and servicing arrangements.





## **What will be the main changes in the town centre?**

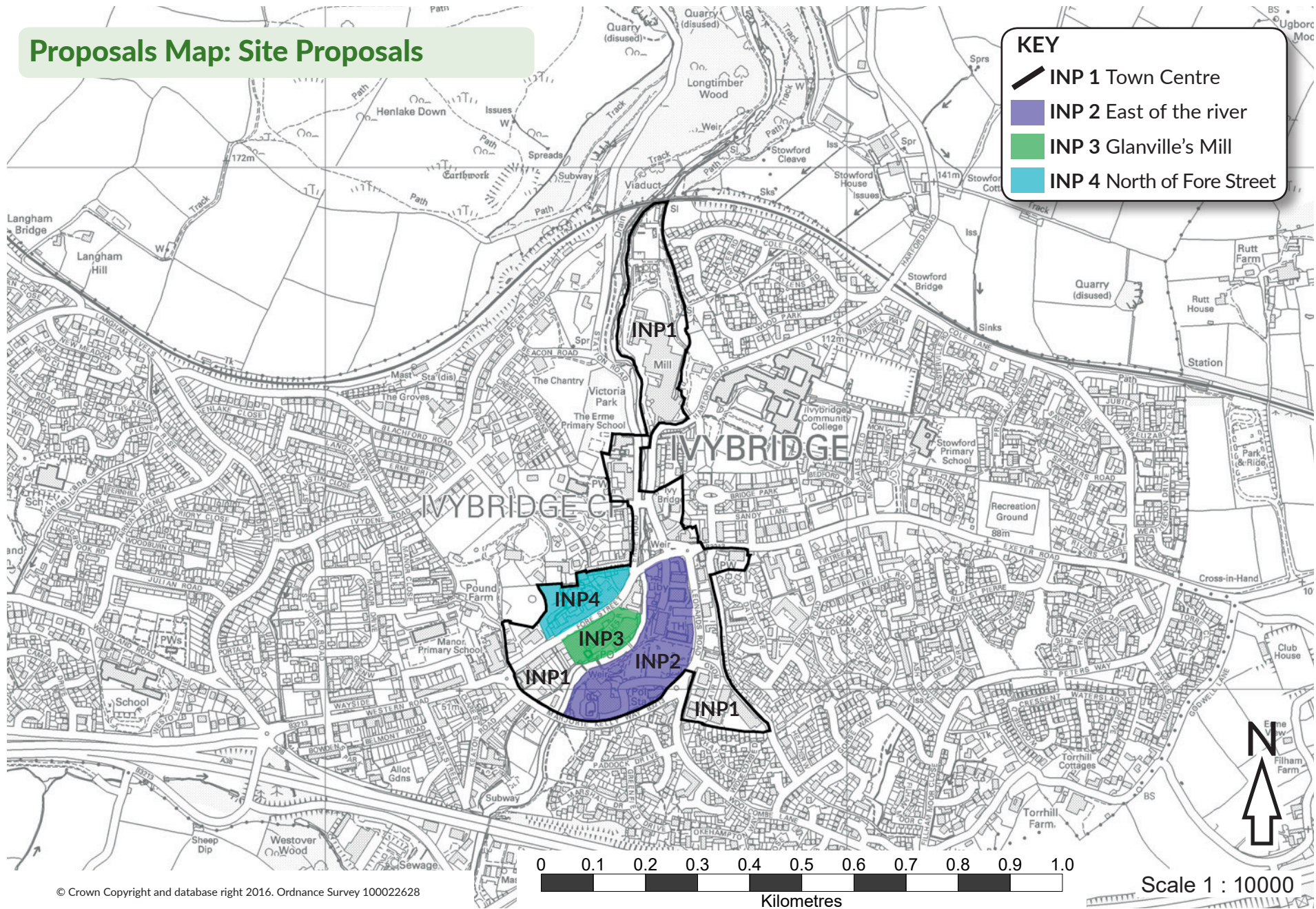
- A better and livelier town centre
- A new health and leisure hub east of the river
- More open and better riverside access
- New shops and better shopping
- Traffic reversed in Fore Street to flow from west to east



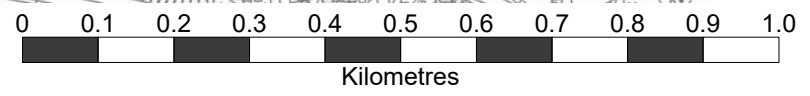
# Proposals Map: Site Proposals

**KEY**

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



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Scale 1 : 10000



## THE TOWN AS A WHOLE

- 4.9 Ivybridge is recognised as a place where residents enjoy a good quality of life. Its location at the edge of the moors and in easy reach of the coast, with good road and rail access to east and west, combined with its sports and leisure facilities, provides plenty of scope for healthy, creative, sustainable living.
- 4.10 As the town has grown its population profile has altered. Whereas in the latter part of the last century Ivybridge had a much younger than average age structure, as its growth has levelled out so the age profile has become more typical and there is a growing need for provision for the elderly.
- 4.11 An audit of existing facilities is required to help establish the full range on offer, identify gaps in provision, and advise on marketing, information and co-ordination. Particular aspirations include better use of the library as a place for learning, improved facilities for the creative arts and for youth, and improved access to the river.

## Community facilities

- 4.12 The range of community facilities which the town supports has increased markedly in recent years. The new Watermark Centre and library are a particular success. As the town continues to grow there will be a need to continue to expand and develop the range of facilities and venues available.
- 4.13 Continuing growth in population and an increasing proportion of elderly people mean a greater need for good local medical and healthcare provision and the plan aims to provide for this alongside new and enhanced sports, leisure and other facilities. A new health and leisure hub is proposed in the town centre east of the River Erme.
- 4.14 In addition to this the plan seeks improvements to community facilities of all kinds, particularly those identified as priorities by the local community, including scope for contribution towards the maintenance and improvement of those which lie just outside the town and plan area boundaries such as at Filham Park.

## Housing and employment

- 4.15 Housing stock in Ivybridge is predominantly post-war. The town expanded most rapidly during the latter twentieth century and many such houses are neither designed for adaptability nor with eco-credentials in mind. This means that there is an increased need to design future homes sustainably and with the scope for adaptation as households' characteristics change over time.
- 4.16 The plan requires that new housing developments are designed to foster well-balanced communities and that homes are affordable, adaptable and sustainable. Development should be to high environmental standards including sustainable measures for insulation, energy generation, waste water, sustainable urban drainage systems (SUDS) and amenity open space. Planting schemes should use native species to support biodiversity.
- 4.17 The plan aims to enable new jobs to be created in Ivybridge, particularly in the town centre but also throughout the town. Major employers and estates nearby provide employment and, whilst drawing some investment away from the town, also add to its resilience. To help build the community's self-sufficiency, new housing developments in Ivybridge should also incorporate or contribute towards employment, office and work space provision.

## Traffic and movement

- 4.18 Traffic volumes in Ivybridge have grown significantly in recent years, to such an extent that peak hour flows in Western Road are now at least as great as they were when that road was part of the A38 trunk route. Air quality in Western Road is poor and worsening, and traffic volumes approaching the town's main A38 junction from the west create hazard with queues forming back onto the trunk road dual carriageway at some peak times.
- 4.19 It is clear that measures are urgently required to address these problems, and the planned growth of the town over the coming years (including what is already contained in existing plans and that which is likely to be proposed in future) adds to the urgency of the situation. Possible solutions might include any or all of the following:
- A re-designed junction with the A38, probably involving two over-bridges in place of the existing single one;
  - A new link road to the south of the A38, linking the town's eastern distributor road system from the underpass to Ermington Road;
  - A new eastern access to the town, involving a major new junction with the A38;

- Improved commuter rail and bus links to Plymouth and Exeter, including Langage and Sherford, and making use of new technology such as smartcards; and
  - New and improved provisions for cycling, including segregated cycle lanes or shared access paths and cycle racks.
- 4.20 In order to determine the best way forward and help to focus and direct funding contributions an expert traffic study is urgently required. The study should establish the basis for an integrated travel plan, identify or confirm what are the key issues, and recommend how they should be tackled, including:
- a preferred design for an improved junction with the A38;
  - a preferred route for a new link road;
  - the best location for any future junction with the A38 to serve the eastern side of the town;
  - optimum means to improve commuting links; and
  - optimum cycling and walking improvements.
- 4.21 The transportation map shows the most significant of the issues and opportunities, for information only.

## Historic and natural environment

- 4.22 The historic core of Ivybridge is centred on the river and the ancient bridge itself and the conservation area lies in this area. The river is also the town's principal natural asset. There are other valuable historic and natural features in and around the town, including listed buildings, open spaces, protected trees and woodlands, watercourses and natural habitats.
- 4.23 The plan aims to ensure that new developments in Ivybridge protect, conserve and enhance all the town's valuable historic and natural assets, including open spaces, woodlands and watercourses, also contributing towards raising public awareness and enjoyment of these features.
- 4.24 The historic and natural environment map shows the most significant of the local assets and designations, for information only.

### **POLICY INP5: Community Facilities**

The following priorities for the provision or enhancement of community facilities for the town have been identified:

- a. improved facilities for football, rugby, cricket, athletics and sport for all;
- b. a 25m swimming pool;
- c. improvements at Filham Park;
- d. measures to support increased dual use of school facilities;
- e. improved provision for young people;
- f. improved facilities for the creative arts; and
- g. improved cycle routes and links to national routes around the town.

New development in Ivybridge will be required, where appropriate and where the requirement arises directly from the proposed development to contribute to the above priorities through a Section 106 obligation or through CIL, in accordance with adopted standards.

### **POLICY INP6: Housing and Employment**

All new dwellings should be designed to meet and if possible exceed the latest adopted government housing standards.

Proposals for developments of 10 or more dwellings should include:

- a. a travel plan including an air quality assessment to address the need for improved air quality management in Western Road; and
- b. the provision for mixed uses, including employment, offices, work space, affordable homes, and accessible homes, where appropriate and viable.

### **POLICY INP7: Traffic and Movement**

Development proposals for Ivybridge should be supported by a Traffic Impact Assessment or Transport Statement relevant to the scale of the proposal. For major development this should include:













- details of the impact of the proposal upon the highway network within the plan area; and
- an air quality assessment and where necessary appropriate mitigation measures.

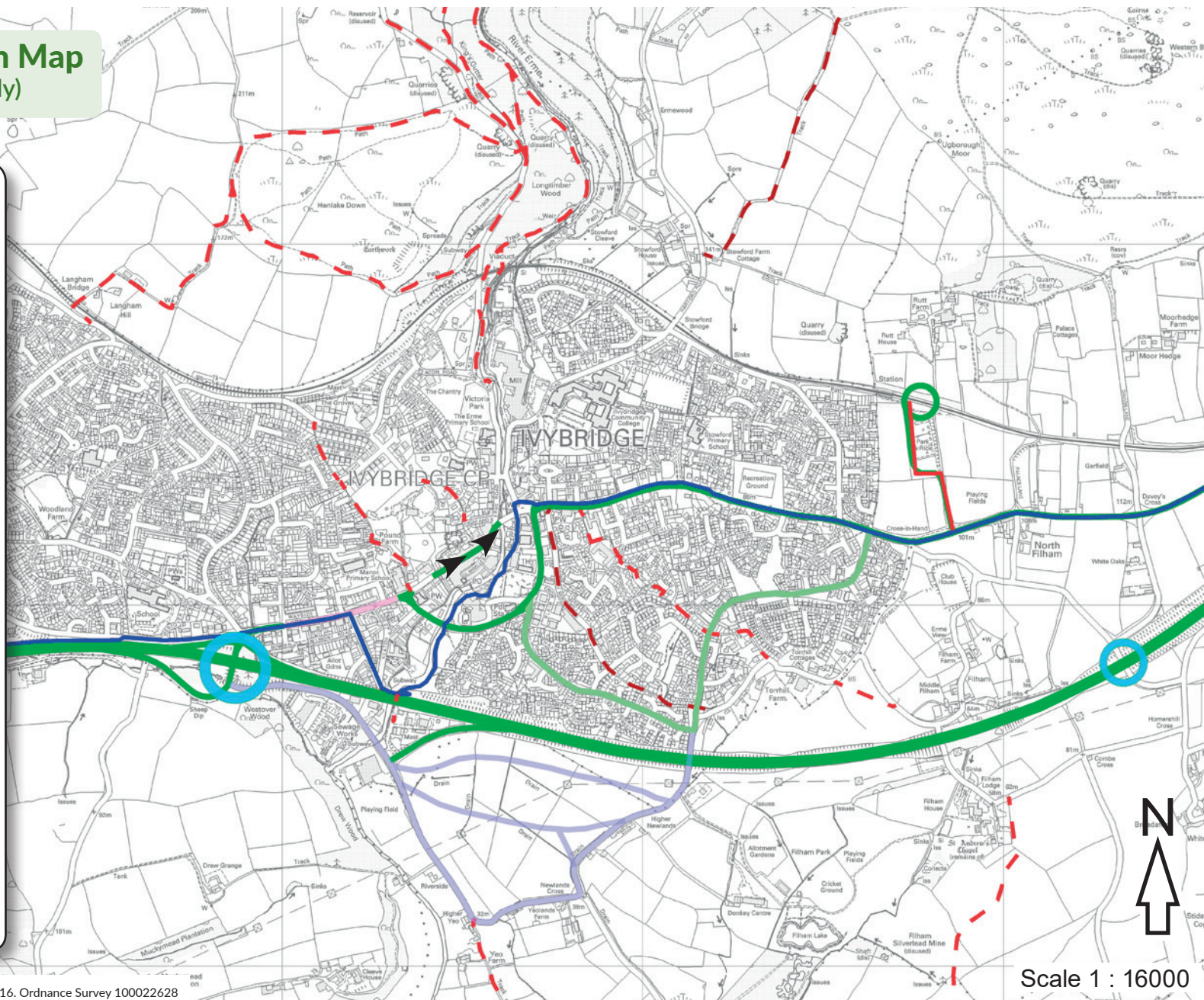
Proposals, where possible to include and/or improve cycling and walking opportunities throughout the town, especially along the river corridor and in Western Road, including provision of cycle racks.



# Transportation Map (for information only)

## KEY

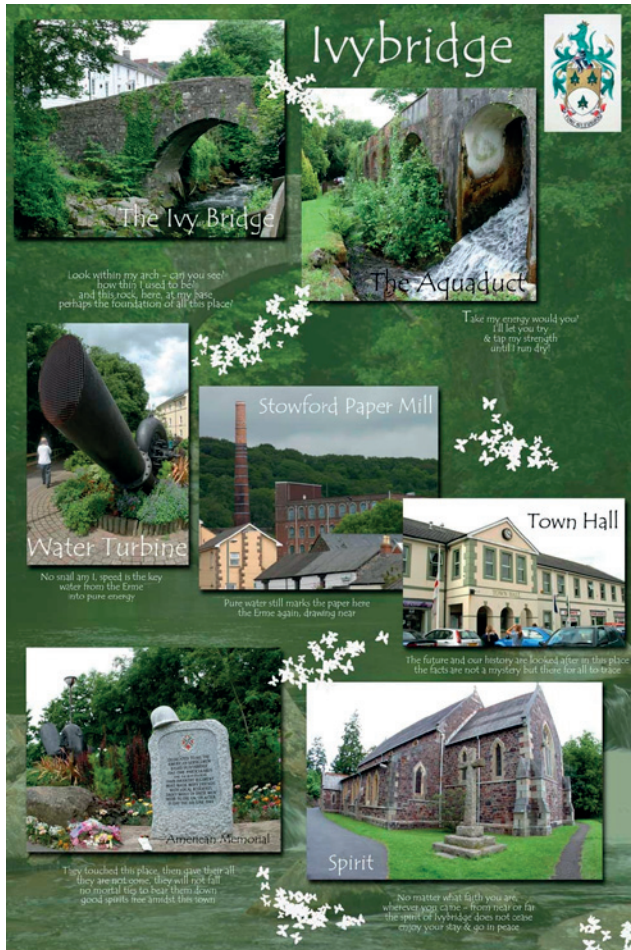
-  Mainline railway
-  Ivybridge station and Park & Ride
-  Primary Route (A38 Trunk road)
-  Possible new / improved junctions with A38
-  Secondary route
-  Air quality issues
-  Alternative routes for new link road
-  Change direction of traffic flow in Fore Street
-  National Cycle Network (NCN)
-  NCN link
-  Bridleway
-  Footpath



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Scale 1 : 16000





## POLICY INP8: Historic and Natural Environment

- a. New developments should demonstrate how the town's important and locally significant historic features and natural environmental assets will be respected, conserved and enhanced in accordance with National Policy and include proposals to improve interpretation and access to enhance their enjoyment by the public.
- b. Proposals to develop the open spaces identified on page 27 will not be supported other than where the proposals are directly associated with their management, maintenance and enhancement. Management of such areas should promote biodiversity.
- c. Water quality in the River Erme and other watercourses will be protected. Proposals for new developments affecting the River Erme should demonstrate how the proposals protect and enhance the Erme's ecological status and should, where possible include open space adjacent to watercourses.

## What will be the main changes across the town?

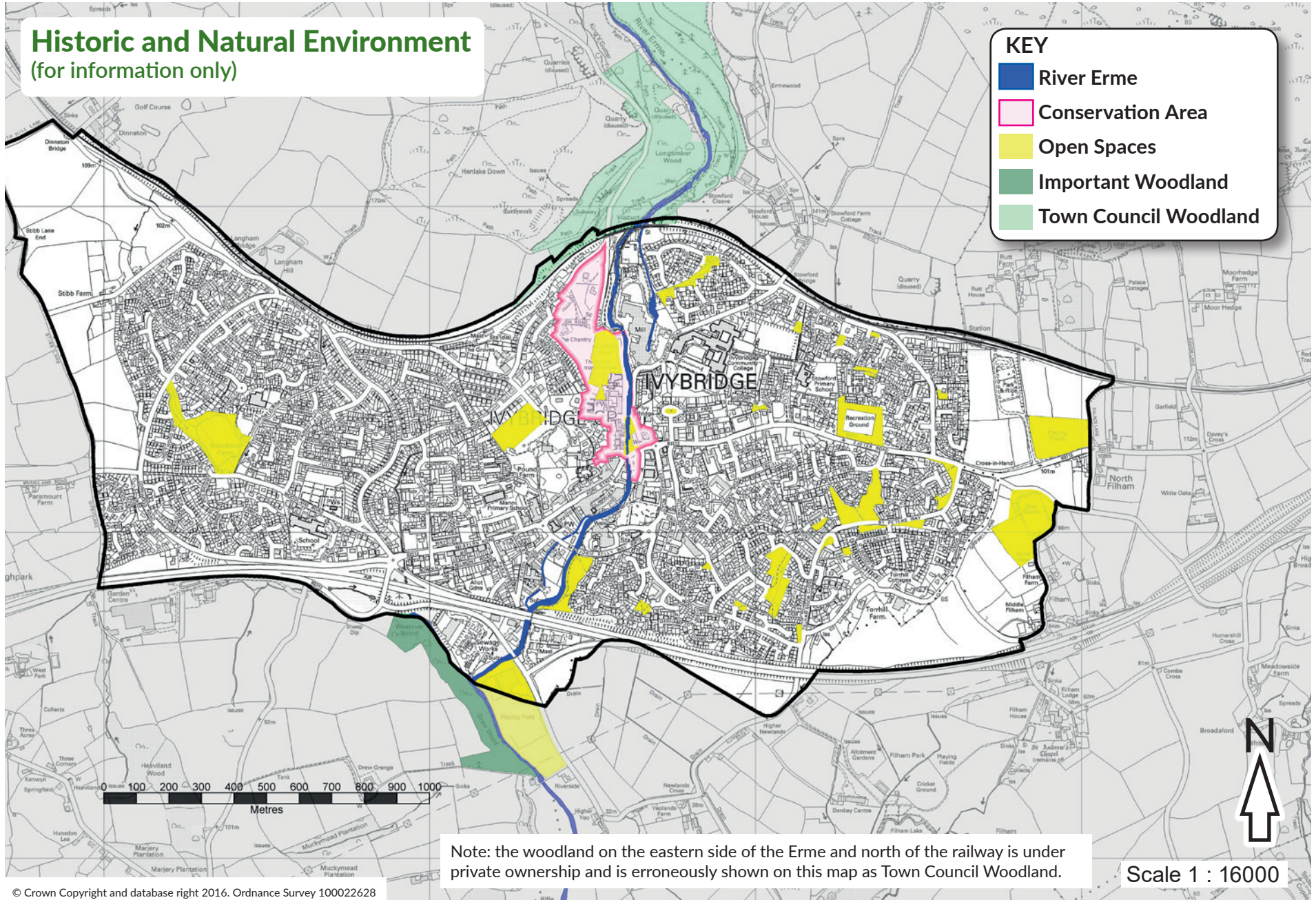
- Better health, sports, arts and leisure facilities
- More open public spaces, squares and river access
- More quality and affordable homes
- More job opportunities
- Traffic and transport improvements by 2021
- Improved quality of life



# Historic and Natural Environment (for information only)

**KEY**

- River Erme
- Conservation Area
- Open Spaces
- Important Woodland
- Town Council Woodland



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Note: the woodland on the eastern side of the Erme and north of the railway is under private ownership and is erroneously shown on this map as Town Council Woodland.

Scale 1 : 16000



# 5. DELIVERING THE PLAN

5.1 Many of the plan's proposals will only happen with private sector investment, but this does not remove Devon County, South Hams District and Ivybridge Town Councils or other public bodies from their responsibilities for infrastructure and services. The plan's policies aim to steer and shape development, but it is expected that developer contributions will be gathered through S106 agreements, Community Infrastructure Levy or similar order to address any specific mitigation required by any new development the broader impacts of development.

5.2 The policies of this plan and the South Hams Local Plan will be complementary, together providing a firm platform for all parties to cooperate in promoting, enabling and delivering beneficial developments and improvements of all kinds. Conformity between plans will be key to unlocking funds to support this plan's delivery, and it is hoped that Devon County, South Hams District and Ivybridge Town Councils will take a proactive role in this regard.

5.3 Once the Neighbourhood Plan is formally adopted by South Hams Council it will become part of the local development plan. This means that it will be a material

consideration in the determination of planning applications. The Council will therefore assess development proposals against the objectives of the Neighbourhood Plan alongside the Local Plan and any related implementation plan to ensure that the aspirations of the community are being met.

5.4 Monitoring may require the plan to be reviewed in due course to keep it up-to-date and relevant. A monitoring framework is suggested to help judge the effectiveness of the plan's policies. Any formal amendments to the plan will have to follow a similar process as was used to prepare the original plan.



# APPENDICES

## Appendix A: EVIDENCE BASE

Document	Authors	Date	Source
<b>COMMUNITY BASED EVIDENCE</b>			
Ivybridge Community Plan, including leaflet and exhibition boards	Prince's Foundation for Building Communities, for Ivybridge Town Council	December 2011 – March 2012	<a href="https://drive.google.com/file/d/0B0tFnG3oBkyBbWJHNOJmUzBzNjg/edit">https://drive.google.com/file/d/0B0tFnG3oBkyBbWJHNOJmUzBzNjg/edit</a> and <a href="https://drive.google.com/file/d/0B0tFnG3oBkyBWVhUdzRFNVhxQWM/edit">https://drive.google.com/file/d/0B0tFnG3oBkyBWVhUdzRFNVhxQWM/edit</a>
Ivybridge Town Plan	Ivybridge Town Team (Chair: Gary Streeter MP)	December 2013	<a href="http://www.ivybridge-devon.co.uk/town-team.htm">http://www.ivybridge-devon.co.uk/town-team.htm</a> and <a href="http://www.ivybridge-devon.co.uk/town-team/pdf/201312-ivybridge-town-plan.pdf">http://www.ivybridge-devon.co.uk/town-team/pdf/201312-ivybridge-town-plan.pdf</a>
Ivybridge Town Plan – presentation	Gary Streeter MP	25th October 2013	<a href="https://drive.google.com/file/d/0B0tFnG3oBkyBQmtWN0tPVHdwU2c/edit?pli=1">https://drive.google.com/file/d/0B0tFnG3oBkyBQmtWN0tPVHdwU2c/edit?pli=1</a>
Sports and leisure	Ivybridge Sports and Leisure Group	Ongoing	
Ivybridge Town Council website – homepage and future plans page	Various	Various	<a href="http://www.ivybridge.gov.uk/home">http://www.ivybridge.gov.uk/home</a> and <a href="http://www.ivybridge.gov.uk/local-information/planning/future-plans">http://www.ivybridge.gov.uk/local-information/planning/future-plans</a>
Plans for Stowford Mill	Burrington Estates	2015	<a href="http://www.stowfordmill.com/">http://www.stowfordmill.com/</a>
Ivybridge Community and Visitor Resource Site	Ivybridge community	Updated regularly	<a href="http://www.ivybridge-devon.co.uk/index.html">http://www.ivybridge-devon.co.uk/index.html</a>

Document	Authors	Date	Source
<b>DISTRICT BASED EVIDENCE</b>			
South Hams Local Development Plan documents	South Hams District Council	Various	<a href="http://www.southhams.gov.uk/article/604/Strategic-Planning">http://www.southhams.gov.uk/article/604/Strategic-Planning</a>
South Hams Development Plan – evidence base webpage	Various – for South Hams District Council	Various	<a href="http://www.southhams.gov.uk/article/1885/Evidence-Base">http://www.southhams.gov.uk/article/1885/Evidence-Base</a>
Ivybridge Town Centre Retail and Leisure Study	Peter Brett Associates for South Hams District Council and Ivybridge Town Council	May 2013	<a href="http://www.southhams.gov.uk/CHttpHandler.ashx?id=6299&amp;p=0">http://www.southhams.gov.uk/CHttpHandler.ashx?id=6299&amp;p=0</a>
South Hams and West Devon Draft Playing Pitch Strategy and Needs Report	Neil Allen Associates for South Hams District and West Devon Borough Councils	January 2015	<a href="http://www.westdevon.gov.uk/CHttpHandler.ashx?id=12785&amp;p=0">http://www.westdevon.gov.uk/CHttpHandler.ashx?id=12785&amp;p=0</a> and <a href="http://www.southhams.gov.uk/CHttpHandler.ashx?id=17156&amp;p=0">http://www.southhams.gov.uk/CHttpHandler.ashx?id=17156&amp;p=0</a>
Strategic Housing Market Needs Assessment	GVA for South Hams District Council	July 2013	<a href="http://www.southhams.gov.uk/article/4333/Strategic-Housing-Market-Needs-Assessment">http://www.southhams.gov.uk/article/4333/Strategic-Housing-Market-Needs-Assessment</a>
Housing Position Statement	South Hams District Council	March 2014	<a href="http://www.southhams.gov.uk/CHttpHandler.ashx?id=9084&amp;p=0">http://www.southhams.gov.uk/CHttpHandler.ashx?id=9084&amp;p=0</a>
Land Availability Assessment	South Hams District Council	Ongoing	<a href="http://www.southhams.gov.uk/CHttpHandler.ashx?id=10581&amp;p=0">http://www.southhams.gov.uk/CHttpHandler.ashx?id=10581&amp;p=0</a>
Facilitating Economic Growth in South Hams and West Devon	JOHT Resources for South Hams District and West Devon Borough Councils	May 2014	<a href="http://www.southhams.gov.uk/CHttpHandler.ashx?id=10899&amp;p=0">http://www.southhams.gov.uk/CHttpHandler.ashx?id=10899&amp;p=0</a>
South Hams Green Infrastructure Plan	South Hams District Council	April 2015	<a href="http://www.southhams.gov.uk/greeninfrastructure">http://www.southhams.gov.uk/greeninfrastructure</a>
Sports and Leisure Strategy	South Hams District Council	Currently being prepared	<a href="http://www.southhams.gov.uk/article/1589/Leisure-Sports--Outdoor-Spaces">http://www.southhams.gov.uk/article/1589/Leisure-Sports--Outdoor-Spaces</a> and <a href="http://www.southhams.gov.uk/OSSR">http://www.southhams.gov.uk/OSSR</a>
Air Quality and 2013 Progress Report	South Hams District Council	2013	<a href="http://www.southhams.gov.uk/article/1978/Air-Quality">http://www.southhams.gov.uk/article/1978/Air-Quality</a> and <a href="http://www.southhams.gov.uk/CHttpHandler.ashx?id=1200&amp;p=0">http://www.southhams.gov.uk/CHttpHandler.ashx?id=1200&amp;p=0</a>
Strategic Flood Risk Assessment Level 2 – Kingsbridge, Ivybridge and Salcombe, Appendix A	Scott Wilson for South Hams District Council	2009	<a href="http://www.southhams.gov.uk/CHttpHandler.ashx?id=2727&amp;p=0">http://www.southhams.gov.uk/CHttpHandler.ashx?id=2727&amp;p=0</a>
Brief for Stowford Mill	South Hams District Council	2013	<a href="http://www.southhams.gov.uk/CHttpHandler.ashx?id=6528&amp;p=0">http://www.southhams.gov.uk/CHttpHandler.ashx?id=6528&amp;p=0</a>



Document	Authors	Date	Source
<b>COUNTY BASED EVIDENCE</b>			
Joint Strategic Needs Assessment – Town Profile: Ivybridge 2016	Devon County Council	April 2016	<a href="https://www.google.co.uk/url?sa=t&amp;rct=j&amp;q=&amp;esrc=s&amp;source=web&amp;cd=5&amp;cad=rja&amp;uact=8&amp;ved=0ahUKEwj5n5qp_srPAhWjCcAKHROfA0EQFgg0MAQ&amp;url=https%3A%2F%2Fdevoncc.sharepoint.com%2Fsites%2FPublicDocs%2FPublicHealth%2F_layouts%2F15%2Fdownload.aspx%3Fguestaccesstoken%3DRWTC026nmtHrV9MMK5H9zmfL%252Byxi5kJgfe%252BhIN2AU%253D%26docid%3D073d13542a05b4e7fbff6fc10f10621a8&amp;usg=AFQjCNHR06iloM2SeTwY37dXbejeBhE29A">https://www.google.co.uk/url?sa=t&amp;rct=j&amp;q=&amp;esrc=s&amp;source=web&amp;cd=5&amp;cad=rja&amp;uact=8&amp;ved=0ahUKEwj5n5qp_srPAhWjCcAKHROfA0EQFgg0MAQ&amp;url=https%3A%2F%2Fdevoncc.sharepoint.com%2Fsites%2FPublicDocs%2FPublicHealth%2F_layouts%2F15%2Fdownload.aspx%3Fguestaccesstoken%3DRWTC026nmtHrV9MMK5H9zmfL%252Byxi5kJgfe%252BhIN2AU%253D%26docid%3D073d13542a05b4e7fbff6fc10f10621a8&amp;usg=AFQjCNHR06iloM2SeTwY37dXbejeBhE29A</a> and <a href="https://www.google.co.uk/url?sa=t&amp;rct=j&amp;q=&amp;esrc=s&amp;source=web&amp;cd=6&amp;cad=rja&amp;uact=8&amp;ved=0ahUKEwj5n5qp_srPAhWjCcAKHROfA0EQFgg6MAU&amp;url=https%3A%2F%2Fdevoncc.sharepoint.com%2Fsites%2FPublicDocs%2FPublicHealth%2F_layouts%2F15%2Fdownload.aspx%3Fguestaccesstoken%3DtAPX4fzLnSJ2hH44yl2BHnxXc%252BVdztXvEVUF9l0O%252FRY%253D%26docid%3D018f5666be124469ab11e3a09539f90d6&amp;usg=AFQjCNF-gHJemigW_yWoi-8iZEzKhZTpYQ">https://www.google.co.uk/url?sa=t&amp;rct=j&amp;q=&amp;esrc=s&amp;source=web&amp;cd=6&amp;cad=rja&amp;uact=8&amp;ved=0ahUKEwj5n5qp_srPAhWjCcAKHROfA0EQFgg6MAU&amp;url=https%3A%2F%2Fdevoncc.sharepoint.com%2Fsites%2FPublicDocs%2FPublicHealth%2F_layouts%2F15%2Fdownload.aspx%3Fguestaccesstoken%3DtAPX4fzLnSJ2hH44yl2BHnxXc%252BVdztXvEVUF9l0O%252FRY%253D%26docid%3D018f5666be124469ab11e3a09539f90d6&amp;usg=AFQjCNF-gHJemigW_yWoi-8iZEzKhZTpYQ</a>
Ivybridge town profile portrait	Devon County Council	2011	<a href="http://www.devon.gov.uk/ivybridgeupdate.pdf">http://www.devon.gov.uk/ivybridgeupdate.pdf</a>
Devon and Torbay Local Transport Plan 3, 2011-2026	Devon County and Torbay Councils	April 2011	<a href="http://www.devon.gov.uk/ltp3">http://www.devon.gov.uk/ltp3</a>
Traffic and Movement data	Devon County Council		<a href="https://new.devon.gov.uk/roadsandtransport/traffic-information/data-in-devon/">https://new.devon.gov.uk/roadsandtransport/traffic-information/data-in-devon/</a>
Environment and landscape data	Devon County Council		<a href="https://new.devon.gov.uk/navigation/environment-and-landscape/">https://new.devon.gov.uk/navigation/environment-and-landscape/</a>
School rolls and projected capacities	Devon County Council	Updated termly	<a href="https://new.devon.gov.uk/educationandfamilies/school-information/education-statistics">https://new.devon.gov.uk/educationandfamilies/school-information/education-statistics</a>
<b>NATIONALLY BASED EVIDENCE</b>			
Population and Census data	ONS	2011 (and earlier)	<a href="http://www.ons.gov.uk/ons/guide-method/census/2011/index.html?utm_source=twitterfeed&amp;utm_medium=twitter">http://www.ons.gov.uk/ons/guide-method/census/2011/index.html?utm_source=twitterfeed&amp;utm_medium=twitter</a>
Local Government Boundary Review 2014	Local Government Boundary Commission	2014	<a href="https://www.lgbce.org.uk/current-reviews/south-west/devon/south-hams-fer">https://www.lgbce.org.uk/current-reviews/south-west/devon/south-hams-fer</a>

## Appendix B: MONITORING FRAMEWORK

1. A simple monitoring framework will help to measure the effectiveness of the plan's policies. The support and involvement of other authorities and agencies will be necessary in order for monitoring to be carried out.
2. The framework includes some of the indicators and measures that can help to monitor the plan. Many of these are already collected on a regular basis by the responsible bodies. Some are likely to be gathered by local organisations. Others may depend upon the agreement and support of bodies such as Devon County Council, South Hams District Council and the Environment Agency.
3. Frequency of monitoring will vary, but it will be good practice to assess and report on the performance of the plan's policies at least every 3 years.

TOPIC	INDICATORS	MEASURES
Transport and Movement	Shift in favour of non-car modes	Numbers of rail and bus passengers
	Reducing levels of congestion	Traffic counts
	Reducing air pollution levels	Air quality in Western Road
	Cycling improvements	Length of cycle routes and paths
Sports, Leisure and Tourism	Growth in sports and leisure facilities	Audit of sports and leisure facilities
	Growth in sporting and leisure activities	Clubs and membership
	Growth in visitor accommodation and numbers	Visitor bed spaces and visitor nights
Local Economy	Numbers of new local jobs	Local employment records
	New employment and business premises	Local planning records
	Employment and office space in new housing developments	
The Town Centre	Increased commercial vitality	Gross retail floorspace
		Number/ gross floorspace of vacant commercial premises
		Car parks usage
		Footfall
		Level of 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 in and ecological status of the Erme (in line with the Water Framework Directive)
	Enhanced biodiversity	Records of species





[www.ivybridge.gov.uk/local-information/neighbourhood-plan](http://www.ivybridge.gov.uk/local-information/neighbourhood-plan)  
Email - [townclerk@ivybridge.gov.uk](mailto:townclerk@ivybridge.gov.uk)

 [www.facebook.com/IvybridgeTC](http://www.facebook.com/IvybridgeTC)

