

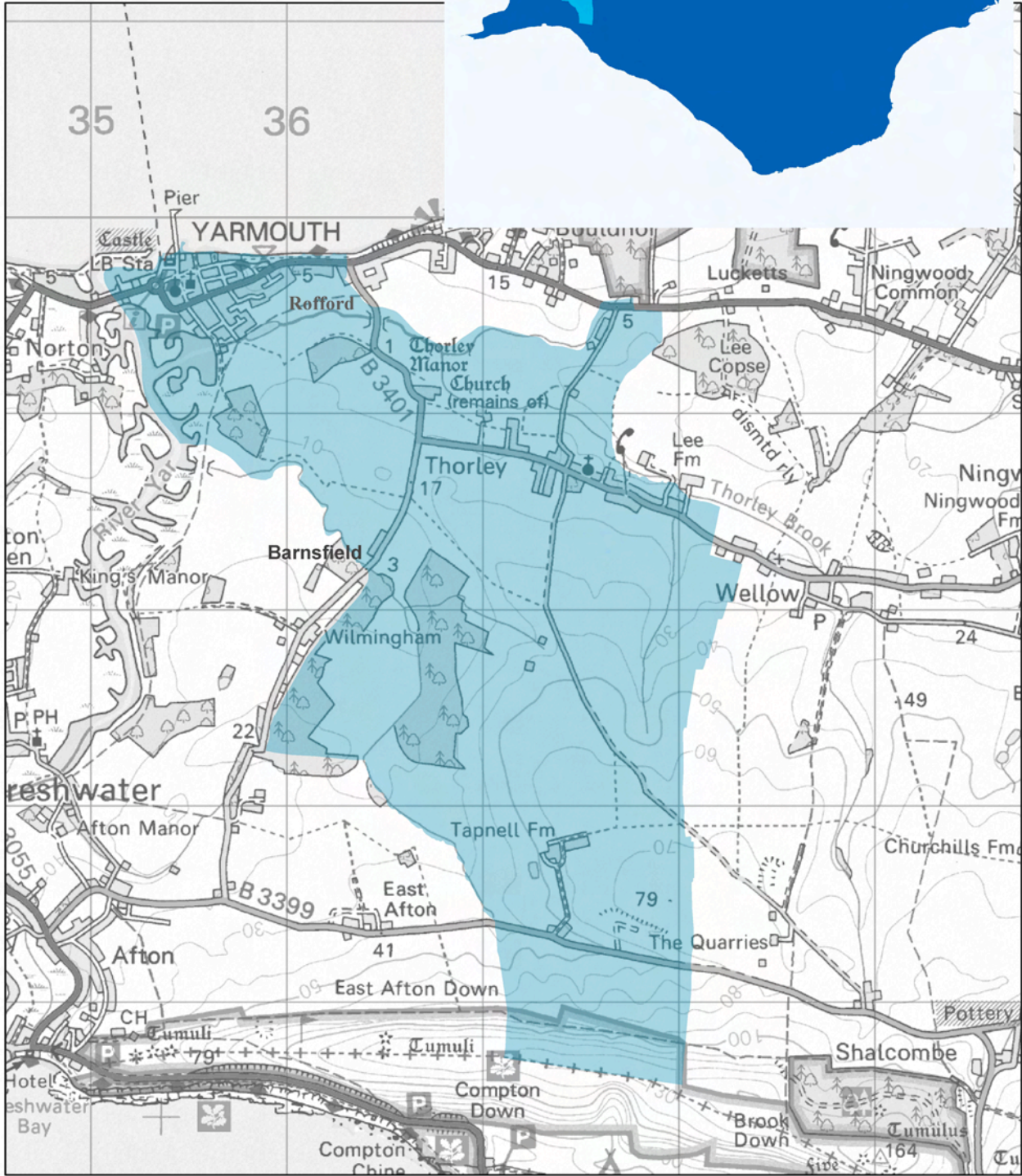


Yarmouth and Thorley Community Plan

2009



Yarmouth and Thorley Community Plan Area



This map is based on Ordnance Survey material on behalf of the controller of Her Majesty's Stationery Office - Crown copyright. Unauthorised reproduction infringes Crown copyright and may lead to prosecution or civil proceedings. 100019229 2009

CONTENTS

Map 1 – Yarmouth and Thorley Community Plan area	2
FOREWORD	4
INTRODUCTION	5
OUR AREA’S LOCAL DISTINCTIVENESS	6
Landscape	6
Historic environment	6
Biodiversity	7
Partnership	8
Map 2 - Landscape and Historic environment designations	9
Map 3 - Nature conservation designations	10
A SOLENT AREA	11
Yarmouth Harbour Commissioners	11
Wightlink Ferry Service, Yarmouth – Lymington	12
OUR PLACE WITHIN THE ISLAND CONTEXT	13
OUR COMMUNITY	14
Yarmouth Town Council	14
Yarmouth Town Trust	15
Charitable Trusts	15
A safe community	16
A vibrant community	16
OUR CONSULTATIONS – THE PROCESS	18
Initial open meetings	18
Flyer consultations	18
Working groups	18
Adult consultation by questionnaire	18
Consultation with young people	19
Consultations at the Plan’s draft stage	19
OUR CONSULTATIONS – SUMMARY OF FINDINGS	21
Community Services	21
Key issues, other issues	22
Natural and Built Environment	23
Key issues	24
Local Economy	25
Key issues, other issues	26
Getting About	27
Key issues, other issues	28
ACTION PLANS	29-38
APPENDICES	
Appendix 1 – Flyer comment summary	39
Appendix 2 – Adult questionnaire responses	40
Appendix 3 – Youth questionnaire responses	51
Appendix 4 – People who have helped with the plan	58

Front page photograph – Aerial view of Yarmouth and Thorley taken during the Yarmouth Old Gaffers Festival 2009 © RS

Foreword to the Community Plan by Steve Cowley, the Mayor, Yarmouth Town Council

Coming from a West Wight family and caring deeply about this area, I am very pleased that so many local people have responded to this unique chance to give their views about living here. They have told us what they value, and what improvements they would like to be made in order to maintain and enhance our area, giving the Town Council a clear mandate to plan for our future.

Almost two years ago, the Yarmouth and Thorley Community Plan was initiated by Yarmouth Town Council so that local people could give their views on a range of topics. This was in response to the Government's Rural White Paper launched in November 2000, *Our Countryside – The Future*. This paper outlined the concept of Community or Parish Plans to provide a community's input into identifying its key facilities and services, the problems that need to be tackled, and the preserving of distinctive character and features.

Since then, many people have taken the time and trouble to make thoughtful responses, to attend meetings and comment on issues of importance to them.

My thanks go to all those who helped with this project, especially the members of the Steering Committee for its eighteen months of hard work and the public whose views form the basis of the Plan. Thanks must go, on behalf of the Council, to Stuart Dyer who was Mayor at that time, for his enthusiastic impetus to start the project.

Never before has the Council for Yarmouth and Thorley had such an opportunity to carry forward the identified wishes of the people of the area. I would like to assure everyone that the Town Council will work to progress the actions outlined in the Plan.



Yarmouth Primary School children's model of Yarmouth © YPS

Introduction to the Community Plan by Mrs Pat Dawson, Chairman, Yarmouth and Thorley Community Plan Steering Committee

The production of this Plan has given the people of Yarmouth and Thorley the opportunity to give their views on the future of the area for the next 10 – 15 years. The Plan describes our community, its local distinctiveness and place within the Island context; how people were consulted; summaries of the findings and a rolling plan of delivery in the Action Plans.

A Steering Committee of 10 people was formed in April 2008 and has met regularly since. We successfully applied to Awards for All for a lottery grant, for which many thanks. We consulted the community with flyers, questionnaires and meetings, analysed the results and produced this document. We were helped along the way by many others.

From the start the Town Council supported the venture and gave a small grant to get things started. Estelle Thomas of the Rural Community Council gave guidance and practical advice. We have worked closely with officers from many Isle of Wight Council departments and have acted upon their comments where appropriate. George Cameron agreed to be our independent referee for our Awards for All lottery grant, and has advised and supported the project.

16 extra people joined members of the Steering Committee on five Working Groups to help with the production of the questionnaires and the preparation of the action plans. A big team of volunteers delivered and collected notices, flyers and questionnaires. Schools and Youth organisations helped in the distribution and collection of the Youth Questionnaire. The children at Yarmouth Primary School made a model of Yarmouth for the plan and joined in a lively, informal discussion with the Mayor to give their views of our community. Local businesses have contributed their ideas, displayed notices and acted as collection points for the questionnaires. Many people provided photographs. Dick Dawson prepared the questionnaires and produced the analyses and John Brownscombe edited and designed this document.

Thanks must go to all these people who have given freely of their time and skills and to the community at large who gave their views through the flyers, questionnaires and meetings. Comment is often made about the apathy shown by communities in general but the production of this Plan has shown that the residents of Yarmouth and Thorley are clearly an exception. In particular thanks must go to my colleagues on the Steering Committee for all their efforts, especially our secretary Sylvia Mence, who has steered us through all the stages of the development of this plan. Her hard work, attention to detail and skills have contributed greatly to the success of this project.

The Steering Committee has appreciated the support and encouragement of the Town Council throughout the production of this Community Plan and hand it over to the Council, confident that it will be a living document for the good of our community.

OUR AREA'S LOCAL DISTINCTIVENESS

Yarmouth Parish consists of the historic town of Yarmouth, the village of Thorley and a number of smaller isolated settlements such as those at Tapnell and Barnsfield. With a total area of 691.8 hectares the parish has a very diverse landscape and rich natural and historic environment, demonstrated by the number of local, national and international designations within the area.

LANDSCAPE

The landscape of this rural parish has great variety. Dramatic species-rich rolling chalk downland rises in the south contrasting with the gentle tidal shores of the Western Yar Estuary in the northwest. Further important wetlands such as the marshes at Rofford and water meadows bounding Thorley Brook and Barnsfield Stream add to the diversity of the landscape. The wide views of the Solent from the narrow strip of beach in the north, the expansive open farmland in the east and the clustered small copses in the west, all add to the strong character of the area. The highest point in the parish at 140 metres above sea level is the very south-east tip of the parish boundary on the ridge of Tapnell Down.

Some 30% of the area falls within the Isle of Wight Area of Outstanding Natural Beauty (AONB) part of a family of nationally protected landscapes reserved for the most treasured parts of the country.

HISTORIC ENVIRONMENT

Yarmouth, Thorley and their surrounding countryside have a rich history.

Archaeological remains from prehistoric, bronze age, iron age, Romano-British and medieval periods have been found telling us that people have lived in the area for thousands of years. There are four areas of high archaeological potential: (i) property plots along High Street, St James Street, and around Bridge Road, Quay Street and the Quay; (ii) the old Churchyard; (iii) the area south-east of the Churchyard; and (iv) the area of land known as the Draft Haven.

The Isle of Wight Council has recently published an Historic Environment Action Plan (HEAP). The Urban Settlement, Rural

Settlement and Thorley/Wellow Plain HEAPs are relevant to our area.



The George Hotel and Yarmouth Castle © JB

Yarmouth is a very special historic town with the first mention of a settlement in the area being in 991 in relation to Danegelt tax. A planned medieval borough, its Royal Charter in 1135 was the first of seven. The final one, the Great Charter, was granted by James I in 1609. Henry VIII ordered the building of Yarmouth Castle, now a scheduled monument, which was finished in 1547. King Charles I visited the town on a number of occasions, the last being in 1648 on his way to his execution in London. In the 1670s King Charles II visited his friend Sir Robert Holmes at least twice. Sir Robert was then the Governor of the Island and lived in his grand Yarmouth house (now the George Hotel); a far cry from his earlier buccaneering days as an English Admiral against the French and Dutch. The Town Hall contains the five remaining Charters and many other historical artefacts. The town was represented in Parliament for some five hundred years, for half that time by two members, until the Reform Act of 1830. The Town Hall and Pier were both built in 1875. In the 1880s Yarmouth was declared a "Rotten Borough" and lost its borough status.

The present Thorley Manor is a Grade II* listed building dating from 1712. The original Manor was mentioned in the Domesday Book. The adjacent remains of the medieval church of St Swithin's is also Grade II*. Thorley Brook was originally a navigable tidal creek known as the Draft Haven. In the thirteenth century Thorley Haven (with Yarmouth) was the largest port on the Island. Ships used its quays until as late as the 1660s. A gradual silting up of the area and its sealing off by the creation of the causeway in 1664 led to its abandonment and the increased importance of the port of Yarmouth. Remains can still be seen although now covered in grass.

There are many Listed Buildings throughout the area particularly in the historic town of Yarmouth. The Yarmouth Conservation Area was designated in 1969 in recognition of the special architectural and historic importance of the town. The emphasis within Conservation Areas is on ensuring local character is strengthened, not diminished, by change. See map on page 9

BIODIVERSITY

The variety or diversity of plants and animals is often referred to as 'Biodiversity' and its importance is reflected in the range of special sites that are designated for their nature conservation interest. The designated sites that are within the Yarmouth and Thorley area are all in some way helping to conserve the plants and animals that make the area special. Internationally important sites in the area include Special Area of Conservation, Special Protection Area, Ramsar site; national designations include Sites of Special Scientific Interest and local designations include Sites of Importance for Nature Conservation. See map on page 10

Yarmouth and Thorley sit within a beautiful natural environment that is highly valued, with tidal waters, mudflats, saltmarsh, wetlands, farmland and woodland all providing a home or 'habitat' for the wealth of wildlife. The interaction between the different

features of the area is fascinating and many plants and animals are specially adapted to live in one specific environment. The more mobile species rely on the quality of a much larger area of habitat.

The Western Yar estuary, for example, is part of a network of important coastal sites throughout the Solent that supports the movement of wildlife and the interaction of different coastal processes. These areas are internationally important as they are excellent examples of coastal habitats within Europe and support the migration routes of birds across the world.



Red Squirrel © RT



Oystercatchers © AM



Mute Swan on Thorley Brook © IWC CS

PARTNERSHIP

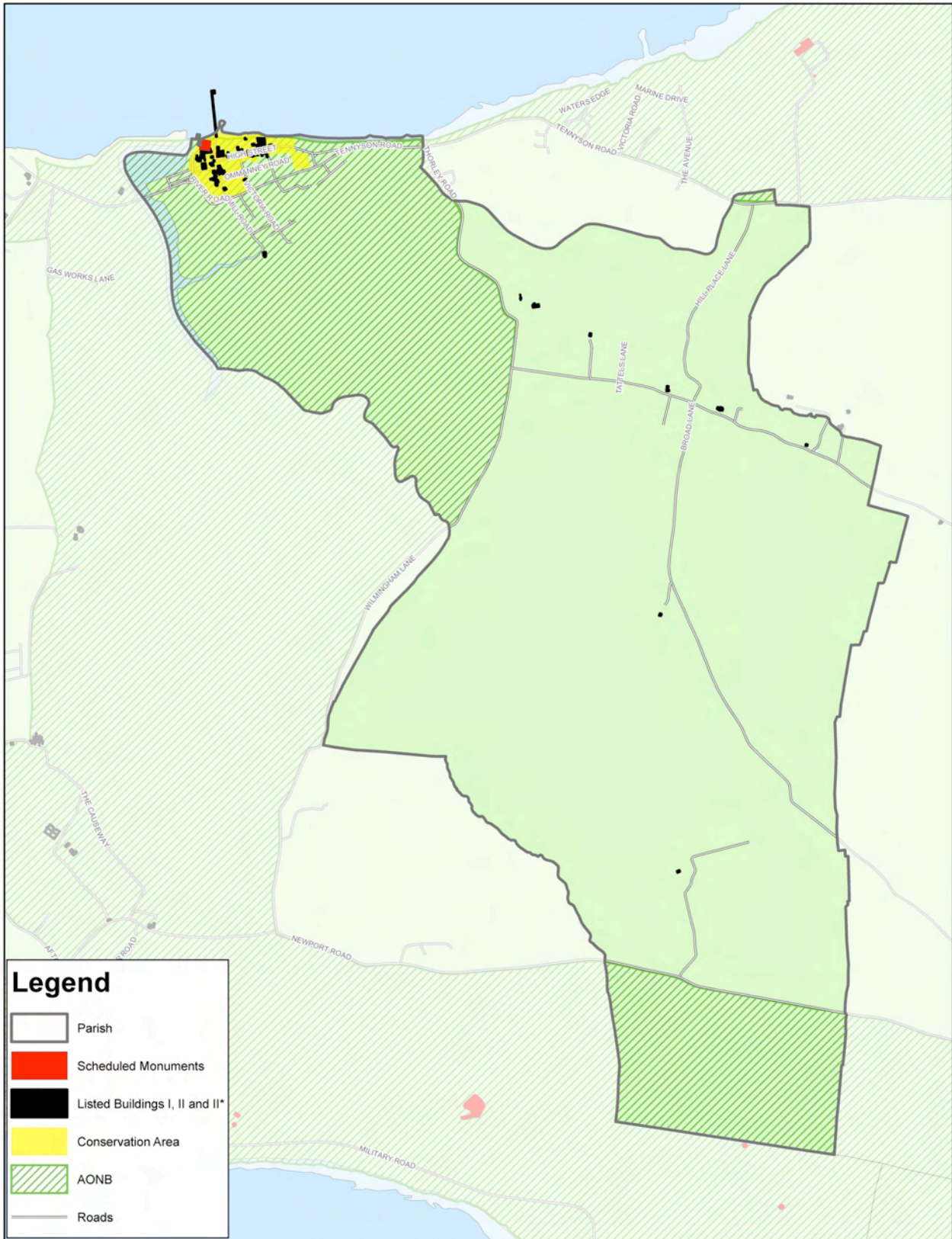
All the designated sites in the Yarmouth and Thorley area are considered under planning regulations and bring some form of responsibility whether to the landowner, the Isle of Wight Council or national bodies. Many aspects of the local landscape and countryside are actively managed through partnership with local landowners, the Isle of Wight Council and government bodies

working together to help conserve and enhance our natural and historic environment.

The condition of the designated sites is also monitored and where necessary additional management can then be put in place to prevent any damage. Public bodies also have a statutory duty to have regard to landscape and biodiversity objectives.



View from Broad Lane looking north to Thorley and the Solent beyond © JB



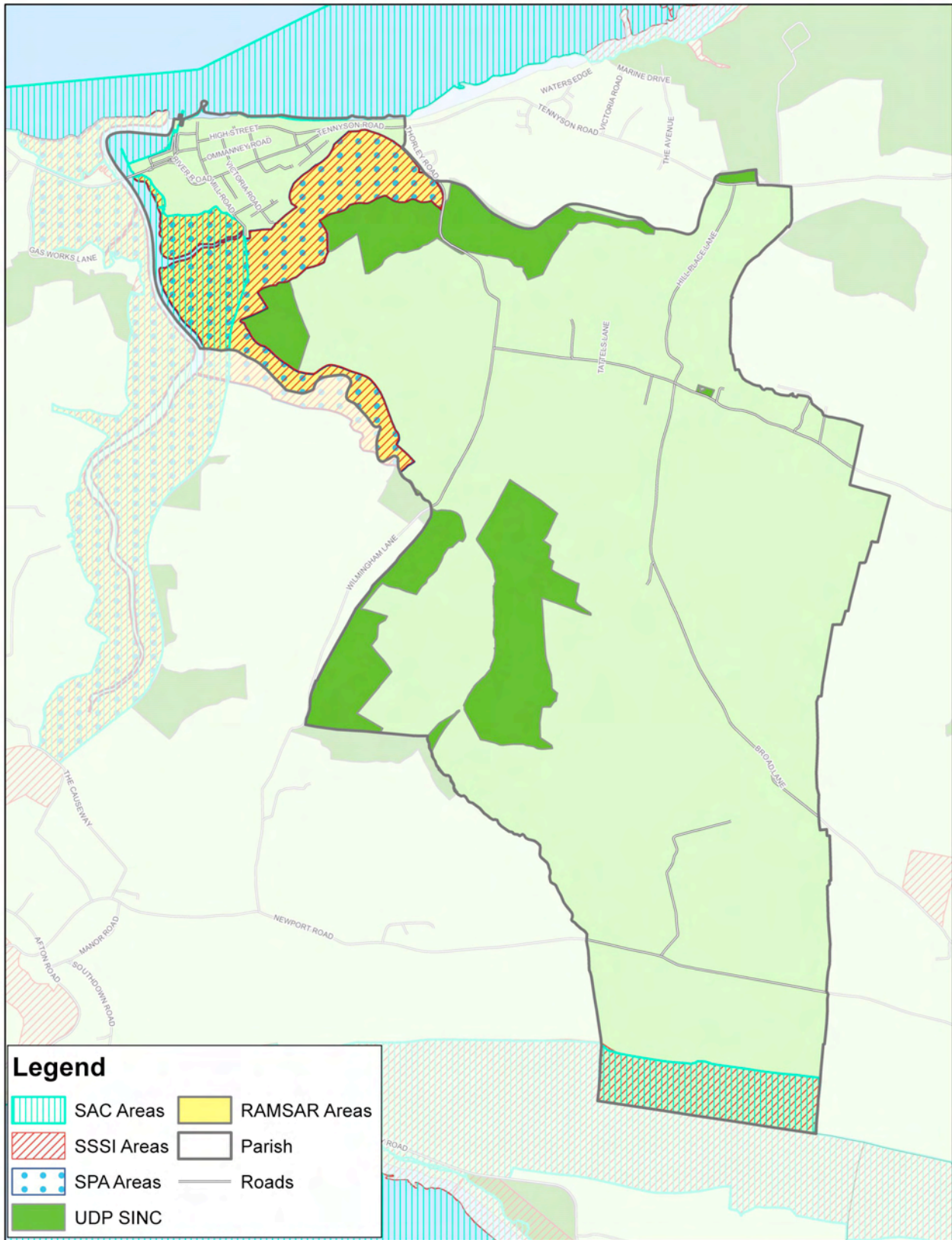
LANDSCAPE AND HISTORIC ENVIRONMENT



This map is based on Ordnance Survey material with the permission of Ordnance Survey on behalf of the Controller of Her Majesty's Stationery Office © Crown copyright. Unauthorised reproduction infringes Crown copyright and may lead to prosecution or civil proceedings. 100019229 2009.



JobNo: 125



Legend

- | | | | |
|---|------------|---|--------------|
|  | SAC Areas |  | RAMSAR Areas |
|  | SSSI Areas |  | Parish |
|  | SPA Areas |  | Roads |
|  | UDP SINC | | |



NATURE CONSERVATION DESIGNATIONS



This map is based on Ordnance Survey material with the permission of Ordnance Survey on behalf of the Controller of Her Majesty's Stationery Office © Crown copyright. Unauthorised reproduction infringes Crown copyright and may lead to prosecution or civil proceedings. 100019229 2009.



JobNo: 125

A SOLENT AREA

YARMOUTH HARBOUR COMMISSIONERS

An Act of Parliament in 1931 split the Harbour away from Yarmouth Parish Council and Town Trust. Its constitution and rules have since been developed in further legislation, culminating in important changes in 2001 to accord with the national Trust Ports Review. The Department for Transport is responsible for Trust Ports, the Commissioners must be independent of other bodies and are selected after advertisement and interview for the 8 voluntary posts with an independent person on the panel. The Chief Executive is also the Harbour Master and a Commissioner. The Harbour must be run as a business with any profit or surplus reinvested in the Harbour. In 2008 the income was about £2 million.

The jurisdiction of the Commissioners extends from the causeway at Freshwater, with control of all of the water in the river, the inner harbour and part of the Solent (from just east of the pier at Fort Victoria to just east of the pier at Yarmouth and half a mile or so out into the Solent). The Commissioners own property and land including Norton Spit, the Pier, Pier Square car park, the quayside including the ferry marshalling area, and some town properties. They lease the Green on a 99 year lease from the Isle of Wight Council.



MV Balmoral sailing past Yarmouth Pier © BCE

With 250 moorings let to residents and a further 250 berths to visitors, there is a mix of types of berths and sizes of boats, including fishing and other commercial boats as well as recreational craft, giving the small harbour its traditional balance. Annual visitor numbers include overnight stays of about 18,000 and several thousands of short lunchtime stays, giving an estimated 100,000 visitors per year, most of whom use the town shops, pubs and restaurants. Independent surveys indicate that the Harbour and its modern facilities are a very popular choice for yachtsmen of all types. In business terms, the major customer is Wightlink Ltd car ferry service with its contribution in 2008 of 39% of Harbour income.



Town Quay, Yarmouth © BCE

The Commissioners have an environmental responsibility for special designations within their jurisdiction and at least one Commissioner takes a specific interest in this aspect. They are also partners in the Isle of Wight Estuaries Project, which promotes integrated and sustainable use of the Island's estuaries through partnership and develops understanding of estuarine features and processes. A growing concern is the effect of future sea level rise.

WIGHTLINK FERRY SERVICE, YARMOUTH - LYMINGTON

The ferry service from Yarmouth to Lymington is an important gateway to the Isle of Wight and is vital for the economy of Yarmouth and the West Wight in particular. At 3½ miles, it is the shortest and most beautiful route across the Solent. Its development from local rowing and sailing boats to today's high-tech ships mirrored, and sometimes led, the national history of car and passenger ferries. The new "Wight" class ferries introduced in 2009 by the new owners of Wightlink, Macquarie European Infrastructure Fund Group, were built according to stringent and complex modern regulations for ship building, health and safety, environmental impact, fuel efficiency and lower emissions.

In 2008 this route carried 350,000 cars, 46,000 freight vehicles and coaches and 383,000 foot passengers.

Over recent years Wightlink has increased its promotional activity for the Island. In addition to a large and growing list of sponsorship of Island organisations and individuals, cultural and sporting festivals, Wightlink has issued and distributed in mainland tourist offices promotional leaflets, the most recent being "Wight History Trail" and a Yarmouth guide.



Harbour and Lifeboat © BCE

OUR PLACE WITHIN THE ISLAND CONTEXT

Work on this first Community Plan for Yarmouth and Thorley has coincided with important stages in the construction of an Island Plan and so given the opportunity to think of our area as part of that larger Plan. Our public consultations have revealed that local aspirations fit well with the Eco Island vision: local residents wish to sustain and enhance their thriving community, their healthy and supportive community, their safe and well-kept community, and their inspiring community.

In the settlement hierarchy of the Island Plan, Yarmouth is one of the Rural Service Centres of the Island serving outlying rural areas having a range of services which make it a sustainable community, and being a gateway to the Island with its ferry service to the mainland. Thorley is seen as a Rural Hamlet. Sustainability is understood to mean that any growth or change should meet the needs of the present without compromising the ability of future generations to meet their own needs. Any developments in Yarmouth and

Thorley are expected to meet rural needs, to enhance the viability of the community, and to be subject to local considerations.

In the Action Plans later in this document our column on “Sustainability” refers to economic and environmental sustainability, which are generally well understood. Our reference to social sustainability refers to a sense of community confidence, to reducing inequalities so that people have fairer chances to improve their quality of life, to making our neighbourhood safer, cleaner, healthier and more vibrant.

The spontaneous comments in the Flyer consultation for our Plan stressed the importance of retaining the traditional “feel” of Yarmouth (“keep the old town as it is”) and the rural quality of Thorley (“keep Thorley as a country hamlet”).

The quality and attractiveness of the built, historic and natural environment, make this area a special place for living and for visiting.



View south from St James' Church tower © BCE

OUR COMMUNITY

The Parish of Yarmouth and Thorley had a population of 793 at the 2001 Census and 534 households. The age profile showed an imbalance towards the elderly with just under a third (32%) aged 65+, which is twice the national average. Only 13% of the population were aged below 17 years compared with 23% nationally.

It is not surprising, given the number of older people, that there was more long term illness shown in the Census: 24% of the population compared with 18% nationally.

The Census also indicates that the number of pensioner households is almost double the national figure and is a third more than the Island figure. Many references are made in the area to the number of second homes and the impact this has had on house prices and the consequent lack of affordable homes for young families. It is impossible to ascertain in a free society the actual number of second homes, but the number we have been given is 19.1% based on the Census number of homes and Council Tax figures, this being the nationally used basis for this calculation.

YARMOUTH TOWN COUNCIL

The ancient town of Yarmouth received its first Royal Charter in 1135, became a Borough in 1439 with the right to elect a Mayor in 1440, but was abolished as a "Rotten Borough" in the 1880's as part of the national reorganization of representation in the House of Commons. The Corporation held its last meeting on 27 February 1891. The subsequent Parish status was changed in 1974, reverting back to a Town with a Mayor.



Remains of Thorley's 13th century church © PD

These bare historical facts give little hint of the wealth and colour of personalities and events which shaped our local community. One of our treasured traditions goes back to the time of the Royal Charter in 1609, which granted the town an annual fair to be held on St James' Day (25 July). The custom still continues of setting a gloved hand on a pole from the upstairs window of the Town Hall on St James' Day to indicate a relaxing of laws so long as it is exposed so that the citizens of the town may "drink heartily and make merry with the wenches without fear of apprehension or condemnation".



The gloved hand © DK

One outcome of our community's eventful past is a deep-rooted respect for tradition, which Town Councillors of today balance with the need for improvements. There are 8 Town Councillors, 2 representing Thorley and 6 representing Yarmouth, with an annual election of Mayor. The Town Council resolved in November 2007 to initiate work on a Parish Plan, which soon became a Community Plan to embrace all sections of Yarmouth and Thorley. A Steering Committee was set up to work in partnership with the Town Council but working from the aspirations of the people at grass roots level. It is not surprising to find from the consultations that local people reflect the balance referred to above: the wish to retain the traditional "feel" of our area as well as aspiring to a variety of improvements. When the preparation of the Plan is complete it will become the responsibility of the Town Council to manage and deliver the Action Plans.

YARMOUTH TOWN TRUST

Yarmouth Town Trust is another important part of the community. The 1931 Scheme lays down the rules of the Trust and the Charity Commission has recently clarified the role of the Yarmouth Town Trust very specifically to that stated in this Trust Deed. The Trust owns Yarmouth Town Hall, the Common, the Recreation Ground, five cottages in Mill Road, and is in possession of the Graveyard Copse. The Trust is also keeper of a substantial number of Artefacts and Documents, many of the latter can be seen on its website.

The Scheme lays down that the first call on income is to meet the cost of management and maintenance repairs. The second is the Town Hall, and if further income is available it shall be spent "for any purpose for the public benefit of the inhabitants of Yarmouth which shall be approved by the Charity Commissioners". The accounts for the last ten years show that the Trust's income has been insufficient to meet these expenditures and

without help from other charities necessary asset maintenance would not have taken place.



Yarmouth Town Hall © PD

CHARITABLE TRUSTS

Much benefit is given to our community by two Charitable Trusts. The Delphie Lakeman Memorial Trust was set up in 2001 to perpetuate the memory of Delphie Lakeman. She was a redoubtable citizen of Yarmouth, who gave her time, energy and money to help needy causes (principally) in Yarmouth. The Trustees aim to continue the work that Delphie started and much has already been donated to a variety of projects.

The Herapath Shenton Trust was formed thanks to the generosity of Yvonne and Spencer Herapath who lived in Yarmouth for many years. Three local Trustees administer the Trust, giving financial help to other local charities especially those with an emphasis on youth, education, sailing, historic buildings and similar projects. Only other registered charities are considered for donations.

A SAFE COMMUNITY

Our consultations show that our community believes this is a safe place to live. We have a dedicated team of a Sergeant, a Police Constable (PC) and a Police Community Support Officer (PCSO) whose aim is to be available to and to work with the community to ensure people feel safe to live, work or visit our area. The primary role of the PC and the PCSO is to be visible to the community, aided by posters with photographs and details of how to make contact. At least half of the staff at Yarmouth Police Station lives in West Wight and, together with support staff, they give a 24hour cover. Most weekends they are on duty at the Station, especially in the early hours. A particular concern is to engage with young teenagers by talking to them and treating them with respect rather than using a heavy approach. This is proving a successful precedent for future contacts between those involved and the police. Crime rates have decreased and West Wight is judged to be one of the safest places on the Island and in the UK.

Yarmouth and Thorley come within the remit of the West Wight Rural Environment and Neighbourhood Officer (ENO), part of the Island's Community Safety Services department. The ENO's take on environmental and community issues to make the Island a cleaner, safer and more enjoyable place to live, work and visit. They liaise with other partnerships to achieve this, including the police and a range of environmental officers and they are also enforcement officers for certain environmental offences.



Yarmouth Police Station © BCE

A VIBRANT COMMUNITY

In the initial survey by Flyer, a large majority made positive comments on the community including many on the community spirit and friendliness of people, such as “village atmosphere even in high season”, “never dull”, “good balance of visitors in summer and local needs”, “lovely”, “tranquil”.



Yarmouth Old Gaffers Festival © PG

There is a lot of fun throughout the year thanks to the following volunteer Committees. The Carnival Committee organises Shrove Tuesday Pancake races for the Primary School children, local businesses and residents in the Square, an Easter Duck Race in the Yar Estuary, and a week-long Carnival in August. They later attract a crowd of 3,000-4,000 from the West Wight and beyond for November Fireworks, then a Christmas lunch for 70 or so Senior Citizens, and Carols in the Square with the Salvation Army Band and singing led by Primary School children and the local "Slipshod" male choir, the crowd being fortified by mulled wine and hot chestnuts. At the end of May the work of the volunteer Yarmouth Old Gaffers Festival Committee fills the harbour with traditional boats, attracts 25,000 visitors over 3 days, and brings Yarmouth alive with street performers, singing groups, dancing displays, magicians, colourful stalls, brass bands, steel bands, jazz bands, and much revelry in the evening Quay Marquee.

Thorley's St Swithin's and Yarmouth's St James' churches serve their communities well. There are 2 flourishing sailing/yacht clubs, a football club, Sea Scouts and Brownies, a Youth Club, Yarmouth Institute, Yarmouth Sports and Social Club, the Women's Institute, a lively Pre-School Nursery, a happy and enlightened Primary School, many active businesses, an Irish dancing group, and a very popular Yarmouth Society keeping a watchful eye over history and heritage. An active fund-raising Guild is part of the proud local support of a Severn class RNLI Lifeboat stationed in the harbour.



Yarmouth Old Gaffers Festival © JB



Carnival Harbour Sports © MH



St Swithin's Church, Thorley © SD

OUR CONSULTATIONS - THE PROCESS

INITIAL OPEN MEETINGS

Yarmouth Town Council resolved on 6th November 2007 to hold public meetings to consult on the preparation of a Parish Plan. These took place in Yarmouth and in Thorley with a total of 93 attending, representing some 22 local organisations as well as individual residents, and a total of 27 volunteered to help with the project. Two representatives of the Town Council were appointed to the Steering Committee for the Plan and those who had signed up at the public meetings to serve on that Committee were invited to its first meeting on 15 April 2008. From the outset, apart from the Council representatives, all involved have not been “selected” but are enthusiastic volunteers.

FLYER CONSULTATION

Between 27th October – 14th November 2008 Steering Committee members and other volunteers delivered 945 Flyers to households in Yarmouth, Thorley, and peripheral areas of Bouldnor and Halletts Shute/West Hill. With the consent of the relevant Parish Councils, those resident in adjoining areas were included as they are very involved in Yarmouth and Thorley businesses and activities. People were asked to give their likes, dislikes and what they would like to see improved.

301 Flyers were returned, a 32% response. There were over 2,500 comments a summary of which is given in Appendix 1.

WORKING GROUPS

Five Working Groups of volunteers, 26 people in total, used the Flyer comments to construct the adult and youth questionnaires. Some of the comments could not be used as they were impractical or rather too personal, but the general quality was high. The Working Groups also helped with the summaries of questionnaire responses and the Action Plans.

ADULT CONSULTATION BY QUESTIONNAIRE

From the 1st April 2009 the *West Wight Beacon* delivered the Adult Questionnaire to 962 households. These were then collected by Steering Committee members and other volunteers.

405 Adult Questionnaires were returned, a 42% response. This is a high level of response demonstrating that people care about the area and like to be consulted.

Although a high response could be expected from the 65+ age group, it was pleasing to see a good response also from the 30-64 age group. A full breakdown of the Adult Questionnaire responses is given in Appendix 2.



Collecting the Adult Questionnaire © SM

CONSULTATION WITH YOUNG PEOPLE

The views of young people about the area and its facilities are important and we have sought to consult them even though their numbers are small. The 2001 Census gave a much lower percentage of population aged 0 – 17 for Yarmouth and Thorley (13% or 103 people) than for England (23%) or the Isle of Wight (21%).

We involved Yarmouth Primary School children by having stands about the project at two events organized by their Parent Teacher and Friends Association. Some of the children made a model of Yarmouth, which was shown being presented to the Mayor in a local newspaper photograph. A lively, informal consultation with 30 children aged 5 – 9 years was chaired by the Mayor in March, where they shared their likes, dislikes, activities, and changes they would like to see in the area.

A Youth Questionnaire for 10 – 17 year olds was devised by a Working Group for the Young and distributed to our young in schools and local youth organisations.

55 Questionnaires were returned and of these 40% were from Yarmouth and Thorley residents, reflecting the particular feature in West Wight of easy movement of young people between schools, clubs and facilities in Yarmouth, Freshwater and Totland.

Full details of the Youth Questionnaire and results are given in Appendix 3. Where appropriate, young views are given alongside those from adults in the analysis of issues in the summary of findings section of the Plan.

Young people in the area belong to a wide range of clubs. 17 clubs were listed in Yarmouth, Freshwater, Gurnard and Ryde, but mainly in Yarmouth and Freshwater: 2 Youth Clubs; 2 sailing & 1 yacht clubs; Scout, Guide & Brownie clubs; Football, Rugby and Karate Clubs; Riding clubs; Music, Dance & Drama groups; Church groups; Ice Skating club.

The Primary School children belonged to a total of 8 clubs, including 6 members of a Swimming Club, an activity surprisingly not mentioned by the older group.

The important issues for the 10 - 17 age group are transport; then education, sports facilities and health; and then social venues, the environment and personal safety. Nearly all students have access to a computer at home and, although the Primary children were not asked this question, all use computers at school.

The Primary children wanted to upgrade the Recreation Ground and its equipment, a picnic area, a swimming pool in Yarmouth, a Sports Centre in Yarmouth, and a park and play area in Thorley.



Informal consultation, Yarmouth Primary School ©SM

CONSULTATIONS AT THE PLAN'S DRAFT STAGE

Yarmouth Town Council

A special meeting of the Town Council in July 2009 received and approved the draft Plan for public consultation and members of the Steering Committee were thanked for their hard work. Councillors judged it to be a very good and worthwhile Plan. An amendment to the reference to the West Wight Landscape Partnership in the Action Plans had previously been made following a Councillor's review of the Plan.

Isle of Wight Council Departments

In addition to useful contacts with Council Officers throughout our project, we sent a draft of the Plan to many departments. As a result our Plan is better informed, as is illustrated by the examples given below, and we are grateful for this worthwhile liaison.

A discussion on the public understanding of sustainability led to the brief description on page 13 of the term “social sustainability” used in our Action Plans. Additional information has been inserted in various sections of the Plan, such as the list of sites of potential archaeological importance on page 6, the description of the Estuaries Project on page 11, and the addition of “Conservation and Design” as a responsible authority in Action Plan B10 (ii) on page 34. Liaison between one of the Working Groups and the Highways Department has been amplified by reference to the Local Transport Plans on page 27 and that department has also given us a list of ways in which it could help to deliver specific Action Plans.

Public displays

We distributed to all households in July 2009 an invitation to displays of the draft Plan in Yarmouth and in Thorley over two weekends. A total of 185 people attended (despite the constant drizzle on one day) and their verbal and written responses showed great interest in and overwhelming support for the Plan. The responses spoke of appreciation for the Committee’s work and confidence that action would follow, such as “pleasing to see that the issues have been correlated, indicating that solutions will be properly prioritised and co-ordinated” and “appreciated the chance to voice our opinions”. There was special interest in the information gathered about our area, and this honest approach: “we take so much for granted that it’s good to have all the aspects of our community broken down like this.”



Public consultation on the draft plan in Thorley Church © SM

OUR CONSULTATIONS - SUMMARY OF FINDINGS

COMMUNITY SERVICES

Flyer comments relating to living here, the community and services: 983

Adult Questionnaire – question number: 1, 2, 3, 4, 5, 25, and further comments: 11

Youth Questionnaire – question number: 6, 8, 11, 12, 14, 18, 21

A Community Services Working Group has overseen the task of analysing information about community issues from the Flyer, creating community-based questions for the Adult Questionnaire, and helping to summarize the results into Action Plans. In their work they have also liaised with other key professionals such as officers from the Isle of Wight Council and the Police. This wealth of data and information has been considered by the group and is summarized below.

A large majority of the responses to the Flyer included very positive comments on the community of Yarmouth and Thorley. There was a clear appreciation and value placed on the strong community spirit and friendliness of the area. People also appreciate and enjoy its history, culture and environment.

Yarmouth and Thorley are very safe places to live. Our community feels safe, but would like to have a greater night-time police presence. Having a Police Station in Yarmouth is important to us.

Our public toilets are an important facility for local people and visitors to our area, we are however concerned about their quality and maintenance.

There are a number of local medical facilities such as the Doctor's surgery, Dental surgery and Pharmacy that are well used and valued. Some people, without a car, have great difficulty getting to the Brookside Health Centre in Freshwater or St Mary's Hospital in Newport.



The Old Railway Station, now Yarmouth Youth Club © PD



The Green, Estuary Slipway & Yarmouth Sailing Club © BCE



Pier Beach and Royal Solent Yacht Club © BCE

KEY ISSUES

Our community values and wishes to retain our existing community facilities such as Yarmouth CE Aided Primary School, Yarmouth Youth Club, our medical facilities, Post Office, Fire Station, Police Station and public open spaces in the area.

We would like to see a Community Centre in Yarmouth that could be used by all the community including our young people and in Thorley investigations have already begun into providing a small meeting facility in Thorley Church.

Our Recreation Ground and its children's play area need to be improved and we would like to have a similar facility in the Thorley area.

We would like to see the Town Council fund the employment of a part-time community cleaner to help keep the area clean and tidy.

Our community would like to be kept informed by the Town Council through regular articles in the *West Wight Beacon*.

Relevant Action Plan numbers

B1, B2, B3, B4.

OTHER ISSUES

We would like to try and establish some allotments or help people to take part in the Adopt a Garden Scheme.

We wish to investigate the provision of a community bus service for our elderly residents and press for a more frequent public bus service (including an early service to Newport).

We wish to investigate further the affordable housing need of our community and ways in which this need may be met.

We wish to encourage and support any public initiative for greater sports provision.

Relevant Action Plan numbers

C1, C2, D1.



Yarmouth Fire Station © BCE



Yarmouth Primary School © PD



The children's play area Yarmouth Recreation Ground © BCE

NATURAL AND BUILT ENVIRONMENT

Flyer comments relating to the natural and built environment: 706

Adult Questionnaire – question number: 6, 7, 8, 9, 10, 11, 12, 13, 14, and further comments: 28

Youth Questionnaire – question number: 16, 21

A Natural and Built Environment Working Group has overseen the task of analysing information about environmental issues from the Flyer, creating questions for the Adult Questionnaire, and helping to summarize the results into Action Plans. In their work they have also liaised with other key professionals such as officers from the Isle of Wight Council. This wealth of data and information has been considered by the group and is summarized below.

In the first public consultation, the Flyer, the public showed a very high regard for the environment in which they live, the areas being particularly popular were the harbour, Western Yar river & estuary, the open spaces around the area, the natural beauty of the environment around Yarmouth & Thorley, the historic pier and the river and old railway line walks. The ranking by young people of the most popular open spaces were the beaches, the Common, the Green, and the Recreation Ground. The Primary School children were also enthusiastic about these.

However, a number of issues relating to the built environment are of obvious concern to local people and would form part of a Village Design Statement (See Action Plan B5), which would identify local character and set out design guidance for improving the appearance of the area. It is usual for such Statements to be produced by the community, a similar project to this Community Plan, and then to be put forward to the Isle of Wight Council with a request for adoption as a Supplementary Planning Document.

Coastal defence, future sea level rise and resultant flood risk are matters of great concern to the community. In 2008 Yarmouth Town Council and Yarmouth Harbour Commissioners jointly set up the Yarmouth Coastal Defence Working Group because of their growing concern about the impact and damage to Yarmouth from predicted sea flooding. Predictions of a local sea level rise of about 1 metre in the next 100 years, with no certainty as to the rate of this rise, had an immediate impact on development when residential planning applications became subject to the Environment Agency's flood risk areas of Yarmouth. Recently scientists have predicted an even greater rise. The Group's members are Town Councillors, Harbour Commissioners, a Freshwater Parish Councillor, a County Councillor, and local individuals with environmental and scientific knowledge.

So far the Group's focus has been twofold: to look at the pattern of past flooding incidents and future predictions, and secondly to understand the procedures of those who control the funding of any investigations and future defence schemes (the Environment Agency) and those responsible for strategy (the Isle of Wight Council). To date the West Wight Coastal Defence Strategy Study has not been completed by the Isle of Wight Council, so that it is difficult to envisage what sort of long term, sustainable vision for the future can be considered. With its background of relevant knowledge, the Group would like to be consulted by the decision makers so that Yarmouth, the Western Yar Estuary, and Freshwater coastal areas have confidence in meeting the challenge of sea level rise.

KEY ISSUES

Our community actively recycles waste by using facilities currently available to them such as kerbside collection services, the recycling centre in Yarmouth, and the Civic Amenity facilities in Freshwater and Newport (see Action Plan A). Yarmouth people who live near second homes feel strongly that the refuse collection day should be changed to Monday so that refuse is not left outside from Sunday for several days, but this does not seem to concern the majority of residents.

We are concerned about how we can retain and enhance the special character and appearance of our area. Issues such as the impact of traffic signage, advertising and retail goods on pavements and street lighting, all need to be considered.

We want to control litter and dog fouling in the area.

Our community is concerned about the impact of sea level rise and flooding on Yarmouth and want to ensure that the area's needs are considered and incorporated into sustainable strategic plans, policies and actions.

We value the special natural, built and historic environment of the area and would like to learn more about it with some people willing to help with its practical maintenance.

Relevant Action Plan numbers

B5, B6, B7.



Yarmouth recycling facilities © SD



Yarmouth Mill and Causeway © MC



The Common © BCE

LOCAL ECONOMY

Flyer comments relating to the local economy: 233

Adult Questionnaire – question number: 15, 16, 17, and further comments: 3

Youth Questionnaire – question number: 13, 15, 21

Although the Parish of Yarmouth and Thorley is a rural area, local employment is varied and the majority of residents work at home or within 5 km of home (2001 Census). Of the 351 occupations listed in the Census, 99 people work in managerial, professional or intermediate occupations, 81 are small employers or own account workers, 41 have lower supervisory and technical occupations, 54 are in semi-routine work, 40 in routine occupations and 36 "not classified". In fact there is little difference in the Census economic profiles between this area and national, regional and Isle of Wight figures.

It is estimated that there are about 300 jobs in Yarmouth and Thorley making the area a significant centre of employment in the West Wight. The important locally based occupations are in shops, tourism, eating and drinking establishments, marine related business, agriculture, and services such as health, education, insurance, property sales and local government. It is worth noting that, even in the present recession, all shops in the community are occupied and trading, with two new ventures very recently opened. Throughout the year, but particularly in the high season, harbour visitors, social events organised by volunteers, the ferry service, and the coaches bringing tourists from Island resorts, make a large contribution to the local economy.

In the Flyer response, people showed a high regard for a number of the shops and local services i.e. the Chemist, Post Office, small independent shops, and the availability of a bank. The majority of the Pubs & Restaurants had a very positive response from adults "a good choice of eating & drinking establishments", but young people were divided as to whether local cafes are attractive to their age group.



High Street © PD



Yarmouth Town Centre looking south © BCE



Yarmouth Town Centre looking north © JB

KEY ISSUES

Our community frequently uses and values the number of shops and local services available in the area (see Action Plan A).

We wish to see the Tourist Information Centre open more frequently particularly during busy holiday periods.

Relevant Action Plan numbers

B8.

OTHER ISSUES

We want to support, encourage and maintain our local shops, pubs, cafes and other businesses to ensure that Yarmouth remains an important rural service centre.

We value our local programme of events such as Yarmouth Old Gaffers Festival, Carnival Week, Fireworks Night and Carols in the Square for the fun and activity they bring to the area, their contribution to a sense of community and for the value they can bring to our local businesses.

Our community would like to see additional markets held in the area.

Relevant Action Plan numbers

C3, D2.



Quay Street © PD



Tourist Information Centre © BCE

GETTING ABOUT

Flyer comments relating to roads & traffic, pavements & footpaths, cycling: 604

Adult Questionnaire – question number: 18, 19, 20, 21, 22, 23, 24, and further comments: 50

Youth Questionnaire – question number: 17, 19, 21

A Getting About Working Group has overseen the task of analysing information about roads and traffic, pavements and footpaths, and cycling issues from the Flyer, creating questions for the Adult Questionnaire, and helping to summarize the results into Action Plans. In their work they have also liaised with other key professionals such as officers from the Isle of Wight Council (Highways and Transport). These officers discussed with the Working Group how our Plan links with such strategies as the existing Local Transport Plan for the period to 2011 (LTP2) and how it will help in the next year or so with the development of LTP3 for a further 10-15 years. This wealth of data and information has been considered by the group and is summarized below.

Yarmouth is a compact historic small town whose infrastructure, streets and arterial road layouts have been strongly influenced by its long history as a port, and current status as a rural service centre, ferry terminal and tourism destination.

The main artery through Yarmouth is the A3054 running to the south of the town centre. The town itself consists of a number of streets to and from the Town Square and additionally side roads off Tennyson Road.

There are free time-limited parking spaces in and around Yarmouth. In addition there are three pay and display areas: a large car park some 200 yards from the town centre (250 car spaces), Pier Square and close to Yarmouth Common. There is a bus and coach park (10-12 spaces) north of the A3054 with this area also serving as the main bus stop for connections to Freshwater and Newport (Services 7 and 11).

Thorley is a linear hamlet that largely follows the line of the B3401, which also serves as

part of the Round the Island cycle route. A number of minor rural roads connect Thorley to the A3054 in the north (Hill Place Lane) and the B3399 in the south (Wilmington Lane and Broad Lane).



Bus terminal and coach parking © MC

The area is well served by public rights of way with a number of footpaths and bridleways, a particularly well used route being the Public Bridleway along the former railway line from Thorley Road to the Causeway in Freshwater which is also available for cyclists as an 'off-road' cycleway. The promoted Coastal Path runs along the seawall in the north of the area and a small section of the Tennyson Trail runs across the ridge of the downs in the south.



Thorley © AF

KEY ISSUES

We wish to see better-maintained roads in our area, as their condition is a matter of great concern to our community. In particular Tennyson Road, Thorley Road and Wilmingham Lane are cited most often as being a problem, although nearly every road in the area was mentioned in the 'write in' section of the Adult Questionnaire. Highway drainage is also a concern to us.

Our community would like better pavements, in Yarmouth town centre, and alongside Tennyson Road east of the Common (with width being a particular concern here). In Thorley the general lack of pavements is a concern to us and we would like to see better verge and hedgerow cutting and/or the provision of a dedicated footpath to overcome this.

We would like better traffic management in our area. Congestion at peak periods in Yarmouth can be a problem. The instigation of a 20mph zone north of Tennyson Road in the town centre is widely supported. We understand that a flashing School 20mph sign is to be installed near the School on Tennyson Road, but wish to keep the speed of traffic on the whole of Tennyson Road under review.

Our young people responded to an open question on safety when walking/cycling (YQ19 ii) with the need for less traffic speed, better street lighting, dedicated cycle paths, and better roads, footpaths and pavements.

Our community would like to improve safety of the narrow and winding Thorley Main Road. We would like to strengthen the current 30mph speed limit in Thorley through the provision of flashing signs at either end of the village.

Relevant Action Plan numbers

B9, B10, B11.

OTHER ISSUES

We value our existing car parking provision in Yarmouth town centre. The main car park in River Road is considered to be a major asset to the town as is the adjacent overspill area for ferry traffic marshalling.

Some people are dissatisfied with the present traffic / pedestrian system in the centre of Yarmouth, with Quay Street being a particular concern. The concept of a "shared space" scheme could be usefully investigated as part of the Village Design Statement study.

To help with road safety in Thorley we would like to see an increase in use of the current off-road parking in the area. This may require enforceable restrictions of on-road alternatives.

We value the Coastal Path but would like to improve its surface east of the Common. We would also welcome a general improvement to the whole of the northwest section of the Coastal Path from the Needles via Newtown through to Cowes.

We would like to improve provision for cyclists by supporting the extension of the Freshwater/Yarmouth Public Bridleway through to Newport to allow for a safe off road cycle route. Our community would like to upgrade the 'Estuary Way' to allow its use by walkers and cyclists and we would like to see the provision of a strategic cycle link from the ferry terminal to connect to the Freshwater/Yarmouth bridleway as a shared route with walkers.

Relevant Action Plan numbers

C4, C5.

YARMOUTH AND THORLEY COMMUNITY PLAN: ACTION PLANS

A. Continuation of Core Services.

In the responses to the Flyer and Questionnaires, our community has shown its concern that a number of important core services should be maintained and encouraged by Yarmouth Town Council, the Isle of Wight Council and others. These are not Action Plans as such but require continuous support: Yarmouth CE Aided Primary School, Yarmouth Youth Club, Yarmouth Fire Station, Yarmouth Police Station, medical facilities (GP Surgery, Dentist, Pharmacy), Recycling facilities and Yarmouth Post Office.

B. Actions which could be completed or substantially progressed within 2 years.

Key to abbreviations: AQ- Adult Questionnaire; IWC – Isle of Wight Council; IWRCC- Isle of Wight Rural Community Council; WWLP – West Wight Landscape Partnership; YHC – Yarmouth Harbour Commissioners; YQ – Youth Questionnaire; YTC- Yarmouth Town Council; YTT-Yarmouth Town Trust.

	The Action	Justification	Responsibility	Funding	Sustainability	Monitoring
B1: To investigate the provision of Community Centres.						
COMMUNITY SERVICES	i. Investigate whether an existing building/site could be adapted in Yarmouth.	<ul style="list-style-type: none"> a. Strong support in the surveys: (AQ1, YQ14). b. No informal centre exists for all age groups. c. Strengthen community spirit and activity. 	<ul style="list-style-type: none"> YTC IWC IWRCC 	<ul style="list-style-type: none"> Grant application Fund raising scheme 	<ul style="list-style-type: none"> Social sustainability by promoting a greater sense of community confidence. 	<ul style="list-style-type: none"> YTC
	ii. Support the scheme for the adaptation of the west end of Thorley Church as a community facility.	<ul style="list-style-type: none"> a. No existing place within walking distance for small meetings with basic facilities. (AQ1, YQ14). b. A group has already met to promote the adaptation. 	<ul style="list-style-type: none"> The Diocese YTC IWRCC 	<ul style="list-style-type: none"> Grant application Fund raising scheme 	<ul style="list-style-type: none"> Social sustainability of a rural hamlet 	<ul style="list-style-type: none"> YTC

	The Action	Justification	Responsibility	Funding	Sustainability	Monitoring
B2: To improve and provide play areas.						
COMMUNITY SERVICES	i. Provide an open space and young children's play area in Thorley	a. Lack of these at present. b. Strong support in the surveys. (AQ1, YQ12)	YTC IWC	Grant application	Social sustainability	YTC
	ii. Improve Yarmouth Recreation Ground play area and field.	Strong support in the surveys. (AQ1, YQ11)	YTC YTT IWC	Grant application	Social sustainability	YTC
B3: To deal with such problems as litter, dog fouling, untidiness.						
COMMUNITY SERVICES	Employ a part-time community cleaner paid by Yarmouth Town Council from the Parish precept.	a. Support in the survey. (AQ5, YQ21) b. To enhance pride in the community	YTC	YTC	Social sustainability	YTC
B4: To improve communications between the Town Council and residents.						
COMMUNITY SERVICES	Improve local information	The survey showed that people would like to be better informed and thought articles in the <i>West Wight Beacon</i> would be the best medium to use. (AQ25).	YTC	YTC	To enhance interest in the community	YTC

	The Action	Justification	Responsibility	Funding	Sustainability	Monitoring
B5: To retain and enhance the special character and appearance of our area.						
NATURAL AND BUILT ENVIRONMENT	To initiate the preparation of a Village Design Statement (VDS).	<p>a. Surveys indicated concern/issues about: signage and direction maps (AQ9); advertisements and goods on Yarmouth pavements (AQ10); street lighting (AQ12, YQ19); improve the ambience of The Square and Quay Street in Yarmouth. (AQ18, 19)</p> <p>b. The VDS to become a Supplementary Planning Document.</p>	YTC	Lottery grant application.	Social and environmental sustainability	YTC
B6: To achieve effective defences against the rise in sea level.						
NATURAL AND BUILT ENVIRONMENT	To continue the Yarmouth Coastal Defence Working Group.	<p>a. Survey indicated concern. (AQ13)</p> <p>b. The most serious issue of the future.</p>	YTC YHC IWC	Environment Agency	To provide a long term, sustainable vision for Yarmouth and its coastal area.	YTC YHC

	The Action	Justification	Responsibility	Funding	Sustainability	Monitoring
B7: To involve more people in the care of the natural environment.						
NATURAL AND BUILT ENVIRONMENT	Care for the natural environment.	<ul style="list-style-type: none"> a. Surveys indicated interest. (AQ14, YQ16) b. Management of the natural environment is vital. 	YTC YHC IWC Estuaries Project Landowners Environmental Groups	WWLP Environmental Groups	Environmental sustainability	YTC
B8: To lobby for the opening of the Tourist Office every day during busy periods.						
LOCAL ECONOMY	Increase Tourist Information Centre availability.	<ul style="list-style-type: none"> a. To give visitors better information during busy periods, including Sundays. b. A local tourist office should be a key player in boosting tourism in Yarmouth and West Wight. 	IWC Tourist Board	IWC	Economic sustainability of Yarmouth and the Island.	YTC

	The Action	Justification	Responsibility	Funding	Sustainability	Monitoring
B9: To improve the state of the roads and pavements in Yarmouth & Thorley.						
GETTING ABOUT	i. Improve their condition and maintenance	a. The present state of the roads is dangerous for vehicles, motorcycles, cyclists and pedestrians. b. A great deal of concern was shown in the surveys. (AQ18, 19, 23, 24, YQ19)	IWC (Highways)	IWC	Social, economic and environmental sustainability.	YTC
	ii. Improve rural road drainage systems	a. To keep roads clear for good traffic flow. b. Concern in the surveys about Thorley road flooding. (AQ8)	IWC (Highways)	IWC	Social, economic and environmental sustainability.	YTC

	The Action	Justification	Responsibility	Funding	Sustainability	Monitoring
B10: To work to improve road safety/ traffic control measures.						
GETTING ABOUT	i. Monitor, in partnership with the Highways Department, the speed of traffic in Tennyson Road / River Road from Victoria Road to the Bridge in Yarmouth	a. The survey proved the local concern with road safety (AQ20, 24) b. The young interpreted “safety” as road safety (YQ19, Primary School consultation).	IWC (Highways)	IWC	Social sustainability	YTC
	ii. Introduce a 20mph zone for the Conservation Area of Yarmouth	a. As above (AQ20) b. As above	IWC (Highways) IWC (Conservation and Design)	IWC	Social sustainability	YTC
	iii. Remove two parking bays on north side of Tennyson Road at junction with Basketts Lane, Yarmouth for better visibility	a. As above (AQ20) b. As above	IWC (Highways)	IWC	Social sustainability	YTC
	iv. Install an Elderly People warning sign near Abbeyfield, Yarmouth	As above (AQ9)	IWC (Highways)	IWC	Social sustainability	YTC
	v. Install illuminated /flashing 30mph signs at both ends of Thorley	a. As above (AQ24) b. As above	IWC (Highways)	IWC	Social sustainability	YTC

	The Action	Justification	Responsibility	Funding	Sustainability	Monitoring
B11: To improve walking conditions and safety.						
GETTING ABOUT	i. Provide footpaths in the centre of Thorley and between Thorley and Yarmouth for pedestrians and those pushing prams.	Concern in the surveys for these improvements (AQ10, 24, YQ19).	IWC WWLP	IWC WWLP	Promotes sustainable leisure activities and community health and safety.	YTC
	ii. Encourage better maintenance of hedgerows and verges so that pedestrians do not need to use the highway.	Concern in the surveys for these improvements (AQ8).	IWC	IWC	Promotes sustainable leisure activities and community health and safety.	YTC
	iii. Work with other Councils to make the coastal path east of the Common “all weather” and improve its whole length from the Needles to Cowes.	Concern in the surveys for these improvements (AQ23).	IWC WWLP	IWC WWLP	Promotes sustainable leisure activities and community health and safety.	YTC

C. Those which could be completed or substantially progressed within 4 years.

The Action		Justification	Responsibility	Funding	Sustainability	Monitoring
C1: The provision of allotments or the Adopt a Garden Scheme.						
COMMUNITY SERVICES	Provide allotments	<ul style="list-style-type: none"> a. In the survey 155 people thought allotments are important (AQ1). b. The Adopt a Garden Scheme would also give social contact to the elderly or infirm. 	YTC Footprint Trust	YTC IWC IWRCC	Environmental sustainability in a rural area	YTC
C2: Bus services.						
COMMUNITY SERVICES	i. Investigate the provision of a community bus for the elderly.	<ul style="list-style-type: none"> a. Difficult for the elderly to access hospital and facilities in Newport. b. Strong support in the survey (AQ1). 	YTC to investigate	YTC to investigate	Social sustainability	YTC
	ii. Improve the frequency of buses.	<ul style="list-style-type: none"> a. Only a two-hour service for many areas. b. Access from this rural area to occupational, educational, cultural, sportive, social activities in Newport. c. Strong support in the Youth survey (YQ18, 21). 	YTC to investigate	YTC to investigate	Economic, social and environmental sustainability	YTC

The Action		Justification	Responsibility	Funding	Sustainability	Monitoring
C3: To find ways of supporting and encouraging local shops, pubs, cafes.						
LOCAL ECONOMY	To maintain local businesses	<ul style="list-style-type: none"> a. To ensure the viability of local businesses. b. Essential facilities for a Rural Service Centre (Island Plan Core Strategy) c. Surveys indicated the importance of local businesses (AQ15, 17). 	YTC Local Traders Event Organisers Tourist Board	Self-funding	Economic sustainability of Yarmouth.	YTC
C4: To meet the needs of car parking.						
GETTING ABOUT	i. Retain the present amount of parking in Yarmouth	Strong desire of the people and businesses of Yarmouth (AQ19).	IWC (Highways)	IWC	Social and economic sustainability.	YTC
	ii. Improve off-road parking and restrict on-road parking in Thorley.	On-road parking is dangerous on the winding section in the centre of Thorley (AQ24).	IWC (Highways)	IWC	Social sustainability.	YTC
C5: To improve cycling routes.						
GETTING ABOUT	i. Extend the Freshwater/ Yarmouth bridleway towards Newport	<ul style="list-style-type: none"> a. Strong local support (AQ22, YQ19). b. Improved linkage to the Cowes/Sandown cycleway. 	IWC WWLP	IWC WWLP	Promotes sustainable leisure activities and community health.	YTC
	ii. Create an off-road cycleway from the ferry terminal to the Mill causeway.	A safer and more scenic route for local and visiting cyclists, without endangering pedestrians (AQ22).	IWC WWLP	IWC WWLP	Promotes sustainable leisure activities and community health and safety.	YTC

D. Those which could be completed either in conjunction with the above Action Plans or later.

The Action		Justification	Responsibility	Funding	Sustainability	Monitoring
D1: Investigate the need for and provision of local affordable housing.						
COMMUNITY SERVICES	Investigate affordable housing need.	Survey indicated greater need than in 2007 RCC survey. (AQ2)	YTC IWRCC IWC	YTC to investigate	Social and environmental sustainability	YTC
D2: Investigate the provision of markets in Yarmouth.						
LOCAL ECONOMY	Investigate potential street markets	a. To bring more people into the town who will use local businesses. b. Popular in the survey (AQ16).	YTC Local Traders Tourist Board	Self-funding.	Economic sustainability of Yarmouth.	YTC

APPENDIX 1: FLYER COMMENTS SUMMARY

COMMUNITY SERVICES

Community issues	478
Children & Young people's needs	130
Health facilities	109
Housing	95
Bus services	73
Policing	51
General praise of living here	40
Older people's needs	7

NATURAL ENVIRONMENT: NATURAL

Praise for the local environment	176
Ferry	80
Harbour	78
Miscellaneous environmental comment	27
Trees, hedges, fences and grassed areas	25
Coastal defence and flooding	5

NATURAL ENVIRONMENT: BUILT ENVIRONMENT

Buildings, street furniture and signage	102
Street lighting	38

NATURAL ENVIRONMENT: ENVIRONMENTAL ISSUES

Litter, refuse collection	49
Street cleaning and appearance	44
Dog fouling	41
Recycling	35
Other green issues	6

LOCAL ECONOMY

Local shops, pubs, restaurants	207
Tourism	17
Markets	6
Employment	3

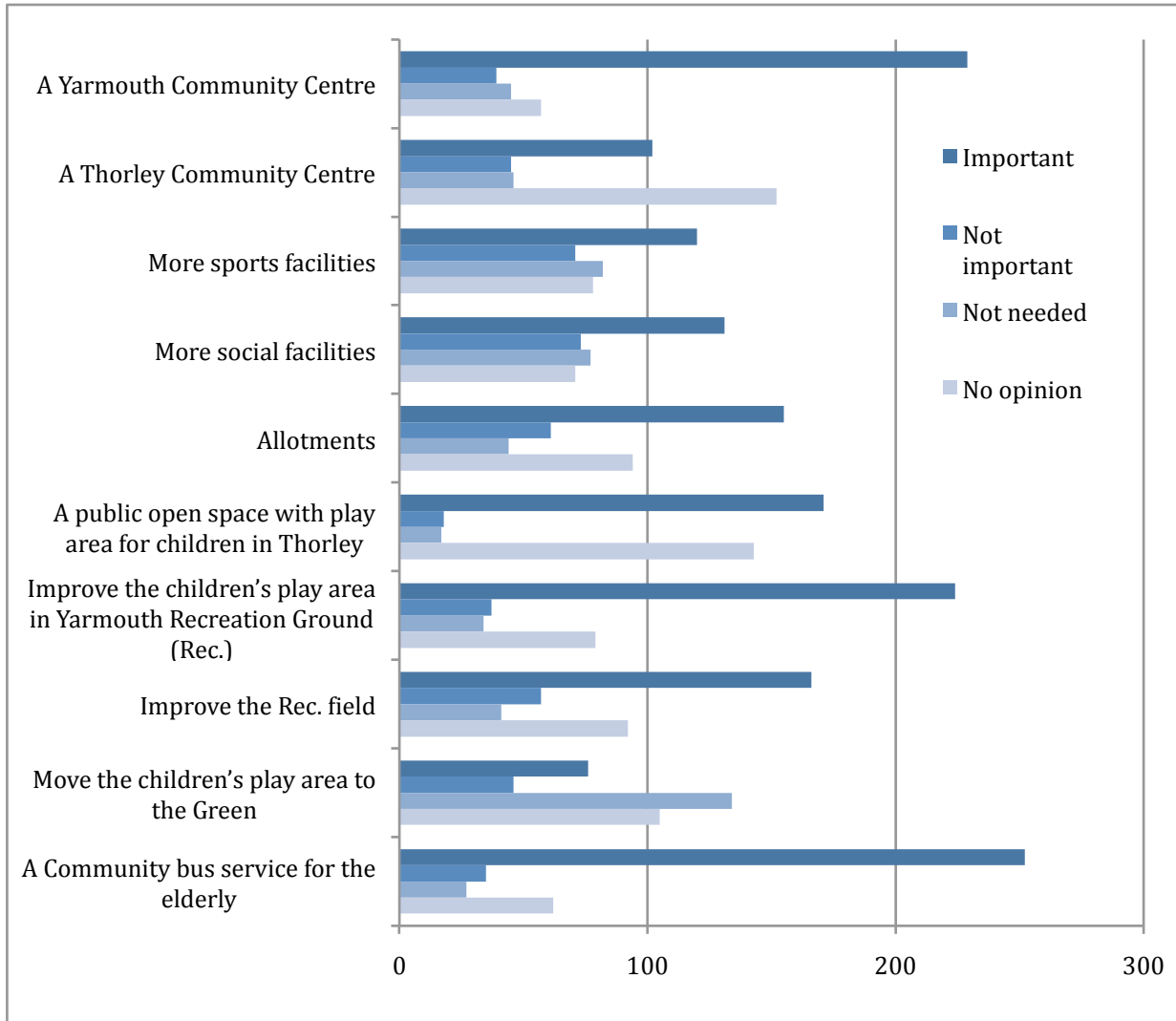
GETTING ABOUT

Car parking	134
Pavements	93
Traffic speeds	87
Footpaths	83
Road condition	86
Cycling	36
Traffic congestion	34
Road signs, markings and junctions	23
Suggested road improvements	15
Road drainage issues	13

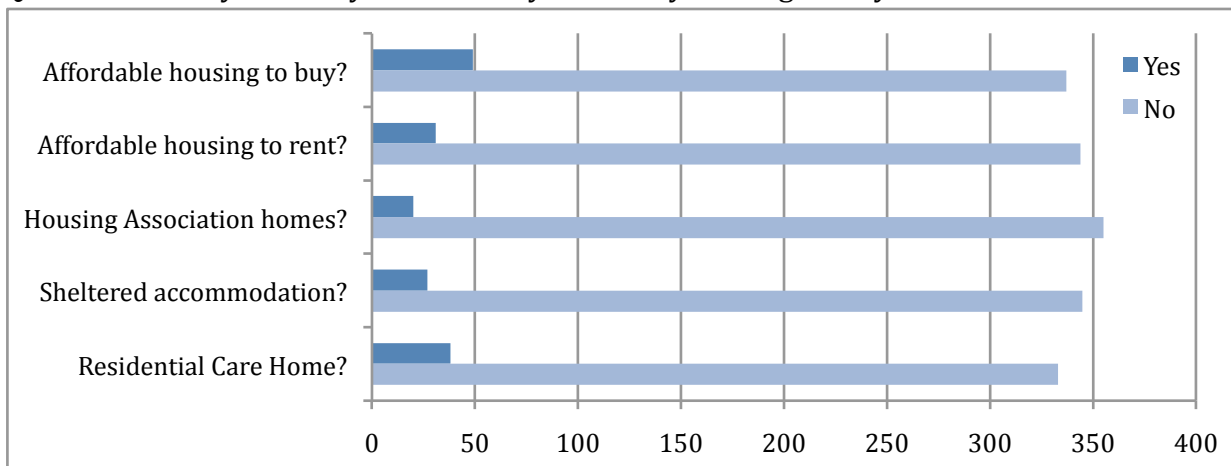
APPENDIX 2: ADULT QUESTIONNAIRE RESPONSES

In all graphs the horizontal axis shows the number of responses.

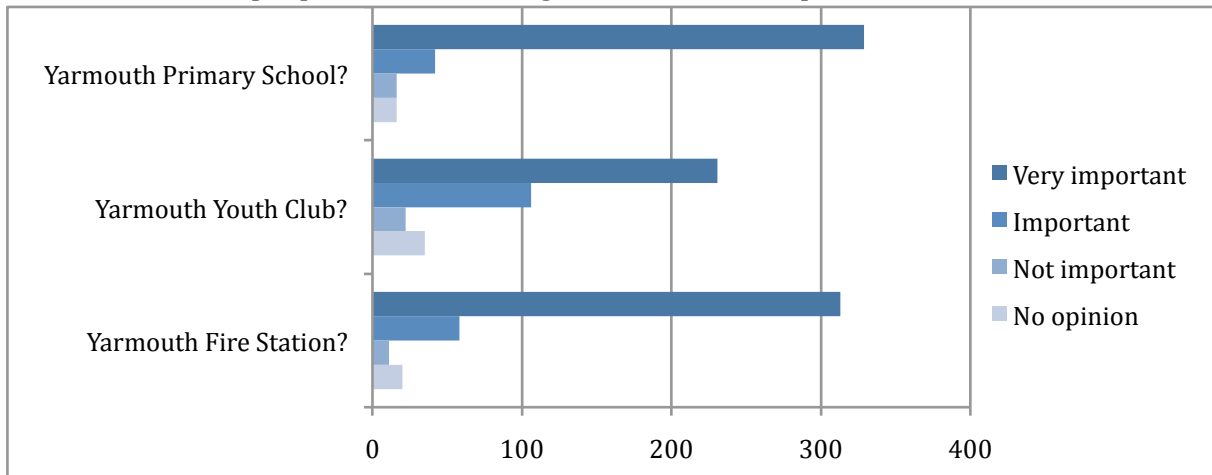
Question 1: How important do you think these are?



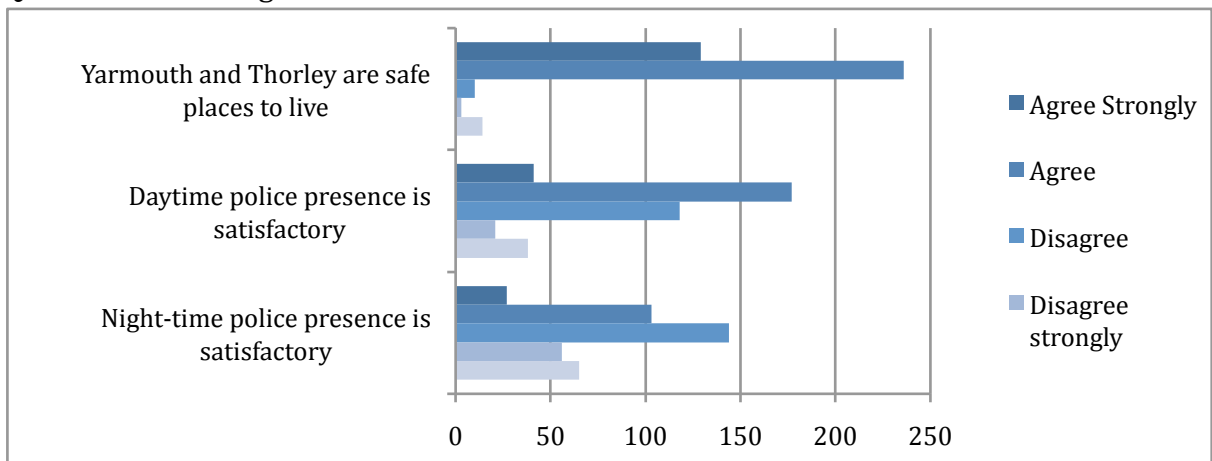
Question 2: Are you or any member of your family looking locally for



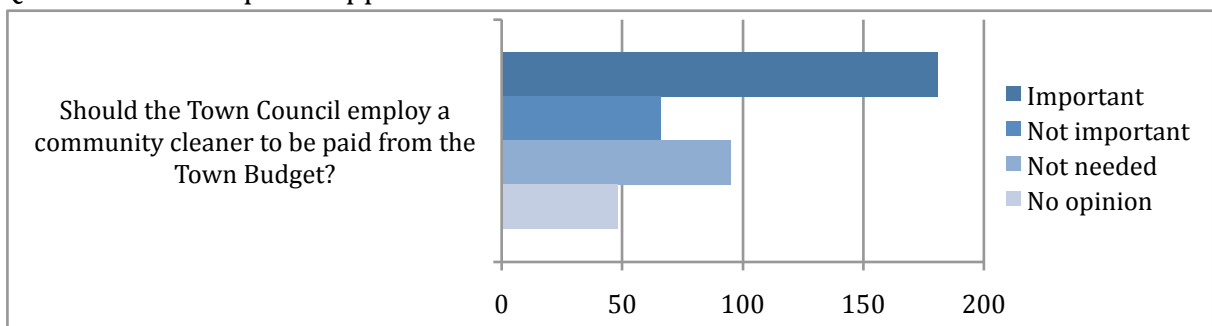
Question 3: In the proposed Island reorganisations, is it important to retain



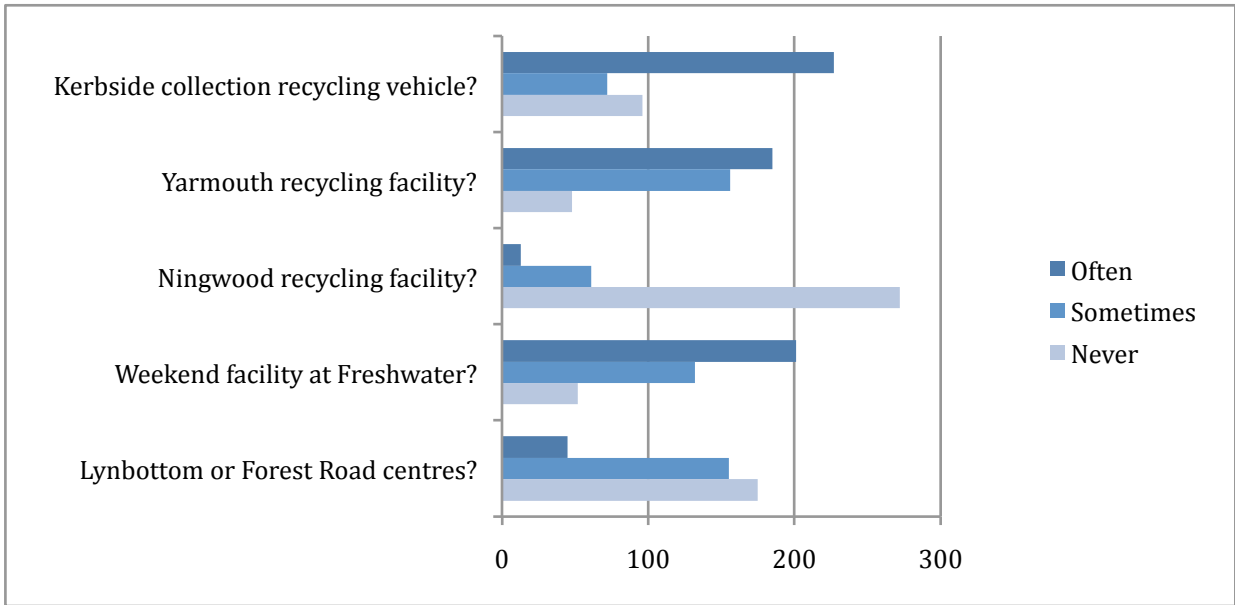
Question 4: Policing



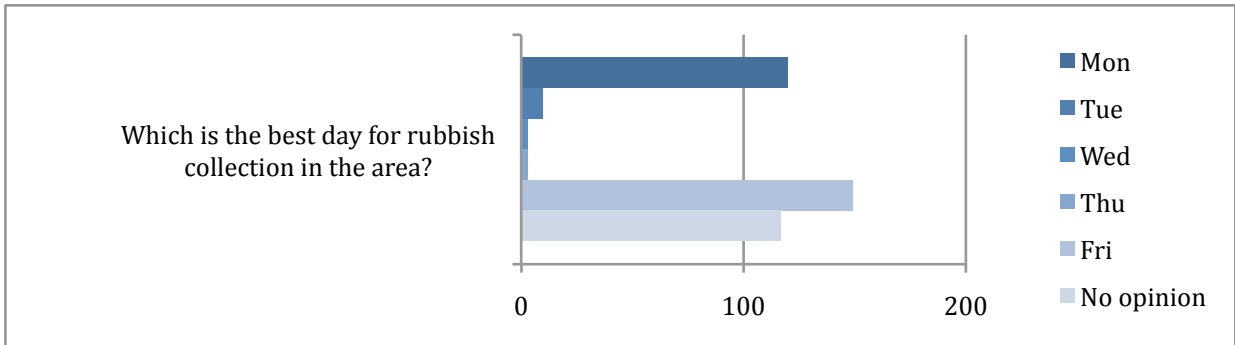
Question 5: To improve appearance and cleanliness



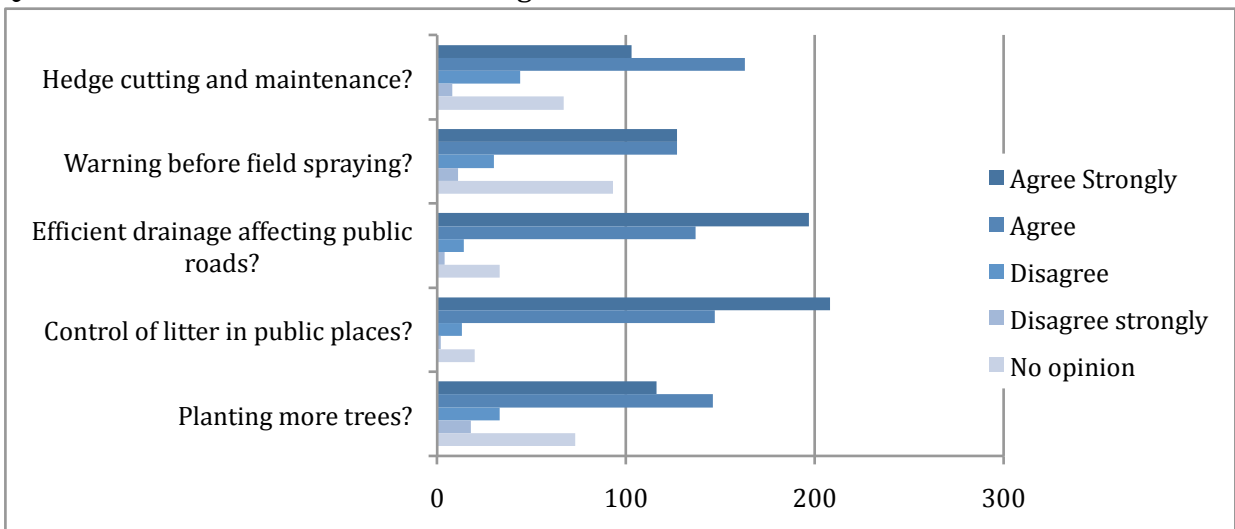
Question 6: How often do you use



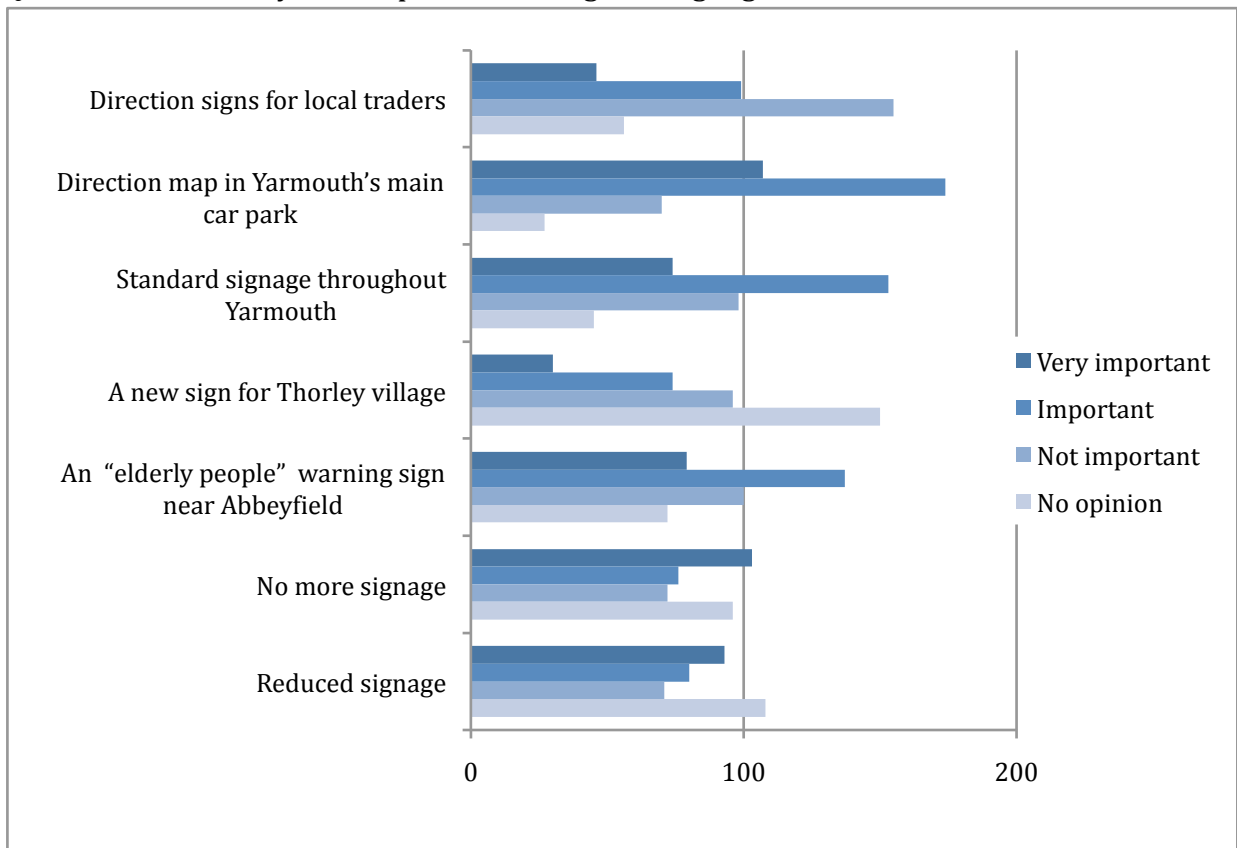
Question 7: Refuse collection day



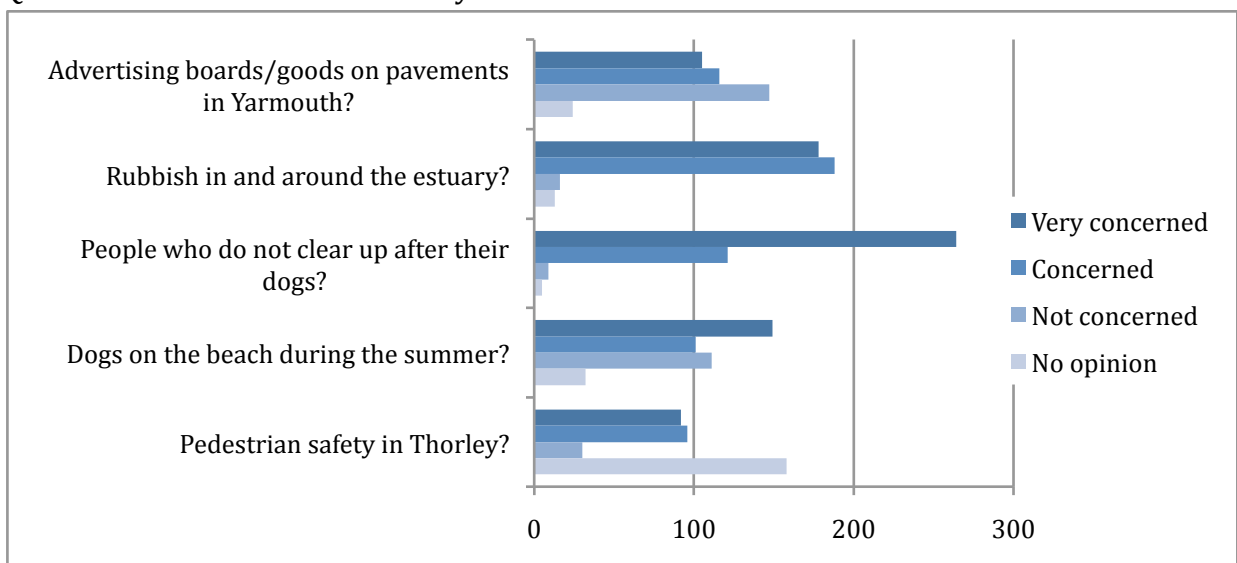
Question 8: Should more attention be given to



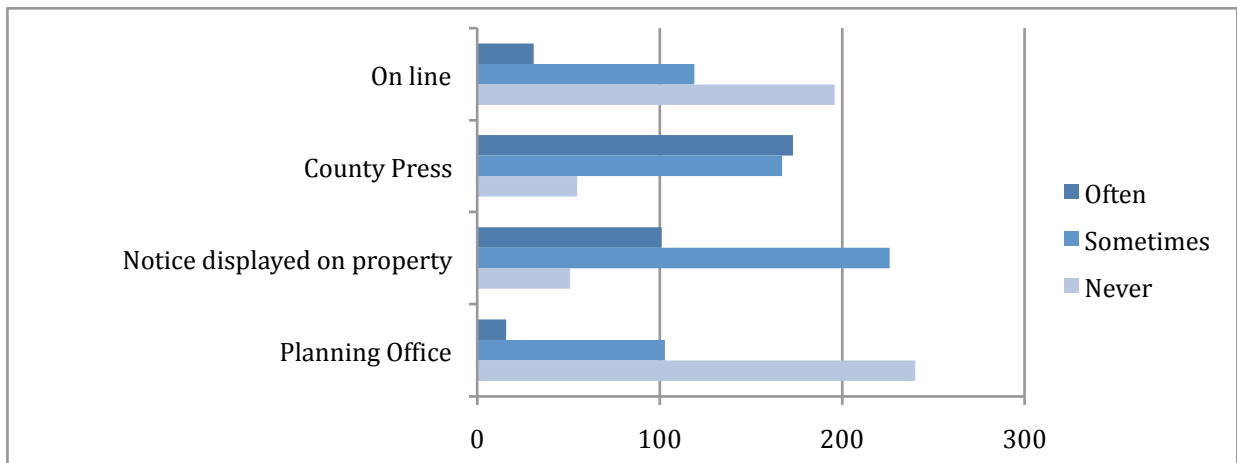
Question 9: How do you rate possible changes in signage?



Question 10: How concerned are you about



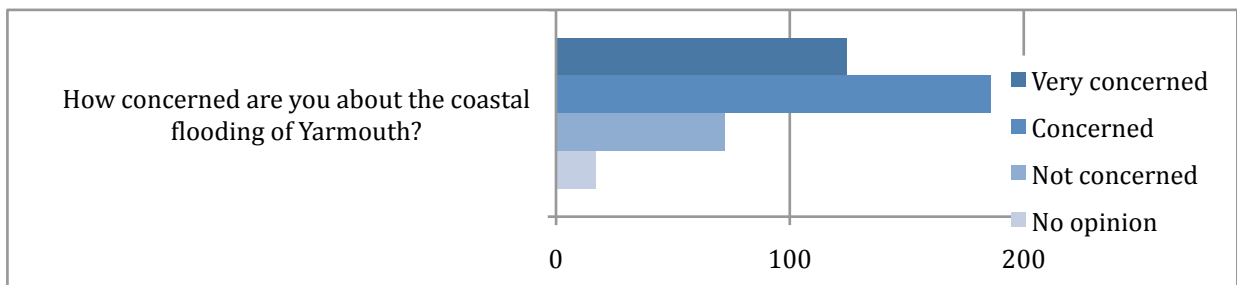
Question 11: How often do you view planning applications?



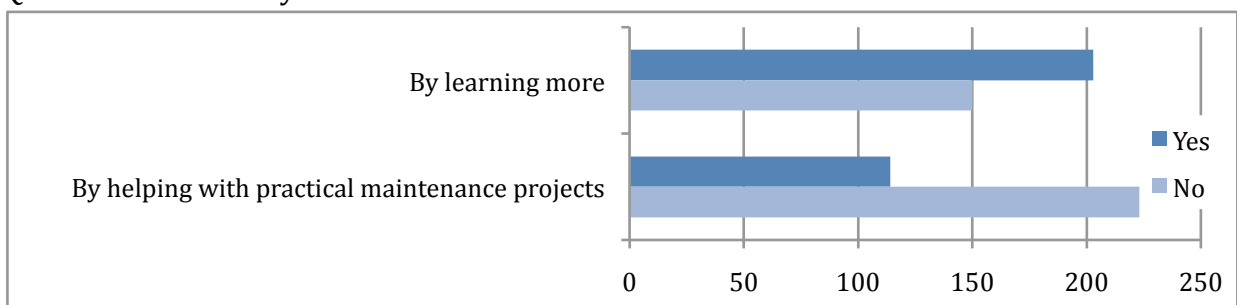
Question 12: Would you like more or less street lighting?



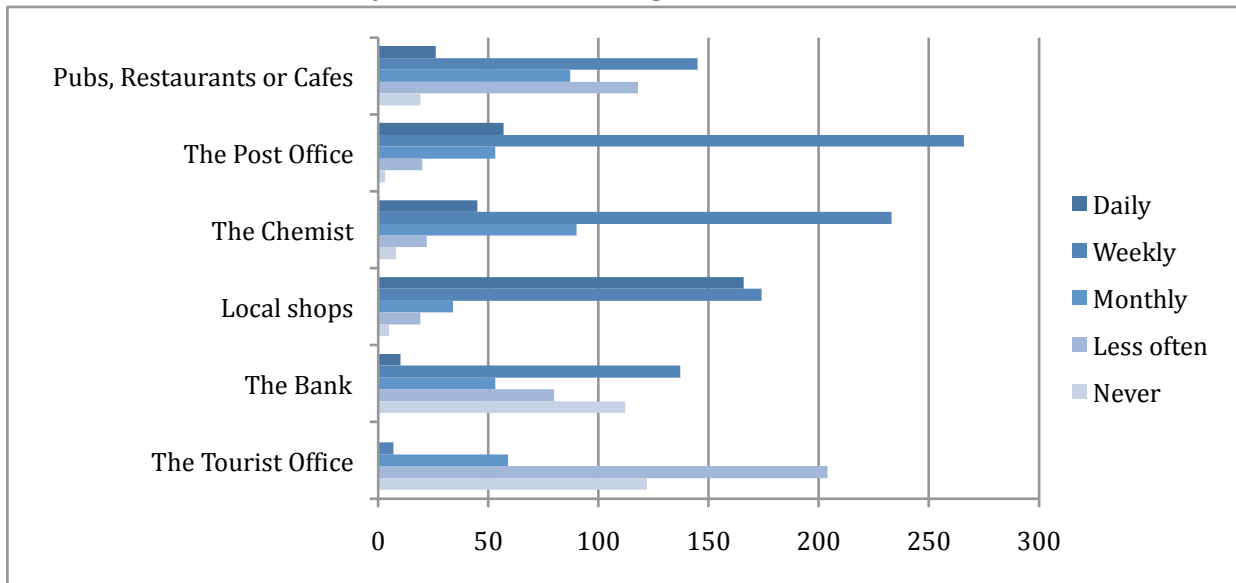
Question 13: A Council/Harbour Group is looking into the coastal flooding predictions and sea defences



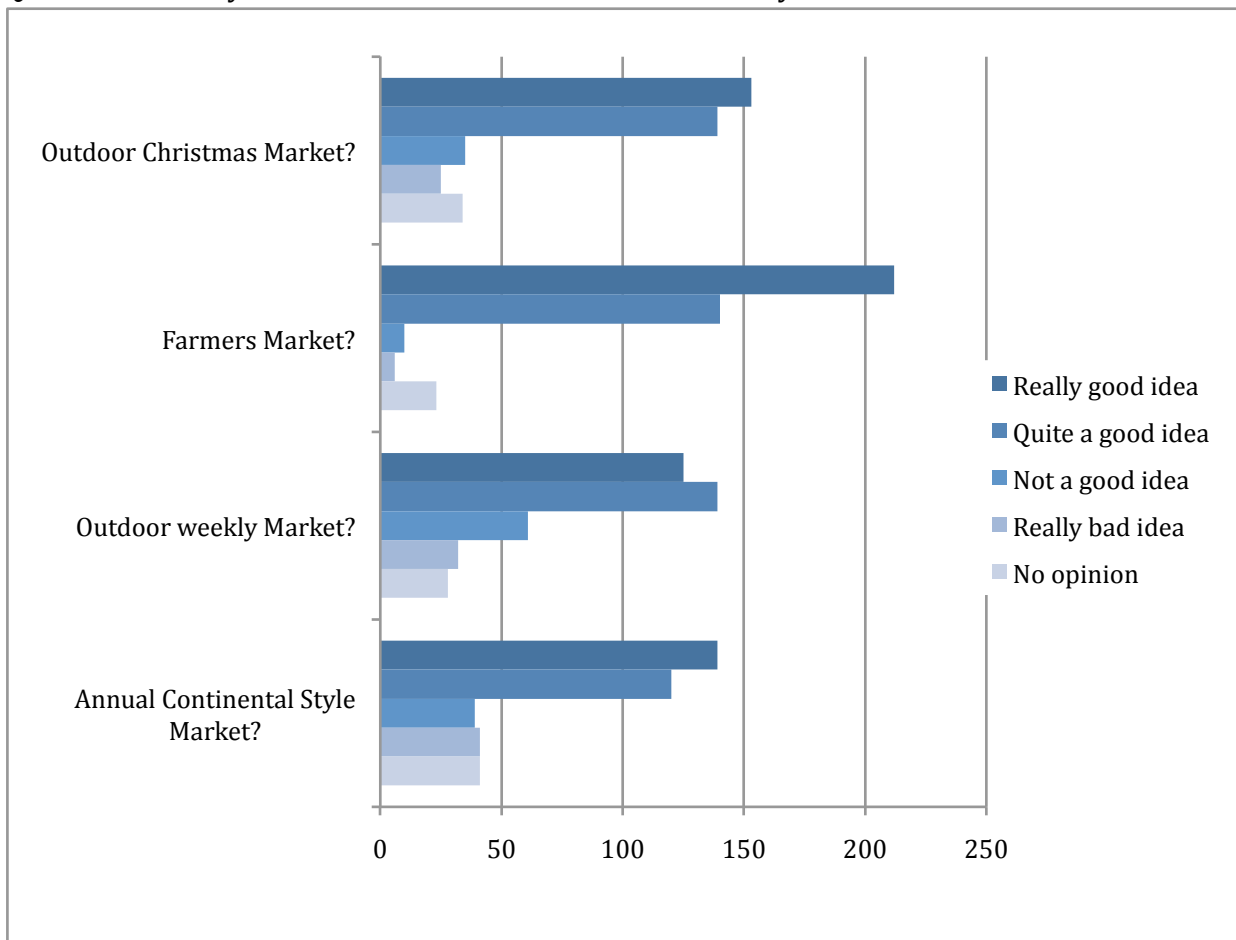
Question 14: Would you like to become more involved in the natural environment?



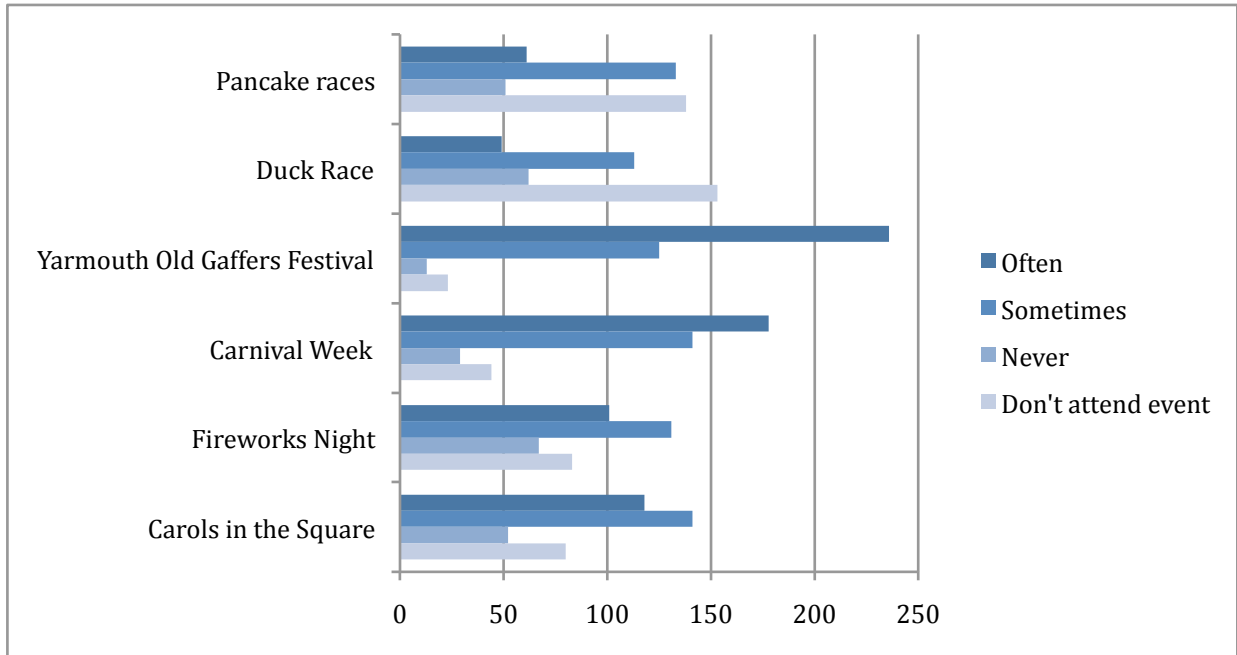
Question 15: How often do you use the following in Yarmouth?



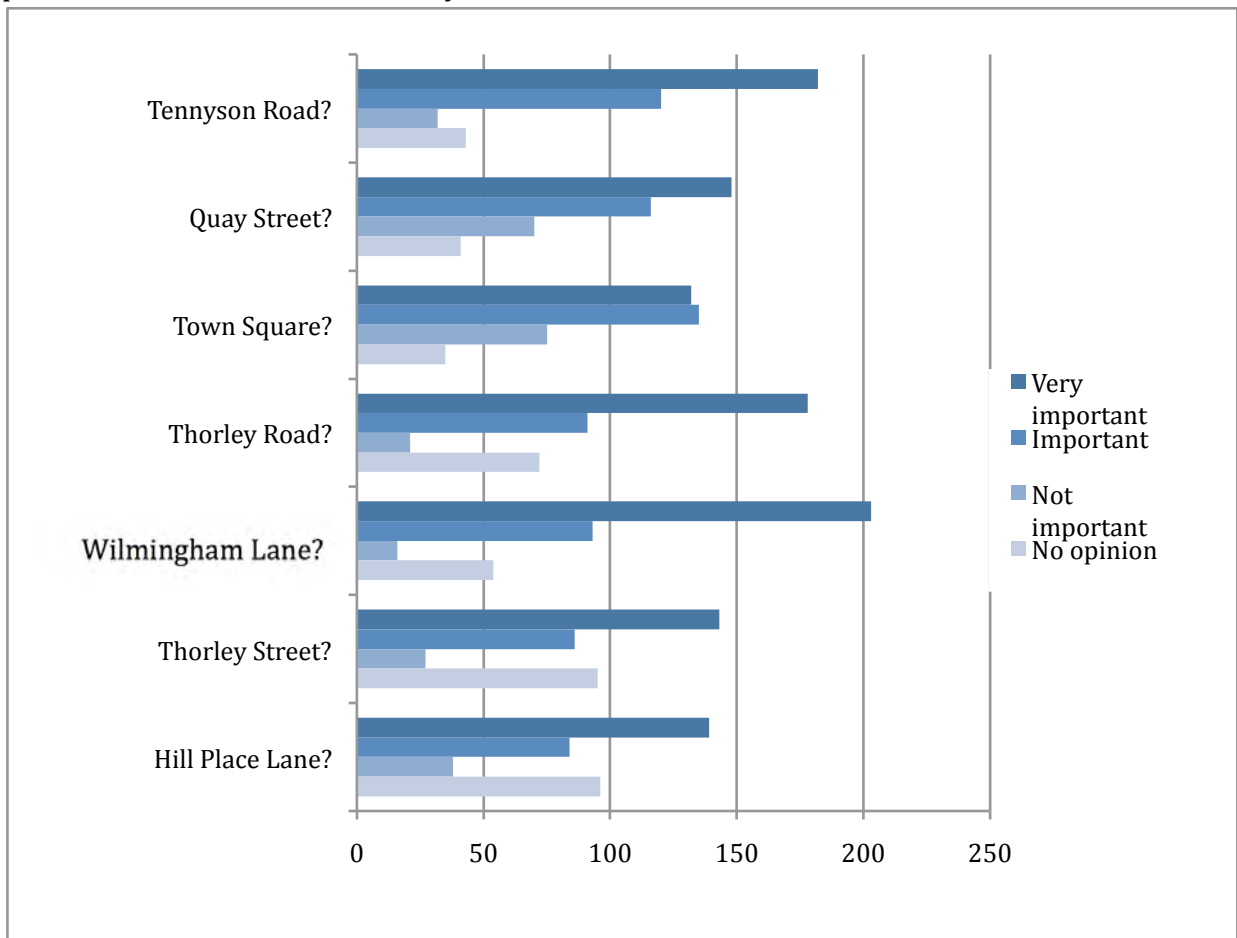
Question 16: Do you think it would benefit the community to introduce



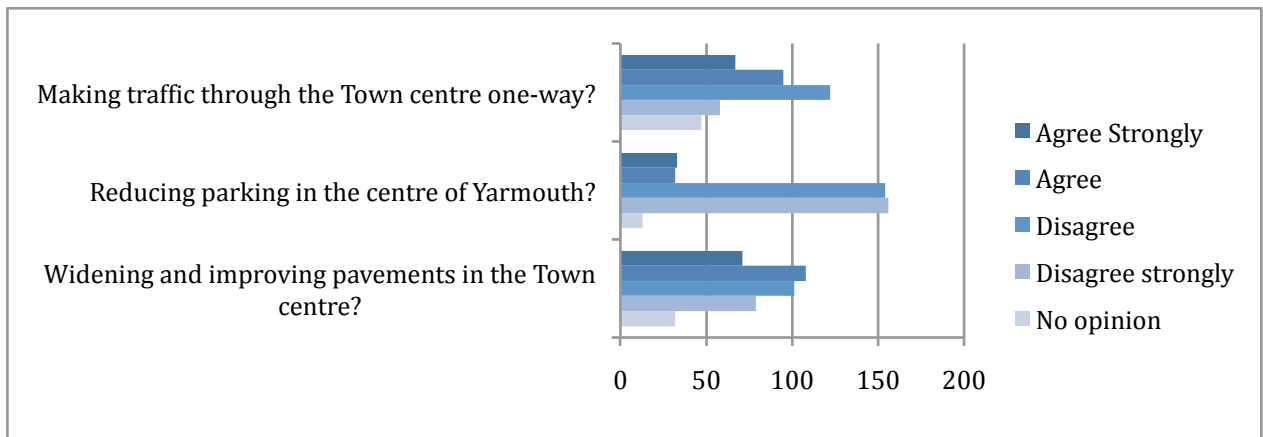
Question 17: Do you use any of the local shops/pubs/cafes during the following events?



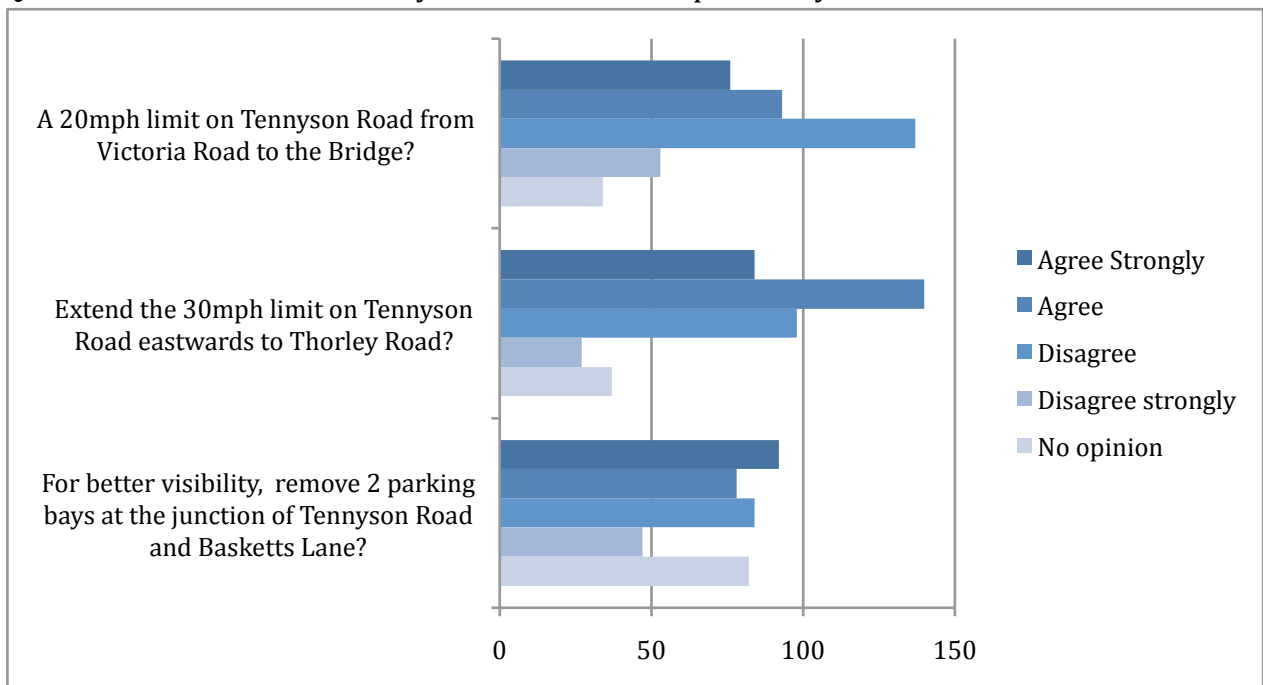
Question 18: A major concern in the Flyer response was the state of the roads and pavements. How concerned are you about



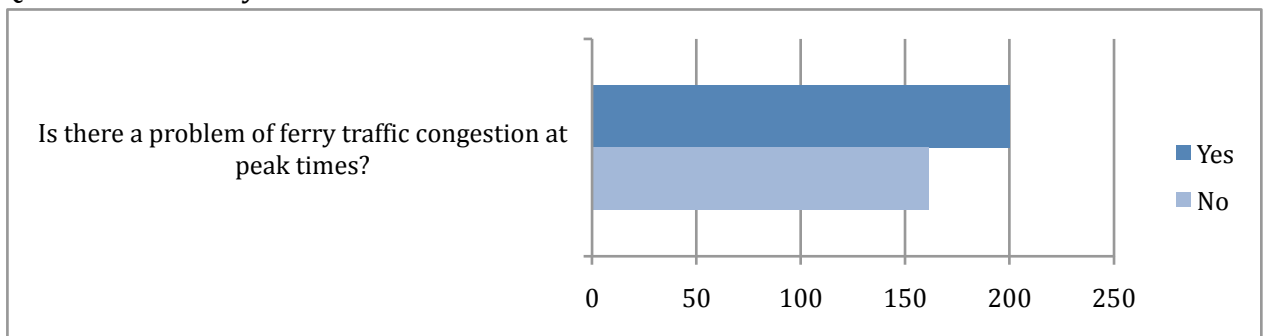
Question 19: Would the centre of Yarmouth be improved by



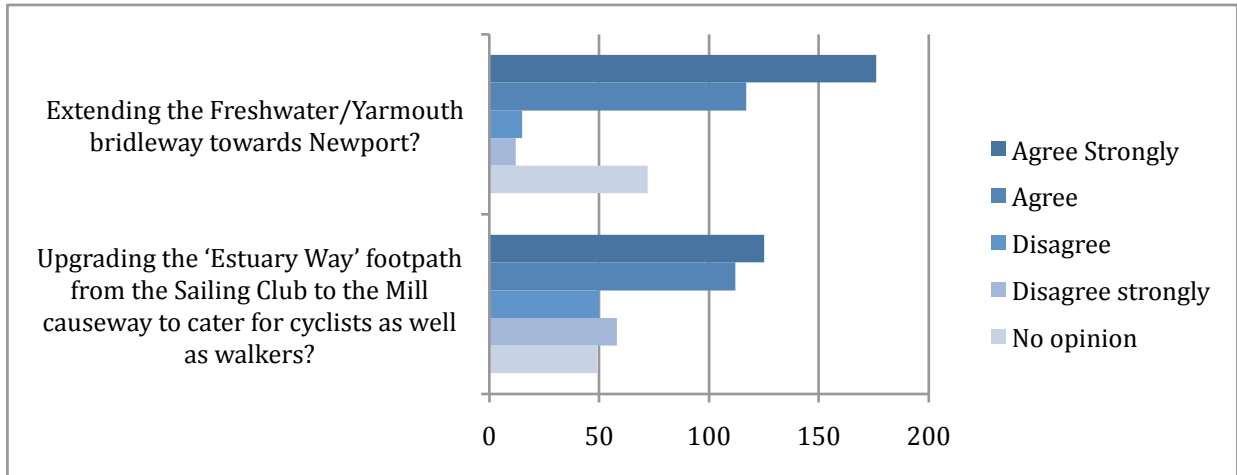
Question 20: Would road safety in Yarmouth be improved by



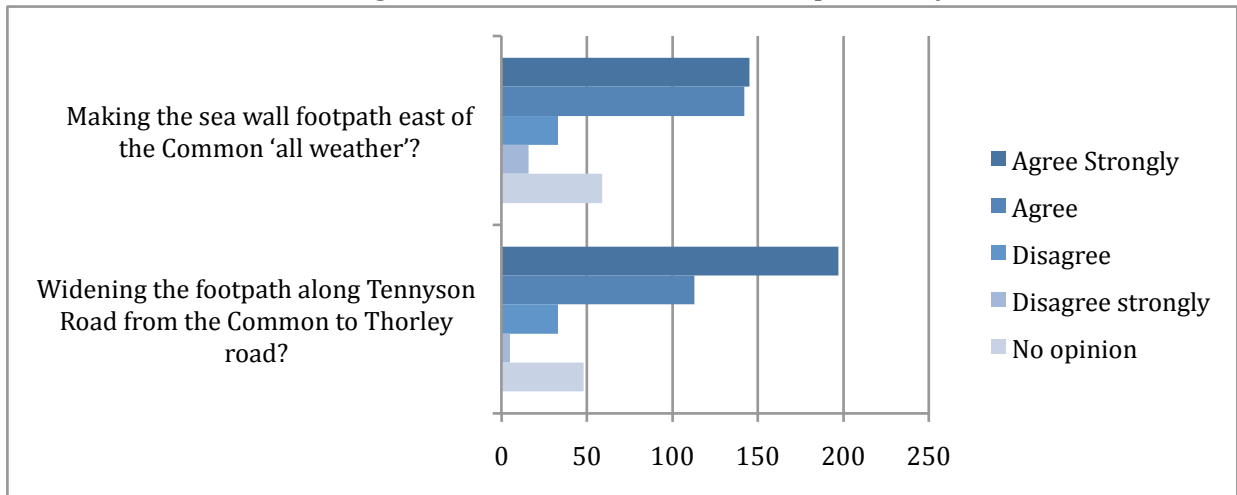
Question 21: Ferry traffic



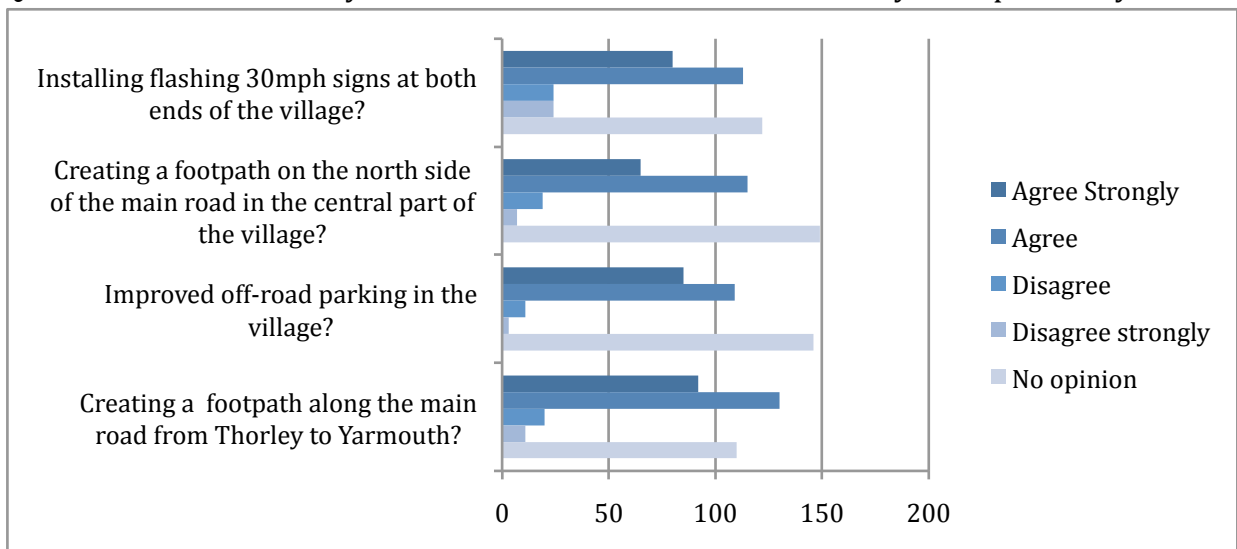
Question 22: Would cycling in and around Yarmouth be improved by



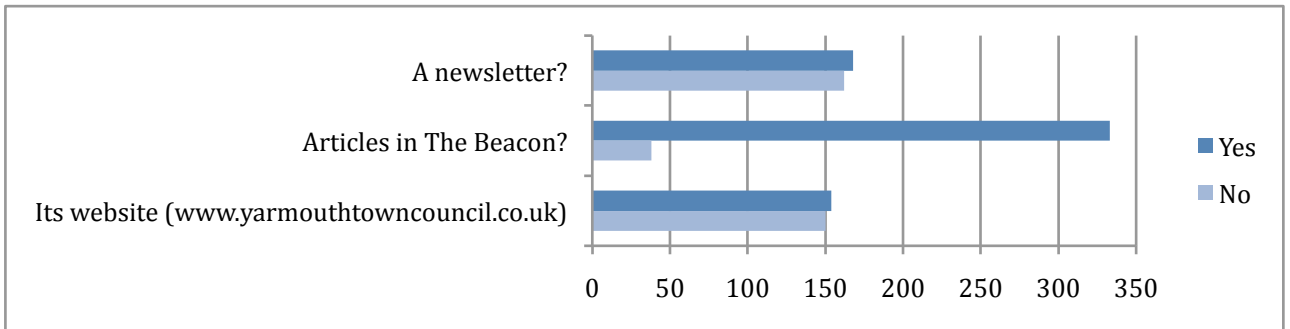
Question 23: Would walking in and around Yarmouth be improved by



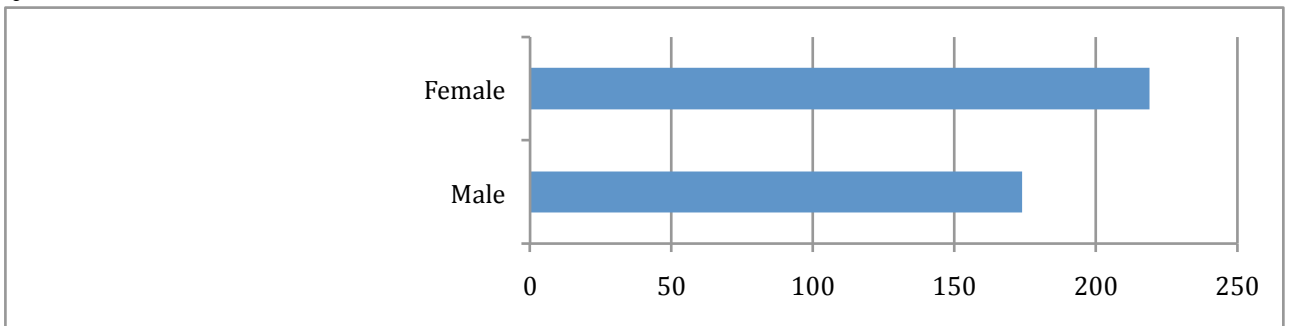
Question 24: Would safety and convenience in and around Thorley be improved by



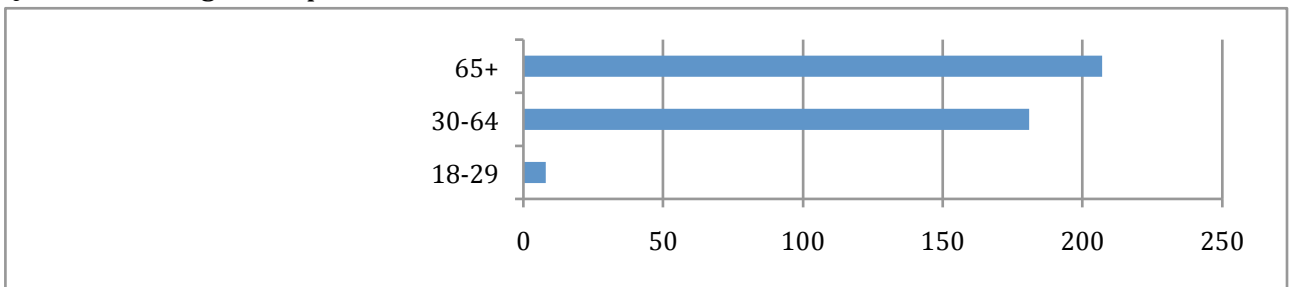
Question 25: Would you like more information from the Town Council on a regular basis?



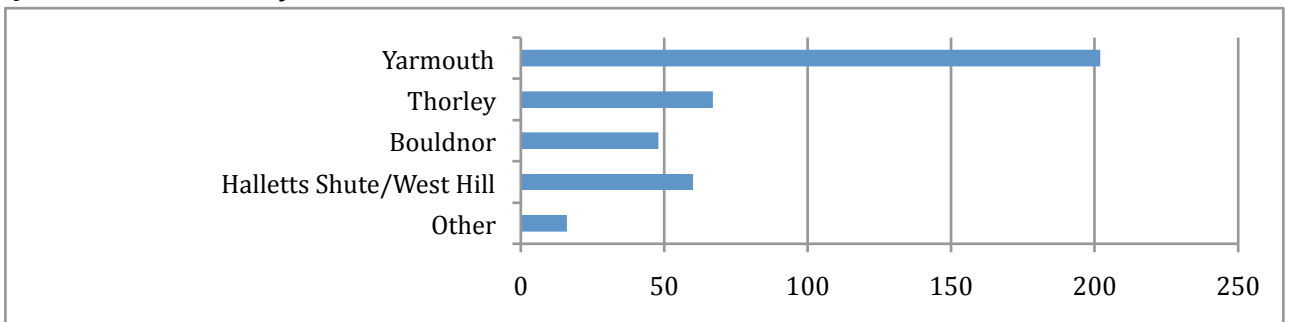
Question 26: Gender



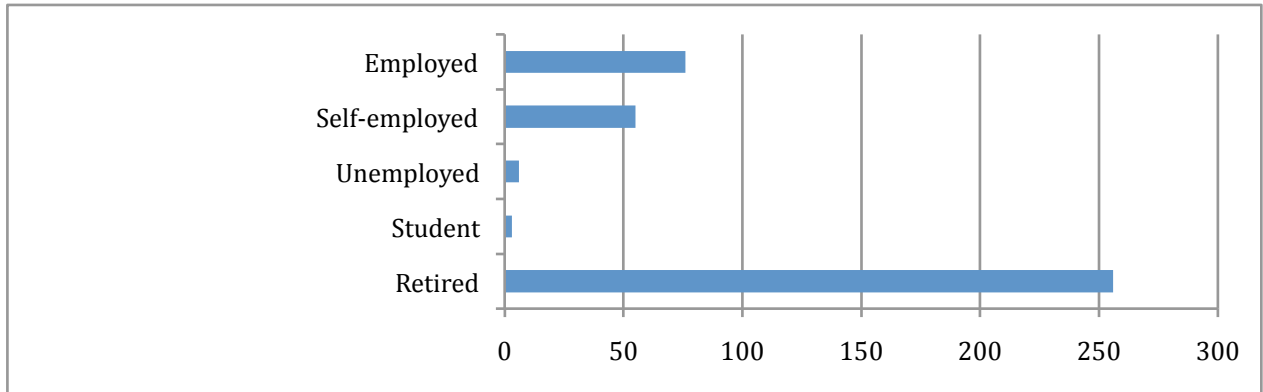
Question 27: Age Group



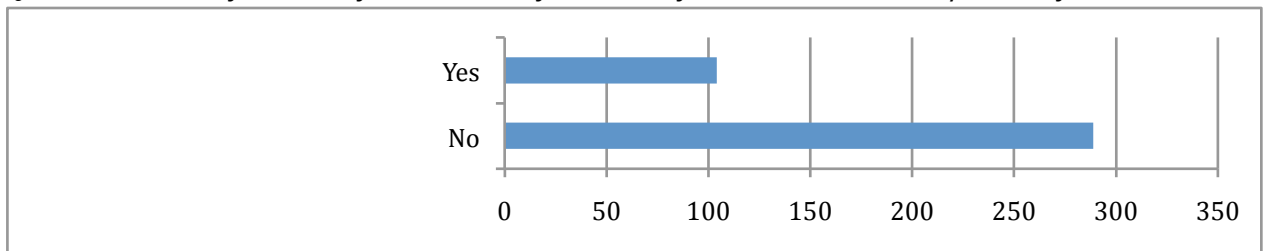
Question 28: Where you live



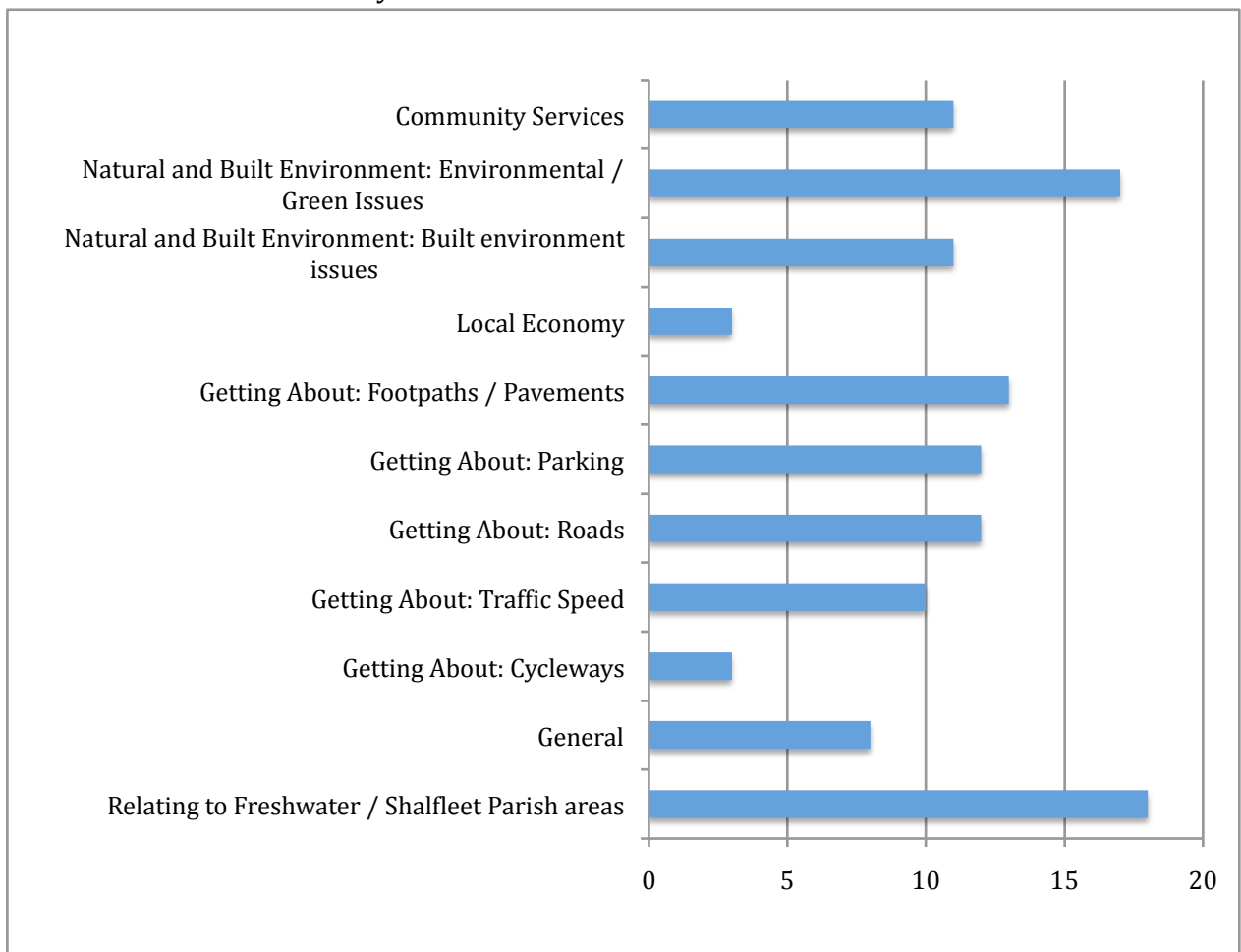
Question 29: Are you?



Question 30: Do you or any member of your family work in Yarmouth/Thorley?



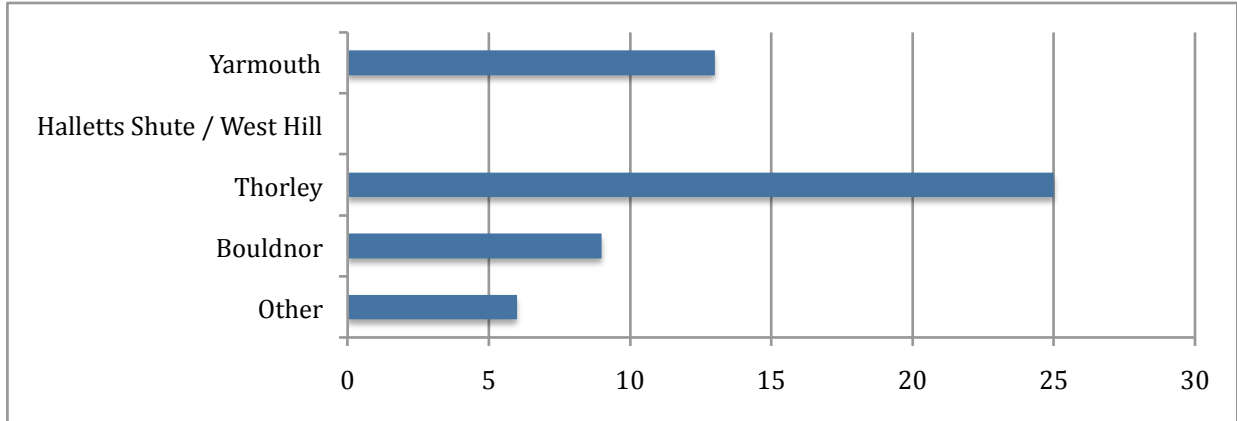
Further Comments Summary



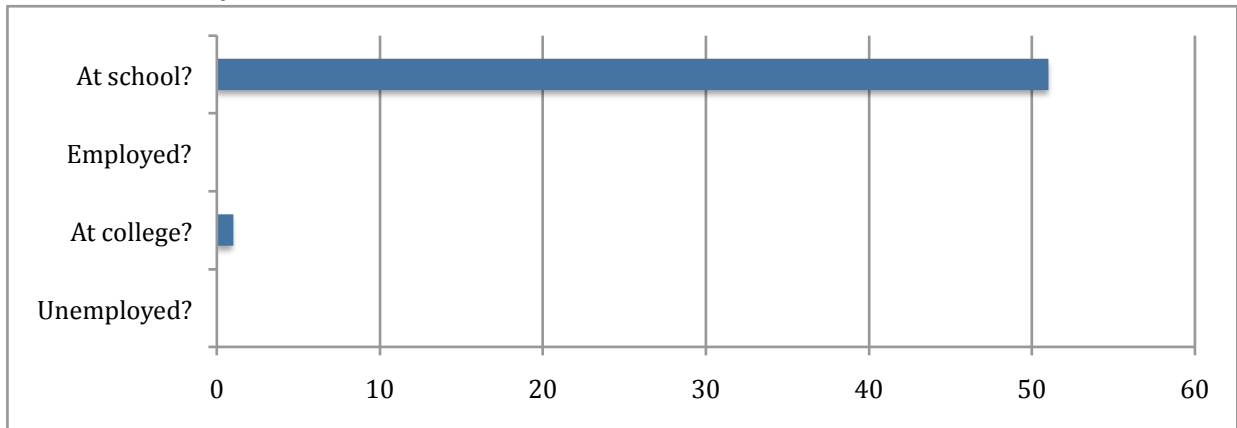
APPENDIX 3: YOUTH QUESTIONNAIRE RESPONSES

In all graphs the horizontal axis shows the number of responses.

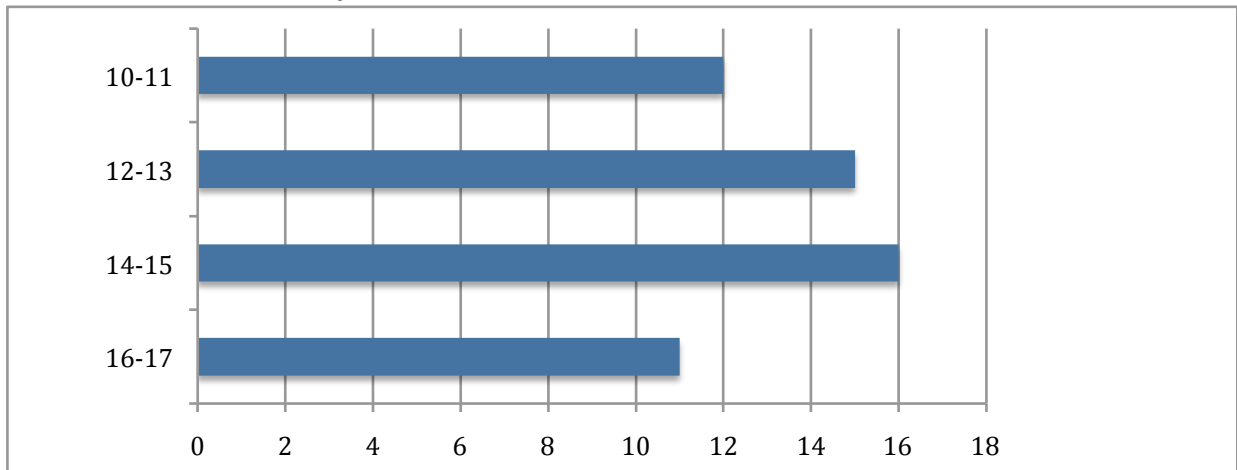
Question 1: Where do you live?



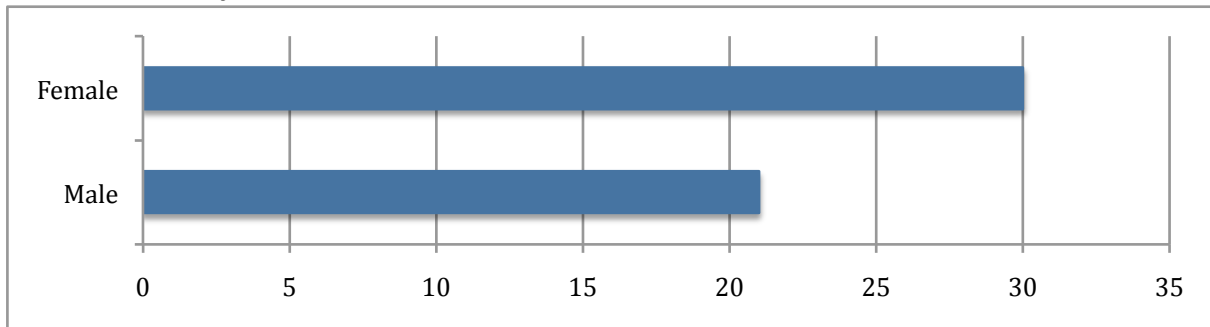
Question 2: Are you



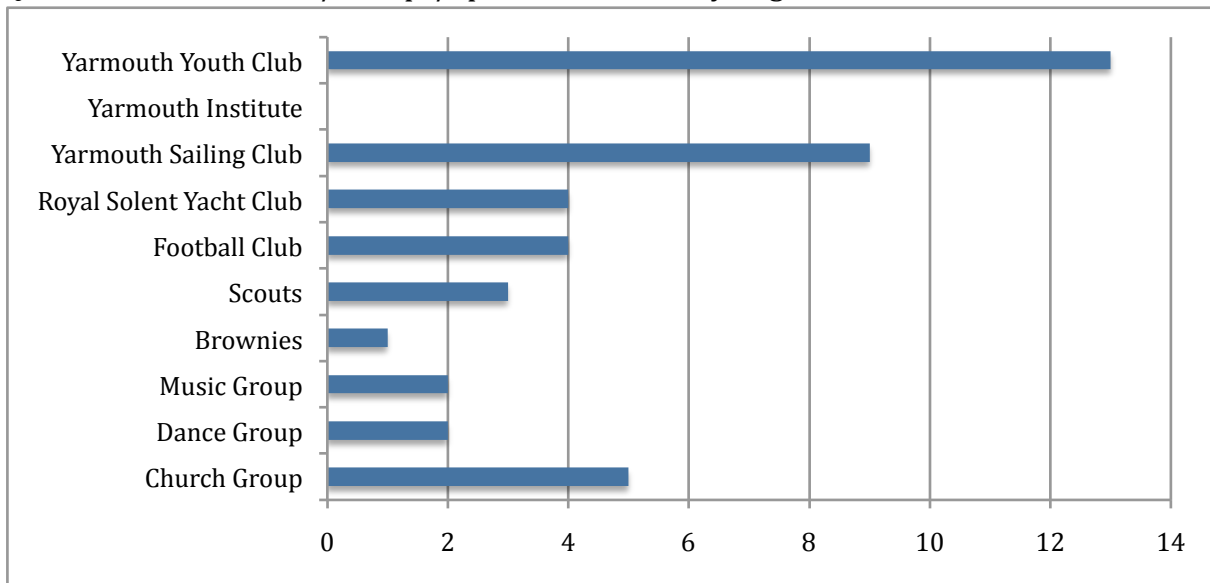
Question 3: How old are you?



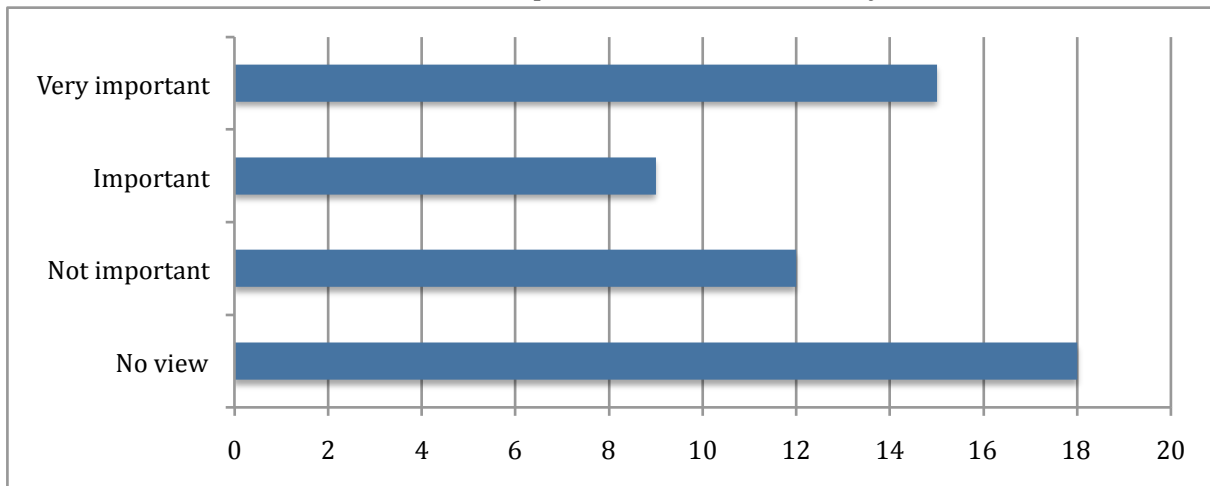
Question 4: Are you?



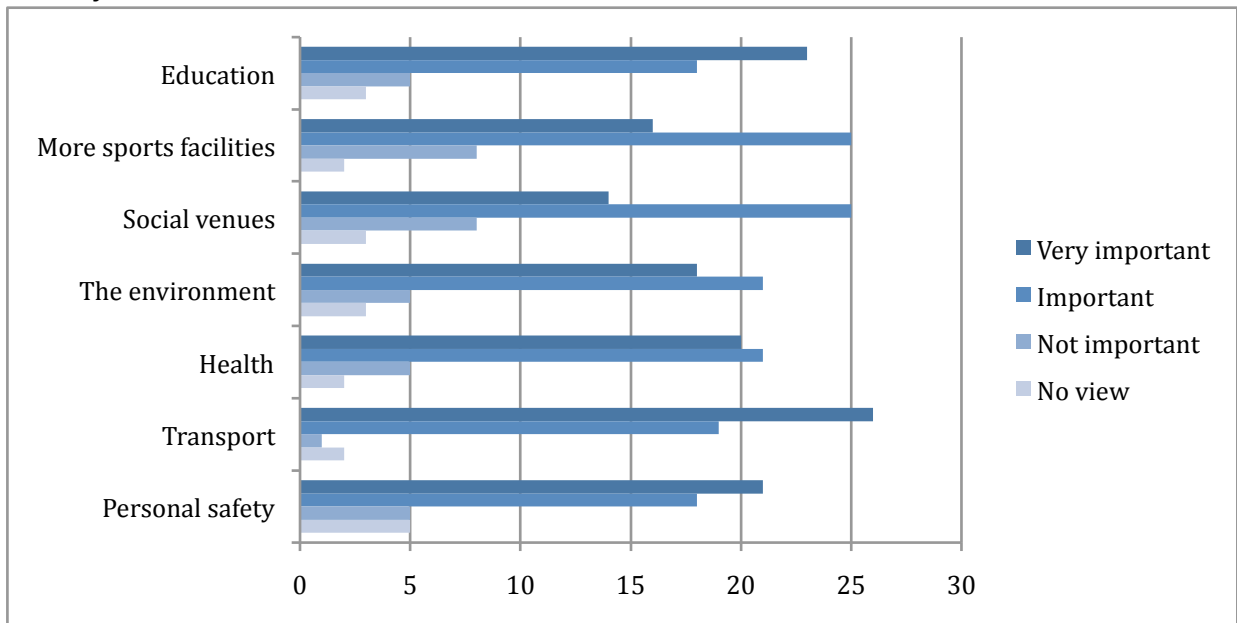
Question 5: What Clubs/Groups/Sports facilities do you go to?



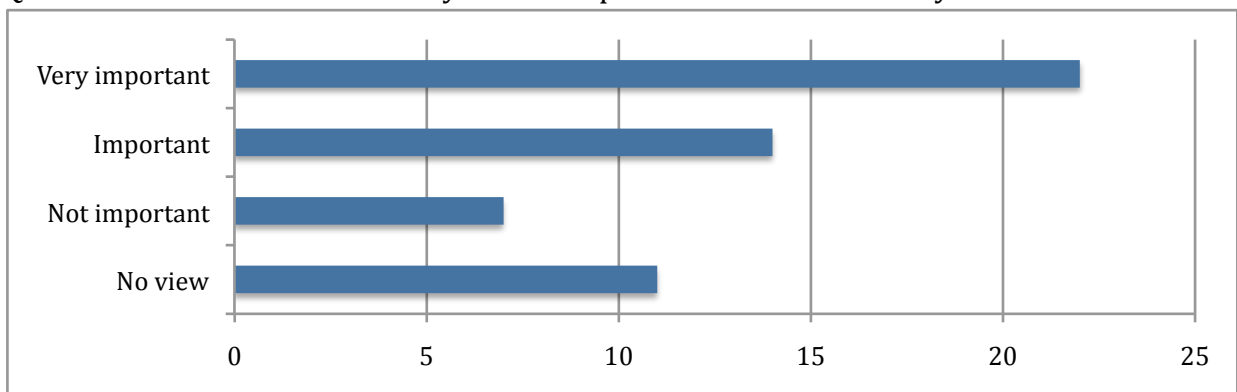
Question 6: Is Yarmouth Youth Club important to the community?



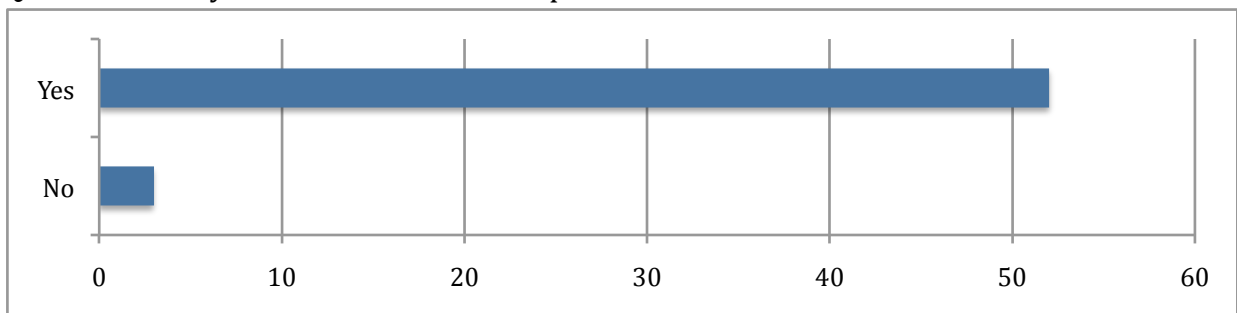
Question 7: Which issues are important to you as a young person living in Yarmouth and Thorley?



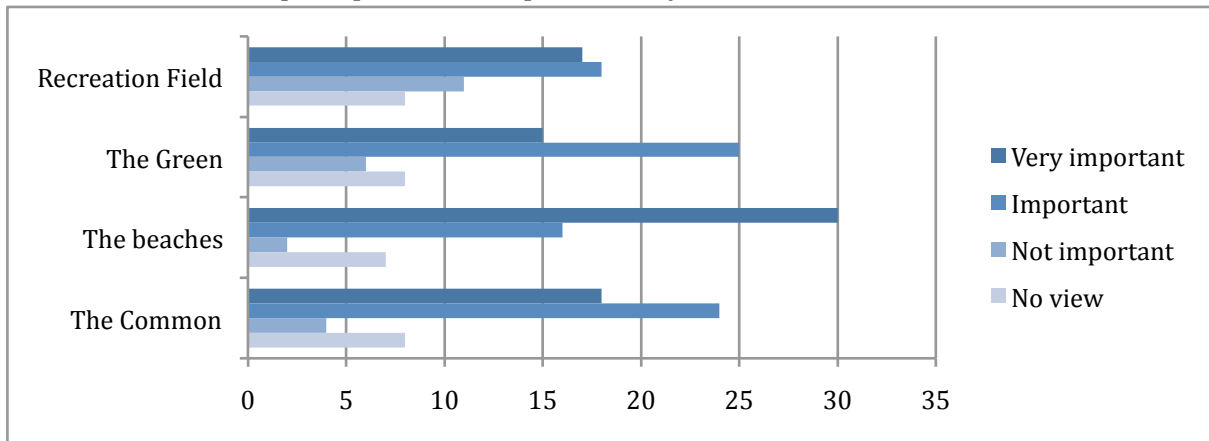
Question 8: Is Yarmouth Primary School important to the community?



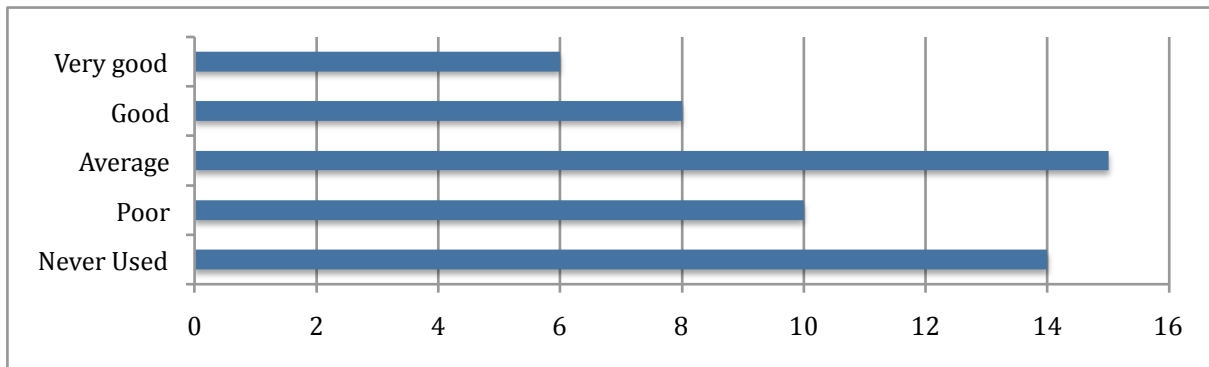
Question 9: Do you have access to a computer at home?



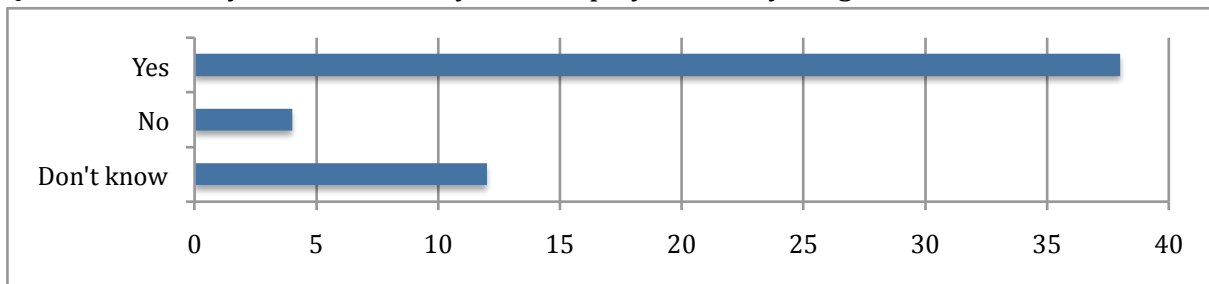
Question 10: What open spaces are important to you?



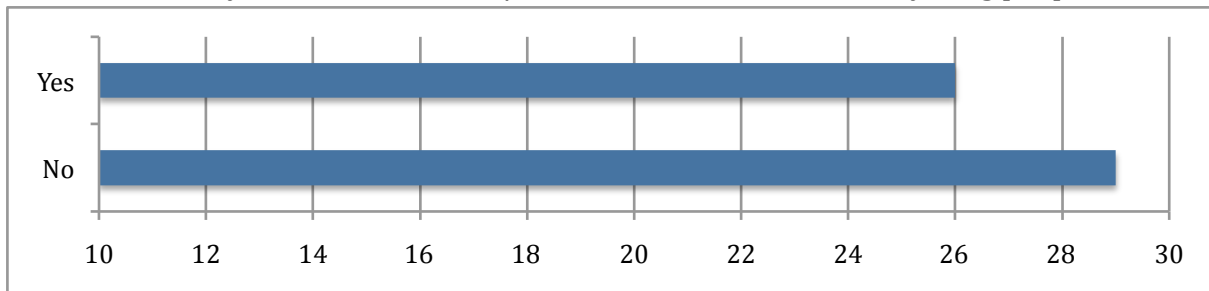
Question 11: If you have used the play area in the Recreation Ground, how satisfactory was it?



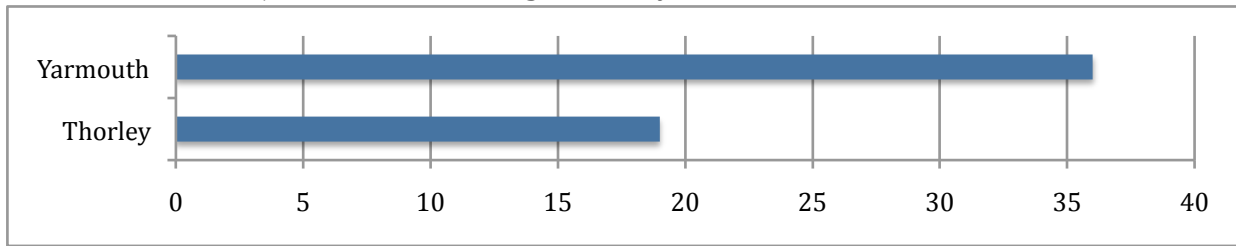
Question 12: Do you think Thorley needs a play area for young children?



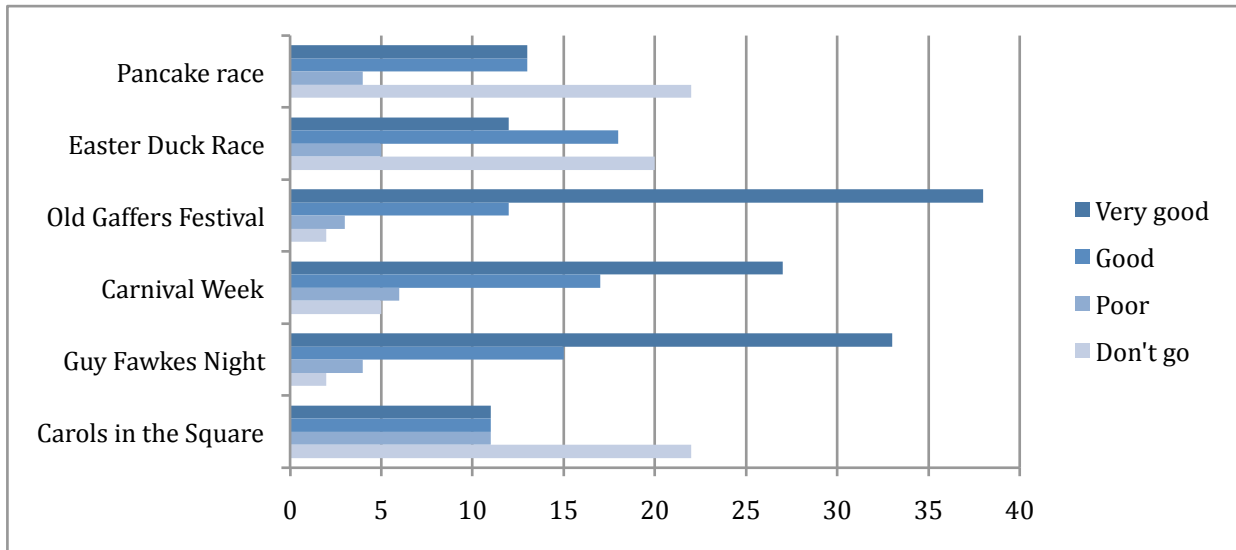
Question 13: Do you think local cafes/restaurants are attractive to young people?



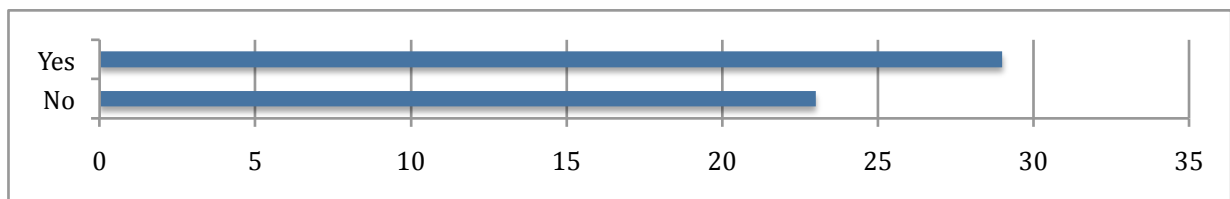
Question 14: Some people think that both Yarmouth and Thorley need a Community Centre for clubs or just informal mixing. Would you use?



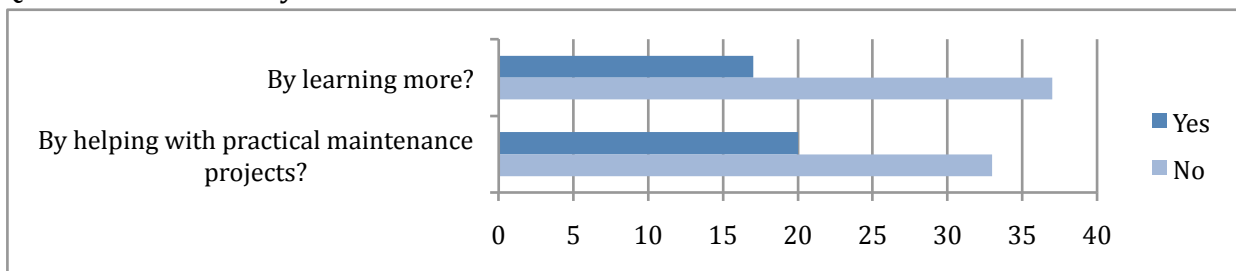
Question 15i: What do you think of these Yarmouth events?



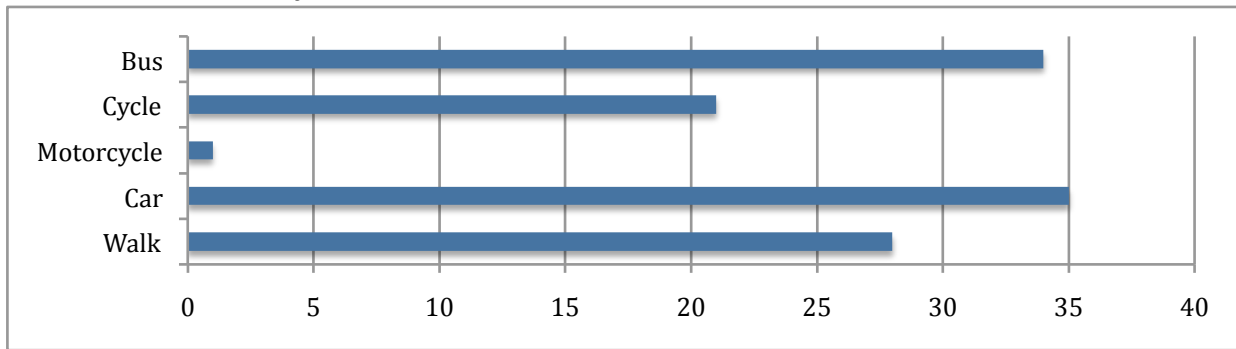
Question 15ii: Would you like to help with some of these?



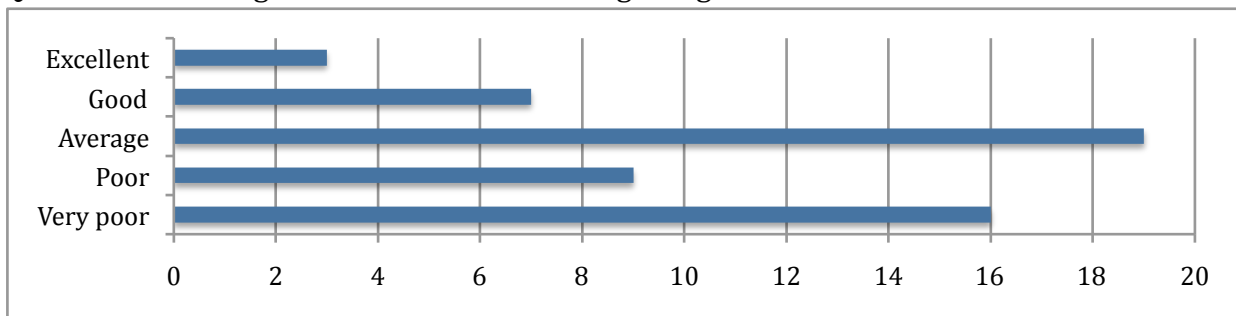
Question 16: Would you like to be more involved with the natural environment



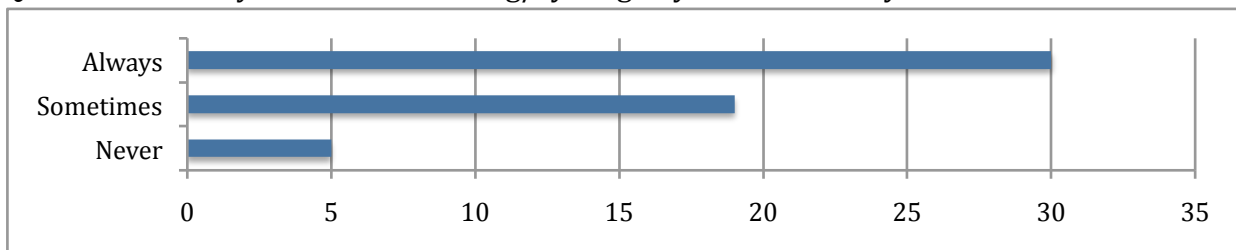
Question 17: How do you travel round to see friends etc?



Question 18: How good is the bus service for getting about?



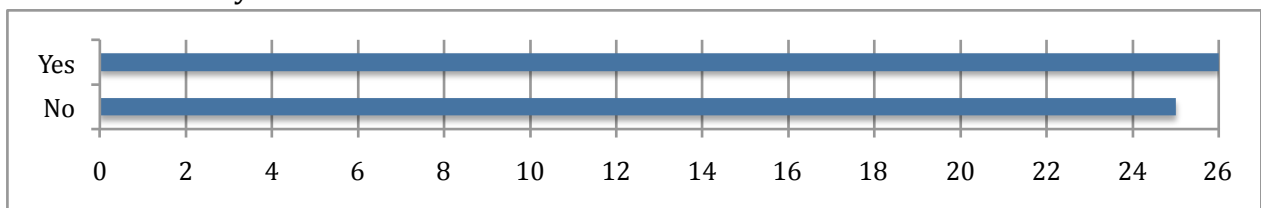
Question 19i: Do you feel safe walking/cycling in your community?



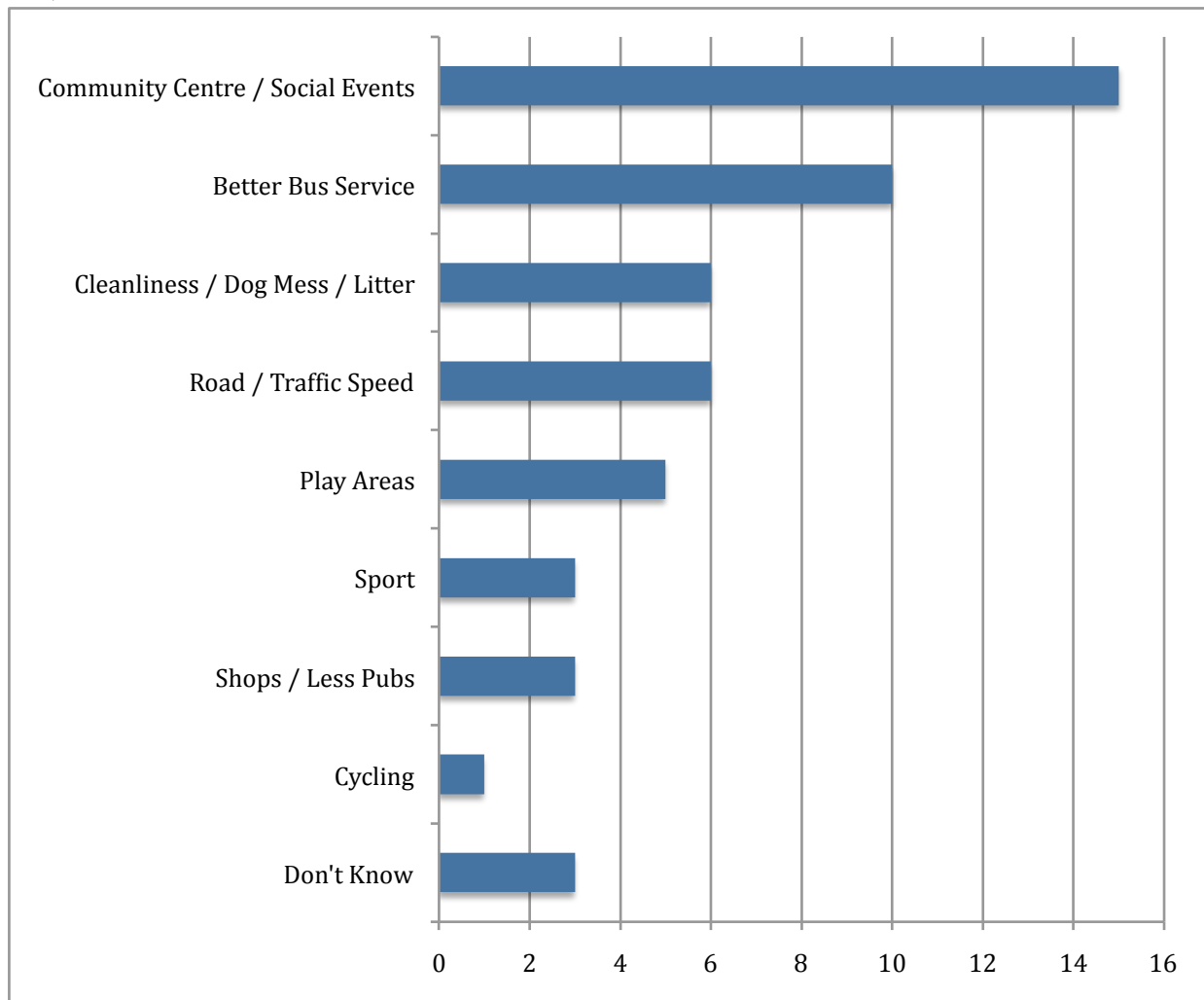
Question 19 ii: What would make it safer?

The response to this question is given on page 28 in Getting About: Key Issues.

Question 20: Would you take part if you were asked to have more say in what happens in our Community?



Question 21: If you could change one thing in which to make the area a better place to live, what would it be?



APPENDIX 4: PEOPLE WHO HAVE HELPED WITH THE PLAN

Steering Committee Members

Pat Dawson (Chairman)	Barry Coates-Evans (Vice Chairman)	Laurence Mitchell (Treasurer)
Sylvia Mence (Secretary)	Michael Craig	Ian Dallison
Debbie Davies	Stuart Dyer	Averil Fermer
Lisa Hutchings		

Acknowledgements

Julia Bridgeman	John Brownscombe	Dave Butcher
George Cameron	Jill Cowley	Betty Coates-Evans
Peggy Cottrell	Dick Dawson	Freshwater Parish Clerk
Janet Goodman	David Griffith	Mike & Sue Grinstead
Mark & Judith Hammer	Nigel Hawkes	Sue Hawley
Angela Hollist	John Holsburt	Pamela Humphries
Rev. Glenda Hurt	Isle of Wight Council Officers	Mary Kindersley
Kingston & Grist	Rae Lambert	Sheila McCleary
Chris Mannall	Melinda Measor	Joe Mence
Ruth Mower	Malcolm Peplow	Sue Renwick
St Swithin's Church	Schools & Youth Organisations	Shalfleet Parish Clerk
Natalie Sibley	Elizabeth Taylor	Estelle Thomas IWRCC
Richard Thomas	Totland Parish Clerk	Chris Waddington
Wightlink	Yarmouth CE Primary School	Yarmouth Harbour Commissioners
Yarmouth Pharmacy	Yarmouth Post Office	Yarmouth Town Council
Yarmouth Town Trust		

Photographic credits

BCE	Barry Coates-Evans	IWC CS	IWC Countryside Section
SM	Sylvia Mence	MC	Michael Craig
SD	Stuart Dyer	AF	Averil Fermer
JB	John Brownscombe	YPS	Yarmouth Primary School
RT	Richard Temple	AM	Anita Matheson
DK	David Kennett	MH	Marion Heming
RS	Robert Scott	PD	Pat Dawson
PG	Peter Garratt		

Design and Edit by John Brownscombe Rural, Environmental and Landscape Consultancy.

PERSONAL NOTES



Yarmouth Town Council

The Police Station, High Street, Yarmouth,

Isle of Wight, PO41 0PL

Tel. 01983 761740

www.yarmouthtowncouncil.co.uk

This Community Plan is available on the website