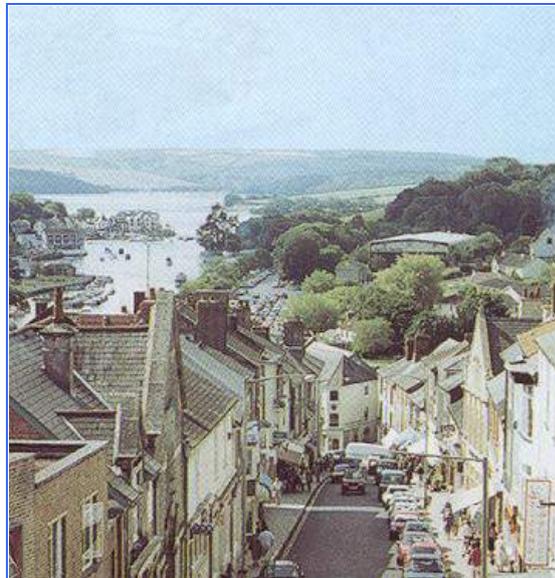


Kingsbridge Feasibility Study

**Kingsbridge & Salcombe
Area Partnership**

Baseline Review

August 2003



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Kingsbridge and Salcombe Area Partnership

Kingsbridge Feasibility Study

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1. Introduction

Sandover Associates with engineers Scott Wilson and Economic Planners Roger Tym and Partners have been appointed as consultants to the Kingsbridge & Salcombe Area Partnership. The commission will produce a Strategic Study of the Land Use in Kingsbridge and will help inform the Partnership and the community on future planning strategy and decisions. In summary the study will provide:

- A strategic overview of Kingsbridge- its local and sub-regional context
- An appreciation of the opportunities and constraints
- Land use, transport and economic strategies
- Illustration of the strategy
- Proof of engagement of the community
- Consultation with the statutory authorities (DCC and SHDC)
- A delivery strategy outlining both the statutory planning process and the physical funding and procurement mechanisms needed.

This study will not be able to deliver change unless there are strong linkages between each aspect of the work (i.e. one element cannot be progressed in isolation) To achieve this we believe the study must deliver a binding physical vision for Kingsbridge. This vision should cover:

- A comprehensive overview of the transport opportunities and linkages.
- Review pedestrian and open space linkages.
- Firmly establish projects identified or supported by KSAP into the plan.
- In line with the underlying principles of mixed use-more comprehensive employment, housing, environmental and community projects into the heart of Kingsbridge but with clear linkages out to relocated activities on the outskirts of town.
- Establish links with the emerging SHDC and County proposals that inform and make proposals for amendments to the Deposit Version of the Local Plan currently under review.

The study involves four stages covering:

1. Baseline Review
2. Strategic Studies
3. Proposals
4. Action Plan

This first stage Baseline Review covers a review of existing documentation and development of background audit reports. The audits cover:

- Strategic design/planning/urban design overview of the town
- Transport Overview-pedestrian and vehicle movements, car parking;
- Economic overview-viability and, economic and social sustainability;
- Environmental Sustainability overview.

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2. Historical Context

The Kingsbridge area has been inhabited since prehistoric times. By the Bronze Age there were significant settlements in the area. First mention of the modern town (Cinges bricge) was in the 10th century the settlement linking the two royal estates of West Alvington and Chillington (hence it's name). In fact the town is based on two medieval towns Kingsbridge and Dodbrooke originally ¼ mile apart. The settlements were centres for trade and commerce established on ancient route ways to the head of the estuary.

A market was granted in 1219 and Kingsbridge obtained borough status by 1238. Few of the town's earliest buildings remain, notable ones include:

- The tower of St Edmund's Church – 13th Century
- Parts of the Shambles in Fore Street- 16th Century
- The Old Grammar School (now the Cookworthy Museum)-17th Century

Traditional trades in the area include farming (dairy, meat, wool, grain and apple orchards), fishing, shipbuilding, quarrying (stone and slate) and foundries. Since the middle ages there has been an annual fair starting on 20th July (St. Margaret's Day)

When the Abbot of Buckfast founded Kingsbridge he built a corn mill at the head of the estuary powered by the tide and the leats running down the sides of the town. There remained a mill in Mill Street first for corn, then wool, and then back to corn until 1967.

Although Kingsbridge dominated the head of the estuary the town did not have a water frontage within its boundary. The quays to the west were in West Alvington and to the east were in Dodbrooke.

A brief chronology of some of the events in the town include:

- 13thC Abbot of Buckfast founded Kingsbridge
- 1310 Kingsbridge ordered to construct ships for Edward II
- 1414 St. Edmunds Church gained status as a Parish Church
-
- 15th C. Thomas à Becket's Church built
- 1617 The Quakers Hall (now the Roman Catholic Church) built
- 1640 Kingsbridge Society of Baptists formed
- 1670 Kingsbridge Grammar School founded (now the Cookworthy Museum)
- 1773 Kings Arms opened
- 1773 Great monthly market started
- 1796 The Shambles built
- 1798 First mail coach reached Kingsbridge
- 1811 The National School established
- 1820 Thomas family established the Devon Ropery in Ropewalk
- 1824 The Kings Arms became the town's main coaching inn
- 1837 Date's boatyard at New Quay opened
- 1843 Tithe Map produced for Dodbrook
- 1850 Town Hall and Clock built
- 1853 The Gospel Hall (now Kingsbridge Evangelical Church) built
- 1890s Ilbert Road built
- 1893 Kingsbridge Railway Station opened
- 1894 Kingsbridge Urban District Council formed
- 1898 Old Cottage Hospital built
- Until 19th C. Woollen Mills operated in Kingsbridge
- 1912 Dates boatyard closed
- 1922 Dodbrook's sheep and cattle market closed and the new market in Ropewalk opened
- 1928 South Hams Hospital opened Cottage hospital closed

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- 1931 New Grammar School opened in Kingsley Road
- 1937 The Old Workhouse closed
- 1943 Lidstone's Foundary bombed
- 1963 Kingsbridge Railway Station closed
- 1967 Mill in Mill Street closed
- 1974 Town Council instituted
- 1984 Tor Quarry (the last local quarry) closed
- 1986 West Cookworthy Relief Rd. constructed

The population of Kingsbridge has seen a steady increase over the last 30 years with significant housing development sites such as at Saffron Park, Westville and most recently on the Kingsbridge Community College Lower School site. Kingsbridge now has a population of about 6,000.

Copies of Ordnance Survey records of 1886 and 1906 together with Tithe Map produced for Dodbrook of 1843 have been studied. Copies of the OS Maps are included in this report the latter could not be copied. A review of these maps indicates some clear development patterns:

- The town has been traditionally constrained by natural topography and field patterns/ boundaries; most recent developments have gone beyond these;
- The traditional townscape was one of a dense street pattern with active street frontages
- The quayside and market (s) have always been the focal point of the town;
- Current employment sites are located on traditional employment/ industrial uses;
- Many of the traditional pedestrian routes/linkages are now cut off.

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3. Planning Context

3.1. Regional Guidance

The Regional Planning Guidance (RPG 10) covers regional policies for the South West (September 2001) prepared by Government Office South West. There are no specific policies relating to Kingsbridge however the guidance pays specific emphasis on the importance of Market Towns as centres for business, employment and provision for housing opportunities in Rural Areas. Policy SS 19 is specifically relevant to Kingsbridge:

Market towns should be the focal points for development and service provision in the rural areas and this role should be supported and enhanced.....Local Authorities in their development plans should:

- *locate development to support the rural areas primarily in market towns, identified and designated in development plans through a balanced mix of homes, jobs, services and facilities suitable to the scale and location of such settlements;*
- *adopt policies which support the re-structuring of the rural economy and the provision of jobs that satisfy local needs;*
- *set out policies for supporting sustainable farm diversification schemes which help to maintain the viability of the agriculture sector and rural economic vitality;*
- *promote improved and integrated public transport communications and service delivery and support innovative community based solutions to public transport and communications, in order to increase access to jobs housing and facilities;*
- *limit housing growth in market towns near large urban areas where it would fuel commuting rather than meet local needs.*

RPG 10 Policy SS19

Regional guidance also calls for quality in the built Environment and emphasises the need for the towns to be attractive places to live in drawing on nation thinking reflected the Urban White Paper:

The sustained success of urban areas will be predicated upon four central principles:

- *Getting the design and quality of the urban fabric right;*
- *Enabling towns and cities to create and share prosperity;*
- *Providing the quality services people need;*
- *Equipping people to participate in developing their communities.*

Our towns and cities: the future Urban White Paper DETR November 2000

Government within the reform of the planning process is planning to strengthen the arrangements for preparing regional strategies and ensure that they provide a strategic policy framework within which new emerging Local Development Frameworks and local transport plans can be prepared. This will result in the future replacing RPGs with new Regional Spatial Strategies (RSSs)

The Sustainable Communities Plan proposes a substantial shift in responsibilities to the region for the use of housing resources. In future, regional priorities will determine how available resources should be allocated to best meet the needs of the region. The regional plan sets out proposals for implementing Sustainable communities: Building for the future in the South West. It highlights actions to address housing, planning and neighbourhood renewal issues.

3.2. A review of the Planning System

Government is proposing a fundamental reform of the development plans system, abolishing structure plans, local plans and unitary development plans and replacing them with a new single level of plan known as a Local Development Framework and consist of:

- a statement of core policies setting out the local authority's vision and strategy throughout its area;

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- more detailed action plans for smaller local areas of change, such as, town centres and neighbourhoods undergoing renewal; and
- a map showing the areas of change for which action plans are to be prepared and existing designations, such as conservation areas.

An action plan could cover:

- Area master plans - comprehensive plans for a development area.
- Neighbourhood and village plans - setting out how the distinctive character of a neighbourhood, village or parish is to be preserved, the location of any new development and the design standards to be applied. They should also identify the key services and facilities.
- Design statements - setting out the design standards and related performance criteria for an area or type of development.
- Site development briefs - setting out detailed guidance on how a particular site is to be developed.

It is hoped that this study would help inform SHDC on what is required of an action plan for Kingsbridge.

Government propose that the Local Development Framework should contain a Statement of Community Involvement, setting out how the community should be involved in both the continuing review of the Framework and in commenting on significant planning applications. The Statement will set the standard for good practice in engaging those with an interest in proposed development.

3.3. National Planning Policy Guidance (PPG)

The following national guidance should be considered in the context of Kingsbridge's future land use:

PPG1 sets out the Government's approach to planning; it states that sustainable development, mixed use, and design quality are the three key themes that under pin their approach to planning.

PPG3 relates to housing and the need to meet the needs of the whole community it encourages authorities to consider change of use to housing for land previously reserved for employment, but the government view is that too many authorities continue to reserve an excess supply.

Two important proposed amendments to PPG 3 were announced recently the first would put new pressure on planning authorities to release land designated for industrial and commercial use for housing development unless there is a convincing case not to, while the second would bring down the site thresholds on which affordable housing can be demanded. In rural areas the proposal is that sites could be allocated solely for affordable housing. - **In fact SHDC already prescribes below the government proposed threshold figure (with Affordable housing needed for all SHDC sites over .2 ha or 5 homes)**

PPG 4 relates to industrial and commercial development and small firms it seeks to ensure that development plans take into account locational demands of business and wider environmental objectives, thus endeavouring to reduce the detrimental affect of adverse vehicle movements.

PPG 6 relates to town centres and retail development emphasising the importance of a plan led approach to promoting development in town centres. A sequential approach to selecting sites for development of retail, employment, leisure and other key town centre uses.

PPG 13 relates to transport stating the importance of an effective transport system to the local and nation economy. It advocates *"planning land use and transport together in ways which will enable. ...less need to travel"*

PPG 15 relates to the identification and protection of historic buildings, conservation areas and other elements of the historic environment.

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3.4. The Devon Structure Plan

Kingsbridge is identified in the Structure Plan, as an area of Development Constraint recognising that significant new development would have an adverse effect on the natural environment and the transport infrastructure. The plan does however recognise that the area does have specific local needs to serve the existing population. These are elaborated further in the Local Plan.

3.5. The Local Plan

Planning policies for Kingsbridge are addressed within the South Hams Local Plan. The plan produced in January 2002 is at Deposit Plan Stage and covers the period from 1995 to 2011. The Local Plan incorporates the broad county -wide policies contained in documents such as the Devon Structure Plan. The Local Plan has been subject to the formal public consultation process and is subject to a revision later this year. In the past the timing of Local Plan drafts has mirrored the timing of the plan for Plymouth, this has enabled both areas to develop complimentary policies. In view of the emerging changes at national level it is uncertain at this stage whether the revised Deposit plan will follow its previous form as a Local Plan or follow the emerging Local Development Framework (LDF) guidance (however Plymouth has decided to follow the new LDF route).

In the Local Plan Kingsbridge is recognised as a Market Town and as an Area Centre whereas Salcombe and the Stokenham / Chillington area are recognised as Local Centres. The plan recognised that Kingsbridge is surrounded by various nation and local landscape designations such as: Area of Outstanding Natural Beauty, Coastal Preservation Area and Area of Great landscape Value.

The type of development where there is a recognised need include:

- Affordable housing
- Employment sites to address local needs
- Transport improvements-enhanced walking and cycling routes, improvements to public transport, and enhanced accessibility.

Specific proposal in the Local Plan include:

Housing

- 150 new home of which 100 should be affordable on sites at Hurrell Road, West of Trebble Park and the councils former depot at Manor Park (as part of a mixed use development). The sites at Hurrell Road and Trebble Park extend the built up area of Kingsbridge in areas designated as Areas of Outstanding Natural Beauty (AONB)

Economy

- Protection of the town's existing employment sites such as at Hurrell Road, Station Yard, Garden Mill, Newbridge Quarry and Embankment Road.
- Provision of 4.5Ha.new employment land at Tor Quarry
- Encouragement of mixed-use development at Union Road, thus keeping the area for employment (classes B1 and 2) but introducing other complementary uses such as residential.
- Intensification of employment uses at Newbridge Quarry
- Inclusion of employment (B1) as part of a residential development of the Manor Park Depot site.

Shopping and Tourism

- Definition of an area where new shopping development would be acceptable (Central Shopping Area – CSA) this focuses on Fore Street.
- Promoting environmental enhancements within the CSA

Supermarket

- The local plan accepts the principle of a food retail development (Class A1) on a site between Fore Street and Cookworthy Road. The proposal must include at least 300 public car parking spaces.

Tourism

- Recognition that tourism plays an important part in the town's economy and commercial profile
- Recognition that there is little serviced holiday accommodation within the town (although no specific policies to address this)

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Transport

Within the DCC Local Transport Plan the strategy (repeated in the LP) includes:

- Improved road safety; -greater priority to pedestrians in Mill Street and Fore Street
- Enhanced pedestrian and cycle provisions-including cycle links to Salcombe and Marlborough that will include a footpath/cycle route from Archery Close to West Alvington Hill;
- Improved public and community transport from the bus station-including better passenger facilities;
- Better understanding of transport issues;
- Providing intermodal access to those using the Community College;
- Improved pedestrian access generally through the town in particular between the hospital/health centre and bus station
- Improved road access to Kingsbridge.

Car Parking

- Alternative car parking provision for any lost within development proposals –such as the Supermarket and the Head of the Estuary.

Community Facilities

- Development of educational, community and recreational purposes within the community college site- this work has already been progressed;
- Additional sports pitches and associated facilities to the west of the town proposed in the vicinity of Hurrell Road.
- A community building including a hall within the Head of the Estuary area.
- A woodland cemetery.

Head of the Estuary

The Local Plan recognises the need for the Quay area to contribute greater to the setting of the town and be a major resource for this part of the district. The Local Plan also states that the area should be planned in a comprehensive manner. Proposals include:

- Public open space with acceptable leisure and recreation uses;
- Public car parking;
- Housing and/or commercial development;
- Community facilities including a hall;
- Environmental improvements;

Any development will be required to:

- Incorporate continuous public access to the quay;
- Be of a high standard of design;
- Provide safe and convenient pedestrian and movements;
- Commercial development should help fund the community benefits.

Environmental Improvements

The following areas are identified for environmental improvements with financial assistance from developers of adjacent properties:

- Fore Street, Mill Street, Prince of Wales Road;
- Union Road employment/ mixed use area;
- Fore Street car park / Cookworthy Road and any future supermarket use

Discussion with Officers of SHDC confirmed that the above generally continues to be the stated planning policy for the area. The community supports many of the proposals however objections have been lodged on proposed residential sites, and in some cases alternatives have been suggested.

It is recognised that there is a local need for affordable housing but that the location of future sites on the edge of the urban area presents considerable problems. SHDC are keen through their policies to explore (in line with PPG 3) options for mixed use within the Union Road employment sites.

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There is also recognition at SHDC that environmental improvements, improved transport and pedestrian linkages and relocation of environmentally compromising industries to Tor Quarry are very important to the future of Kingsbridge. However it is also recognised that such improvements cannot be achieved without sufficient funding through grants and private sector contributions.

3.6. Housing Policy

Much of the recent new housing development that has taken place has been on a variety of infill sites within the town boundaries. A substantial area of Council-owned land has been developed at Westville for low cost housing and other areas of land within this area have been developed by a housing association and self-build group. (Local Plan, Deposit, Jan 2000)

The Local Plan identifies a need for more affordable housing within the Kingsbridge area, a desire which has also been expressed by the local community in the town. Whilst the district wide Housing Needs Survey predicted a significant shortfall in the provision of affordable housing to meet the needs of the local community the Local Plan states that planning to meet the predicted shortfall would far exceed the provisions of the Structure Plan and cause unacceptable damage to the Kingsbridge area.

Despite this imbalance in provision figures however the Local Plan does acknowledge that there is a shortage of affordable housing and therefore requires provision of affordable housing on any site over 0.2ha. In terms of provision within Kingsbridge the Plan states that in the region of 150 affordable houses on new sites in the Kingsbridge Travel to Work Area should be provided within the plan period.

Affordable housing is a key element of the **South Hams Community Strategy 2002-6**. This document is a recent publication and has been developed after extensive consultation with local people in each of the key towns within the District.

The document notes the high average house prices in comparison to the relatively low-income levels of the local population and the above average number of second home properties within the area. The Housing Register listed over 1600 households seeking affordable housing within South Hams in January 2000. Within Kingsbridge, 197 households are seeking accommodation. Of these, 58 are seeking 1 bed properties, 38 2 bed and 37 3 bed dwellings. A further 57 are seeking sheltered accommodation.

To address these issues, the document identifies a number of strategies including securing sustainable levels of affordable housing for local people and meeting the needs of the local workforce and enabling key public sector workers to be recruited into the area. Increasing the supply of housing in rural villages is a further objective.

The **Urban Capacity Study for South Hams (SHDC Nov. 2001)** shows that there is potential (unconstrained housing capacity of 594 homes in the Kingsbridge area in the next 15 years) but this requires significant changes in perception:

- Higher densities at 50 units / ha
- Sub-division of existing housing
- Flats over shops
- Redevelopment of existing housing (where it is found deficient)
- Looking at previously developed, vacant derelict land or buildings
- Intensification
- Conversion of commercial buildings
- Development of vacant land not previously developed

If the perception is not changed the number will reduce from 594 to 153 homes

3.7. Emerging Proposals

There are a number of proposals that will have an impact on the future land use and appearance of Kingsbridge. The Development Control section of SHDC Planning Service have advised us of the following emerging projects are being considered:

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- Redevelopment of Kings Market for residential, retail and office use
- Redevelopment of Quay Garage for residential and retail
- Residential development on the Ropewalk of 10 homes
- Extension of employment uses at Higher Union Road
- Redevelopment site adjacent to Wills Marine on the Promenade for residential and retail-consent granted.
- Various proposals to introduce residential units above and behind shops in Fore Street
- Extension of Somerfield Supermarket
- New supermarket off West Cookworthy Road.

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4. Urban Design and Land Use

4.1 Background

Traditionally the settlements of Kingsbridge and Dodbrooke clung to the route ways to the head of the estuary, the surrounding hills provided shelter. The steep slopes were gradually built up in a complex and small-scale way creating a dense and visually dramatic heart to the town served by a network of paths and narrow roads. A number of the small pathways no longer link the town, those that do could in many cases be made more attractive and inviting.

Fore Street and the Quayside are very special and give Kingsbridge its distinctive and memorable character but there are problems:

- There is traffic congestion and severance of easy routes for pedestrians; this is particularly severe, in deed dangerous over the summer months;
- There is conflict between servicing of employment uses and other uses;
- Car parking although essential to the town dominates it and compromises potential for quality leisure and walking spaces;
- With the exception of the dramatic views on arrival in the area there is little to celebrate the arrival of the town. Once in the town there is little to celebrate this either. Easy access to car parking is confusing and problematic.
- At the bottom of the town the town square although a great asset could be expanded to create a more important place.
- At the top of the town there are no spaces to stop and enjoy the historic environment.
- The shops and cafes open on to poor quality public streets that do little to promote them.

4.2 Conservation

SHDC are preparing a Conservation Appraisal for of all the historic towns in the District. For Kingsbridge this will not be available for at least 9 months. The extent of the conservation area is illustrated in this report. Many buildings within and outside the conservation area are listed although without the Appraisal it is likely that there are other buildings that require listing. In the absence of a clear appraisal it is left to the Cookworthy Museum to be the main local source of records of the town's historic environment. Building that are noted by English Heritage in their record of National Monuments (www.imagesofengland.org.uk) include:

- Quay House
- The Shambles Fore Street
- 4-32,42-84,92, 100-126, 130-136 (even) Fore Street
- The Ship and Plough Inn
- The Anchor Hotel
- 7-51,75-109, 115 (odds) Fore Street
- Redford Court (formerly the Retreat)

Without question the future land use strategy for a historic town like Kingsbridge should be respectful of and driven by its historic context and setting. We would urge the early completion of the Appraisal as an essential tool for future development. We would also encourage the establishment of a local group,(such as a Civic Society) to promote conservation of the town's historic assets. (Our apologies if one already exists)

4.3 Buildings and Public Realm

We believe that a great effort (and funding) is required to lift the quality of the built environment in Kingsbridge in particular:

- A coherent and consistent policy over the public realm, this means form of pedestrian priority measures (not pedestrianisation), the materials for road and pavement surfaces, street furniture to be used' signage and interpretation.
- The quality design of retail leisure and community facades around the town square and at the top of town (at the entrance to the Fore Street Car park) must be addresses in particular on sites about to be developed;

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- There must be more activity around the quayside to link the various community functions in the town-town square, leisure centre, the tourist information centre, civic offices and buildings
- New buildings must all be seen to reinforce the quality of the built environment.

4.4 Land use-changes

Within the Draft Local Plan there is pressure to expand the town for new housing out into the Area of Outstanding Natural Beauty. We believe there is greater potential for intensifying land uses within the existing built envelope of Kingsbridge. Such potential for intensification (such as for affordable housing) can only be facilitated by the following actions:

- Freeing up the designation of employment land to accommodate mixed use (as at Union Road) incorporating housing;
- Providing financial/grant assistance to those employment uses that would be more suitably located at Tor Quarry. Thus freeing up sites for mixed use.
- Resisting the reallocation of employment sites for solely housing, thus losing in town employment land and changing the emphasis away from affordable housing towards market value housing.

4.5 Working with the landscape

Notwithstanding the above the natural constraints on development in Kingsbridge will remain under pressure. Working with the landscape will significantly improve any future development and help create buildings and places, which fit well into their context or contribute to Kingsbridge in a positive way.

Developments can respond to the shape of the land, the waters edge, the form of the wider area and its functional context will help create a unique design for each development. Working with the sites can also help mitigate against environmental impacts- siting buildings into the landscape may screen it from wider views and avoid piercing the line of natural ridges.

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5. Transport and Civil Engineering Overview

5.1 Road Transport

The rail link to Kingsbridge from the main line at South Brent was removed many years ago and the town is reliant on the road network for access.

The town is at the crossroads of the A379, which links Dartmouth and Torcross to Plymouth, and the A381, which links Totnes to Salcombe. A number of minor roads also feed the town. All main routes converge at the head of the estuary.

The major flow to and from the town is likely to be from the north with three main options available. None of the routes is ideal.

From west to east these are:

- (i) The A379/A381 from Palegate Cross. This is the preferred route and links directly with the recently constructed inner town bypass along Cookworthy Road. Between Palegate Cross and Cookworthy Road there are two lengthy sections where the carriageway is of insufficient width for a central white line. There is continuous evidence of the hedgebanks being eroded through contact from vehicle wheels and reports of congestion due to the meeting of large vehicles. It is understood that the County Council are intending to carry out work this financial year to carry out widening along this section of road.
- (ii) The B3196 from Coombe Cross. This route is signed for light vehicle use only and contains narrow and steep sections.
- (iii) The ex A381 from Stumpy Post Cross, Ledstone Cross and Belle Hill contains narrow sections and has an awkward junction with Fosse Road. It leads into Church Street which has a tight junction with Belle Vue Road and sharp bends beyond Ebrington Street.

Industrial / Commercial areas are scattered throughout the town requiring penetration by goods vehicles for servicing.

5.2 Walking / Cycling

The major focus for pedestrian activity is the area around The Quay and the retail/business area up Fore Street. The former coincides with the convergence of the main traffic routes. The volume of traffic using Fore Street detracts from the environment and congestion caused by illegal or inconsiderate parking adds to the problems.

There are 4 Zebra Crossings:

- Prince of Wales Road
- Duncombe Street
- Church Street/BelleVue Road
- Embankment

There 2 Puffin Crossings

- Cookworthy Road/Barnfield Walk
- Cookworthy Road/Higher to Lower Union Road

There is one Pelican Crossing

- Promenade

There is one pedestrian footbridge (with steps only)

- Fosse Road/Belle Hill

There are no cycle paths or public cycle parking facilities.

The following areas have been identified where conditions for pedestrians should be improved:

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- Fosse Road pedestrian footbridge requires ramped approaches to cater for parents with pushchairs that are accompanying young children to the Primary School. The at-grade crossing of Belle Hill is particularly difficult due to the road alignment. A scheme to introduce waiting restrictions at the junction is included in the County Council Local Area Programme for 2003/2004.
- Prince of Wales Road requires a formal pedestrian crossing close to the roundabout junction with Fore Street.
- Cookworthy Road, at the pedestrian crossing point linking Hurrell Road to Church Steps, requires a formal crossing.
- A section of footway is required along the south side of the access road to Cookworthy Road car park between Cookworthy Road and the access to the car park.
- A visibility improvement is required for pedestrians crossing the access road to the Cookworthy Road car park to the east of the car park access.
- A dedicated pedestrian route is required through the Fore Street car park.
- The footways at the southern end of Fore Street are of insufficient width.
- The footway alongside the Ropewalk is discontinuous.
- The footway along the south side of Duncombe Street is discontinuous.

5.3 Public Transport

5.3.1 Bus

The bus services illustrated provide public transport access to and from Kingsbridge. They all call at the bus station on The Quay.

A service provided for walkers on the Coastal Footpath was withdrawn 3 years ago. There is no public transport to the local beaches.

DevonBus, through Tally Ho Coaches run a Kingsbridge Town service number 160. This continuously circulates around the four quarters of the town, linking them all together at the Quay. It runs from 0835 to 1443, Monday to Friday, and 0835 to 1532 on Saturdays. The fare is 30p with a 50% reduction for senior citizens with bus passes.

The Kingsbridge Community Bus Service has been providing a service around the town for a number of years paid for by donations from local organisations and donations on the bus. The vehicle is reaching the end of its serviceable life.(is it still operational)

The Coleridge Community Bus operates a morning service into Kingsbridge, from villages to the east, as detailed below. No equivalent service is provided for the villages to the west. Patrons have to book by phone before 9pm on the previous evening. Devonwide passes (50% discount for the over 60's and most disabled) apply.

Tuesday: East Allington, Goveton & Ledstone

Wednesday: East Portlemouth, East Prawle & South Pool

Thursday: Slapton, Sherford, Chillington & Charleton

Friday: Hallsands, Beesands, Beeson & Kellaton

In addition, Marks and Spencer provide a free bus to their store in Torquay on alternate Thursdays and Tesco provide a free bus to their store at Lee Mill every Tuesday.

5.3.2 Taxi

Taxi ranks exist at the bus station on The Quay (24 hours) and in the layby at the southern end of Fore Street (6pm-7am). The latter is not used as the drivers prefer to rank in a single location and being on a one-way street it does not economically serve all destinations.

There is no taxi rank convenient to the Somerfield store and within the store there is no free-phone facility for taxis.

5.3.3 Information/integration

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The Town Council operate the Kingsbridge Transport Information Centre at Quay House, Monday-Friday, 9am-1pm and can also be contacted by phone or email. The Tourist Information Centre also field transport related enquiries.

5.4 Parking

5.4.1 Car / motorcycle parking

South Hams District Council administers the off-street public car parks. They have a capacity of 591 car spaces of which 24 are reserved for the disabled and 2 others are marked as reserved. In two car parks (The Quay & Fore Street), spaces are reserved for motorcycles. Apart from the Fore Street car park (which has a 3 hour limit) cars may be parked all day. Generally the tariff is 40p for ½ hour, 60p for 1 hour, £1.10 for 2 hours, £1.60 for 3 hours, £2.20 for 4 hours and £3.80 for all day, and these apply all year for 7 days a week, 8am to 6pm. The Duncombe Park car park has a lower tariff all year and is free on Sundays in the low season. The Cattle Market car park has a lower tariff in the low season.

Generally the car parks are in good condition apart from that at Cookworthy Road, which has a poor surface. A planning application for the construction of a Tesco store on this site has recently been submitted. The Local Plan Review (S2.39) requires that 'any food supermarket development between Cookworthy Road and Fore Street will be required to provide at least 300 public car parking spaces with an associated management scheme.'

The signing of the car parks is distinctly optimistic with 315 signed to Fore Street/ Cookworthy Road (capacity 238) and 365 signed to The Quay (capacity 295).

The other significant off-street car park is associated with the Somerfield store off Cookworthy Road. This has 124 spaces plus 3 reserved for parents with children and 6 for disabled. The signs indicate a maximum stay of 1.5 hours with no return within 2 hours. There is no charge for the use of this car park.

On-street, parking is controlled to balance the needs of :

- Free and safe flow of traffic
- Access for deliveries
- Access to bus stops
- Access and turnover for shopping and conducting business

There are estimated to be 4 spaces limited to ½ hour, 119 spaces limited to 1 hour and 13 spaces limited to 2 hours. The restrictions operate Monday to Saturday, 8.30am to 6pm.

The County Council indicate, within their Local Area Programme, schemes for waiting restrictions in the Kingsway Park and Westville (residents parking) areas to promote road safety in the areas surrounding the schools.

The problem caused by the dispensation enabling disabled blue badge holders to wait where parking, but not loading, is increasing as it is in most towns.

5.4.2 Coach Parking

Provision for coach parking exists at the Cattle Market car park. This has recently been resurfaced and coach bays were not marked out at the time of the survey. There are no specific direction signs for coaches. Parking is charged at the following rate: £2.20 for 2 hours, £4.40 for 4 hours, £6.60 all day with a discount to £3.20 for advance bookings.

A coach drop off / pick up facility exists at the Quayside Leisure Centre.

5.5 Signing

Limitation of finance and staff resource invariably results in direction signing being added to piecemeal as the need arises. The town would benefit from a comprehensive review of signing. In particular, signing to car and coach parks could be improved as could signing to the various industrial/commercial areas. Of particular note were:

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- Inaccurate car park signing
- Inadequacy of car/coach park signing at Ilbert Road/Ropewalk
- Confusing parking sign at the entrance to the Cattle Market car/coach park
- Confusing signing at Derby Road/Butteville

5.6 Civil Engineering

There is a need to develop specific proposals before a realist appraisal of any likely engineering constraints can be determined. However at this stage the implications of any proposal that would involve reclaiming part of the estuary can be made. Reclamation should be assessed on technical and ecological grounds

In pure technical grounds reclamation would be feasible: there are precedents of past reclamation work (albeit most over 100 years ago). Engineering work would include dredging, construction of new quayside walls and allowance in the design and programme for settlement, and prevention of contamination and disturbance etc.

In ecological terms any reclamation would fall within a Site of Special Scientific Interest (SSSI) and would be strongly resisted by Government Agencies such as the Environment Agency and English Nature. It is also likely that local interest and natural history groups would also object. Without question reclamation would disturb the existing ecology, flora and fauna. Habitats within the tidal range, which support birds and invertebrates, are particularly sensitive. In certain cases the disturbed habitats could be recreated elsewhere in the area but this is unlikely to be entertained in Kingsbridge.

At Kingsbridge any construction adjacent to the water that would increase the risk of flooding would also be resisted by the Government Agencies.

In other areas reclamation has been supported if it is proven that in the absence of any alternative land based sites reclamation would be the only way to deliver additional useable land for regeneration projects critical to the community (such as social housing, industry etc.). In Kingsbridge this would be difficult to prove, as there are alternative Brownfield sites. It would also be questioned whether reclamation would provide any benefits in terms of water amenity and access.

In the past suggestions have been made to construct a pedestrian bridge over the estuary and consideration of a tidal cill to retain water at all states of the tide: such proposals would also be resisted on ecological and harbour navigation grounds.

We would therefore advise that any proposal to encroach into the estuary would be resisted during the statutory application and environmental impact assessment stage and is unlikely to proceed.

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6. Economic Overview

6.1 Summary of Key Issues

- The population of Kingsbridge is 6,056 and has increased by over 20% since 1991. There are a significant number of pensioners within the town and relatively high rates of single occupancy households. There are 2,717 dwellings within the town (household spaces).
- The majority of households are owner occupied however Westville & Alvington ward has levels of RSL stock which are significantly higher than average. Second homes account for some 7% of the housing stock within the town. Housing prices are high (almost 25% above the Devon average) with lack of affordability a key issue for the community.
- Kingsbridge ranks satisfactorily in terms of deprivation indices however, average earnings within the town are low and have direct consequences in terms of the ability of locals to afford housing and transport.
- The number of businesses within Kingsbridge has increased by 12% over the period 1998-2001 with the retail sector accounting for the largest proportion of businesses within the town. Businesses are mainly small (85%) though there are several larger companies within the town which provide significant local employment.
- There are high rates of part time employment within the resident population. Self employment levels are also higher than average.
- The resident population has high levels of employment within skilled trade, personal service and customer service occupations. Qualification rates are broadly in line with national averages but Level 3 (2+ A levels or NVQ Level 3/advanced GNVQ) and Level 4/5 (Degree / NVQ level 4/5) qualification rates are lower than for the District as a whole.
- Levels of unemployment within the town are low though there is some evidence of the seasonality trends common to Devon and Cornwall.
- Whilst use of public transport to travel to work is low amongst Kingsbridge residents, a high proportion of residents do walk to work.

6.2 Population and Housing

The town of Kingsbridge is split into three wards – Westville & Alvington, Kingsbridge North and Kingsbridge East. Kingsbridge North is the largest ward (2,042) with the population of the town as a whole totalling 6,056. In all wards the female population is greater than that of males (54% in Westville, 53% in the North ward and 52% in the East) (Census 2001).

The proportion of residents who are of retirement age is well above the District and national average within the Kingsbridge East ward (36.2% as compared to 26.7% in South Hams and 20.9% in England and Wales). As a consequence, the proportion of the population within the East ward who are of working age is lower than average. In contrast however, Kingsbridge North has a much younger population base.

Resident Population – Age Structure, 2001

	Westville & Alvington	Kingsbridge East	Kingsbridge North	South Hams	England and Wales
Under 16	18.5	16.3	19.7	18.4	20.2
16 to 19	4.3	4.9	5	4.5	4.9
20 to 29	7.8	6.8	9.6	7.7	12.6
30 to 59	39	35.8	40.6	42.7	41.5
60 to 74	16.7	19.9	13.7	16.4	13.3
75 and over	13.6	16.3	11.5	10.3	7.6
Average age	44	47	41.6	42.8	38.6

Census, 2001

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There has been an increase in the population of Kingsbridge since 1991. The 1991 Census recorded 5,081 residents indicating a 20% increase had occurred in the population of the town by 2001(although we need to check boundaries to ensure that comparisons can be made). In contrast the population of South Hams has increased by only 5% to 81,849.

There are 2,717 households in Kingsbridge with the North ward comprising 920 households, Westville & Alvington 934 and the East ward 863. Of these, 78% (East) and 72% (North) of households occupy owner occupied properties, broadly in line with owner occupied rates in South Hams and Devon but above those for England and Wales (68%). The Westville & Alvington ward however has significantly lower levels of owner occupied property (53.5%).

The town has relatively small proportions of Local Authority owned dwellings (4.82% in Westville & Alvington, 3.7% in the East ward and 1.9% in the North) in comparison with Devon (6.8%) and England and Wales (13%). In the East and North wards the number of households renting from Housing Associations or RSL's (7.2% and 4.89%) are in line with figures for the County and England and Wales (4.6% and 6% respectively) but the Westville ward has significantly higher proportions of this classification. (27.6%). (Census 2001). Reasons for this fact is outlined within the previous Housing Policy (section 3.6)

The proportion of households renting from private landlords contrasts significantly between the three wards ranging from 7% in the East ward to 16% in the North. In Devon the rate is 10% and in England and Wales, 8.7%. Levels of shared ownership are generally low in the town however are broadly similar to the rates in the County and England and Wales. In the Westville ward rates of shared ownership are actually twice that of the England and Wales average.

There are high rates of pensioner households in all Kingsbridge wards (ranging from 39.3% in the East to 31.5% in the North). Rates in Devon are 28% and in England and Wales a significantly lower 23%.

The 2001 Census identifies that there are 194 second homes within Kingsbridge (7% of total household spaces. Figures are highest within the East ward (97 household spaces – 11% of the total within the ward). There are 109 vacant properties within the town, the highest proportion sited within the North ward.

The cost of housing in the South Hams District is recognised as being a particular problem given its popularity as a second home and tourist destination. In Kingsbridge (TQ7 1) the average price of a property during January to March 2003 was £224,646 compared to £213,805 in South Hams and £169,003 in Devon. With house prices in the town almost 25% higher than in Devon as a whole, the lack of affordable housing is considered a persistent problem for many locals.

House Prices, January - March 2003

	Detached		Semi-detached		Terraced		Flat/maisonette		Overall	
	Av Price £	Sales	Av Price £	Sales	Av Price £	Sales	Av Price £	Sales	Av Price £	Sales
TQ7 1	345100	10	193240	5	134300	5	105490	5	224646	25
South Hams	308150	156	173262	78	136821	124	162290	39	213805	397
Devon	248428	1032	149059	641	126650	1070	111638	416	169003	3159

*TQ7 1 – Kingsbridge
Land Registry 2003

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6.3 Deprivation & Earnings

Average earnings in Kingsbridge are significantly lower than those in the District, County and England and Wales. In 2002 the average gross weekly pay was £234.53 - figures for South Hams, Devon and England and Wales are 23%, 30% and 66% higher respectively.

Gross Weekly Pay, 2002

	Male	Female	Persons	Full time workers	Part time workers
England and Wales	486.93	284.48	389.16	468.07	147.84
Devon	377.15	228.31	305.39	377.41	138.52
South Hams	373.84	186.98	288.9	378	119.11
Kingsbridge	246.62	#	234.53	260.23	#

NOMIS, 2002

Examination of gross household incomes within Kingsbridge town indicates that 54.8% of households receive less than £15,500 pa. Only 4.6% of the town's households receive in excess of £39,000 pa whereas within the hinterland this rises to 11.2%. (Small towns and the Rural Economy, Paul Courtney, University of Plymouth). The low wage economy and the link between this and the lack of affordable housing is considered one of the major issues within Kingsbridge.

The 2000 Index of Multiple Deprivation (IMD) indicates that the Kingsbridge ward ranks 3181th within England. This is within the worst 40% of wards nationally however cannot be considered a particularly poor rating in comparison with some other wards within the Devon and Cornwall area. Within the South West Kingsbridge ranks 292th (out of 1147) and therefore falls within the worst 25% of wards regionally. Indicators which ranked most poorly were health and employment (197th and 211th respectively). In terms of specific indicators, the income and employment indices rank lowest.

6.4 Employment

Kingsbridge has higher rates of part time employment than the District or County and lower rates of full time economic activity. This is partially attributable to the larger than average retired population but also to the nature of the work in the town, retail based or within the hotels and catering sector – all key part time employers. Self employment rates are also higher than the national average but are broadly in line with the increased rate of self employment within the District and County more generally. This is due to the strong agricultural and tourism sectors within these areas and increasingly the growth of 'lifestyle businesses'.

Economic Activity

Variables	All people aged 16 - 74	Percentage of people aged 16 - 74: Economically active: Employees: Part-time*	Percentage of people aged 16 - 74: Economically active: Employees: Full-time*	Percentage of people aged 16 - 74: Economically active: Self-employed	Percentage of people aged 16 - 74: Economically active: Unemployed
England & Wales	37607438	11.78	40.55	8.28	3.35
Devon	503212	13.38	34.36	12.6	2.54
South Hams	58398	13.24	32.93	15.19	2.31
Kingsbridge East	1338	15.7	25.86	13.3	2.02
Kingsbridge North	1406	16	32.86	16.22	2.28
Westville and Alvington	1378	16.04	29.32	13.21	1.81

Census, 2001

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There are 2,626 economically active residents within Kingsbridge (63.7% of the population aged between 16 and 74). Of the 1496 economically inactive residents, 52.9% are retired and 15.6% permanently sick and disabled.

There are 384 businesses within Kingsbridge of which almost 37% are within the distribution, hotels and catering industry, a higher proportion than for the District and County. More detailed analysis indicates that of this sector, retail businesses accounts for the largest proportion (80 businesses). Banking, finance and insurance also accounts for a significant proportion of businesses (21.9%) though figures for this industrial grouping are more in line with those of the larger geographical areas. It is evident that the majority of the businesses are situated within Kingsbridge North ward (68%).

% Industry	Westville & Alvington	Kingsbridge East	Kingsbridge North	Kingsbridge (amalgamation of 3 2001 wards)	South Hams	Devon	England and Wales
Agriculture and fishing	0	0	1.5	1	2	1.2	0.5
Energy and water	0	0	0.4	0.3	0.2	0.3	0.2
Manufacturing	12.2	0	6.1	6.8	9.5	8.3	8.4
Construction	14.6	34.1	7.3	11.7	11.5	10.9	8.9
Distribution, hotels and restaurants	26.8	29.3	41	36.7	33.6	33.9	30.2
Transport and communications	7.3	7.3	4.6	5.5	3.6	4.4	4.7
Banking, finance and insurance, etc	15.9	22	23.8	21.9	21.3	21.5	29.5
Public administration, education & health	15.9	4.9	9.2	10.2	9.9	11.2	8.3
Other services	7.3	2.4	6.1	6	8.5	8.4	9.3
Total No. of Businesses	82	41	261	384	3783	28485	2002801

Number of Businesses, 2001
NOMIS, 2002

As the existing Kingsbridge wards have only recently been defined it is not possible to use these geographical areas to identify the change in the number of businesses over the period 1998-2001. Use of the Kingsbridge ward as defined in 1991 (and used by NOMIS in order to enable continuity in data and therefore detailed analysis) is however possible and as such it is evident that the number of businesses has increased by over 12%, significantly above the average for the District and County.

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Change in Number of Businesses, 1998-2001

	No of businesses 1998	No of businesses 2001	Change	%Change
Westville & Alvington		82		
Kingsbridge East	-	41	-	
Kingsbridge North	-	261	-	
Kingsbridge (amalgamation of 3 new wards)		384		
Kingsbridge (1991 ward)	231	360	39	12.1
South Hams	3535	3783	248	7
Devon	26295	28485	2190	8.3
England and Wales	1898999	2002801	103802	5.5

NOMIS, 2002

The majority of businesses within Kingsbridge are small, employing less than 10 staff. There are however several large companies within the town, 8 of which employ over 50 staff. These are located within Westville & Alvington and Kingsbridge North ward.

Just over a third of employees working within Kingsbridge are employed within businesses comprising under 10 staff. This is a slightly higher proportion than for the district, County or England and Wales but is due to the higher than average number of small businesses within the town. Just under a fifth of employees within the town are employed within large businesses (200+ staff), in line with data from South Hams as a whole.

Size of Businesses, 2001

Area	Total Number of Businesses	1-10 employees	11-49 employees	50-199 employees	200+ employees
Westville & Alvington	82	76%	21%	4%	0%
Kingsbridge East	41	90%	10%	0%	0%
Kingsbridge North	261	88%	10%	2%	0%
Kingsbridge (3 wards)	384	85%	13%	2%	0%
South Hams	3761	87%	11%	2%	0%
Devon	28485	84%	13%	2%	0%
England and Wales	2002801	83%	13%	3%	1%

NOMIS, 2002

There are 3,071 employees working within Kingsbridge (NOMIS, 2002) of which 69% work within the Kingsbridge North ward. Again, the distribution, hotels and catering industry accounts for the largest proportion of employees (29.7%) with the banking, finance and insurance sector also employing a significant proportion of staff (25.1%). In line with data relating to the number of businesses, further analysis reveals that the retail trade employs a large proportion of staff (519 employees) however 'other business activities' actually accounts for the largest proportion of employees working within the town (587).

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Number of Employees, 2001

% Industry	Westville & Alvington	Kingsbridge East	Kingsbridge North	Kingsbridge (Amalgamation of 3 2001 wards)	South Hams	Devon	England and Wales
Agriculture and fishing	0	0	0	0	0.8	0.4	0.3
Energy and water	0	0	0.4	0.3	0.7	1.1	0.7
Manufacturing	7.1	0	9.5	8.4	14.9	13.3	14.4
Construction	2.5	16.5	2.1	3	4.6	4.6	4.5
Distribution, hotels and restaurants	21.1	55.9	30.9	29.7	31.6	28.7	24.5
Transport and communications	6.9	2.7	3.2	4.2	5.2	6.2	6.2
Banking, finance and insurance, etc	6.3	7.6	33.5	25.1	10.6	11.5	20
Public administration, education & health	44.1	16.6	17.4	24.3	26.4	29.4	24.2
Other services	12	0.6	2.9	5.1	5.3	4.8	5.2
Total No. of Employees	791	167	2112	3071	29055	268571	22997912

NOMIS, 2002

In line with the increased number of businesses in the area, the number of employees within the town has increased over the 3 year period to 2001. The increase has again been highly significant (25%) and is notably higher than those increases experienced in South Hams, Devon and England and Wales. Reviewing the changes in the employment structure in more detail, it is evident that there have been some significant changes within Kingsbridge over the period 1998-2001. The manufacturing industry lost 90 jobs in the ward (electrical machinery & apparatus) whereas the number of jobs within the retail trade increased by 113 and in the hotels and restaurants sector, by 66.

Change in Number of Employees, 1998-2001

	No of businesses 1998	No of businesses 2001	Change	%Change
Westville & Alvington		791		
Kingsbridge East	-	167	-	
Kingsbridge North	-	2112	-	
Kingsbridge (amalgamation of 3 new wards)	-	3071	-	
Kingsbridge (1991 ward)	2359	2956	597	25.3
South Hams	26830	29055	2225	8.3
Devon	240614	268571	27956	11.6
England and Wales	2200991	22997912	987993	4.5

NOMIS, 2002

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The release of 2001 Census data enables comparisons between the number of employees who reside in Kingsbridge and the number of jobs which are actually provided within the town. There are 2,626 residents who are economically active (working part time, full time, self-employed, unemployed or full time student) within the ward whereas there are actually 3,071 employee jobs within the town (defined by ABI).

Census data identifies that of the 2,532 Kingsbridge residents in employment, 938 live in the North ward, 766 in the East and 822 in the Westville ward. The largest proportion work within the wholesale and retail trade (between 21% and 22% across the 3 wards) with significant levels also employed within manufacturing (between 9% and 10%), construction (11% in the East and Westville & Alvington ward and 9% in the North), hotels and catering (7% in Westville & Alvington, 8% in the East and 9% in the North) and real estate, renting and business activities sector (11% in the North and Westville & Alvington wards and 13% in the East ward). Generally these figures are in line with those at other geographical levels (ie. District, County and England and Wales) although the number of Kingsbridge residents working within the retail industry is higher than average whereas in the construction industry figures are lower than average.

Travel to Work – mode of transport

Variables	% of people who work mainly at or from home	% of people aged 16 - 74 in employment who usually travel to work by: Train	% of people aged 16 - 74 in employment who usually travel to work by: Bus mini bus or coach	% of people aged 16 - 74 in employment who usually travel to work by motorbike or moped	% of people aged 16 - 74 in employment who usually travel to work by: Driving a car or a van*	% of people aged 16 - 74 in employment who usually travel to work by: Passenger in a car or van	% of people aged 16 - 74 in employment who usually travel to work by: Taxi	% of people aged 16 - 74 in employment who usually travel to work by: Bicycle	% of people aged 16 - 74 in employment who usually travel to work by: On foot	% of people aged 16 - 74 in employment who usually travel to work by: Other **	% of public transport users in households With car or van	% of public transport users in households: Without a car or van
England & Wales	9.19	4.08	7.4	1.09	55.23	6.25	0.52	2.76	10.01	0.47	69.01	30.44
Devon	14.23	0.86	3.75	1.5	56.4	6.12	0.25	2.32	13.78	0.72	75.61	22.71
South Hams	15.79	0.6	2.23	1.66	58.35	5.43	0.25	1.15	13.39	1.05	84.82	14.26
Westville and Alvington	13.41	0.36	1.33	1.33	46.26	7	0.72	0.72	28.14	0.72	78.57	13.41
Kingsbridge East	12.3	0	0.92	0.92	51.7	5.89	0.52	0.65	27.09	0	128.6*	0
Kingsbridge North	13.83	0.32	1.38	1.06	45.96	5.21	0.32	0.53	30.32	1.06	81.25	0

*As stated in Census 2001 data though likely inaccuracies.
Census, 2001

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Consultations have revealed that some locals are keen to maximise the usage of public transport in the area and thereby reduce dependency upon the car. Census data however indicates that whilst few residents use public transport (bus, train) to access their workplace, the proportion of residents who walk to work is high in all wards and over double that in the District, County and England and Wales.

Levels of unemployment within Kingsbridge are relatively low and over the last few years appear to have stabilised after reducing considerably within the 1990's. There is however still an issue of seasonal employment as claimant count figures are consistently higher in the winter months.

Claimant Count

	May-03	Dec-02	May-02	Dec-01	May-01
England and Wales	821589	787899	814009	809388	835378
Rate*	2.6	2.5	2.5	2.5	2.6
South Hams	617	623	578	695	646
Rate*	1.3	1.3	1.2	1.5	1.4
Devon	6302	6688	6812	7270	7354
Rate*	1.5	1.6	1.7	1.8	1.8
Kingsbridge	35	53	49	55	33
Rate*	#	#	#	#	#

* Proportion of resident working age population estimates NOMIS, 2002

Not available

6.5 Occupational Structure

The occupational structure of Kingsbridge is broadly in line with that of the County rather than the District. With a higher rate of employment within professional occupations and a lower rate of skilled trade occupations, the District fits the profile of England and Wales better than Kingsbridge. Whilst a level of employment as managers is similar within the town and District, skilled trade, sales and customer service and personal service occupations all have higher levels within Kingsbridge. The lower rates of pay that these occupations tend to demand may explain the relatively low earnings within the town.

Occupational Structure, 2001

Variables	Percentage of people aged 16 - 74 in employment working as: Managers and senior officials	Percentage of people aged 16 - 74 in employment working as: Professional occupations	Percentage of people aged 16 - 74 in employment working as: Associate professional and technical occupations	Percentage of people aged 16 - 74 in employment working as: Administrative and secretarial occupations	Percentage of people aged 16 - 74 in employment working as: Skilled trades occupations	Percentage of people aged 16 - 74 in employment working as: Personal service occupations	Percentage of people aged 16 - 74 in employment working as: Sales and customer service occupations	Percentage of people aged 16 - 74 in employment working as: Process; plant and machine operatives	Percentage of people aged 16 - 74 in employment working as: Elementary occupations
England & Wales	15.1	11.2	13.8	13.3	11.6	6.9	7.7	8.5	11.9
Devon	14.0	9.9	12.8	11.5	15.6	8.0	8.0	7.8	12.5
South Hams	16.2	12.3	15.0	10.5	15.3	7.0	7.2	6.3	10.4
Kingsbridge East	15.0	9.3	10.2	9.4	16.6	9.1	11.0	7.6	12.0
Kingsbridge North	15.6	7.2	11.4	12.0	19.2	7.9	8.6	6.5	11.6
Westville & Alvington	13.63	7.12	8.08	8.69	19.18	9.77	8.56	8.56	16.41

Census, 2001

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It is evident that the positions advertised at the job centre in Kingsbridge fall into broadly the same categories as that of the occupational structure of Kingsbridge residents. The dominance of vacancies within skilled trades and customer service occupations reiterates the fact that there are more of these positions available in the local area.

Vacancies by occupation, June 2003

	Managers and Senior Officials	Professional Occupations	Associate Professional and Technical Occupations	Administrative and Secretarial Occupations	Skilled Trades Occupations	Personal Service Occupations	Sales and Customer Service occupations	Process, Plant and Machine Operatives	Elementary Occupations
Kingsbridge %	4.3	4.3	2.1	6.4	23.4	12.8	8.5	9.6	28.7
Devon %	1.9	1.9	5.6	9.6	12.1	9.5	15.4	10.9	33.2

LFS, 2003

The proportion of those with no qualifications is highest in the Westville & Alvington ward, the only ward with rates higher than the average for England and Wales. Qualification rates are below that of the District in terms of higher level qualifications but at Level 1 and 2 are slightly higher. A higher level of vocational qualifications may be linked to the higher numbers of residents employed within skilled trade occupations.

Qualifications

Variable	% of people aged 16 - 74 with: No qualifications	% of people aged 16 - 74 with: Highest qualification attained level 1*	% of people aged 16 - 74 with: Highest qualification attained level 2**	% of people aged 16 - 74 with: Highest qualification attained level 3***	% of people aged 16 - 74 with: Highest qualification attained level 4/5#
England & Wales	29.08	16.57	19.38	8.27	19.76
Devon	26.65	17.16	21.19	8.83	18.58
South Hams	21.96	16.07	22.56	8.47	23.44
Kingsbridge	27.2	16.67	23.24	7.7	16.37
Kingsbridge	23.12	17.64	24.89	8.18	19.42
Westville & Alvington	31.2	18.51	21.63	6.68	14.44

Census, 2001

6.6 Business Issues

The Kingsbridge Business Day was held in October 2002 and sought to explore the views of local businesses in order to inform the Community Strategic Plan and to provide some immediate benefit to local businesses and start-ups. 77 businesses completed a questionnaire relating to their business circumstances and as such have enabled some local analysis of the economy.

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Of those businesses surveyed, 37% traded within the local market with 47% trading in national and international markets. 70% of local businesses felt that the area was good for their business and were planning to expand. 15% of businesses had recently relocated into the area.

34% of businesses employed staff who lived more than 10 miles from Kingsbridge and whilst more than half of businesses said they were not restricted by a shortage of suitably qualified staff, the remainder felt that lack of skills was restricting them to some degree.

There were some concerns regarding training for local businesses. It was generally felt that there is potential for training providers to provide more in the area of marketing, grants, funding and IT skills. Along with these skills needs, businesses also identified a severe lack of information regarding business support initiatives.

More local discussions regarding the local economy were held at the community conference in October 2001. The general view held was that the economy within the town needs to be balanced with less reliance on one industry (tourism) concentrating on promoting high value, raised skill levels and higher income and respecting the need to sustain the area's special environment.

Aside tourism, it was considered that traditional/existing industries should be supported with greater provision for businesses to grow and also for encouragement of incentives to encourage inward investment.

The MCTI submission was based on information collated within the community through a variety of workshops. Included within the list of major problems facing Kingsbridge was the lack of land designated for employment purposes, the lack of local job opportunities and low wages. The submission also listed a number of projects considered as priorities within the local area – these included relocation of heavy industry from the town centre and redevelopment of redundant buildings in Mill Street/Union Road area.

Consultation with Enterprise South Devon revealed that there is little take-up of their services from potential Kingsbridge businesses. Whilst there is a permanent office in the town, it is only used when consultations are booked up and hence very infrequently.

There is a general feeling that the local economy is fairly static and that in the main, people are satisfied with the progress of their businesses. It appears that it is mainly people who have moved into the area who seek advice regarding business start ups and in turn also for business development. A large number of start ups in the town are within the tourism industry (not necessarily those seeking advice) and the turnover of these businesses, especially retail ones, is high.

Contrary to data presented after the Business Day, there is a view that many of the businesses within the town trade only within the local market. The relative inaccessibility of Kingsbridge and the fact that people are happy for their businesses to 'tick over' rather than grow were seen as the key reasons for this. There was recognition of the success of some industries reliant on telecommunications and trading in markets outside the local area, however, these were considered to be in a minority.

The local economy is very much affected by the seasonality of trade within Kingsbridge. The large number of second homes and the continuing tourism trends (ie winter trough – summer peak) within the area has meant that businesses make losses for much of the year and are only breaking even due to large turnovers during the summer months.

A further factor also affecting the town are the high values being demanded for business space. This has created problems in that businesses, especially those affected by seasonality, are struggling to break even as profits are eaten up by high rental values. The relatively high vacancy rates of units along Fore Street and the increasing number of units occupied by charity shops could provide evidence of this problem.

6.7 Economic Policy

The **Local Plan** recognises that the town's economy depends on a variety of sectors including manufacturing and service industries, agriculture and tourism. It highlights the fact that the town remains an important shopping and

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service centre and that the Council is keen to maintain and enhance its economic profile by both encouraging provision of jobs and helping businesses expand.

There are a number of well established employment areas within the town comprising a wide range of light industrial and service sector industries. These include Hurrell Road, Station Yard, Garden Mill and Embankment Road. Union Road is also recognised as an established employment site and notably the site's additional potential in terms of mixed use development is identified. Both Newbridge Quarry and Torr Quarry are also noted in terms of their importance as sources of employment land for the Kingsbridge area. The scope of both sites to accept further employment uses is highlighted.

Between April 1995 and April 2001, 0.1ha of employment land was developed and at present only 0.16ha of land has planning permission for employment use. This is a small, awkward site to the north of the town which already has several small workshops sited upon it. The Plan recognises that the supply of new employment land has been very limited and the local community has expressed a desire for new employment land to be provided for the town.

Given the importance of land already within employment use and the recognition that some employment sites have been lost to uses such as housing, means that the Plan highlights the fact that remaining employment land should be protected. In general, changes of use from employment will not therefore be permitted.

The development of employment and skills is a key priority within the **South Hams Community Strategy 2003-6**. The strategy notes that the vision for the district is the support of sustainable communities by maintaining and enhancing the prosperity of businesses, communities and individuals and enhancing opportunities for lifelong learning.

The strategy notes that whilst the District has a mixed economy and is eligible for Objective 2 funding, its GDP is 78% of the EU average and wages are amongst the lowest in England (72% of the British average). The District's main weakness is considered to be the dependence on low income sectors and as such a prime aim of the strategy is to increase income levels. Further issues which the strategy seeks to prioritise include the inadequate infrastructure in the area and the limited access to job and training opportunities.

Priorities listed in order to meet the vision for employment skills include enabling growth and development of high value industries and improving ICT facilities. Strengthening training opportunities and increasing job opportunities for young people are also highlighted.

The **South Hams Economic Prosperity Strategy 2002-7** sets out proposals for the next 5 years to improve the general economic well-being of the District by providing a focus for economic development. The Council's economic priorities are the improvement of wages within the District and the encouragement of quality job opportunities. These sit within an overall aim of creating the right conditions for the maintenance and growth of quality economic growth.

Following a 'Small Business Needs' study in 2001 and analysis of the South Hams Business Survey (also 2001) a number of critical economic issues are identified. These include the importance of small businesses and self employment, a need to avoid over reliance on single sectors and a shortage of labour and skills. Maintaining the viability and vitality of towns and their hinterlands is a further key issue.

Four themes have been developed following analysis of the key issues and are identified as economic infrastructure, business growth and development, quality jobs and earnings and regeneration of towns and villages.

A number of measures are noted within each priority. Those of relevance to Kingsbridge include the provision of business premises for local growth businesses and the attraction of new, clean enterprises. The encouragement of high value added sectors and higher skilled occupation opportunities are also supported.

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7. Community issues

7.1. Community Facilities

There are a broad range of community facilities within Kingsbridge they include:

- Hospital and ambulance station
- Health centre
- Library
- Community College
- Primary School
- A leisure centre (swimming pool, multi-purpose sports hall, restaurant / café, squash, fitness, computers suite and indoor bowls)
- Places of worship
- Cinema
- Bingo Hall
- Museum
- Art Gallery and Arts Centre
- Meeting halls of various sizes for various sections of the community.
- Community Education Centre
- Horizons Youth Centre
- A number of the town's public houses (Kings Arms and the Seven Stars) have function rooms
- Pre-school facilities

Most recently a new meeting place has been constructed adjacent to the town square for the elderly supported by Age Concern. The community campus consolidating all the town's secondary education facilities was completed at Westville within the last year. These facilities are mapped in the attached figure.

The Draft Local Plan recognises that the level of community provision in Kingsbridge is generally good although there is a deficiency in provision for the youth, those with special needs and a large community hall.

The Kingsbridge Community Conference, held in October 2001, discussed a number of issues relating to the town and enabled development of a number of priorities for the town. Amongst these the provision of more affordable housing, the development of a Community Centre and the need for more facilities for young people were identified. Improved usage and of public transport and re-development of the Quay area was also keenly discussed.

Although there are 3 pre-school facilities within Kingsbridge (at the Primary School, St John's Ambulance Hall and at Tressillian) however all are considered deficient and there is support for developing a more comprehensive facility at the primary school.

A new Community Centre

A Feasibility Study has been prepared for KSAP to consider a large community centre in Kingsbridge serving the District. The study builds on the strong support at community level and from the Draft Local Plan. There are a number of issues that are being progressed, these include:

- Developing the overall brief / accommodation schedule correct and validating the proposed 500 total seating capacity
- Further market research to confirm that there is sufficient demand and obtaining a level of commitment from local community groups, Town and District Council.
- Investigate opportunities of sharing and combining facilities with the Leisure Centre and the Community College.
- Confirmation that the project is fundable.
- Identification of a suitable site (this study will aim to identify suitable alternatives)
- Architectural and overall building design.

Kingsbridge and Salcombe Area Partnership Kingsbridge Feasibility Study

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In consultation with both officers of the Leisure Centre Manager and the Bursar of Kingsbridge Community College it has become clear that there are further opportunities to explore the potential for involving the community in the existing facilities in Kingsbridge. The Community College has a 200-seat auditorium designed to quite a high spec as well as an adjacent gym. The Leisure centre also see greater opportunities to share and combine facilities- their cafe/ restaurant loses money, the proposed expansion of the hall with the Gym Club and the development of the all weather pitch will give the centre more capacity. Although basic the multi-purpose hall can accommodate up to 600 people and in the past has hosted some very successful productions including the Manchester Royal Exchange modular theatre with a capacity of over 300.

Kingsbridge Leisure Centre

The Leisure Centre is a great asset to the town, it serves a 20 minute drive time catchment population of 13,000. It complex includes a swimming pool extension (also including indoor bowls, computer suite, spectators galley). It is managed and owned by SHDC but the extension was initiated and part funded by the community. In summary the funding came from:

• Kingsbridge and District Swimming Pool Association	£300,000
• Kingsbridge Bowls Club	£40,000
• Lottery Fund	£2,200,000
• EU	£300,000
• South Hams DC	£700,000

There is currently an agreement between the Leisure Centre and DCC Education Services to allocate the hall and a large number of the sessions of the pool to the school during term time (9.0 am to 5.0pm). At present the leisure centre estimates that their peak period of usage between 6.30 and 8.30 pm is over subscribed by 60% however this will reduce when the adjacent all weather pitch is constructed and the Gym Club Extension built. The extension to the multi purpose hall is being planned with funding from the Gym Club providing a 6 court hall with dedicated gym facilities.

The Leisure Centre also manages the Recreation ground (excluding the skateboard park)

SHDC are currently investigating options to set up a Trust to own and manage their four leisure centres in Kingsbridge, Totnes, Ivybridge and Dartmouth.

Kingsbridge Community College

The College accommodates 1250 pupils (1000 up to GCSE and 250 in the 6th form). The new campus at Westville is still within its first year of operation staff have been appointed to promote an expanded role for the college within the community. This role could include:

- More community/ adult education;
- Use of the gym.
- Use of the music room
- Computer training suites
- Use of the auditorium, such as youth theatre, amateur productions and public meetings
- Use of the all weather pitch

Hospital and Health Centre

The Hospital and Health Centre occupy separate but adjoining sites at Trebble Park. Opportunities exist to provide better physical links between them.

Public Conveniences

There are a number of public conveniences within the town but they present maintenance and anti-social behaviour problems to SHDC. It has been suggested that these facilities could be re-provided within new facilities proposed with more effective management and security measures.

Key Issues

Key issues to address for built community facilities include:

- Explore alternative sites for the major new community facilities (adjacent to the Town Square or Leisure Centre)

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- Explore the potential for greater sharing of facilities between the leisure centre, community college and the community at large.
- Explore adequate provision for the youth and pre-school children.

7.2. Recreation and Open space

At present there are two football pitches at the DCC site at Belle Hill, these are used by the Community College for football rugby and hockey. There are also two pitches and three tennis courts within the school campus. The local football club use the Belle Hill facilities as well as others leased from an adjacent farmer.

The recreation ground also accommodates tennis, bowls and a recent constructed skateboard park.

The Kingsbridge Cricket Club is located at West Alvington and the rugby club have their own pitch to the east of the town of Derby Road.

There is recognition that there is an under provision of playing fields within the town. The Draft Local Plan and a SHDC Leisure Strategy recognise there to be a shortage of two adult and two junior football pitches and one adult and one junior rugby pitch. Significant use of the multi-purpose hall is dedicated to outdoor sports due to the lack of outdoor provision.

The school are concerned over the distance the Belle Hill pitches are away from the campus and are keen to consolidate all their pitches closer together.

An all weather half pitch is being developed by the Community College with assistance from SHDC and DCC. Within the Draft Local Plan two sports pitches are proposed adjacent to the housing development at Hurrell Road

There is lack of outdoor play facilities within the town and proposals are being considered to develop with the community a project at Duncombe Park.

Key issues

Key issues to address for outdoor recreation include:

- Explore alternative sites for new pitches such as Hurrell Road, or closer to the Community College off West Alvington Hill.
- Explore the potential for greater sharing of facilities between the school and the community

8. Tourism

8.1 Tourism generally

Kingsbridge's strategic location at the head of the Kingsbridge estuary and close proximity to an extensive coastal area has benefited its development as a popular destination for tourists. The town attracts many visitors throughout the season and therefore provides an important element of the town's economy.

There are no estimates of the volume or value of tourism to Kingsbridge although it is estimated that 64% of the working population of South Hams is employed either directly or indirectly within the service sector which is highly tourist related.

The most recent statistics regarding tourism within South Hams estimates that the district receives 13% of the total share of visitors to Devon and that in 2001, 4,150,000 visitor nights were spent in the district. In 2001 approximately 59.8% of tourist nights were spent in self-catering accommodation and the number of visitor nights has increased since 1987 by 17.2% despite a decrease in bed spaces since 1999. (Tourism Trends in Devon, SHDC website).

Expenditure from tourism within the district amounts to £211.4 million (2000) split 68% by staying visitors and 32% by non-local day visitors from home. This expenditure is considered to support 6,615 jobs, almost 15% of total employment within South Hams. This equates to 4,701 FTE jobs with 3,722 directly supported by tourism and the remainder by linkage and multiplier. (Economic Impact Study of Tourism within South Hams, 2001)

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The 1998 Visitor's Survey found that the main holiday activities within the town were walking along the coast and countryside (83%) and walking around the town (81%). Eating out locally and shopping were also popular (75% and 66%) while going to the beach and sightseeing by car were preferred by 64% and 60% of visitors.

8.2. Tourist Information Centre (TIC)

For the last 21 years the TIC has been self-financing. Its current form was set up by 5 (now 3) local businessmen and is independent of the Town and District councils. Advertising and commission on hotels and accommodation bookings fund the TIC costs. In 1993 a purpose built TIC was constructed on the town square, the award-winning centre now acts as a focal point of the town. The centre provides information beyond the normal role of a TIC (such as community information, local transport etc.)

8.3. Tourist Attractions

The area is primarily a destination for walking, beach and boating holidays. Within the town attractions for tourists are limited but they include the Cookworthy Museum, a walking tour, boat trips, pubs, restaurants and shopping in particular the Farmers Market held in the town square on the first Saturday each month. Festivals are held through the year adding to the tourist (as well as local attraction; the Christmas Extravaganza (November), Music Week (June) and Fair Week (July).

The Leisure Centre estimates that during the summer months 20% of its daily usage is attributed to tourists this could increase to 80% on a wet day however the centre does not actively promote itself as a tourist venue to avoid conflict with its all year resident users.

8.4. Future Marketing

Tourism marketing by SHDC within the area focuses heavily on the 'green' basis to the area, promoting its distinctive natural environment and the District's heritage and inherent cultural assets. South Ham's vision for 2000/5 is to offer the 'premier UK green tourism destination offering tangible benefits to visitors, local communities and the environment'. It is intended that results include enhanced visitor satisfaction, community acceptance and benefit, protection of the environment and a profitable industry'.

The visual quality of the estuary and surrounding countryside, the strong intrinsic character and heritage of the market town are strong platforms for redefining and upgrading the tourism product. This could include developing niche markets such as short stay activity related to walking, cycling, natural history, heritage and the natural environment.

Opportunities exist to further promote Kingsbridge's role as a tourist destination and re-define its product with a focus on delivery of high quality year round tourism. Suggestions to improve the tourist attractions in the town include:

- Improved access to car parking (particularly during fair week)
- Better provision for coach parking
- Greater promotion of locally grown and made produce
- Extending the farmer's market
- Sunday trading
- Themed transport through and up to the top of the town (some years ago a miniature railway ran along the quayside)
- More attractions at the top of town
- More local promotion of Green Tourism
- Better information and facilities for touring cyclists and walkers
- More hotels and B&Bs

9. Environmental and Sustainability Overview

The specific environmental and sustainability issues and constraints that should be applied to future land uses and projects are summarised below however on a strategic level an understanding of how Kingsbridge sits within its natural setting is essential when considering future development and change.

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The natural setting includes the overall character of the landscape and townscape and its ecological and wildlife value. Elements that are important are not always visible such as underlying geology, soil pattern and wildlife habitat.

All physical proposals should have a respect for:

- The existing topography and landform;
- The pattern of watercourses such as the Eastern and Western Backways and the Creek;
- Vegetation patterns, such as surrounding field patterns
- Respect for the views and vistas from the surrounding area to Kingsbridge and views from Kingsbridge out to the countryside and estuary;
- The overall enclosure of the landscape, and routes to the water which has traditionally shaped Kingsbridge and is the basis for its historic character and the arrangement of early buildings in the town;
- Wildlife and marine habitats, particularly in relation to endangered and threatened species and areas of ecological value

Within the emerging reforms to the Planning system there is planned to be an integrated and comprehensive sustainability appraisal covering economic, environmental and social impacts of proposals emerging from the Local Plan or Local Development Framework. In due course government will issue appraisal guidance, taking full account of the requirements of the EU Directive on Strategic Environmental Assessment. The South Hams Community Strategy has developed a Sustainable Development Appraisal Framework against which future projects could be appraised. The framework is based on the Regional Sustainable Development Framework for the South West of England, (S.W. Regional Assembly) with minor amendments to add local emphasis. We believe the issues against each item specific to Kingsbridge to be as follows; these will be developed and expanded during the course of this study:

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Sustainable Development Framework Category	Issues to address in Kingsbridge
<p>1. Local Economy</p> <ul style="list-style-type: none"> • Provide employment opportunities that support the needs of the local workforce? • Provide training opportunities that support the needs of the local workforce? • Provide any business opportunities, which support environmental goods and services? (eg manufacturers of water saving devices or compost bins) • Incorporate good environmental management systems to increase business competitiveness? (eg energy saving measures, water conservation initiatives) • Actively seek opportunities to use and promote locally sourced goods and services? 	<p>It is anticipated that all new employment opportunities will be made attractive to a local workforce and tailored to local demand.</p> <p>Promotion within the town of environmental / sustainable industries and those industries not dependent on transport (e.g. ICT)</p>
<p>2. Work</p> <ul style="list-style-type: none"> • Provide satisfying and fairly paid work? • Offer new opportunities for voluntary and unpaid work? • Help to provide all year round rather than just seasonal employment? 	<p>Identify sites for quality and long term employment</p> <p>The need for community support will generate voluntary opportunities</p>
<p>3. Learning</p> <ul style="list-style-type: none"> • Offer opportunities for learning, training or capacity building? • Increase awareness and understanding of sustainability issues? 	<p>Opportunities will be identified for adult education and 'on the job' training.</p>
<p>4. Basic Needs</p> <ul style="list-style-type: none"> • Help to meet people's basic needs? (eg healthy food, clean water, affordable warm housing) • Promote equality of opportunity to all sectors and individuals within the community? 	<p>New homes must be to Decent Homes Standards.</p> <p>Housing needs to be of mixed tenure but predominantly affordable to address the recognised shortage</p>
<p>5. Access</p> <ul style="list-style-type: none"> • Provide a service, facility or product that is accessible to a wide cross-section of people, including those with disabilities? • Encourage public transport use, cycling or walking? 	<p>Provide barrier free access to all new and improved facilities.</p> <p>Promote better public transport, walking and cycling routes.</p>
<p>6. Health & Well-being</p> <ul style="list-style-type: none"> • Safeguard or promote people's physical and mental well-being? • Support healthy lifestyles by encouraging healthy physical exercise, recreation and diets? 	<p>Provide additional active and passive recreation facilities</p>
<p>7. Pollution</p> <ul style="list-style-type: none"> • Contain or reduce air, water or land pollution to levels which do not damage the natural environment? 	<p>Make provision for new employment opportunities to the latest environmental</p>

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<ul style="list-style-type: none"> • <i>Minimise noise?</i> • <i>Minimise light pollution?</i> • <i>Adopt a precautionary approach to technology that has uncertain environmental impact?</i> 	<p>controls.</p> <p>Consider relocation of noisy or environmentally compromising activities</p> <p>Recommend measures to prevent light pollution</p> <p>Recommend environmental safeguards / buffer zones.</p>
<p>8. Resources</p> <ul style="list-style-type: none"> • <i>Manage demand for energy and water and contribute to their efficient use?</i> • <i>Create opportunities for the use of renewable energy?</i> • <i>Minimise the use of scarce natural resources?</i> • <i>Conserve the extent and quality of land and soil resources?</i> • <i>Reduce the risk of flooding?</i> • <i>Take into account the possible impacts of climate change?</i> 	<p>Recommend broad design standards to conserve resources e.g. locally sourced materials, low / zero carbon emissions. Avoidance of areas susceptible to flooding.</p>
<p>9. Landscape and Biodiversity</p> <ul style="list-style-type: none"> • <i>Conserve and enhance the biodiversity of land, freshwater or marine environments?</i> • <i>Minimise the use of chemicals, which are harmful to living things in the environment?</i> • <i>Contain the spread of invasive alien species and GMOs?</i> • <i>Conserve or enhance the district's characteristic landscapes and features?</i> • <i>Conserve and protect the district's characteristic geology?</i> 	<p>Recommend landscape measures to conserve and enhance biodiversity.</p> <p>Draw on SHDC's Landscape assessment work.</p>
<p>10. Waste</p> <ul style="list-style-type: none"> • <i>Help to minimise the district's production of waste?</i> • <i>Reuse or recycle waste materials?</i> • <i>Involve the use of recycled products?</i> • <i>Look at whole-life impacts?</i> 	<p>Recommend broad design standards to conserve resources e.g. use of recycled materials, and easily transportable/ fabricated (including self-build)</p>
<p>11. Safety</p> <ul style="list-style-type: none"> • <i>Contribute towards people living without fear of crime or persecution?</i> 	<p>Design out crime recommend secure by design principles</p>
<p>12. Distinctiveness</p> <ul style="list-style-type: none"> • <i>Enhance local sense of place and distinctiveness by respecting local character and</i> 	<p>Promote designs that are locally distinctive</p>

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<i>using local skills, materials, produce and creativity?</i>	using local materials and skills
<p>13. Culture</p> <ul style="list-style-type: none"> • <i>Promote opportunities for access to contemporary art, culture and heritage.</i> • <i>Conserve and protect features of historical, archaeological or cultural importance?</i> 	Promote public art and civic pride conserving the town's heritage.
<p>14. Democracy</p> <ul style="list-style-type: none"> • <i>Actively seek and take into account local community views in local decision-making?</i> • <i>Support individuals, including those hard to reach, to become involved in decision-making?</i> 	Consult representatives of all sectors of community on the emerging proposals ultimately seeking their final endorsement.
<p>15. Community/Social Enterprise</p> <ul style="list-style-type: none"> • <i>Create opportunities for community/social enterprises to include those with disabilities or those without transport?</i> 	Consider all facilities particularly community facilities to be as inclusive of all sectors of the community as possible.
<p>16. Long term view</p> <ul style="list-style-type: none"> • <i>Take a long-term perspective, taking into account the needs of future generations as well as our own?</i> 	Consider long and short-term projects with sufficient flexibility for future change.

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10. SWOT Analysis

During this stage of the study we have reviewed the data gained from the audits and draw from them a summary of the strengths, weaknesses, opportunities and threats:

<p>Strengths</p> <ul style="list-style-type: none"> • Intrinsic quality of Kingsbridge • Unique natural environment • Conserved built environment and heritage • Emerging new employers and existing ones wishing to expand • Strong farmers market • Strong local community willing to participate • Network of small local community facilities • Good swimming pool and indoor sports facilities
<p>Weaknesses</p> <ul style="list-style-type: none"> • Lack of affordable housing • Lack of workforce • Limited car parking at peak holiday periods • High levels of traffic congestion and dependence on the private car • Low levels of walking and cycling • Topography separates top and bottom of town • Limited public transport • Limited appropriate employment space available spread out around town • Lack of major community facilities • Shortage of outside sports facilities • Development outside the town constrained (Greenfield)
<p>Opportunities</p> <ul style="list-style-type: none"> • Potential sites for affordable housing • Capacity to expand employment on Brownfield sites. • Identified sites for new environmentally friendly industry • Mix employment and affordable housing • Relocate employment that compromises the environment to more appropriate sites on the outskirts of town • Revitalise top and bottom of town and enhance approaches. • Enhance built environment • Raise profile of the areas built and natural heritage • Improve public transport penetration • Change car parking policy and address seasonal car parking demand • Involve current and future food stores in the policies • Improve walking and cycling routes • Create more community facilities • Identify more visitor attractions • Make proposals planning policy
<p>Threats</p> <ul style="list-style-type: none"> • Increased transport and environmental problems left un addressed would further compromise the town • Failure to address parking issues would make the town less attractive • Historic buildings and fabric will deteriorate • Inability to access funding or attract private sector interest in appropriate uses • Lack of affordable housing would result in a loss of employment base. • Failure to gain community support and consensus for change • Uncoordinated decisions among the agencies and bodies operating in Kingsbridge • Lack of public transport increases isolation of residents without private cars • Inability to gain support from the Local Authority

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11. Next steps and impact on the strategic studies

11.1. Outline of a physical vision

We illustrate in the accompanying figure some of the issues we plan to address in the next stage of the Land Use Strategy. We intend to focus our attention on specific areas. We shall aim to propose projects and actions to sustain the following:

- Kingsbridge is an attractive place to live
- There is active, efficient employment at the heart of Kingsbridge
- There is high level of community facilities serving all sections of the town and surrounding villages.
- The natural environment is protected and enhanced
- The community of Kingsbridge have ownership of the strategy
- The Heritage assets of Kingsbridge are protected and enhanced in a sustainable manner
- Tourism is promoted but not to the detriment of the other activities
- Affordable housing for local people is provided

In summary we envisage the emerging projects will include:

Housing

- Exploring the capacity of new affordable housing within mixed use/ employment sites
- Exploring the capacity for new housing around the town square
- New housing as part of a comprehensive development of the quayside and old cattle market site

Economy

- Developing mixed use within the existing employment sites
- Investigating mechanisms to relocate targeted existing employers to Tor Quarry

Shopping and Tourism

- Assisting in the integration of the new supermarket into top of the town supporting the existing traders
- Opening up the back of Fore Street to opportunities for trading
- Improving the quality, retail and tourist attractions and façades around the town square
- Linking the existing supermarket into the bottom of town by enhancement and improvements to Mill Street/ Union Road
- Increasing the tourist attractions and accommodation in town

Transport

- Additional public transport routes
- Re definition of the town's car parking strategy
- Proposing pedestrian and cycle routes

Community Facilities

- Review the proposed location for additional playing fields establishing shorter and more effective links
- Review the existing and future potential community benefits of the community campus.
- Investigating ways to combine community facilities
- Assisting in defining the siting and functions of the community centre

Environmental Improvements

- A coherent and consistent policy over the public realm
- Promoting more activity around the quayside to link the various community functions
- Environmental improvements throughout Fore Street, Mill Street the back ways and other routes
- Safe guarding the historic environment
- Identifying and promoting gateway sites

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11.2. Economic strategy

In consultation with local business officers it is recognised that the fragmentation of employment land within Kingsbridge has affected the ability of a number of existing businesses to expand. The potential for new businesses to move into the area has also obviously been constrained.

Proposals within the Draft Local Plan to allocate additional employment land at Torr Quarry are considered of major importance to the Kingsbridge local economy. The creation of an additional employment area offers a number of opportunities to both incoming and existing businesses. Companies that are presently stifled through an inability to expand will be able to move to a local site, inward investors may be attracted and there are also possibilities of developing a managed workspace unit within the site. Should existing businesses relocate from the town to Torr Quarry, town centre sites will also be freed up creating further business and possibly affordable housing opportunities within the town.

It is accepted that some financial intervention will be required in order for the site to meet its maximum potential. Servicing of the site and/or development of units may be possible but discussions. (SHDC in discussion with SW RDA) are in early stages and therefore there are no definite plans as yet. The option to provide a crèche within this employment site may also be explored.

It is considered that there is some demand for office space within the town however it is difficult to measure this demand as the lack of office space is a historical issue within the town and therefore those familiar with the town will never seek out such space and hence provide evidence of demand.

Notwithstanding the ongoing support regionally for tourism, it is considered that traditional/existing industries should be supported with greater provision for businesses to grow and also for encouragement of incentives to encourage inward investment. The fact that there is little take-up of Enterprise South Devon's services from potential Kingsbridge businesses would indicate that promotion of such business support is needed.

Whilst the retail offer within Kingsbridge is generally considered adequate, it is widely accepted that subject to the appropriate level of integration within the town another supermarket would be popular.

11.3. Transport and parking issues

Some early conclusions drawn from our Transport and Parking audit on a strategic level include the need for additional public transport routes, re definition of the town's car parking strategy and proposals for new pedestrian and cycle routes. In addition on a detailed level we have identified the following items requiring early attention:

- Fosse Road/Belle Cross Road; Footbridge serving the junior school needs ramped approaches to make it usable by parents with pushchairs.
- Prince of Wales Road; Formal pedestrian crossing required closer to roundabout junction with Fore Street.
- Access Road from Cookworthy Road Car Park: a footway required between car park and Cookworthy Road and visibility improvement for pedestrians crossing the access road and heading for Fore Street.
- Dedicated pedestrian route required through Fore Street car park.
- Fore Street: simplify use of lay-by; - widen footways at narrow bottom end.
- Improve car and coach park signing generally. Specifically amend the confusing sign at the Market Car Park
- Improve Industrial Estate signing.
- Bus Service Coordination.

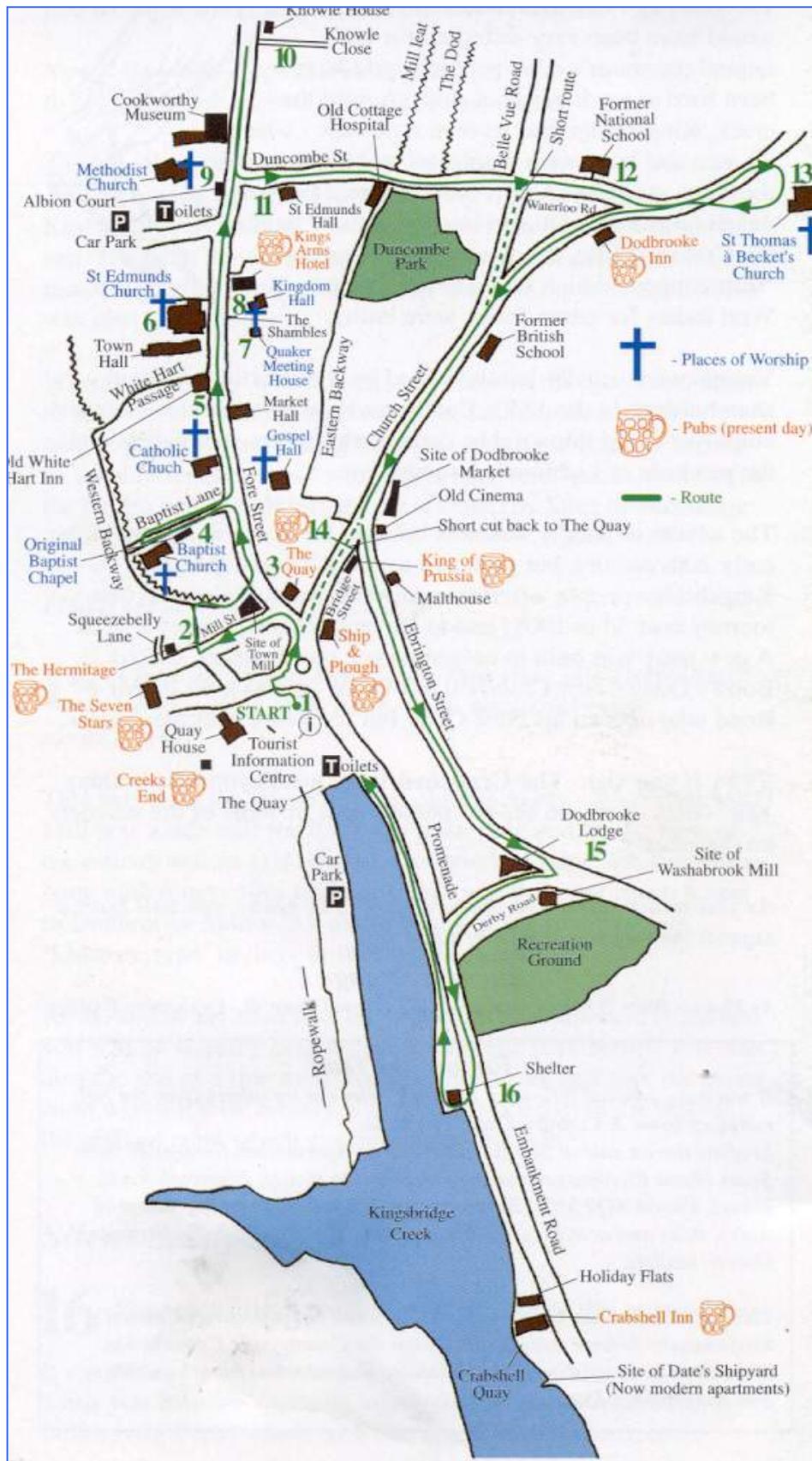


Figure 1

Kingsbridge Heritage Trail

Kingsbridge and Salcombe Area Partnership
Kingsbridge Feasibility Study
Stage 1 Baseline Review



Figure 2

Kingsbridge 1886

Sandover Associates with Scott Wilson and Roger Tym & Partners

Kingsbridge and Salcombe Area Partnership
Kingsbridge Feasibility Study
Stage 1 Baseline Review

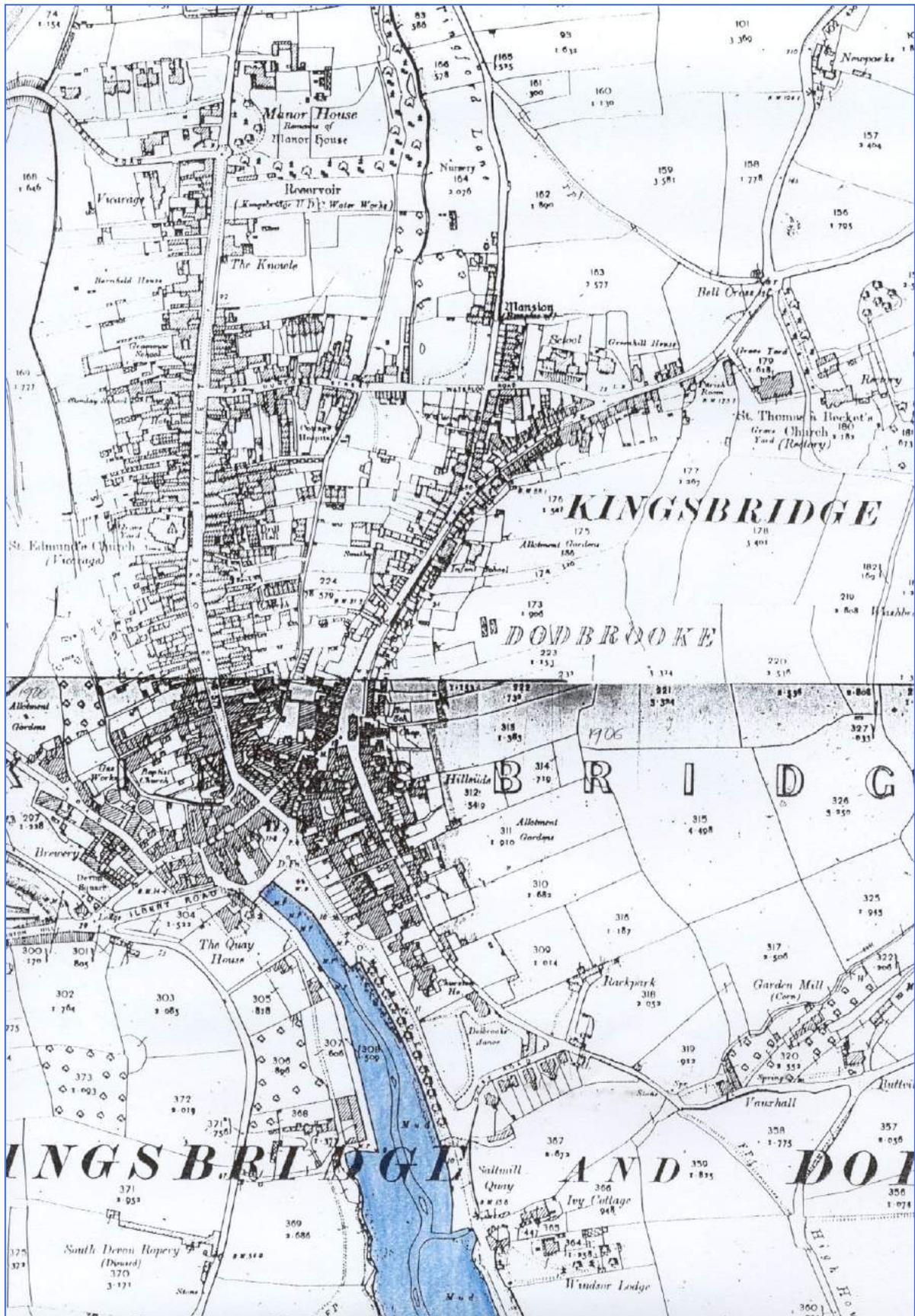
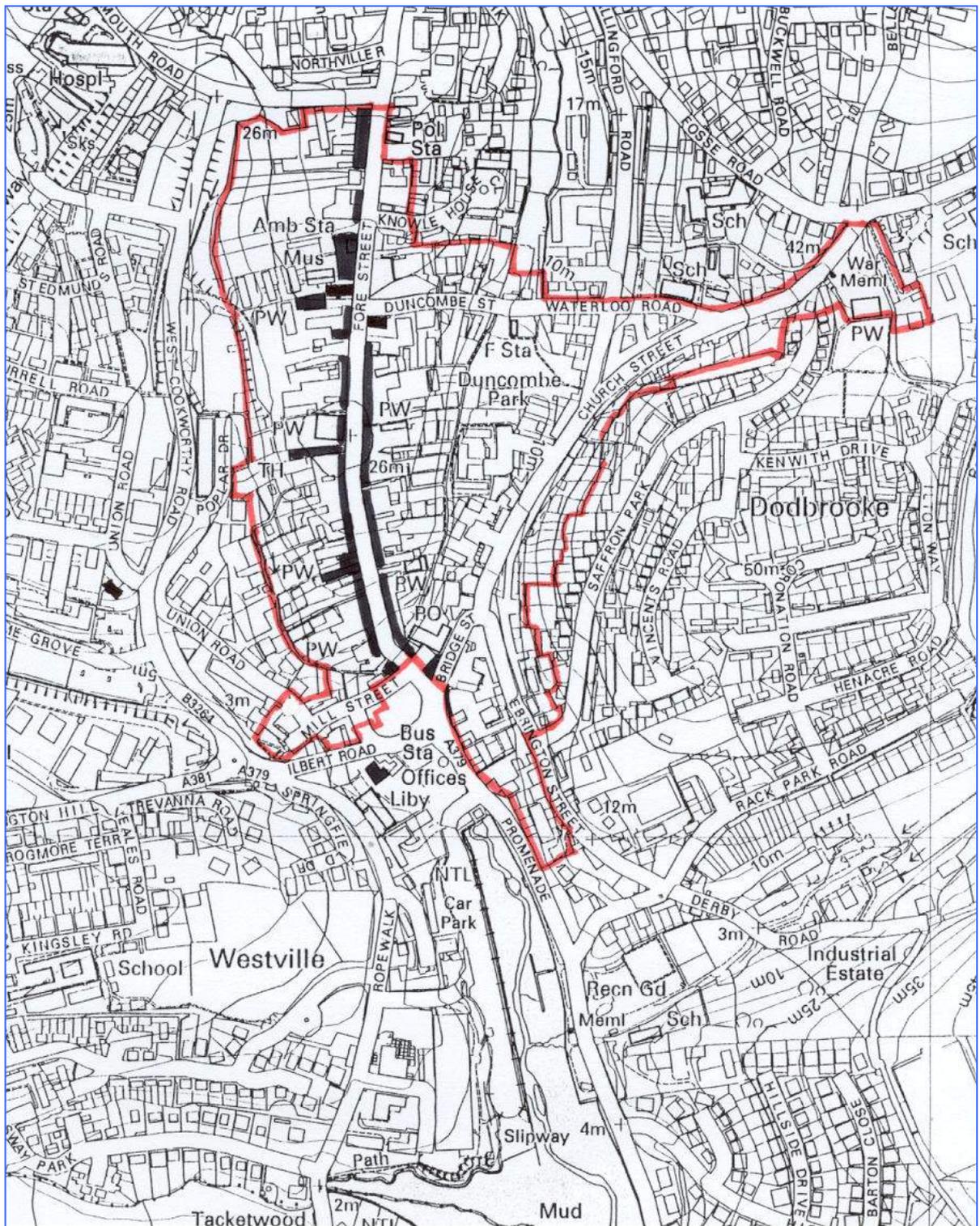


Figure 3

Kingsbridge 1906

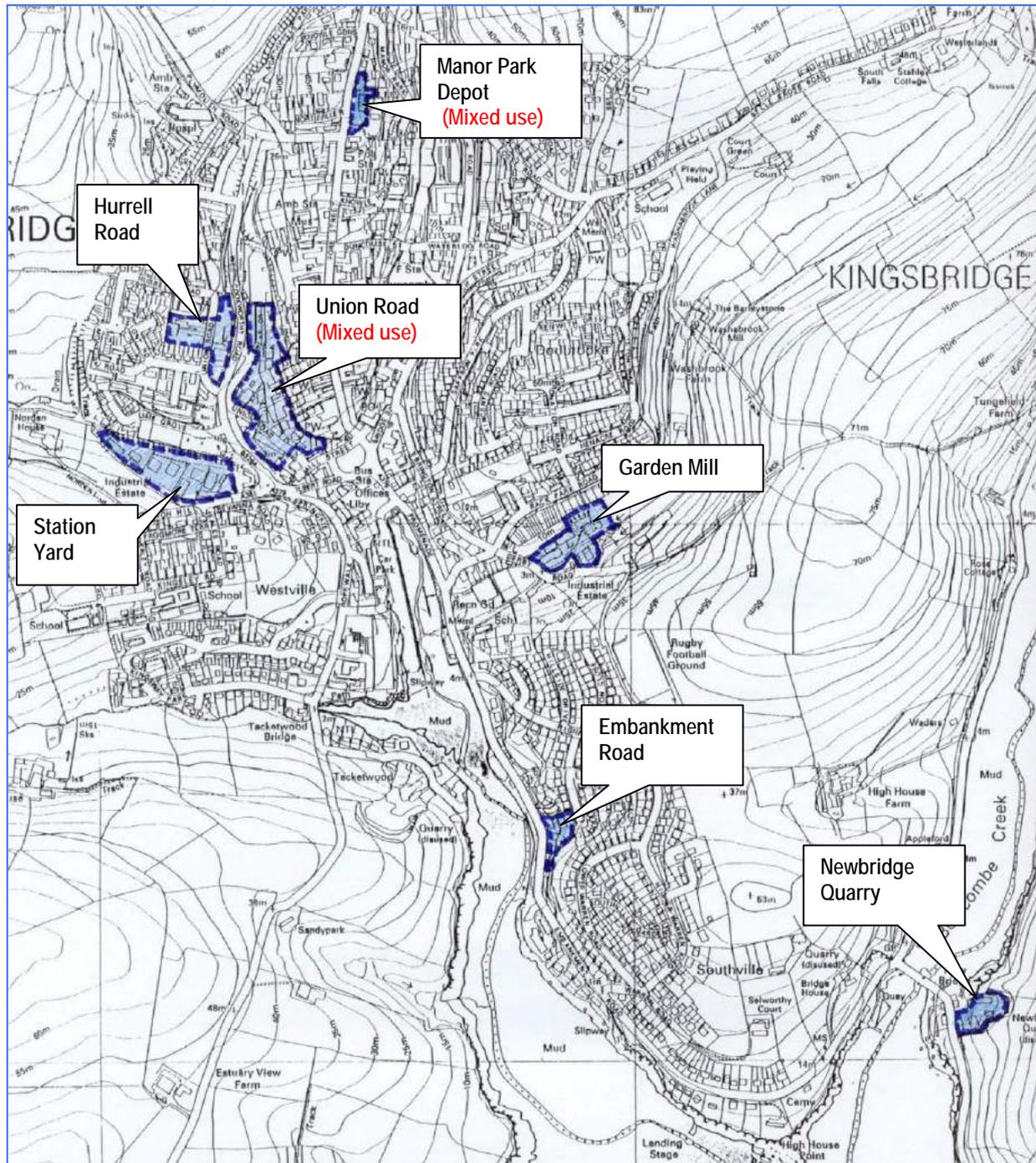


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Figure 4

Kingsbridge Conservation Area

Sandover Associates with Scott Wilson and Roger Tym & Partners

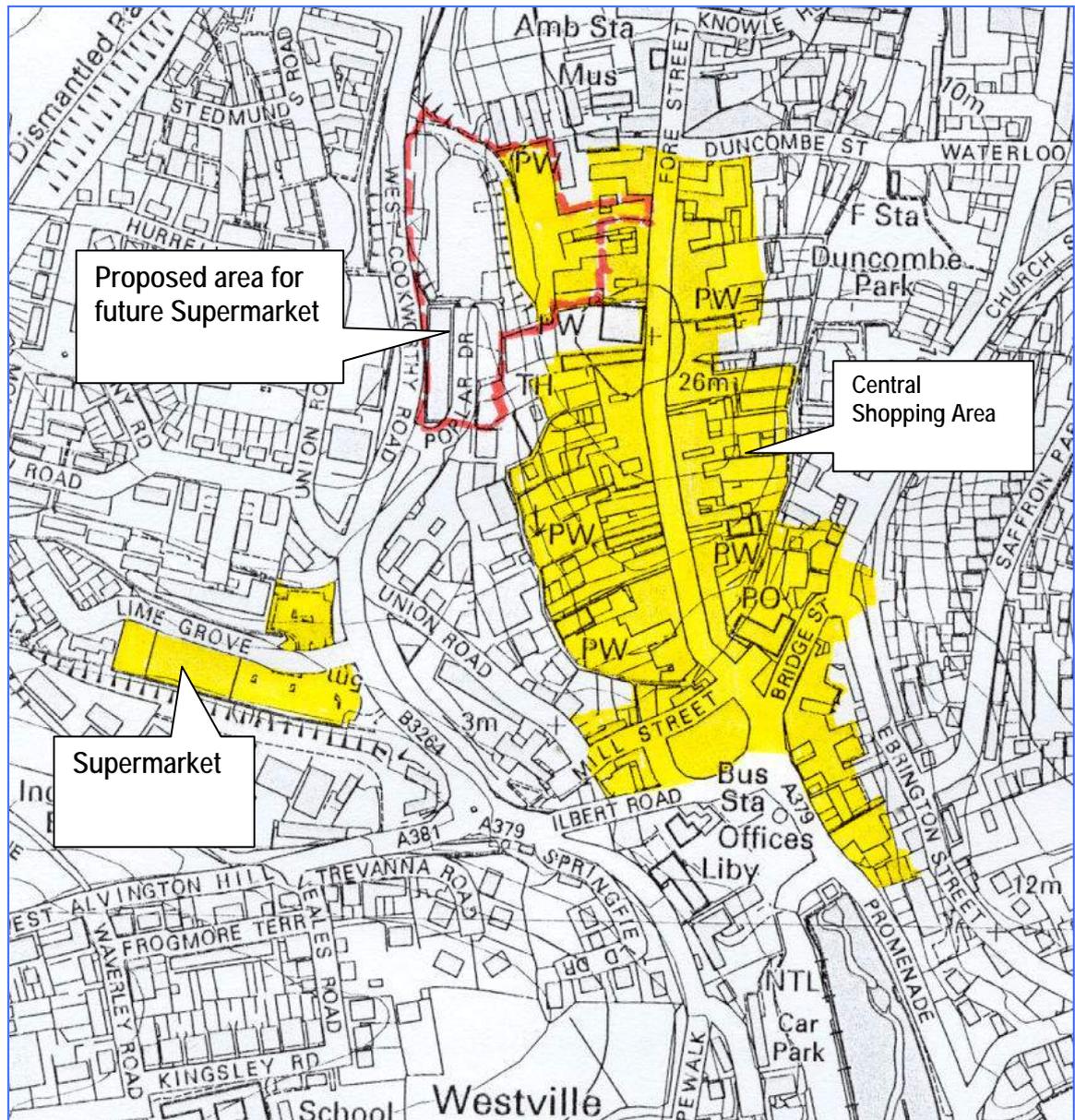


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Figure 5

Kingsbridge Employment Policy Areas

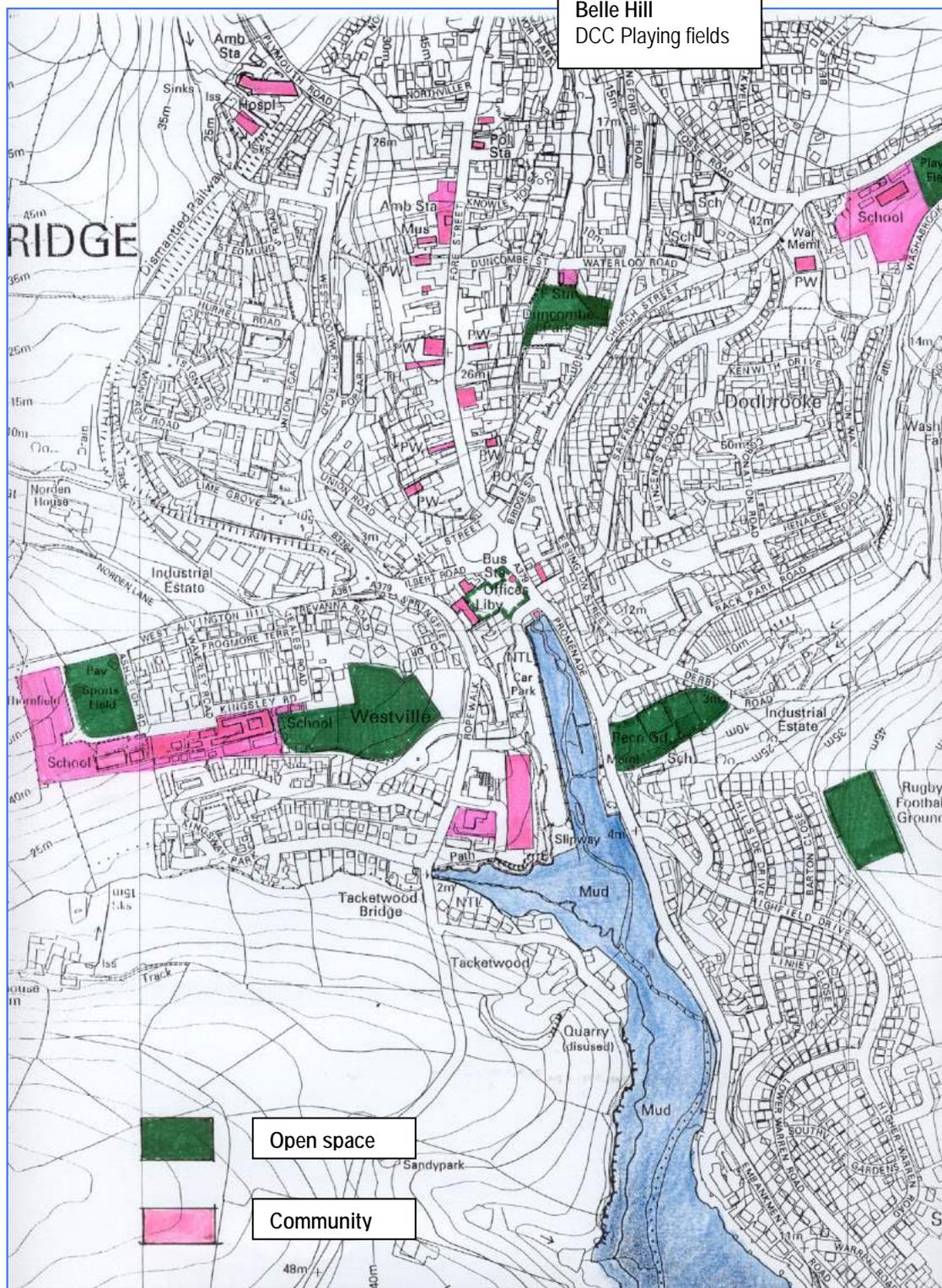
Sandover Associates with Scott Wilson and Roger Tym & Partners



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Figure 6

Kingsbridge Shopping Areas



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Figure 7

Kingsbridge Open Space and Community Facilities

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Kingsbridge and Salcombe Area Partnership
Kingsbridge Feasibility Study
Stage 1 Baseline Review



Figure 9

Kingsbridge Strengths

Sandover Associates with Scott Wilson and Roger Tym & Partners

Kingsbridge and Salcombe Area Partnership
Kingsbridge Feasibility Study
Stage 1 Baseline Review



Figure 10

Kingsbridge Weaknesses

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Kingsbridge and Salcombe Area Partnership
Kingsbridge Feasibility Study
Stage 1 Baseline Review

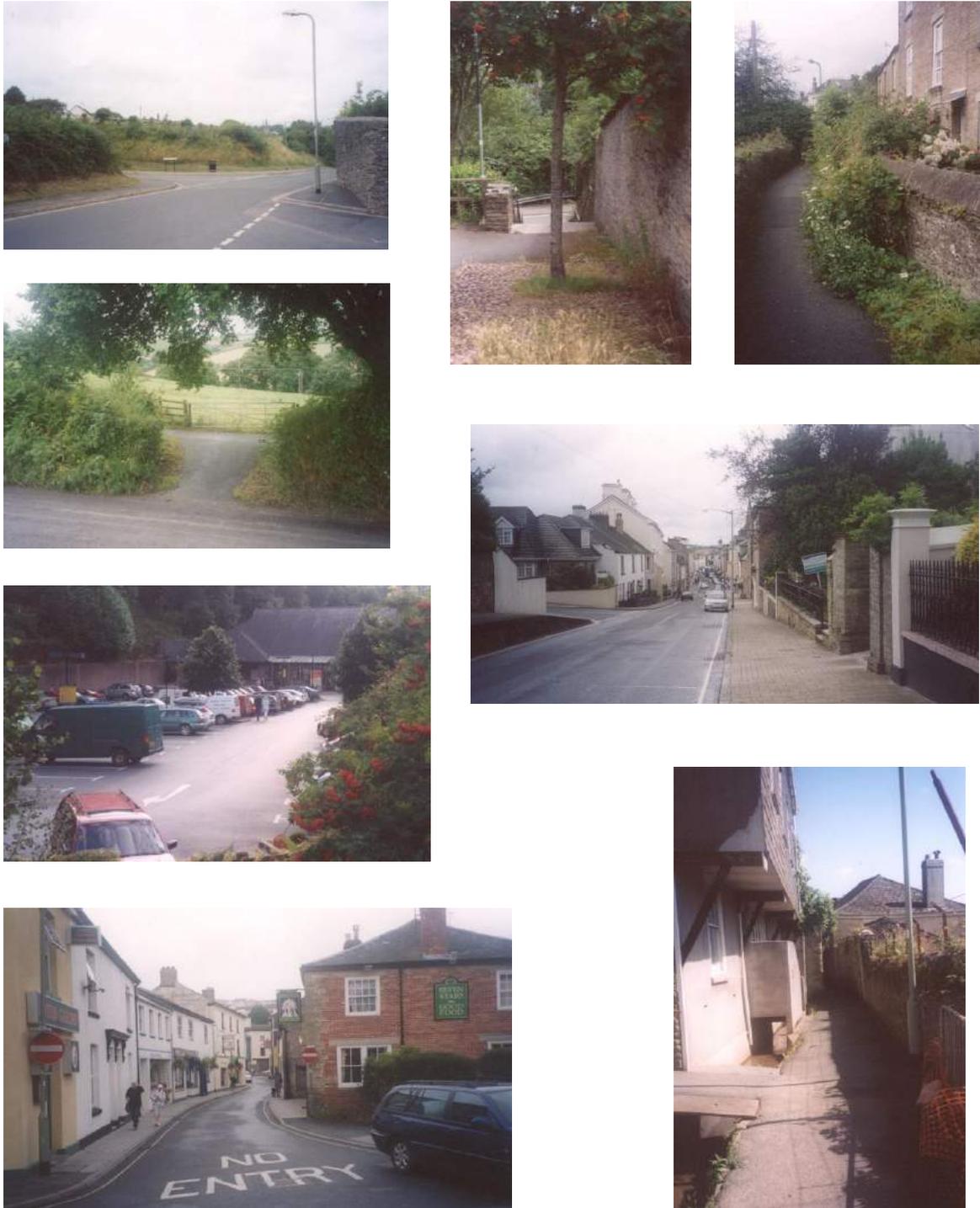


Figure 11

**Kingsbridge Opportunities
Better linkages and gateway sites**

Sandover Associates with Scott Wilson and Roger Tym & Partners

Kingsbridge and Salcombe Area Partnership
Kingsbridge Feasibility Study
Stage 1 Baseline Review

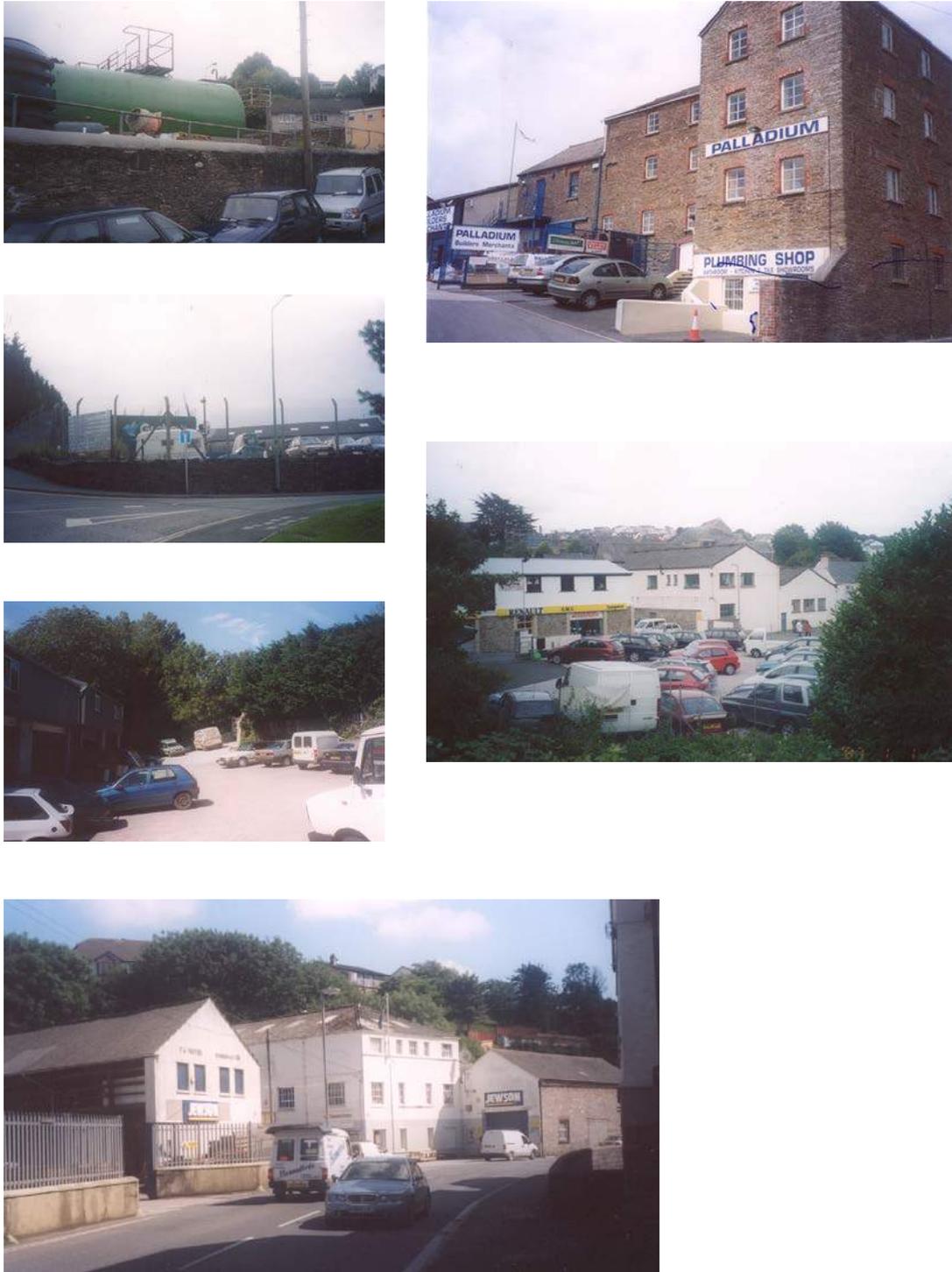


Figure 12

Kingsbridge Opportunities
Development, redevelopment and mixed use opportunities

Sandover Associates with Scott Wilson and Roger Tym & Partners

Kingsbridge and Salcombe Area Partnership
Kingsbridge Feasibility Study
Stage 1 Baseline Review



Cattle market site- opportunities for more car parking, to expand the Leisure centre, new community facilities and establish stronger links with the community college



Revitalise the top of town with a quality civic space, opening up the rear of Fore Street and providing a vibrant link to the proposed new supermarket



Community college; linking of facilities with the community and leisure centre

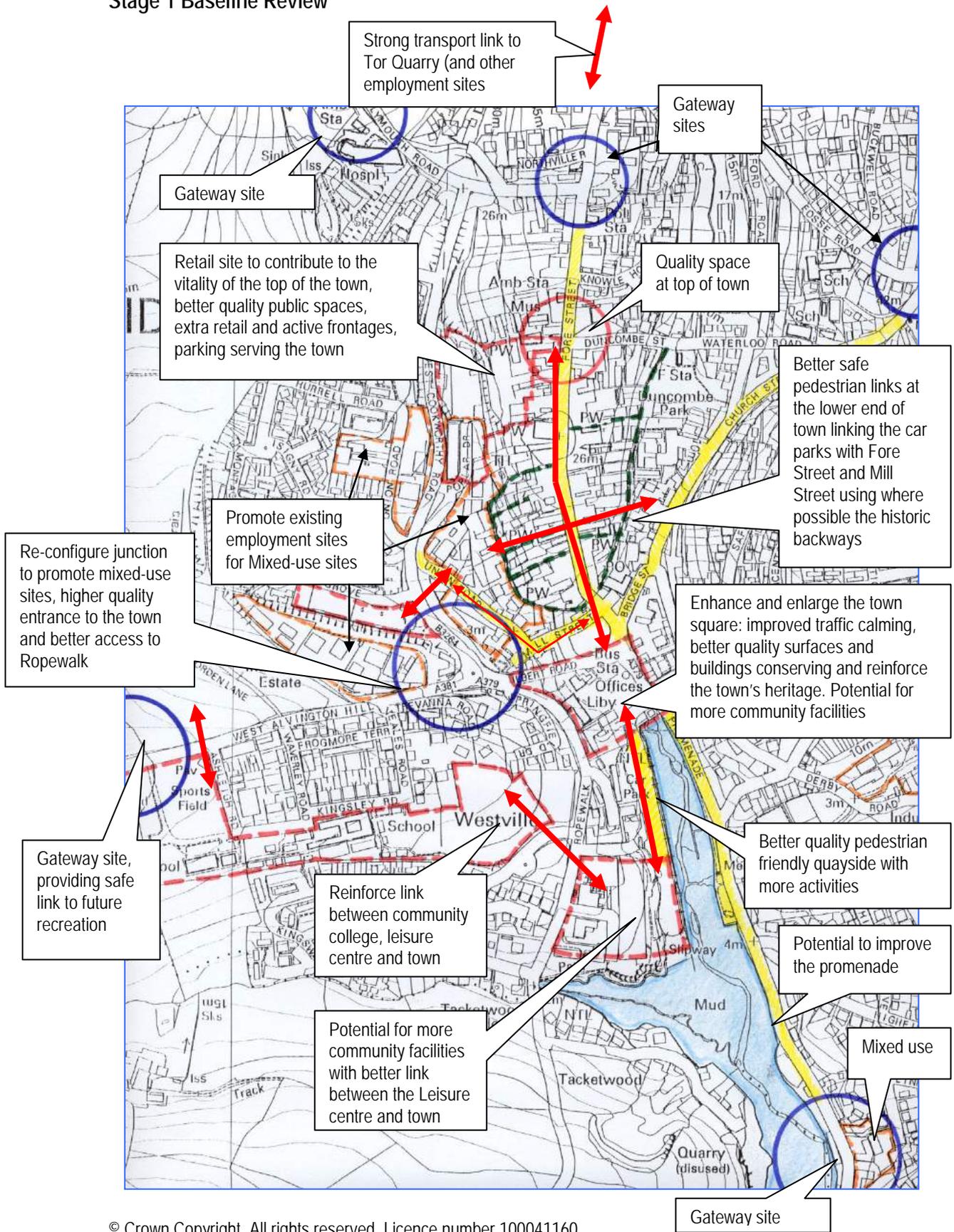
Revitalise the bottom of town; enhance and enlarge the town square: improved traffic calming, better quality surfaces and buildings conserving and reinforce the town's heritage. Potential for more community facilities



Figure 13

Kingsbridge Opportunities
Community spaces and facilities

Kingsbridge and Salcombe Area Partnership
 Kingsbridge Feasibility Study
 Stage 1 Baseline Review



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Figure 14

Emerging projects and concepts