

creating change in Devon



**Catalyst**

# BOVEY TRACEY PARISH NEIGHBOURHOOD PLAN COMMUNITY QUESTIONNAIRE REPORT



**MAY 2018**

Dawn Eckhart

Telephone: 01392 248919, Email: [dawn@devoncommunities.org.uk](mailto:dawn@devoncommunities.org.uk)

[www.devoncommunities.org.uk](http://www.devoncommunities.org.uk)

Catalyst, Devon Communities Together,

First Floor, 3&4 Cranmere Court, Lustleigh Close

Matford Business Park, Exeter. EX2 8PW

Devon Communities Together is the operating name for Community Council of Devon, a registered charity (no. 1074047), company registered in England and Wales (no. 3694095) registered office as above. VAT registered (no. 942 0496 27).



**THIS DOCUMENT IS AVAILABLE IN LARGE PRINT  
FORMAT UPON REQUEST.**

**PLEASE PHONE 01392 248919 TO REQUEST A COPY.**

<b>Contents</b>	<b>Page</b>
Executive Summary – Key Findings	4
Introduction	6
Overview of Bovey Tracey parish	6
Population Figures	6
Neighbourhood Development Plan	7
Catalyst & Devon Communities Together	8
Questionnaire Development	10
Questionnaire responses	10
Section 1: About You	11
Section 2: Housing	15
Section 3: Transport & Travel	18
Section 4: Community Facilities	21
Section 5: Natural & Built Environment	23
Section 6: Employment & Business	25
Section 7: Vision & Values	28
Section 8: Feedback from Businesses	31

## EXECUTIVE SUMMARY – KEY FINDINGS

The following table summarises the key findings from the Bovey Parish Neighbourhood Plan Community Questionnaire. The key findings are listed alongside the question responses that provide the evidence to support the finding.

Statistics from the last national census (2011) stated that there are approximately 3,220 households in the parish representing a population of 7,170 people, of these around 5,955 people are adults over 16 and are the most likely audience for participating in this method of consultation.

Delivery of the questionnaire was commissioned to over 4,000 households and businesses in the parish, although this was somewhat delayed by unusually heavy snow falls in February. The paper format of the questionnaire was designed to allow up to five individuals in each household to submit their individual responses. The questionnaire was also available on-line.

A total of 452 paper questionnaires, representing 764 returns, were completed and returned to Devon Communities Together (DCT) and a further 477 questionnaires were completed on line. There were therefore 1,241 individual responses. Just over 17% of all residents and approximately 21% of adults over 16 participated in the consultation.

Theme	Evidence
<b>Resident's Vision &amp; value for the future of the parish</b>	
A. The community would like the Parish of the future to be a high quality environment with at its heart a vibrant small town renowned for its arts and craft culture, a desirable place to live for residents of all ages and income levels, and with a strong sense of community.	Section 7 Question 22
<b>Housing</b>	
B. There is strong support for the provision of affordable housing for local residents to be a priority in new housing development: Equal priority is given to rented options as to private purchase.	Section 2 Question 7 Section 2 Question 8
C. There is a strong sense that the parish should maintain a rural character, with an historic small town at the gateway to Dartmoor National Park	Section 2 Question 6 Section 2 Question 8 Section 5 Question 15
D. There is a strong desire for improvements to infrastructure, community facilities and traffic management before any further housing development is allowed	Section 2 Question 6 Section 2 Question 8
E. A priority for the type of new housing developed should be the provision of sheltered / homes for people in later life	Section 2 Question 7

<b>Transport &amp; Travel</b>	
F. A priority for the town centre is better traffic and parking management in order to reduce congestion and enable better quality and safer pedestrian access	Section 3 Question 9 Section 3 Question 10 Section 3 Question 11
<b>Community Facilities</b>	
G. There is strong support for the development of a multi-use community facility which provides for sports, leisure and large community gatherings	Section 4 Question 12 Section 4 Question 13
<b>Natural &amp; Built Environment</b>	
H. The conservation of the natural environment and landscape should be a priority	Section 2 Questions 6 & 8 Section 5 Question 15
I. There is strong support for the creation of green public spaces and landscaping within new housing developments	Section 5 Questions 14 & 15
J. There is strong support for the promotion of sustainable energy and eco-friendly infrastructure across the parish	Section 5 Questions 14 & 15
K. There is strong support for the conservation / creation of biodiversity within public spaces	Section 5 Questions 14 & 15
<b>Employment &amp; Business</b>	
L. There is strong support for improvements to public transport in order to improve the shopping experience of parishioners	Section 6 Question 16
M. There is strong support for the provision of a greater range of shops to improve the shopping experience of parishioners	Section 6 Questions 16 & 17
N. Increasing provision and range of parking is significant in order to improve the shopping experience in the parish	Section 6 Questions 16 & 17
O. Small start-up enterprises should be encouraged and enabled in the parish	Section 6 Questions 18 & 19
P. The friendly community and high quality of environment are valued by local businesses	Section 6 Question 25

## INTRODUCTION

### OVERVIEW OF BOVEY TRACEY PARISH

Bovey Tracey is a civil parish in south Devon, named after the River Bovey which runs through the parish, parish boundaries straddle the edge of Dartmoor National Park. It is about 10 miles south-west of Exeter and lies on the A382 road, about halfway between Newton Abbot and Moretonhampstead. The parish has two distinct areas of population, the medieval borough of Bovey Tracey which dates from 1260, although it has earlier Saxon holdings, and the newer development of Heathfield in the south of the parish. There is also the village of Brimley to the west and numerous hamlets and farmsteads throughout this rural parish.

Bovey Tracey is a small market town where the winding streets and picturesque parks provide a rich environment for residents and visitors alike. The town has a strong creative culture, both historic and contemporary, which can be seen in the numerous shops, attractions and events across the town, including the internationally renowned Devon Guild of Craftsmen, based in the 19th century water mill on the western edge of the town centre. There is a farmers' market in the town on alternate Saturday mornings. It is a pretty cob and Dartmoor granite built town with over 100 listed buildings and a plethora of architectural features which are indicative of its rich built heritage. Bovey Tracey is one of the main gateway towns to Dartmoor providing a perfect location from which to enjoy the stunning landscape and range of outdoor recreational opportunities.

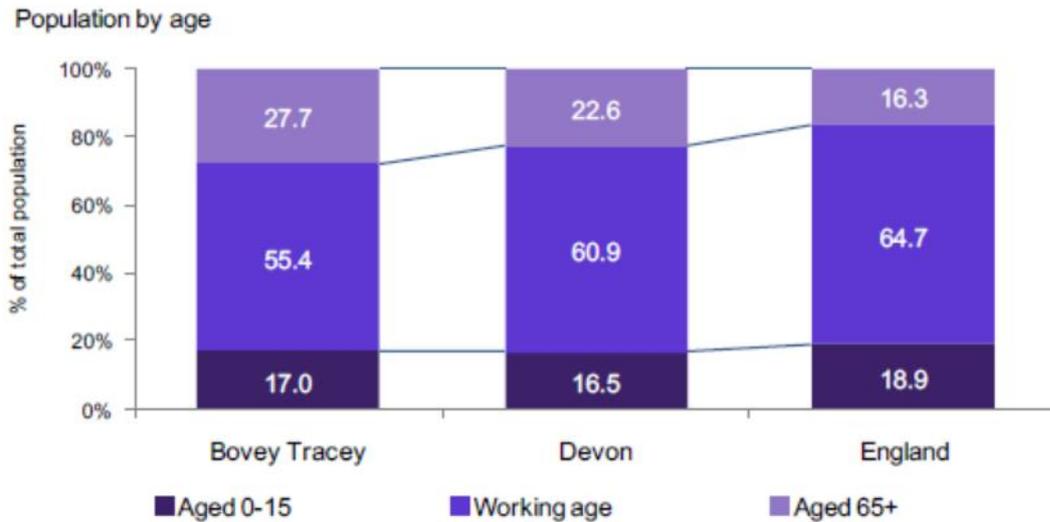
Heathfield, with its large business and industrial area, is important to the economy of the parish, and lying adjacent to the A38 has excellent road communications. While the residential area of Heathfield has some older residences, it has been mainly built since the 1980s, predominantly in the 1990s and to a lesser extent this century.

Brimley, which lies to the south-west of Bovey Tracey on the opposite side of the A382, has a long and rich history in pottery manufacture and is home to the House of Marbles which is a strong visitor attraction. Brimley is a mixed area with many small commercial premises and both old and new housing.

### POPULATION FIGURES

In the 2011 census, the usually-resident population of the whole of Bovey Tracey parish was recorded as 7,170 in 3220 households.

The age demographic of the population is illustrated in Figure 1 below. The parish has a higher proportion of retired people (over 65s) than both Devon as a whole and England.



Source: Census 2011 (table KS102EW)

**Figure 1:** Comparison of the age distribution in Bovey Tracey Parish, Devon and England

## NEIGHBOURHOOD DEVELOPMENT PLAN

The Localism Act 2011 gives town and parish councils the power to prepare Neighbourhood Development Plans. A “Neighbourhood Plan” gives communities an opportunity to directly shape the local area. They cannot be used to stop development or be contrary to the Local Plan (i.e. they cannot propose less development than the Local Plan). However, they do allow the community to work with the District Council to have a say on what development should look like and where it would be most appropriate. Other matters can be included in the plan which are important to the local community (for example it can highlight areas which should remain as public open space, what facilities the Parish has got and what it has not and the aspirations of the community etc.).

Once formally adopted a Neighbourhood Plan carries full statutory weight as part of the Development Plan for the area and due regard must be given to the Plan when making decisions on planning applications.

To produce a Neighbourhood Plan the local council must first resolve to undertake the project. Following a resolution, the next step towards the plan is the designation of a Neighbourhood Area – in this case the civil parish boundary. Note here that Bovey Tracey Town Council is the local council not just for Bovey Tracey town, but for the whole of Bovey Tracey Parish.

Once the area is designated, the Town Council must engage with the community in order to write the plan. Teignbridge District Council and Dartmoor National park Authority confirmed the area designation in July 2017. In November the Town Council called for interested volunteers to come forward – this resulted in the establishment of the Neighbourhood Plan Steering Group (NPSG) comprising five town councillors and 8 other members of the community.

Once the plan is prepared it will be submitted to the planning department at Teignbridge District Council which will then ensure it has been prepared correctly and meets the basic

standards. Then there will be a publication period, after which the District Council will facilitate an independent examination into the Neighbourhood Plan. Provided that the Examiner recommends that the Neighbourhood Plan be taken forward there will then be a community referendum. The final adoption of the plan requires the support of the majority of those that have voted in the referendum.

Further information about Neighbourhood Planning can be found on the following website:

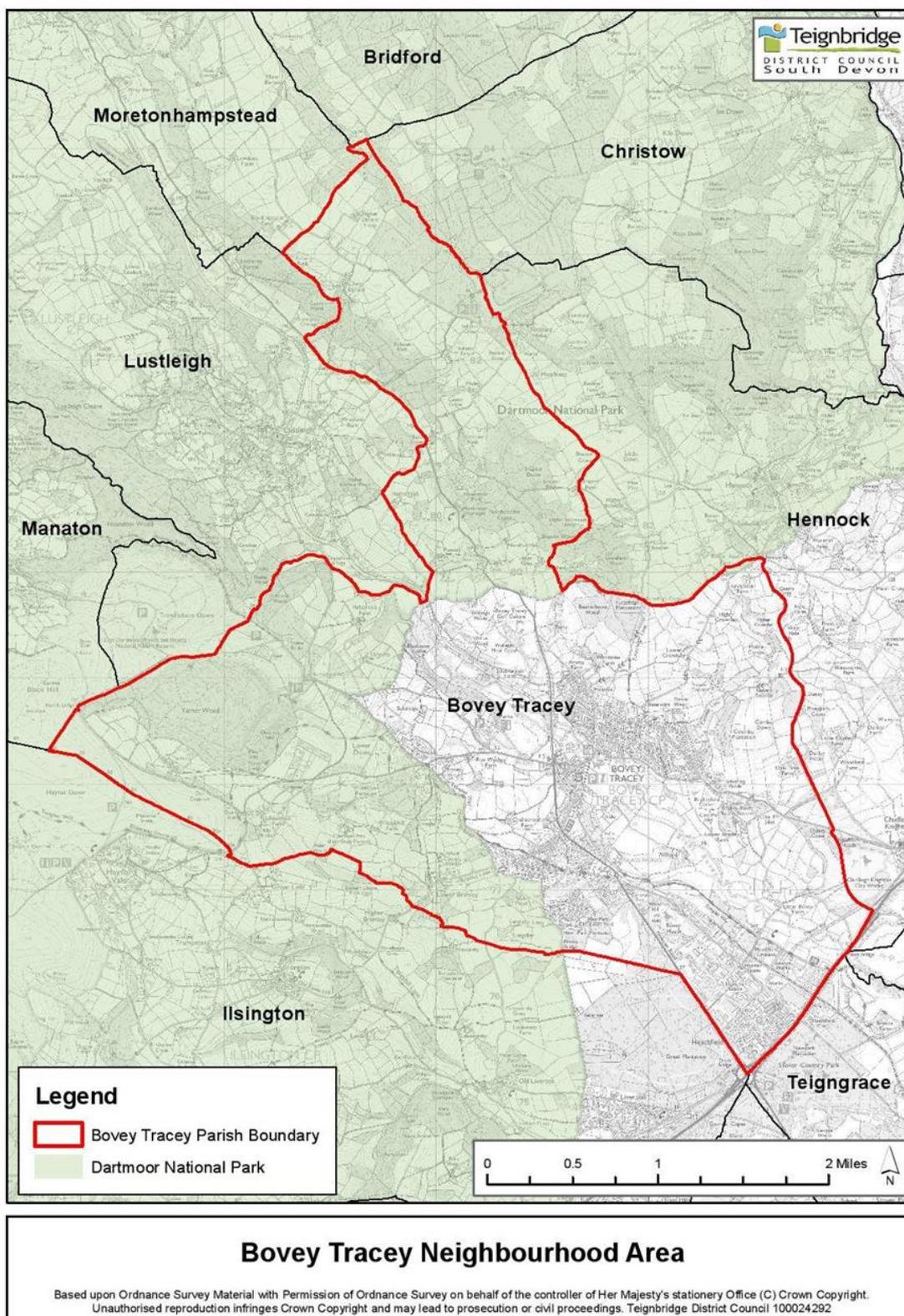
Make a plan, make a difference: <a href="http://www.neighbourhoodplanning.org/">http://www.neighbourhoodplanning.org/</a>
---

The remit of the Neighbourhood Plan Steering Group (NPSG) is to undertake and oversee the process of developing the Neighbourhood Plan. The NPSG decided to engage the services of the Catalyst consultancy team to provide the expertise and objectivity needed to undertake the process of community engagement and data analysis.

### **CATALYST AND DEVON COMMUNITIES TOGETHER**

Catalyst is the in-house consultancy service provided by Devon Communities Together (DCT), which is a charity that has worked to support Devon's rural communities for over 50 years. In recent years, Catalyst and Devon Communities Together have provided support to over 60 town and parish council steering groups that have been working on producing a Neighbourhood Plan for their area.

**Figure 2: Bovey Tracey designated Neighbourhood Area**



## QUESTIONNAIRE DEVELOPMENT & ENGAGEMENT

In order to give every resident in the parish the opportunity to express their views the Steering Group determined to undertake a questionnaire-based survey.

A sub-group was tasked with the design of the questionnaire and met many times to consider key themes. In this task, reference was made to The Conservation Area Management Plan (2006) The Community Planning Report (2011), and other public consultations that were made in the preparation of the District Local Plan (2013). The sub-group also took advice from 'Catalyst', and Teignbridge District Council on the style and content of the questionnaire, and the final version of the questionnaire was agreed by the Neighbourhood Plan Steering Group.

A seven-page questionnaire form was used and allowed for up to five people to give their individual responses to the questions. It also included a short section specifically for business owners to express their experience of running a business in the parish.

The questionnaire was distributed to approximately 4,200 households and businesses in the Parish. During the distribution, unusually heavy snowfall was encountered. Steering Group members went door-to-door in some areas to check the questionnaires had been received, and to encourage participation.

The questionnaires were delivered with a covering letter from the Town Council which highlighted the closing date for returns, and signposted people to an on-line version should they prefer to participate in that way. The covering letter also asked that completed questionnaires be dropped off at the Town Hall, the Library, Brimley Post Office or Heathfield Post Office. The questionnaire was in the public domain for four weeks in March 2018.

The Town Council undertook a promotional campaign to raise awareness and encourage participation using social media and a press article. Posters and roadside banners were displayed and Steering Group members manned stalls at the Farmers' Market and at a well-attended event at the Methodist Hall in Bovey Tracey organised by Bovey Futures, a local community organisation.

This document presents the findings from the questionnaire.

## QUESTIONNAIRE RESPONSES

The completed questionnaires were delivered to DCT where the responses were digitised and analysed allowing this report to be created.

As described above, there are at least 3,220 households in the parish representing a population of at least 7,170 people, of these around 5,955 people are adults over 16 and are the most likely audience for participating in this method of consultation. A total of 452 paper questionnaires (representing 764 individual returns) were completed and returned to Devon Communities Together (DCT) and a further 477 questionnaires were completed on line. These equated to 1,241 individual responses, therefore just over 17% of all residents and approximately 21% of adults over 16 participated in the consultation.

## SECTION 1: ABOUT YOU

The first part of the questionnaire consisted of a set of questions that asked for the home situation, age ranges, and occupational status of the participants. This information reveals to what extent the responses to the questionnaire are representative of the population as a whole and not depicting views from limited sectors of the community.

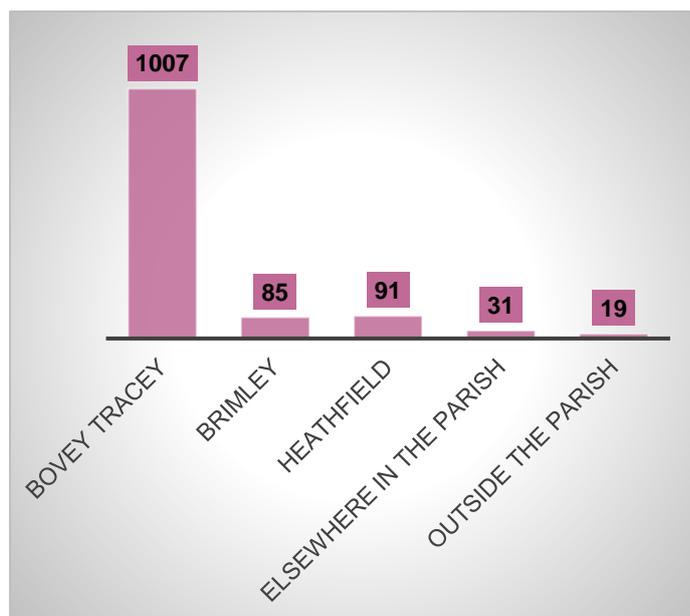
### **Question 1. Asked participants to identify the location within the parish of their household.**

A total of 1,233 people answered this question (see Figure 3). Census data (2011) suggests that Bovey Tracey town has a population of approximately 4,730, which is 66% of the parish population of 7,170. The 1,007 responses from town residents represent 82% of questionnaire participants and 21% of town residents.

The population of Heathfield is approximately 1,830, which is 25% of the parish population. The 91 returns from Heathfield represents only 7% of questionnaire participants and 5% of Heathfield residents. This was despite Steering Group members going door to door in Heathfield to encourage participation.

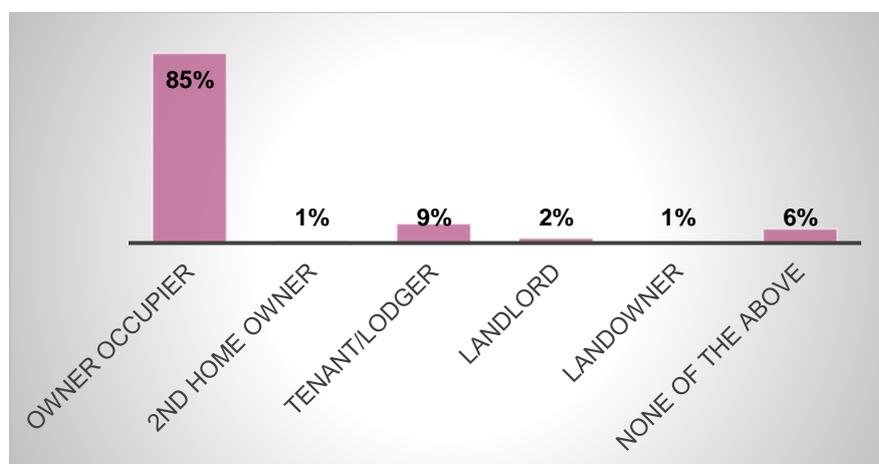
The available statistics suggest that the population of Brimley and the other rural locations within the parish amount to around 610 people, this represents 8.5% of the parish population. The 85 participants who identified themselves as living in Brimley represents approx. 7% of questionnaire participants. The combined number of participants from Brimley and other rural locations in the parish amounts to 116 people which represents approx. 9% of questionnaire participants and 19% of the population of Brimley and other rural locations.

The overall responses are therefore skewed towards those from residents of the town of Bovey Tracey along with the more rural locations in the parish.



**Figure 3:** Where our 1,233 participants live.

**Question 2. Asked participants to identify which of range of property tenure options they represent.**



**Figure 4:** Property tenure status of participants.

A total of 1225 people answered this question. The majority of participants are owner-occupiers of their homes.

Comparison of the proportions of tenure types in Bovey Tracey Parish with that of national and Devon data (Figure 5 below) shows that approx. 22% of residents in the parish live in rented accommodation. When compared to the findings in Figure 4 above it is clear that a higher proportion of home owners and a lower proportion of tenants have participated in the questionnaire.

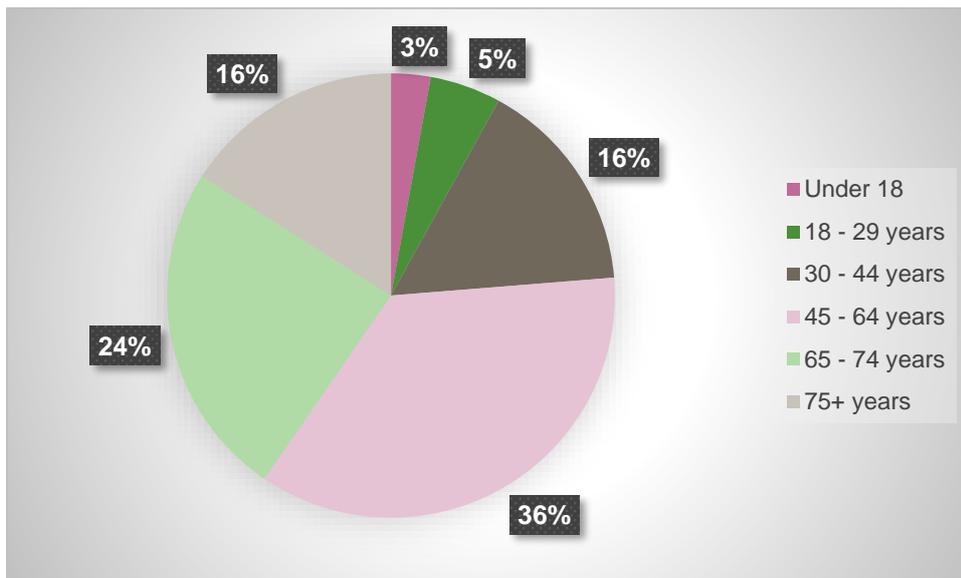
**Housing tenure breakdowns**



Source: Census 2011 (KS402EW)

**Figure 5:** Comparison of the category of housing tenure of residents in Bovey Tracey Parish compared with Devon and England.

**Question 3 asked participants which category of age range they represented.**

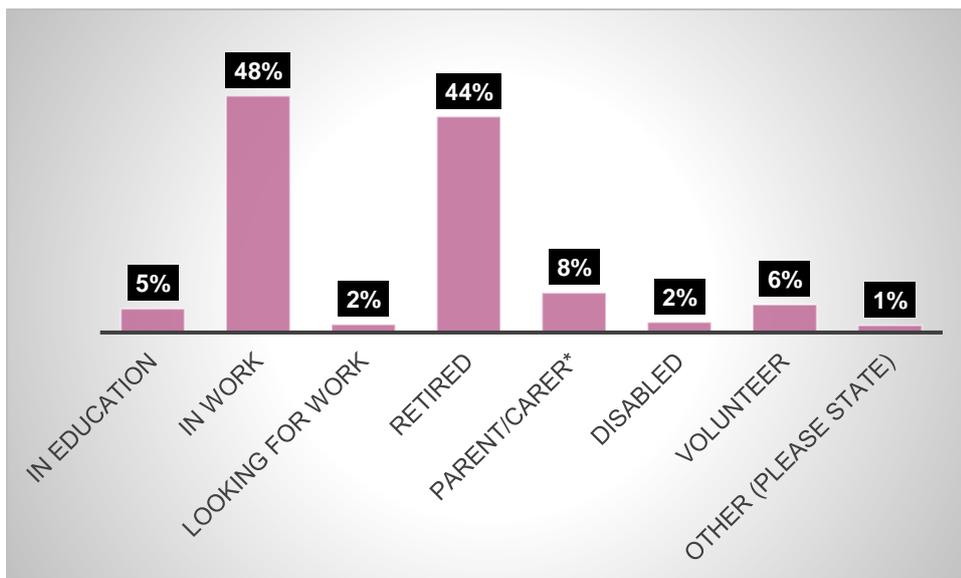


**Figure 6:** Age distribution of our participants

A total of 1,227 people responded to this question. Forty percent of participants described themselves as being of age 65+, compared to 28% of the parish demographic profile (Figure 1). The parish demographic profile also indicates that about 55% of the population are of working age (16 – 65) compared to at least 57% of participants.

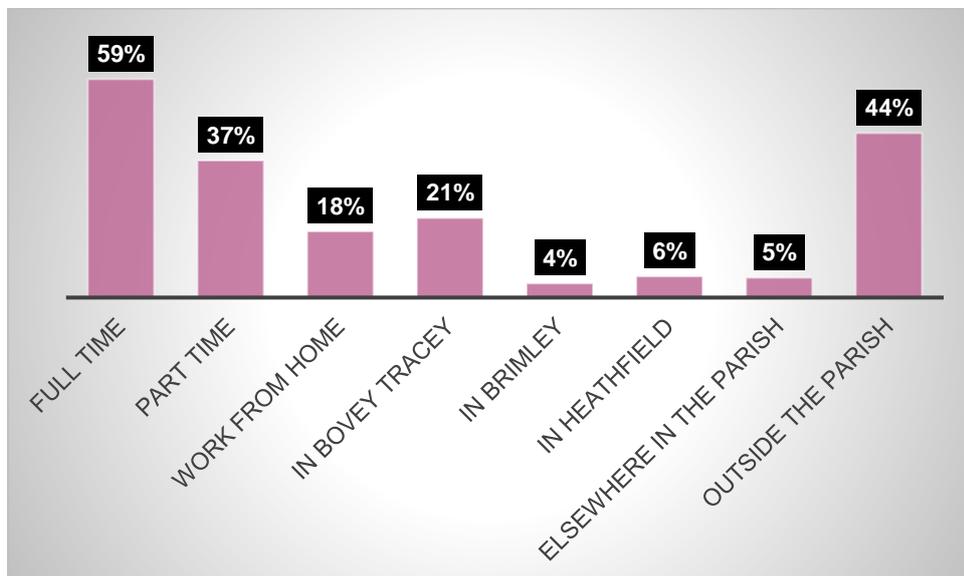
This is not an unusual picture for this form of consultation as retired people often have more time to choose to participate in civic activities of this type, whereas children and young people typically do not engage well with this form of consultation.

**Question 4 asked participants which from a range of options best describes their occupational status** (with the option of selecting all that apply, hence the totals may add up to more than 100%).



**Figure 7:** Occupational status of the 1,232 people who responded to this question

**Question 5 asked participants which from a range of options best describes how and where they work** (with the option of selecting all that apply, hence the totals add up to more than 100%)



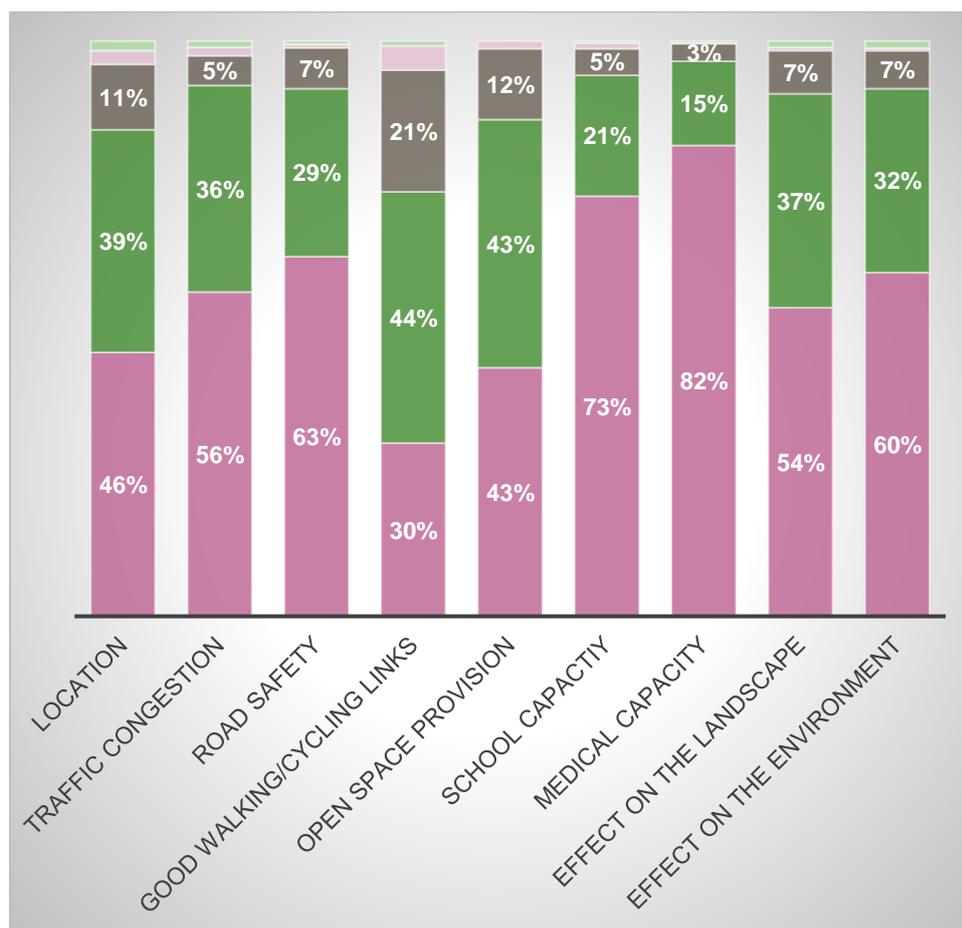
**Figure 8:** Whether participants work full or part time and where they work

634 or 51% of participants responded to this question. The results indicate that around 54% of people work within the parish compared to around 44% working elsewhere. The reduced number of people answering this question is probably due to the large proportion of retired people living in the parish and participating in the survey.

## SECTION 2: HOUSING

This section of the questionnaire form provided an introductory paragraph which explained the strategic context as: *Sites identified in the Teignbridge Local Plan 2014 - 2033 are expected to provide 185 (including 20 self-build) homes at Bradley Bends, 45 north of Indio House, 120 at Dean Park and 270 at Challabrook; all with a target of 30% affordable homes. In addition, if DCC relocate the primary school, there is scope for 15 new homes at Abbey Rd. It is possible that a number of new homes in addition to those already identified above could also be located within the parish within the Local Plan period.*

**Question 6 asked participants to indicate which from a range of options, are issues which they think should be considered when providing new housing in the parish.**



**Figure 9:** Issues to be considered when providing new homes.

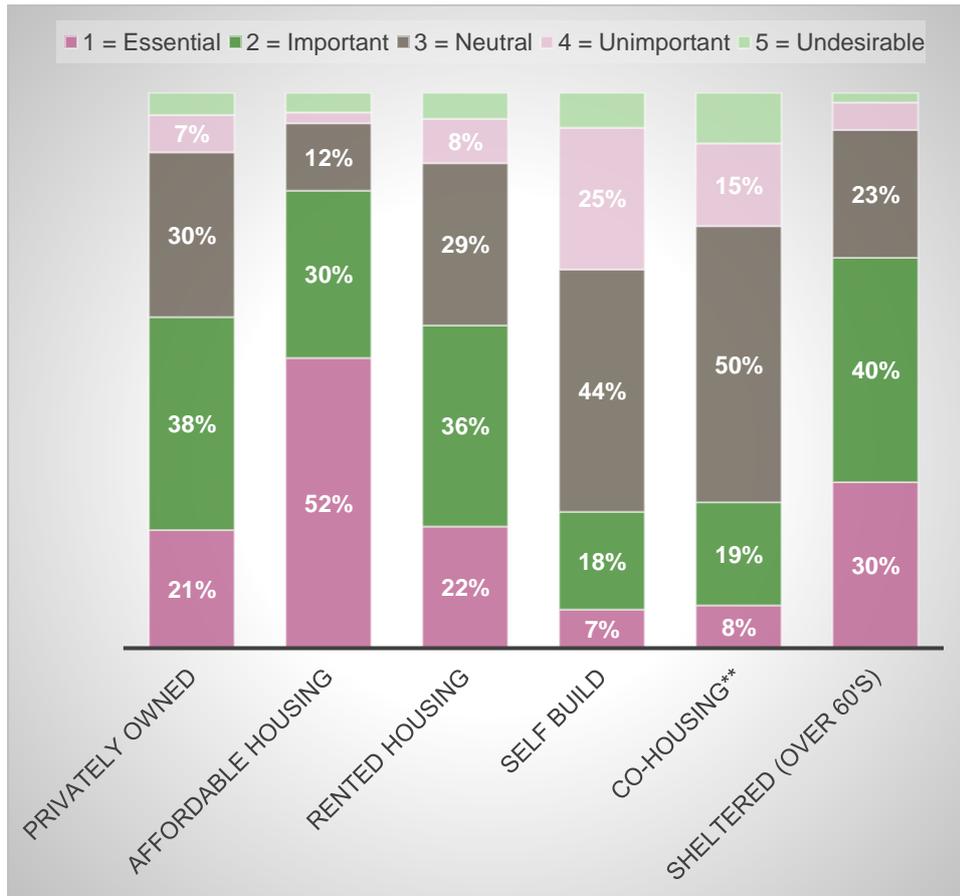
A total of 1,171 individuals answered this question. The two issues which were considered most essential by the greatest number of participants were that of medical centre capacity (80%) and school capacity (71%).

If the “essential” and “important” scores for each issue are combined, the following list illustrates participant’s views on issues, in order of significance, to be addressed when new housing developments in the parish are considered:

- **Medical capacity (97%)**
- **School capacity (94%)**
- **Traffic congestion (92%)**

- Effect on the environment (92%)
- Road safety (92%)
- Effect on the landscape (91%)
- Open space provision (86%)
- Location (85%)
- Walking/cycling links (74%)

Question 7 asked participants to indicate which from a range of options they consider to be the priorities for the type of new housing that should be provided.



**Figure 10:** Priorities for new housing.

A total of 1,071 people responded to this question. The results indicate that over 80% of participants consider the provision of affordable housing to be essential or important. The next highest priority indicated by participants is the provision of “sheltered” or housing specifically for people in later life (68%). Further comments and elaboration of these options is included in the open text responses in question 8 below.

## **Question 8 asked participants to submit any further comments or views on housing developments in the parish**

A total of 672 people provided comments. Many of the comments were re-emphasising one of the factors already responded to in questions 6 and 7 above. Of the new or more specific issues described, the following themes emerged and are listed in order of frequency of occurrence:

- **Spoiling the small market town character of Bovey Tracey town (25% of comments)**
- **Overstretched services (25%)**
- **Inadequate infrastructure (23%)**
- **More affordable and social housing needed (22%)**
- **Conserve green corridors (13%)**
- **Lack of community facilities (11%)**
- **More housing for senior citizens needed (10%)**
- **More diverse mix of housing types needed (9%)**
- **Estates too dense (7%)**
- **Designs more in keeping with vernacular (7%)**
- **More eco-friendly design required (6%)**
- **No more bland design (3%)**
- **Stronger planning conditions imposed on developers (3%)**

Typical comments from participants which illustrate these points include:

*“Bovey is a small town, keep it that way rather than an anonymous suburb of Newton Abbot”*

*“Disabled friendly housing is often forgotten - to supply the need that allows for independent living”*

*“Given the housing shortage I'd like to see us building significantly more house of all types but especially affordable rented housing”*

*“Address the needs of the community first before building more houses. Schools and medical facilities should take precedence”*

*“It's sad to see some of the wonderful landscape around Bovey Tracey disappearing under housing - and what dispiriting new housing, too!”*

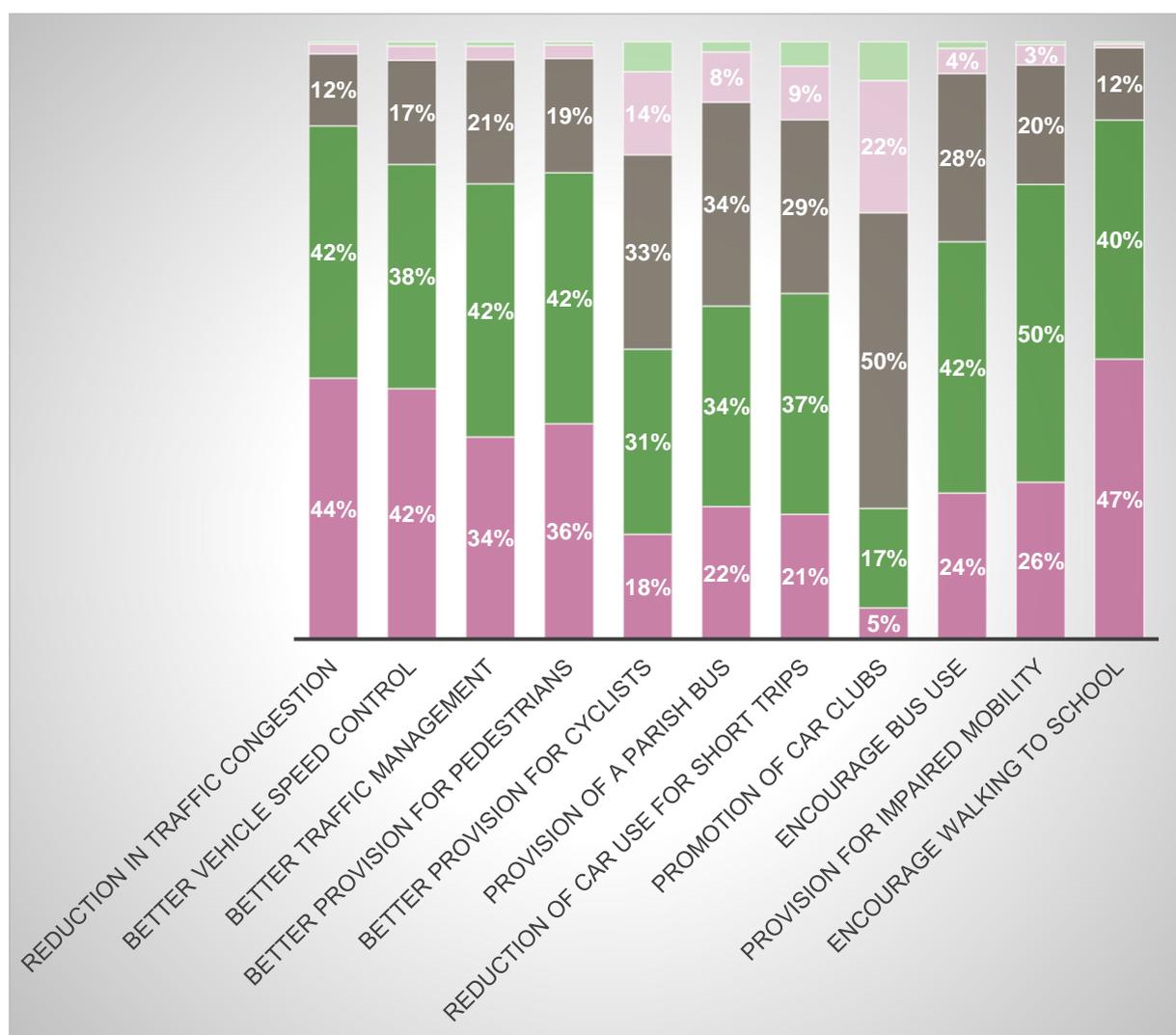
*“I feel it is essential that all houses provide adequate off-road parking space”*

*“Green issues at micro and macro level should have to be evidenced for all new housing developments”*

## SECTION 3: TRANSPORT AND TRAVEL

This section of the questionnaire form provided an introductory paragraph which explained that: *A scheme to provide a one-way system along Fore St in Bovey Tracey town centre is at an advanced stage of preparation.*

**Question 9. Asked participants to score the importance of each of a list of transport-related matters.**

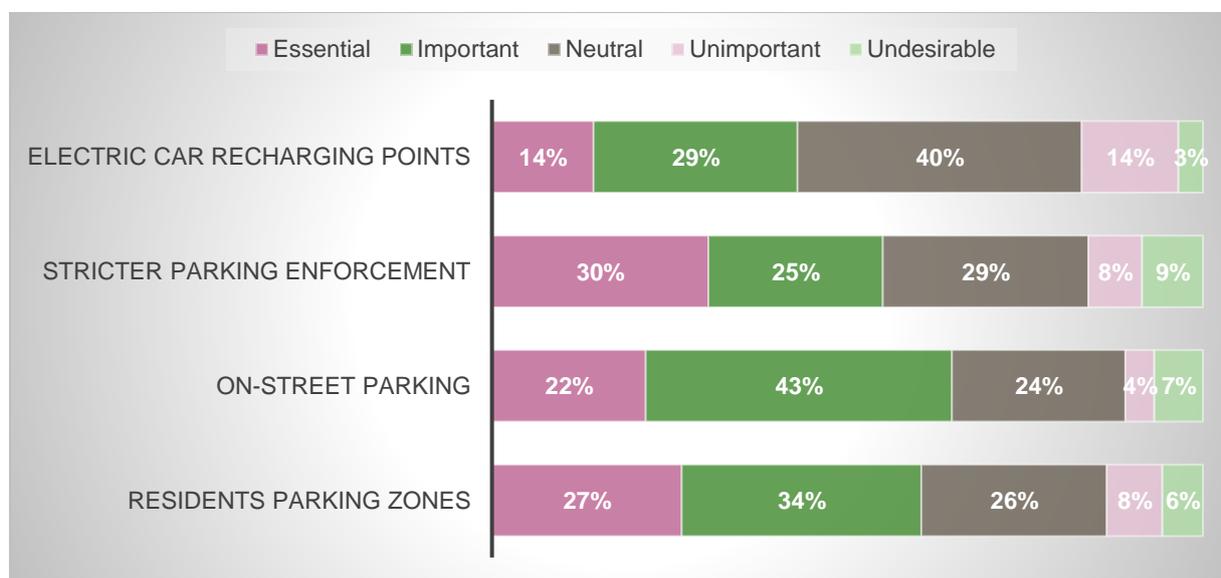


**Figure 11:** Views on transport-related matters

A total of 1,160 people responded to this question. If the scores for essential and important are combined for each issue, the following list is indicative of participant's views in order of top five significance matters to be addressed:

- **Encourage walking to school (87% of participants)**
- **Reduction in traffic congestion (86% of participants)**
- **Better vehicle speed control (79%)**
- **Better provision for pedestrians (78%)**
- **Better traffic management (76%)**

**Question 10 asked participants to score the importance of each of a list of parking related matters in the parish.**



**Figure 12:** Opinions on parking-related matters

A total of 1,133 or 91% of questionnaire participants responded to this question. The most significant matter is that of on-street parking which is highlighted as essential or important to address by over 60% of people. The issue of residents’ parking zones was identified as essential or important by 58% of people, and thirdly, that of stricter parking enforcement by 53%.

**Question 11 asked participants to submit their comments and views on any other transport and traffic related issues.**

A total of 604 participants submitted comments. Many of the comments re-emphasised or elaborated on the issues commented upon in questions 9 and 10 above. New topics and further insights were analysed to reveal clear themes: These have been listed and described in order of frequency below:

- **More capacity and cheaper parking needed (47% of comments)**
- **Improve traffic management; congestion, speeds, enforcement (38%)**
- **Improved bus services needed (24%)**
- **Improve pedestrian access and safe crossings (15%)**
- **Design of proposed one-way system (13%)**
- **Enable more cycling (6%)**
- **Develop rail links (5%)**
- **Provide electric vehicle charging points (1%)**
- **Develop car clubs (1%)**

Typical comments from participants which illustrate these points include:

“Ensure pedestrian ways are wheelchair friendly too”

“There is plenty of parking in town but people don’t use the car parks. (Cost? Distance to walk? Signage?)”

“Please stop people parking outside the doctors’ surgery at any time by red lining it as is really dangerous”

“How I wish we had access to a cheaper and better bus service here. Always, the cost of bus travel makes us choose the car instead. Also, we need later services”

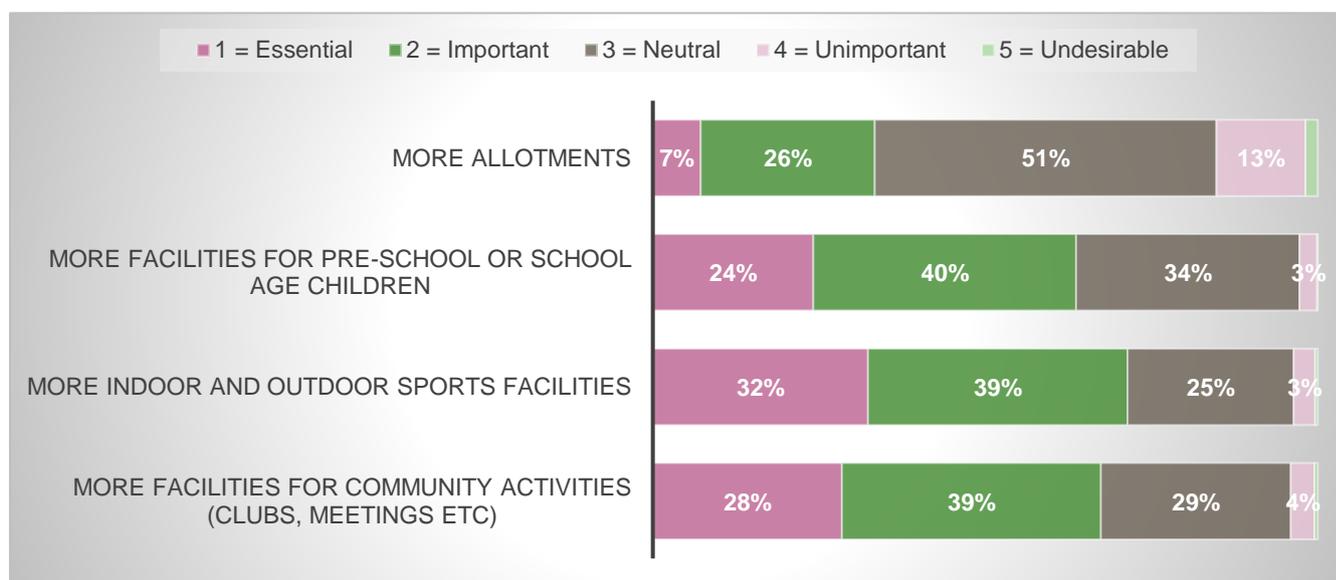
“The parking of heavy goods vehicles and rental vans around Heathfield private housing estate is beyond ridiculous you now have to walk in the road to get to the shop”

“Something needs to be done about a crossing near the new co-op?! I struggle blind with a toddler to cross safely”

“Stricter parking enforcement would solve all the traffic flow problems through Fore Street”

## SECTION 4: COMMUNITY FACILITIES & ACTIVITIES (RECREATION & LEISURE)

Question 12 asked participants to score a list of proposals in terms of the importance they attached to their provision in the parish.



**Figure 13:** Opinions about provision of facilities in the Parish

A total of 1,138 people or 92% of participants responded to this question. The combined “essential” and “important” scores per issue give a good indication of the relative significance attached:

- **More indoor and outdoor sports facilities 71%**
- **More facilities for community activities 67%**
- **More facilities for children 64%**
- **More Allotments 33%**

**Question 13 invited participants to submit any other views or comments about community facilities in the parish.**

A total of 405 people submitted their comments. Many of the comments re-iterated or elaborated on their preferences expressed in question 12 above. A number of clear themes emerged which have been listed below in order of frequency:

- **Multi-use community centre with focus on sport and leisure needed (35%)**
- **Appreciate, increase use and maintain well the great assets we already have (29%)**
- **Focus on facilities for children and teenagers to socialise be active (12%)**
- **We need a gym for all ages (8%)**
- **Priority is new bigger school with better facilities (8%)**
- **Priority is larger GP/Health centre (4%)**
- **Provide cover / all-weather roof for swimming pool**
- **More live arts and entertainment space - Paradiso enterprise is great initiative**

- **Enhance provision of allotments**
- **Heathfield needs community spaces – kids outdoor play, allotments, adult fitness**
- **All weather multi-use games area needed**
- **Public toilets needed**

Typical comments from participants which illustrate these points include:

*“Need indoor sports hall and possibly an Astro pitch to ensure children keep-fit”*

*“We are a thriving town with halls to hire, pre-schools, fitness & sports clubs, swimming pool, play parks and a skate park... Mill Marsh Park and Parke. I think we have excellent facilities!”*

*“We should focus on the young ... they need better facilities and more opportunities to socialise without everyone complaining about them”*

*“More allotments are essential to enable residents to grow vegetables, reduce plastic usage and food miles. Plus the health and community aspect”*

*“I think the opportunity to have local cinema/arts centre at ex King of Prussia is excellent!”*

## SECTION 5: NATURAL AND BUILT ENVIRONMENT

**Question 14 asked participants to score each issue on a list of environmental matters in the parish.**

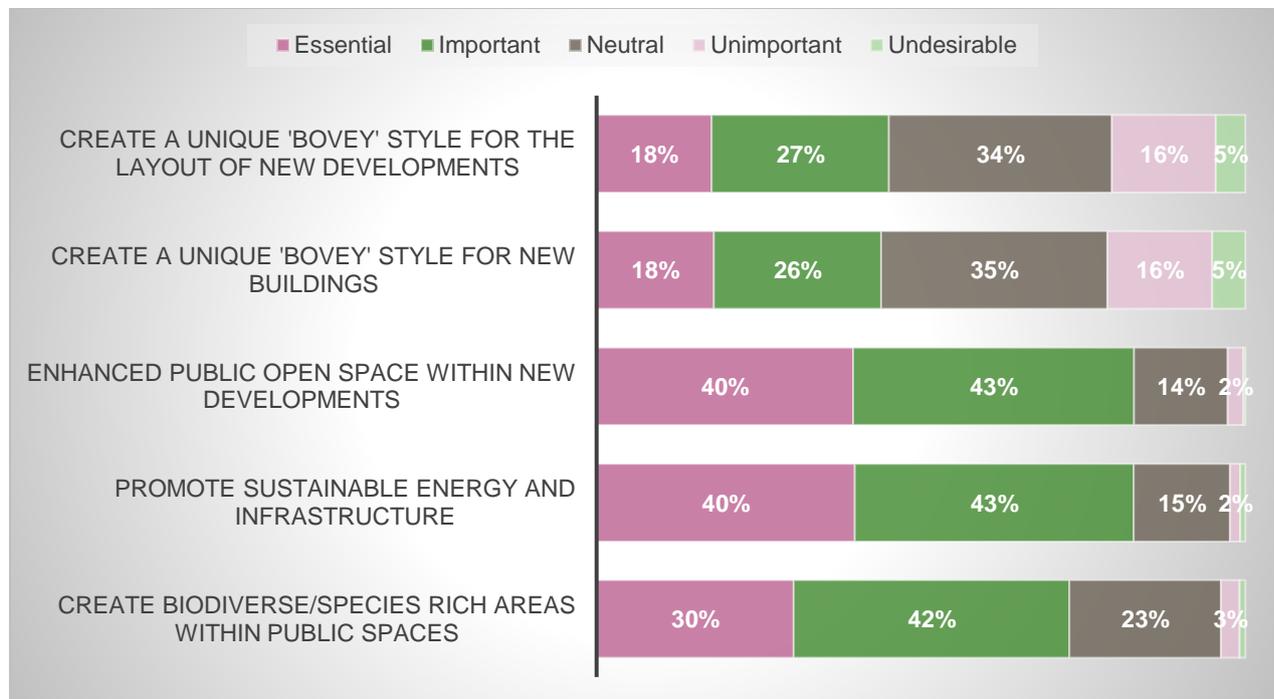


Figure 14: Concerns of participants in regard to the environment

A total of 1094 people responded to this question. The issues of most concern to participants were the need for enhanced space within new developments and for sustainable energy and infrastructure. There was also demand for species rich areas within public spaces.

**Question 15 invited participants to submit any further comments or views on environmental matters within the parish**

A total of 368 people submitted comments. Many of the comments elaborated on or queried the options in question 14 above. Clear themes emerged which have been listed and described below in order of frequency of occurrence:

- **Our natural environment must be a priority to conserve** (26% of comments)
- **Queries/objections as to what is implied by the proposal “to create a unique Bovey style”** (24% of comments)
- **Developers must integrate public green spaces and landscaping in new estates** (11%)
- **Eco-friendly and environmental sustainability as priority for new builds and community facility development** (9%)
- **Conserve character as a rural town on the edge of a National Park** (9%)
- **No more house building – too much already!** (8%)
- **More cleaning and maintenance of public spaces** (8%)
- **Better control of dog fouling in public spaces** (5%)

Typical comments from participants which illustrate these points include:

“The street cleaner does an amazing job. Dog bins needed for the alley ways”.

“All new developments should have areas of public open GREEN space and should be built to be more energy efficient and still affordable for first time buyers”.

“What on earth is a 'Bovey style'? Developments should be in keeping with the local environment but certainly not have some uniform style. Eclectic yes - a 'Bovey style' no!”

“The semi rural open spaces are what made Bovey. Essential to preserve these, conservation/sustainability.”

## SECTION 6: EMPLOYMENT & BUSINESS

**Question 16** asked participants to score a list of issues that could improve their shopping experience in the parish.

A total of 1137 people responded to this question.

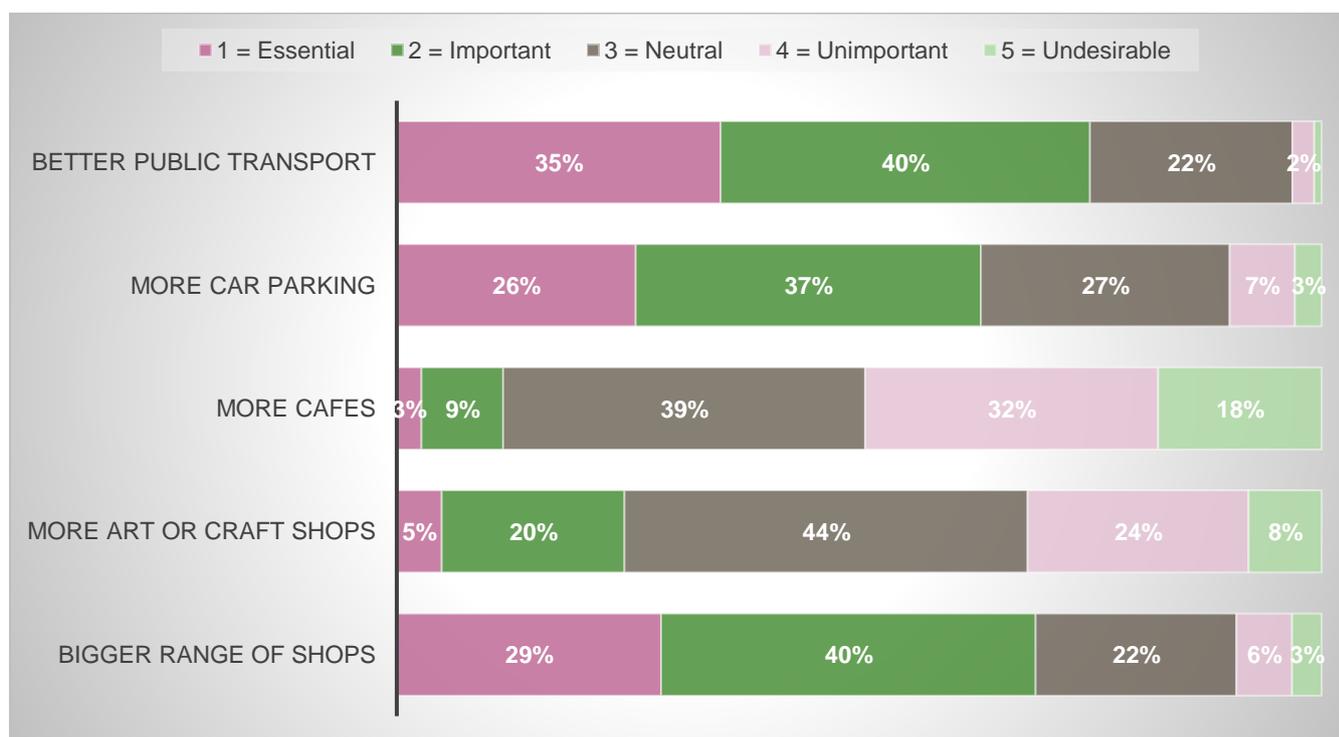


Figure 15: Changes which could enhance shopping experience in the Parish. 1,137 people responded to this question

**Question 17** invited participants to submit any further views or comments on shopping in the parish.

A total of 488 comments were submitted. Many of the comments re-iterated the options listed in question 16 above, some of which elaborated on the problems and potential solutions. All comments were analysed into themes and are listed and described below in order of frequency of occurrence:

- **Improving the range of shops** (32%)
- **More support for and enabling growth of the independent sector** (19%)
- **Parking issues need to be resolved** (14%)
- **No more supermarkets (regardless of location around parish)** (12%)
- **We already have a good and varied range of shops in Bovey** (9%)
- **Yes to a supermarket (location not often specified)** (7%)
- **More evening restaurants /bistros needed** (5%)
- **More priority for pedestrians** (3%)
- **Prevent converting use-class of premises on main street** (2%)

Typical comments from participants which illustrate these points include:

*“I can buy all I need in Bovey. If we need a larger/cheaper shop, I travel elsewhere”*

*“Make vacant high street shops available to artists as pop-up studios and galleries - making B.T. the go-to place for arts and crafts”*

*“Better shopping facilities near Heathfield would be great”*

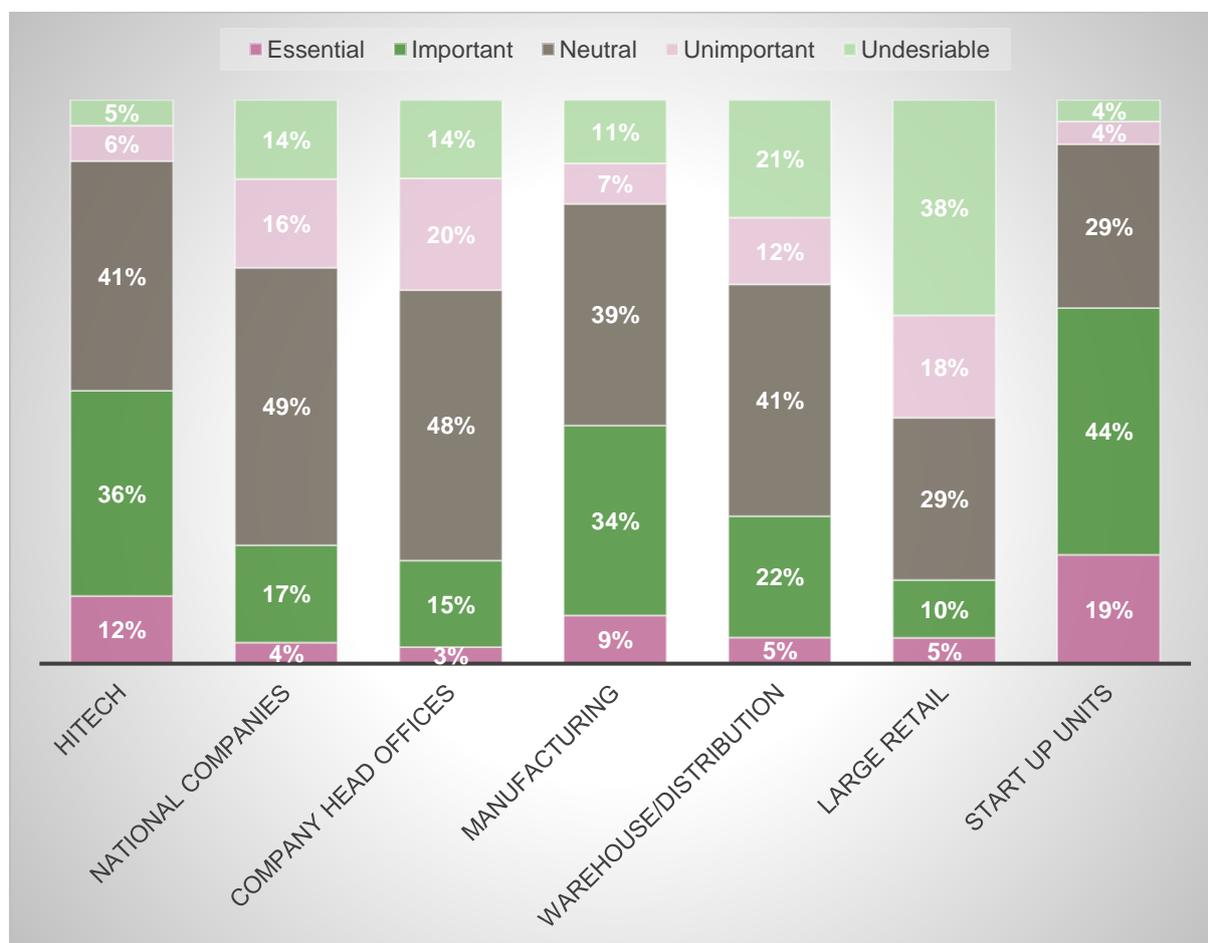
*“Within the next ten years it will be essential to have a park and ride for visitors”*

*“Encourage the use of licence agreements for small Hop-on, hop off buses”*

*“Provision of low cost units to encourage small start-up enterprises”*

*“Brimley Post Office a wonderful facility”*

**Question 18 asked participants to score their preferences in terms of a list of types of employment that should be encouraged in the parish.**



**Figure 16:** Types of employment which should be encouraged. A total of 1,045 people responded to this question

The two categories receiving the most support are “start-up units” with 62% and “Hi-tech” with 47%.

**Question 19 asked participants to submit any further comments or views they have on employment in the parish.**

A total of 219 comments were submitted. These have been analysed into commonly occurring themes which are listed below in order of frequency:

- **Heathfield industrial and trading estate should accommodate most of above options (23%)**
- **Encourage small businesses that provide employment in the town (15%)**
- **It is important to diversify and create more job opportunities in the parish (14%)**
- **Provide spaces and support for start-up enterprises and the self-employed (10%)**
- **It is essential to create more training and employment opportunities locally for young people (10%)**
- **Hi-tech and IT could provide much needed better paid jobs (5%)**

Typical comments from participants which illustrate these points include:

*“Where it fits within the environment - smaller work and office premises should be allowed within the 'town'”*

*“Create a business hub where self-employed can work together”*

*“We do not need any thing that detracts from the " country " feel of our town”*

*“Companies will invest in the area if transport and infrastructure is good”*

*“Ensure that indigenous talent can find appropriate jobs locally”*

*“Efforts to attract businesses should take a high priority in the Neighbourhood Plan”*





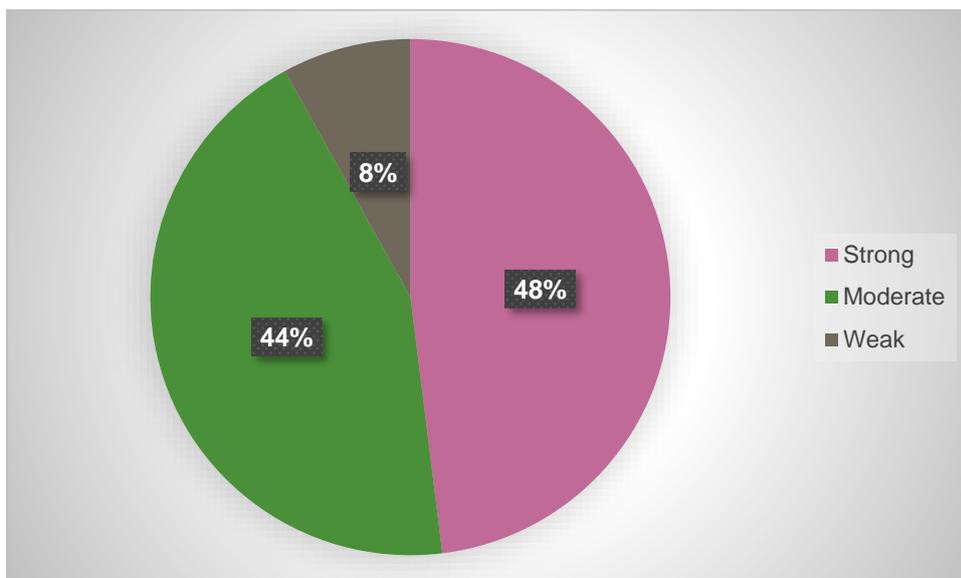
**Question 22 asked participants to comment on what they would like to see as the defining or key characteristics of the parish in 15 years time.**

A total of 827 people submitted comments. A large number of comments focussed on participants' fears and concerns about issues explored earlier in this report including excessive housing development, loss of rural character, increase in traffic congestion and pollution.

A text analyser allowed us to pull out the most frequent four word phrases which appears to illustrate a more positive vision of what people would like to see in 15 years time:

- **Strong sense of community**
- **Gateway to the moor**
- **Desirable place to live**
- **Vibrant town centre with...**
- **Place to live and work**
- **New primary school**
- **Of arts and crafts**
- **Houses no more houses**
- **A small town with...**

**Question 23 asked participants to indicate how strong they feel the sense of community is in the Parish.**



**Figure 17:** The sense of community in the Parish.

A total of 1,124 people responded to this question. Only 8% or 90 individuals indicated that they feel the sense of community in the parish is poor.

## SECTION 8: FEEDBACK FROM BUSINESS OWNERS IN THE PARISH

**Question 24. Before completing the questionnaire, participants were asked if they run a business in the parish.** A total of 1090 people responded to the question, of whom 71 individuals or 6.5 % of participants run a business in the parish. Only those who answered yes to this question were asked to complete the final section of the questionnaire.

**Question 25 asked participants to describe the best aspects of running a business in the parish.**

A total of 51 individuals responded to this question. Their responses have been defined within recurrent themes which are listed below in order of frequency of occurrence:

- **Strong and friendly sense of community which provides loyal customers and supportive word of mouth recommendations. (55%)**
- **Beautiful location and quality of environment (27%)**
- **Good transport links to A38, M5 and London-Plymouth trains (18%)**
- **Living and working near-by, easy commute by foot or cycle, hence good work-life balance (14%)**
- **Good broad-band speeds, low crime rates, and tourist attractions**

**Question 26 asked participants to comment on what they found to be the greatest challenges in running a business in the parish.**

A total of 55 individuals responded to this question. Their responses have been defined within recurrent themes which are listed below in order of frequency of occurrence:

- **Parking and congestion (35%)**
- **Patchy broadband connectivity and speeds (11%)**
- **Unsupportive local residents**
- **Lack of footfall**
- **More promotion and advertising of town's business community needed**
- **Lack of support for local planning proposals**
- **Others – 45%**