

Spotlight on some key issues in Ivybridge

This document provides an insight into three key issues which have been identified as areas of concerns through parish plans and the Place Survey. Accordingly, the document focuses on young people, public transport and the economy.

Each section provides some contextual information about what we know about the issue with regards to statistical data and evidence and the County Council response to the issue in terms of service delivery, how much investment is made and how many people benefit.

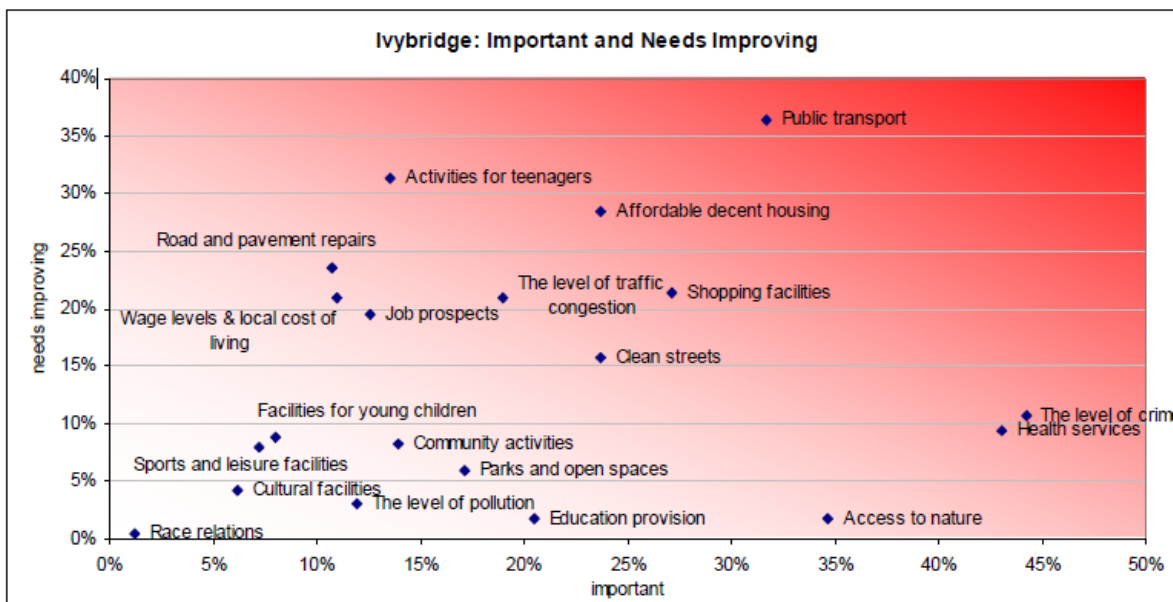
The aim of providing this information is to go some way towards securing transparency with respect to service provision and to enable and support an informed scrutiny function.

What do people in Ivybridge want?

The Place Survey is a national survey carried out by local authorities across the country. The survey was conducted in the autumn of 2008 and results were published in June 2009.

Results from the Place Survey allow Devon County Council to identify those areas that respondents feel are important, it also allows the council to identify areas throughout Devon that need improving

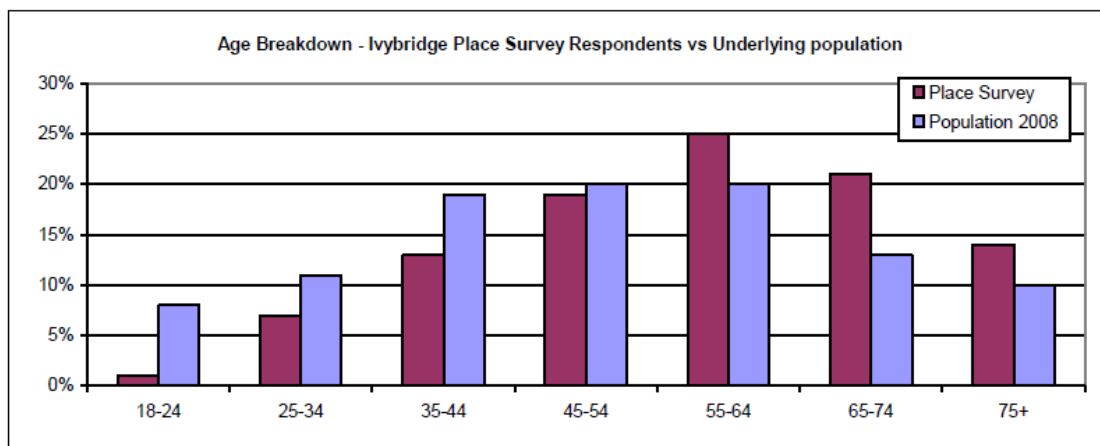
People in Ivybridge were asked what was most important in making somewhere a good place to live and what was most in need of improving. The graph below illustrates the results for Ivybridge



The level of crime is most important to the respondents in Ivybridge and Public Transport is in most need of improving. However, Public Transport and Activities for Teenagers were identified as areas that are most important and in most need of improving.

Ivybridge Place Survey Respondents compared with the underlying Devon Town Area

Analysis was completed to look at how similar the respondents are to the underlying Ivybridge population in terms of lifestyle, age, deprivation, tenure and occupation. In doing this it is hoped the results of the survey will be given more credence as representing the underlying population.



To summarise:

- There is a bias towards older age ranges of 55 plus and away from the 18 to 24 age range
- Respondents are similar in terms of deprivation.

- A bias exists to those who own their properties outright at the expense of those owning their property with a mortgage.
- There is also a bias towards the retired at the expense of those in full time employment
- Respondents are broadly similar in terms of lifestyle (Mosaic) but 'close-knit, inner city & manufacturing town communities' were under represented and 'younger families in newer homes' were comparatively over represented.

Activities for Teenagers: Young People in Ivybridge

Activities for teenagers was identified as an area in need of improving, the evidence that we have shows young people in Ivybridge have higher than average attainment levels and lower than average young people not in education, employment or training.

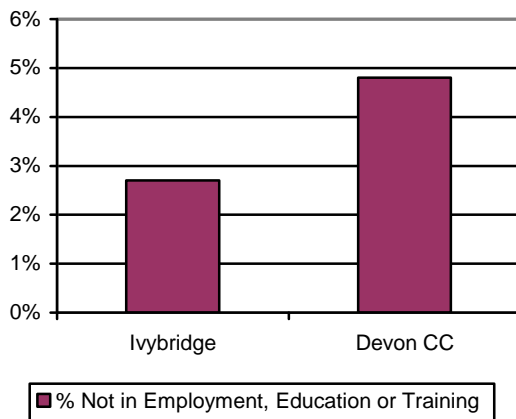
Population

In 2009, 0-19 year old population in Ivybridge Devon Town Area is around 8,600 (22.4% of the total population compared to 21.2% in Devon). However, in Ivybridge town itself the 0 – 19 year old population accounts for 26.7% of the total parish population (3,300).

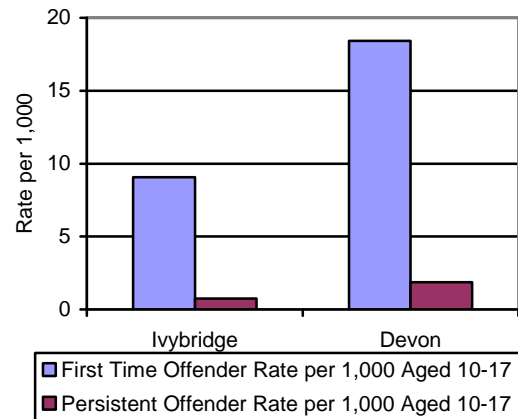
Projected population

Overall the population in the Ivybridge Devon Town Area is predicted to increase by around 3,800 by 2021. The total number in the younger age groups (from 0 -19) is expected to remain the same.

Young people not engaging in employment, education or training (NEET)

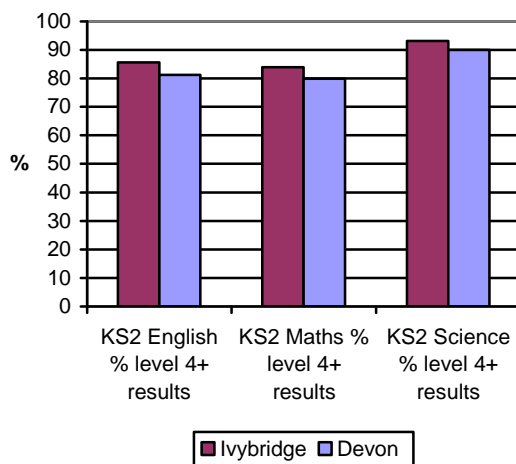


Youth Offending

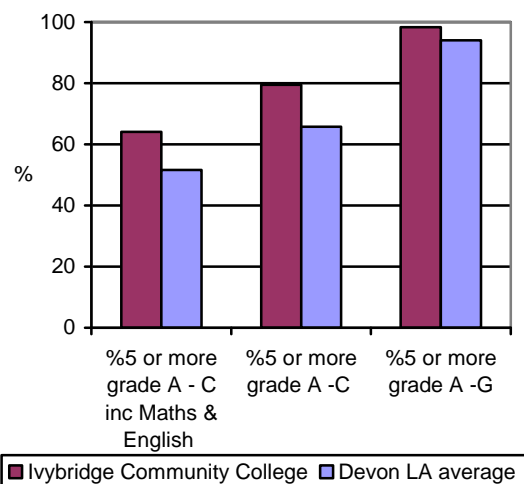


School attainment levels

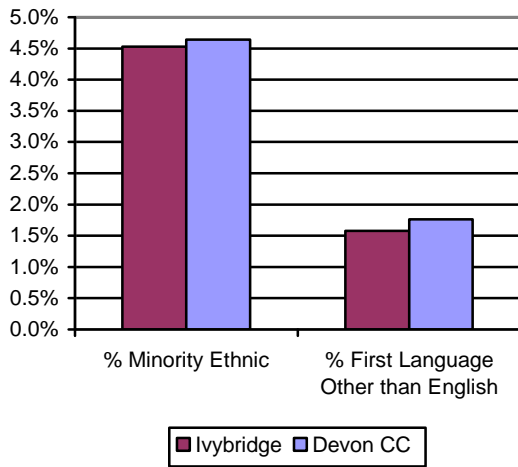
Key Stage 2 results by Learning Community, 2009 (age 10-11)



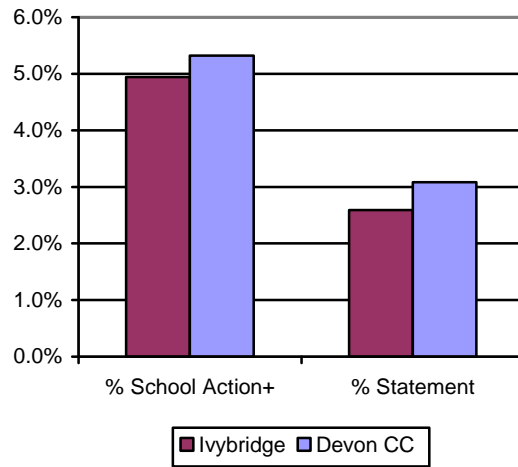
Key Stage 4 GCSE, 2009



Ethnicity and first language

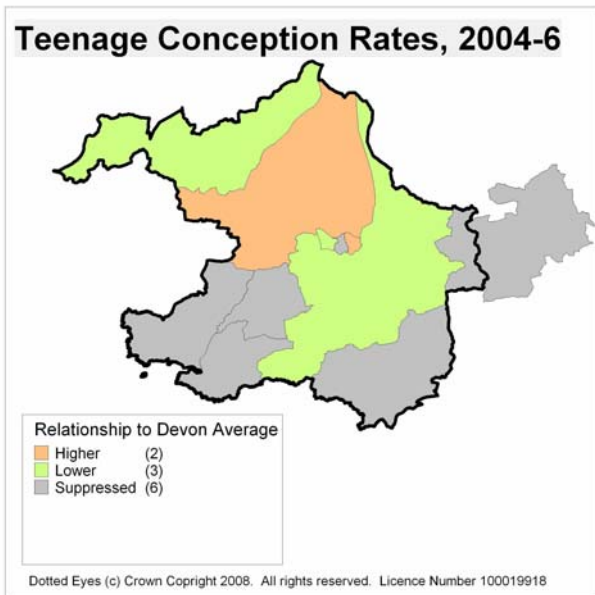


Special Educational Needs



Teenage conceptions

Levels of conceptions amongst females aged below 18 were above the Devon average in Ivybridge Filham and Cornwood and Sparkwell wards. The rates in other wards were either lower than the Devon average or so small that they have been suppressed to protect privacy.



Understanding of spend in Ivybridge – Youth Services and Youth Offending Service

We can identify spend cross county on Youth Services and Young Offending Services. We have apportioned this spend to the population aged 10 – 17 years.

Per head of population aged 10 – 17 years - £38.00 – Youth Offending Service
 Per head of population aged 10 – 17 years - £59.00 – Youth Service

Youth Service Provision

Youth services are provided in Ivybridge, Yealmpton and Wembury, with Youth Leisure nights and a mobile service in other centres.

Costs of the above provision are in the region of £78,000 per annum which includes £8,700 from Yealmpton Youth project and £600 from Active Devon.

Breakdown of attendances – April 2010 – October 2010

Ivybridge	-	285
Yealmpton	-	166
Wembury	-	349
Youth Leisure Nights	-	710
Other	-	166

Public Transport in Ivybridge

Public Transport was identified as an area in need of improving; the evidence shows differences in towns nearer the A38 than the more rural settlements.

Information to illustrate bus routes, accessibility and the transport infrastructure are shown in the following maps.

Travel to work data – 2001 census

Destination	%
Within Ivybridge	31.0
Elsewhere in South Hams	22.2
Plymouth	37.5
Exeter	2.4
Teignbridge	2.4
Cornwall	1.6
Torbay	1.4
West Devon	0.8
East Devon	0.5
Mid Devon	0.1
North Devon	0.1

Using the 2001 Census the table above illustrates the working age population (16 – 74) and the destination of employment. Calculated using the origin of the three wards in Ivybridge and the percentage to each destination listed. Around 31% of the population who live in Ivybridge work in Ivybridge.

National Highways and Transport Public Satisfaction survey - Index

	Ivybridge	Devon
Satisfaction with Local Bus Services	39	58
Satisfaction with Local Public Transport Information	45	53

The figures suggest that satisfaction levels are lower in Ivybridge than the Devon average, although the sample size in Ivybridge is too small to be certain.

The NHT Survey is a postal survey and includes questions asking how important, if at all, members of the public regard different aspects of Roads and Transport Services and how satisfied or dissatisfied they are with each one. Detailed questions are asked on public transport information.

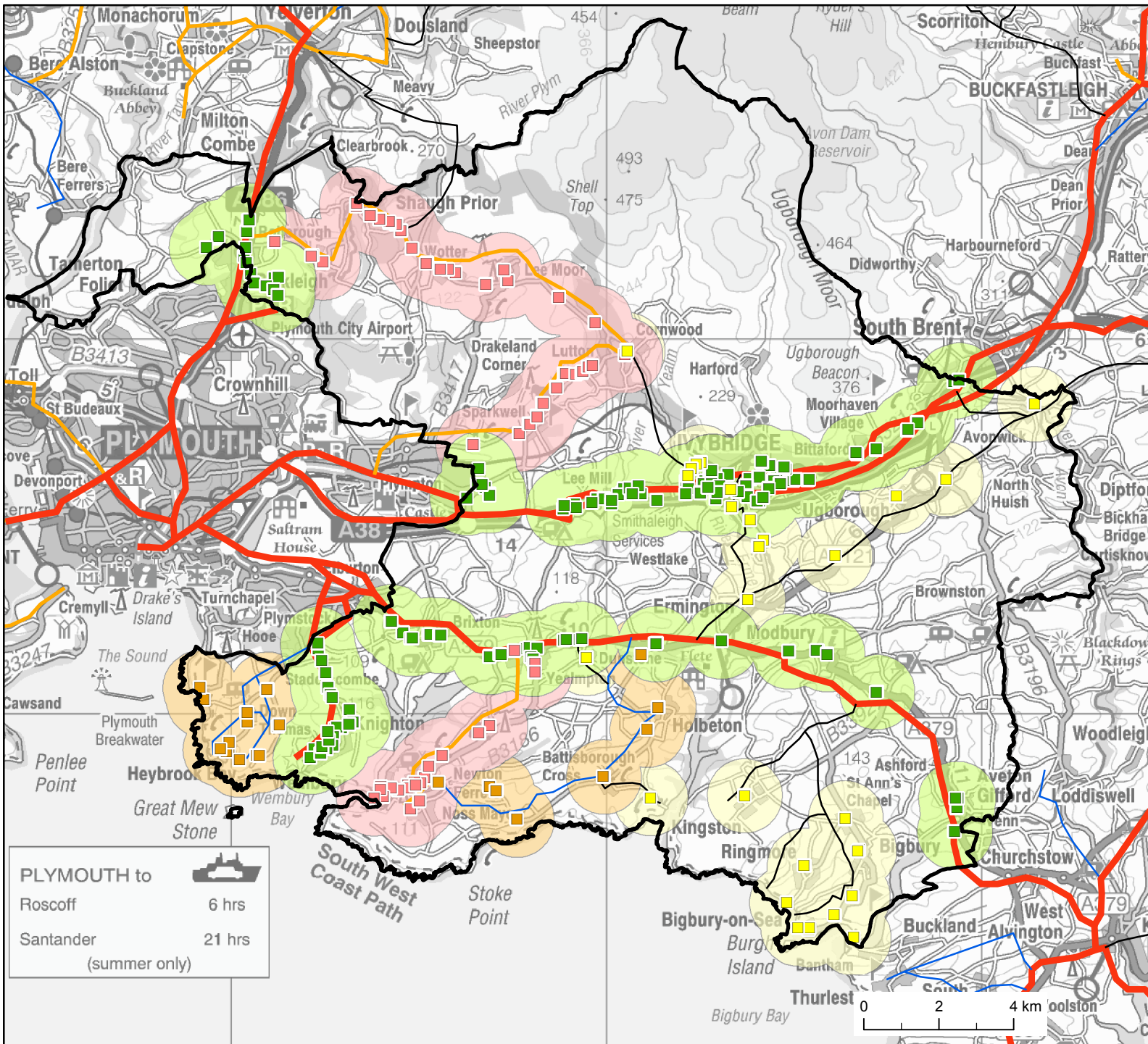
Patronage

There are four bus services which service the Ivybridge area. The X38 operated by Stagecoach, the X80 and X81 operated by First and the 180 operated by First for Devon County Council.














The 180 supported bus route by DCC from Plymouth to Ivybridge patronage is about 40,000 passenger trips a year, roughly half of those trips originate in the Plymouth council area.


Fare Car Scheme

The Fare Car F7 provides journeys into Modbury and Ivybridge and the total cost for the past year is £29,990 with 2,228 passenger journeys. This is not an allocation to the area as such, but is the current cost of providing this level of public transport service to the current area of operation (up to six arrivals and departures per day, Monday to Saturday).



Bus stops, routes and frequency

-  Ivybridge town area
- Bus Routes**
-  Hourly
-  5 journeys a day or more
-  1-4 journeys per day
-  Less than daily
- Bus Stops**
-  Hourly
-  5 journeys a day or more
-  1-4 journeys per day
-  Less than daily
- 1km from a bus stop**
-  Hourly
-  5+ journeys per day
-  1-4 journeys per day
-  Less than daily

PLYMOUTH to	
Roscoff	6 hrs
Santander	21 hrs
(summer only)	

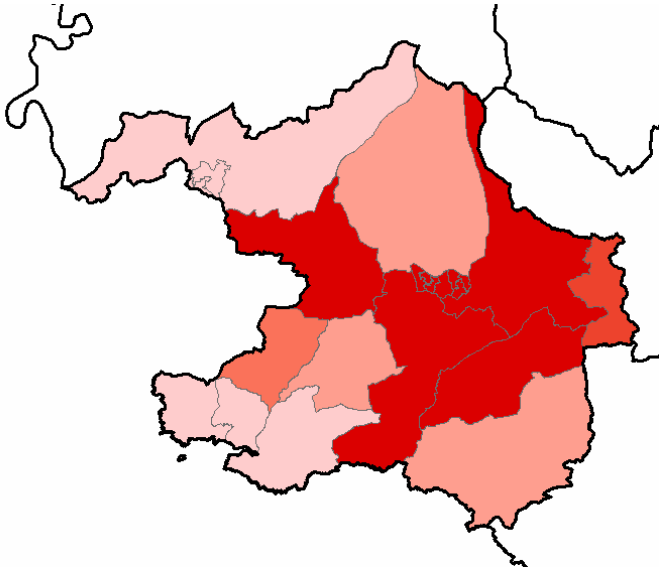


Strategic Intelligence
 statistics@devon.gov.uk

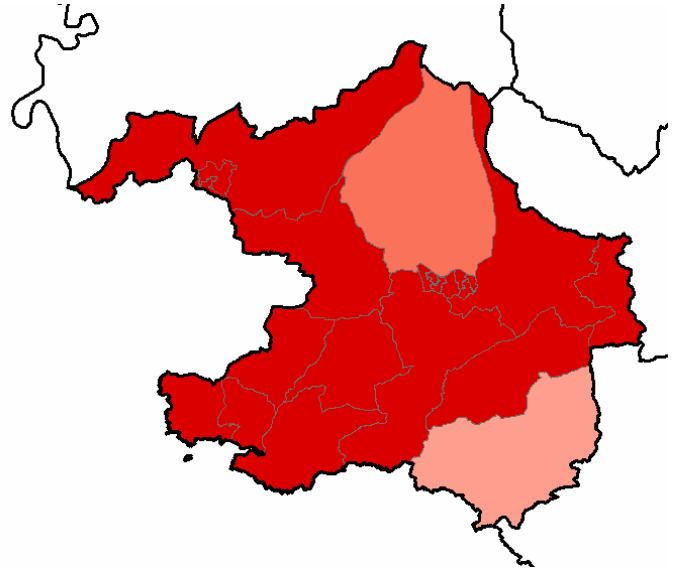
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Accessibility by Public Transport

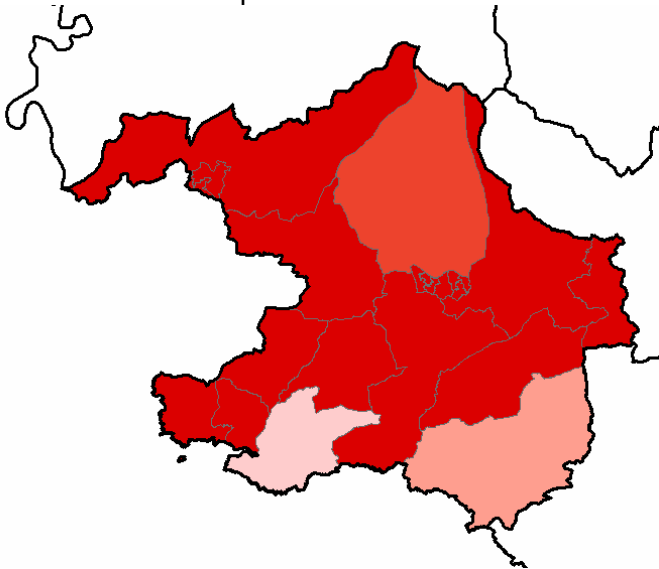
30 minutes of a town centre



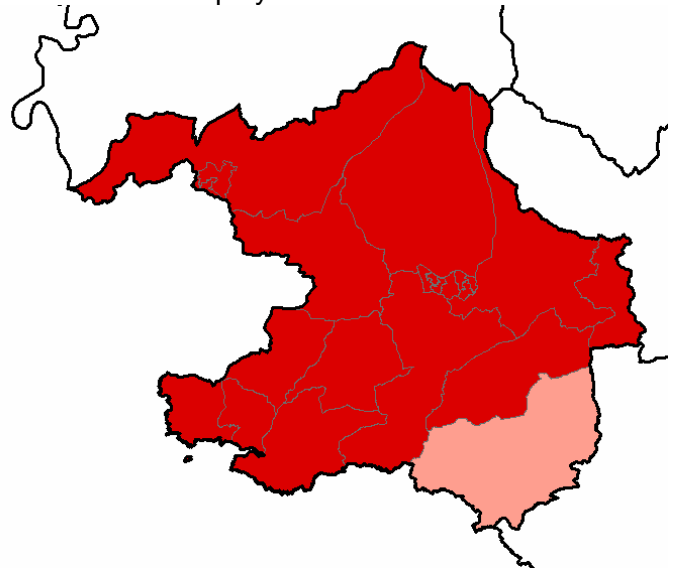
30 minutes of a food store



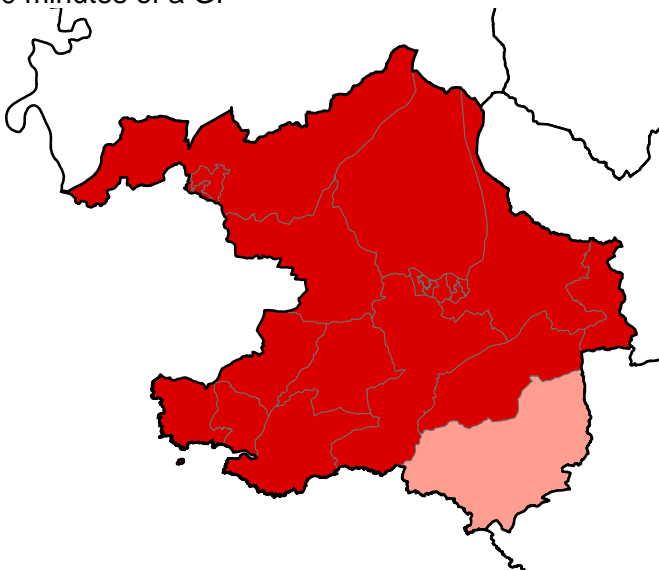
60 minutes of a hospital



40 minutes of employment



30 minutes of a GP



Legend

Ivybridge Town Area



Percent that can access service

- Under 20.0%
- 20.1% - 40.0%
- 40.1% - 60.0%
- 60.1% - 80.0%
- 80.1% - 100.0%

Source: Department for Transport
Core Accessibility Indicators 2009
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The geography is Lower Super Output Area.

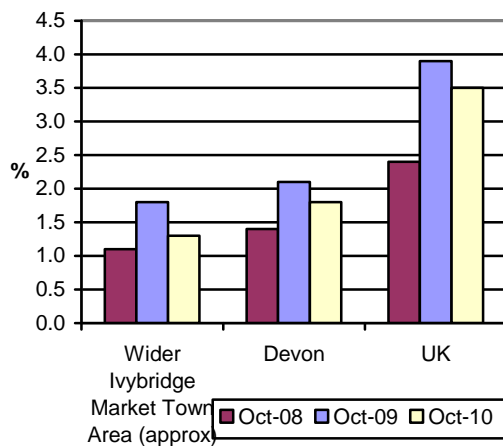
The Economy in Ivybridge

Employment and Business were identified as issues from the parish plans within Ivybridge Devon Town Area; the evidence shows unemployment levels are below the UK average, although rose rapidly during the recession, earnings, household incomes and skills levels are higher in South Hams than nationally.

Working age population

The population in Ivybridge Devon Town Area aged 18 – 64 is 21,900 which accounts for 61.2% of the total population. This is very similar to 61.4% in Devon. However, the working age population in the parish of Ivybridge is 74.3%

Unemployment (Job Seekers Allowance)



Household incomes

Ivybridge	£39,107
Bickleigh & Shaugh, Newton & Noss, Wembury & Brixton	£37,021
Cornwood & Sparkwell	£36,768
Charterlands, Erme Valley & Yealmpton	£36,500
South Hams	£32,974
Devon	£31,243
UK	£35,101

Above average in all areas

Earnings

Earnings by residence (2009)		
	South Hams	Great Britain
Gross Weekly Pay - Full time	£514.50	£491.00
Earnings by workplace (2009)		
	South Hams	Great Britain
Gross Weekly Pay - Full time	£407.20	£490.20

Higher than national average for residence based in the South Hams (out-commuting to higher paid jobs). Earnings are somewhat lower for those who work in the South Hams, although many parts of Devon are significantly lower, as is neighbouring Torbay.

VAT registered businesses 2007

	South Hams (numbers)	South Hams	Great Britain
Registrations	310	7%	10.2%
De-registrations	255	5.8%	7.3%
Stock at end of year	4,400	n/a	n/a

There are lower proportions of registrations and de-registrations as a % of total stock. The proportions are likely to change more significantly year on year in the South Hams due to smaller sample sizes.

Qualifications - Dec 2009

	Devon	South Hams	Great Britain
% with NVQ4+ - aged 16-64	29.7%	41.2%	29.9%
% with NVQ3 only - aged 16-64	18.4%	22.3%	15.5%
% with Trade Apprenticeships - aged 16-64	5.5%	4.3%	4.0%
% with NVQ2 only - aged 16-64	17.0%	7.5%	16.1%
% with NVQ1 only - aged 16-64	14.4%	13.3%	13.5%
% with other qualifications - aged 16-64	6.8%	4.3%	8.8%
% with no qualifications - aged 16-64	8.2%	7.1%	12.3%

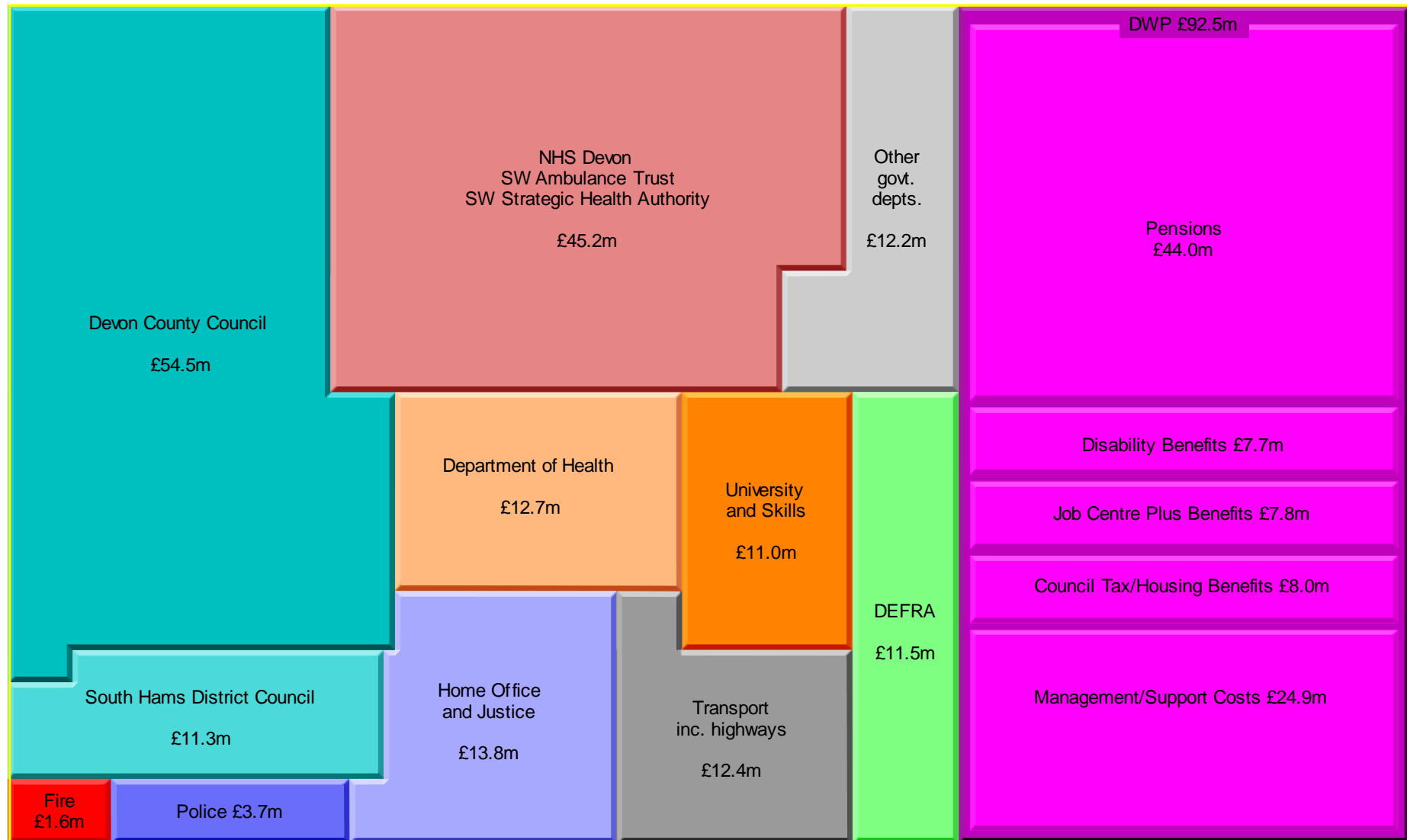
Significantly higher levels of higher qualifications than national and Devon averages in the South Hams and also less people with no qualifications. There are slightly more people with trade apprenticeships than nationally, although less than for Devon as a whole.

House prices 2009

Area	£
Ivybridge ward	£185,021
Bickleigh & Wembury ward	£206,183
Yealmpton	£322,844
South Hams	£281,429
Devon	£223,636
UK	£157,033

DCC expenditure in Ivybridge

Public Sector Spending in the Ivybridge Area



£283.4m

Further information and sources

Place Survey :	Department for Communities and Local Government © Crown copyright http://www.communities.gov.uk/publications/localgovernment/newplacesurvey
Population :	2001 - Census © Crown copyright 2009 - Devon figures from Devon Primary Care Trust, national figures from mid-2008 estimate
	Not in engaging in employment, education or training Nov 2009 – Jan 2010
	Youth Offending 2008 Devon Youth Offending Team
Education :	Children and Young People's Directorate 2009 Devon County Council
	Ethnicity and first language © Crown copyright DCSF School Census (Oct 07, Jan 08 and May 08)
Health :	Teenage conceptions 2004 - 2006 © Crown copyright
Deprivation :	Indices of Deprivation 2007 Department for Communities and Local Government © Crown copyright http://www.communities.gov.uk/indices
Unemployment :	October 2008, 2009 & 2010- Office for National Statistics © Crown copyright http://www.nomisweb.co.uk
Income :	Model based estimates at MSOA level 2007/08 © Crown copyright
Earnings :	Earnings by residence 2009 Earnings by workplace 2009 © Crown copyright
Employment :	VAT registered businesses 2007 © Crown copyright
Qualifications :	Qualifications (Jan 2009 – Dec 2009)
House prices:	Land Registry 2009 © Crown copyright

The South Hams Pilot

Background:

The Governments Localism Bill, The Big Society agenda and a paper written by Councillor William Mumford, provided the opportunity to use Parish Plans and public sector data as a basis for an informed discussion about service delivery and the experiences and aspirations of the communities in Ivybridge and the surrounding villages of: Aveton Gifford, Bickleigh, Bigbury, Brixton, Cornwood, Ermington, Harford, Holbeton, Kingston, Modbury, Newton and Noss, North Huish, Ringmore, Shaugh Prior, Sparkwell, Ugborough, Wembury, Wembury, Yealmpton and South Brent.

The aim of the event was to explore the potential of working together in order to:

- Find opportunities to reduce costs and ways to improve the delivery of public services.
- Understand the present and likely future social, economic and environmental characteristics of the area.
- Identify shared concerns, issues and priorities including those which have been identified in parish and community-led plans.

The invitees to the workshop included the District and County Council and DNP members who represent the area; a member/clerk from each town and parish council; officers from the police, health and fire and rescue services; voluntary and community groups and the business community.

In the current climate of budget restraint it is viewed that this approach would be of benefit to parishes and towns particularly in rural areas.

Summary of Findings: (A full list of comments captured during the round table discussions are listed in Appendix1)

The Process of the Workshop event

- There were positive comments on the night about the process of networking and round table discussions and the benefits of this opportunity.
- It was suggested that the pre-read data would be more helpful if it could highlight trends or commonalities and differences - both between parishes and between the parishes and the town area.
- It was also proposed that it would be beneficial to get data that was as relevant as possible to the small parishes.
- The openness of the data supplied was appreciated.
- There was a view expressed that the town area should not dominate the process and pre-read data.
- Good and clear communication is essential between the parishes and the other levels of local government, it is important that no jargon is used.

Working Together

- In order to work together there is a need for clarity on finance from the various levels of local government.

- There is a need to examine existing arrangements for parishes working together as this can be successful, given the positive experiences of those who attended.
- There is recognition that whilst there needs to be involvement from all levels of local government alongside other public bodies, it will also be important to involve local community groups and businesses in any future discussions.

Barriers & Concerns

- Concerns about litigation ran through some of the comments, the concern was expressed that this can act as a barrier to the Big Society.
- It was acknowledged that it is often difficult to reach a broad cross section of the community, including young people. Experiences of successful engagement processes by parishes should be shared to benefit the wider community.
- Issues around affordable housing and the demographic profile (aging population) were noted as barriers to building a sense of community.
- There was a concern that Volunteers are not valued.
- Many people volunteer but there are challenges in addressing all the needs in some areas where volunteers are needed but it is difficult to recruit them. e.g. youth work.
- The experience that some parishes have had through the planning system has led to concerns that their voices are not heard and even when they are, they find it difficult to instigate any change.
- There was a concern that as change is happening so fast, would communities will have time to respond?

Observations

- The feeling from the groups was that the Big Society already exists, but there still needs to be a culture change in looking at local issues and finding the answers from within the community rather than an expectation that the need will be met from elsewhere.
- There is a recognition that voluntary groups and communities will be well placed to try and make sure that needs are met in all communities.
- One size does not fit all – we need to make sense of the Localism Bill and Big Society locally and develop a way forward that responds to local intelligence, meets local needs and avoids a post code lottery.
- Schools can be key in building community, but many parents /children do not live in the parish.

Areas Highlighted as issues for further exploration.

Health

- Health service delivery is changing rapidly apart from re organisation there are changes to adult social care through personalised budgets. In Ivybridge the GP practice has expanded and hope to provide some of the services needed more locally.

- Tackling complex needs in a rural area can be very challenging.
- The role of volunteers is likely to expand in health service provision.

Young people

- Young people should be part of the Big Society agenda but they may need support in doing this.
- More activities for young people could help stop Anti Social Behaviour.
- Volunteers are needed to run Youth Services this is the problem in some parishes.

Policing

- Could police make more use of community centres from which to operate?
- Public meetings should be in the centre of the community.
- There were concerns that people under report crime because of the lack of visible police, or poor responses when crimes are reported.

Transport

- There is a lack of input by local communities to bus and rail decisions affecting them made by companies.
- The rural transport strategy could be more effective.
- More people could be encouraged to use public transport.
- There is a tension between identified rural public transport service needs and what is commercially viable. Input to what is subsidised by DCC would enable key routes to be recognised.
- There is a lack of public transport for young people for after school clubs particularly for those in outlying villages.
- There is insufficient parking for homes.
- Volunteer drivers have to subsidise the cost of journeys due to only being able to claim 40p per mile.

Housing

- There is a need for a range of housing to suit various incomes and sizes of families.
- There is a lack of housing options out of the city, it may be that if Sherford was completed then this would go some way to help.
- Communities also need an infrastructure at the same time as housing.
- The parish housing needs survey is held regularly but asks the wrong questions. Communities should be able to add their own questions to reflect the local environment.
- Planning is a problem not the planners but the policies.
- Newton and Noss and Widercombe have good practice experiences to share in their approach to affordable housing issues.
- Monopoly land owners in certain areas can block housing and other development. This can frustrate parishes and lead to disengagement and resentment.
- Economies of scale; developers need a high profit margin and the tension of this against parishes wanting small developments can cause problems.
- Topography of South Hams does not lend itself to easy development.

- How can we address the issue of high house prices in the area.

The Economy

- The Town needs to adapt opening hours to reflect community needs, particularly that of commuters.
- There is a need to find new business opportunities for local people to stop commuting to different places for work, this is a particular issue in Ivybridge.
- Part of the resilience of Devon during the recession is due to large number of micro businesses.
- Business units are in short supply across the parishes.
- It may be time to re look at the issue of post offices.
- The speed of roll out of broadband is seen as crucial for some local businesses though not all businesses see the advancement of broadband as of benefit to them.

Appendix 1

Comments transcribed direct from the post it notes

- If parish councils are to be considered a unit for local action then statistical data needs to be broken down to fit the needs of the parishes.
- There is a need to share good practice experience between the parish councils
- The focus of any data provided should be on parish areas and comparison made in trends for that parish area rather than looking at national or Devon comparisons.
- How do we sustain the momentum and enthusiasm of the South Hams pilot?
- Information supplied is a good start. The gaps are in changes to the health service and changes to school systems.
- Appreciate the openness of the data supplied.
- We need to look at what parishes and communities do together and act on this whilst being aware of the sensitivity of this area of work.
- Brixton is a good example of parishes working together to develop dementia services.
- Districts working together could make savings economies of scale i.e. Waste collection services.
- Recycling services could be improved.
- Brixton has no youth club maybe scope to work Yealmpton? The youth club is currently in receivership but does see an opportunity for the space to be used and this could be a Big Society Project.
- In the current litigious society there needs to be a general, affordable insurance framework in order to cover local service delivery.
- Would it be worth the parishes looking at clusters that share demographic profiles?
- Big Society is not just communities and parishes but also district and county. We all need to communicate and find ways to work together..
- Ivybridge is large enough to provide a level of sustained activity rural areas may suffer from a lack of people to do things.
- Young people should be part of the Big Society agenda.
- Young people may find it difficult to be part of political processes in rural areas as it usually means they have to travel out side their home territory.
- There is a need to build young people's confidence to get involved.
- Young people can feel marginalised. A junior parish council was formed and it went well. There is a need to engage with young people on their own terms and in an environment they were comfortable with.
- Suggestion could we have a shadow youth parish council? What about inviting sixth formers to a scrutiny group. They could be supported by a councillor.
- There is a need to involve young people in the working of parish, district and town councils. We should actively encourage participation.
- The parishes need to be sure that young people are targeted and as many young people as possible invited to join parish or town meeting.
- There is real concern about the lack of volunteers to help out with communities particularly youth work.
- We need volunteers to do more challenging things that can be difficult eg. Youth workers. Re-compense of some sort might help.
- Where is professional support for voluntary/third sector care/social and health services? When commissioning what quality standards will be applied ?
- The appeals system for planning needs to be changed, it needs to be more local.

- If planning control is more local could this be a risk without a truly representative parish or town council.
- How can parishes have more influence with planning? They make good decisions that are then overridden by Districts.
- How ambitious do we want to be?
- In view of pressures on budgets what more can be done in voluntary sector.
- Lack of confidence can hamper people from engaging with local politics.
- Some smaller communities suffer greatly from apathy. How can we get them engaged?
- Parishes need a 'can do' attitude.
- There are examples of schools doing intergenerational work
- Schools can be key in building community, but many parents /children do not live in the parish local to the school.
- What does community mean? 'Being a villager' Helping others in the community' What about those who are left out?
- The parish planning process provided a vehicle for very successful engagement with a large section of the local population.
- Proportion of the community see rural villages as somewhere to live and commute from they seem to have no visible involvement with the village and do not feel part of the community.
- Rural life can be fairly insular around a village centre or a parish area but still have a strong community sense.
- If people begin looking after their own area it will build a sense of community
- Big Society must include the whole community and needs to be community led.
- Having a focal point for communities may be important in strengthening community. This could be a place or common issue.
- Police should discuss with parishes before they begin to reorganise. If this is done then parishes can be involved in finding solutions to mitigate gaps in services.
- There should be a responsibility on people to clean up their own local area. Collective responsibility approach to put pressure on people to conform.
- Changes are happening so fast, will communities have time to respond?
- Big Society already exists in villages and towns in the area.
- Big Society is about ordinary local people doing a job done by government or a national body
- Big Society needs a change from we can't to we can. A long-term cultural change is needed, as there has been a dependency on national and local government to deliver what communities need.
- Big Society is, 'asking not what your parish can do for you but what you can do for your parish.'
- Big Society Communities should feel empowered to do something rather than just blame others for what has not been done.
- Communities will need self help more and more as Big Society unfolds
- Within local areas there are usually a variety of other community groups that act as a focus for local activity eg. South Brent sustainable community.
- There is always the issue of rurality to be taken into account.
- Huge benefits in terms of community in rural areas.
- Big Society has to be a two way street (reciprocatory) What's in it for the community? What if they don't want to engage?
- Big Society does not come for free
- Avoid postcode lotteries.
- Perhaps need 'rural weighting' rather than 'London weighting'

- If private sector is to fulfil the role government want us to take then we need the resources.
- It is difficult to find funding for bigger projects this can create a tension between levels of local government may build up as a result.
- Projects like the Watermark take time to develop they need to be grounded in the community.
- Having simple and understandable boundaries of service provision that all use similar systems would be helpful for parishes.
- With the advent of the Big society; Voluntary and community sectors will need to come to the fore. The is an example of the Big Society at work in Stokenham
- There should not be an expectation that volunteers bear the costs involved of their volunteering.
- There needs to be clarity over the ways finances work at all levels of local government.
- Variable precepts might produce uneven outcomes eg. Yealmpton contribution verses that of Totnes.
- Yealmpton there was a lack of gritting outside shops. The shop owners were encouraged to use the grit themselves. This demonstrates that the District needs to do the statutory bit, parish fill in at more local level.
- Varying rates of parish and town precepts in the profile area could lead to protectionism over the offer of services or facilities in higher paying precept areas.
- As a group we need to explore ways of encouraging people to conform to acceptable levels of social behaviour and civic responsibility.
- With an increasing aging population in some villages and towns concern was expressed that the demand for services could not be met from within the village as the population as a whole was increasing in age. as fewer young people There must be good housing and schools in order to keep the parishes age profiles balanced.
- Good communication and simple language is essential in everything.
- Cohesion in community has broken down we need to build that up again. Eg. Housing for young local people to stay in their villages
- Ivybridge caring could be used as a template across the area. There is a heavy reliance on volunteering for this project.
- There are major changes for adult services through the introduction of personalised budgets. This means that there may be an increased need for a more diverse range of services locally.
- The health combined predictive model, has been used to plan pathways to improve people's quality of life and prevent hospital admission.
- A new practice facility in Ivybridge will bring more services to support an aging population.
- GP practices vary greatly there is a need to ensure that rules by which they will operate are going to be robust
- With reorganisation there comes an opportunity to re access primary and secondary care services offered more locally and more cost effectively.
- Create health hubs that could offer administrative support to small care organisations.
- South Hams apparent affluence hides pockets of deprivation. This is difficult to address because it is unseen and small scale.
- Activities for young people would help stop Anti Social Behaviour. People to run this is a problem it is not really an issue of funding.

- Wembury has very good children's facilities but not many facilities for young people. Youth Club recently closed possibly because of the proximity to Plymouth where there is a greater range of opportunity for young people.
- In order to maintain present levels of youth work it may be that youth workers will need to be funded. If volunteers will not step in to support local youth.
- There needs to be a fuller explanation of the categories of crime. For instance, what is criminal damage and what is attempted burglary.
- There are concerns that people under reporting crime because of the lack of visible police.
- Could police make more use of community centres from which to operate?
- Public meetings should be in the centre of the community.
- Do bus subsidies come from Plymouth and Torbay when buses start and stop there?
- Public transport to Derriford is more than 60 minutes journey time from the parishes.
- There is lack of control over bus and rail decisions made by companies without consultation. The lack of consultation creates a feeling of isolation. Parishes would like a say in how public transport subsidies are spent in these areas
- More appropriate vehicles, restricted parking, more frequent services, and more appropriate routes, would make a rural transport strategy more effective.
- In order to make public transport more attractive it must be; affordable, and more readily available. Maybe an even greater subsidy should be considered.
- Bus passes for older people go part of the way to address the issue of rural isolation, this has an influence on mental health and wellbeing. Extending the scheme to include young people may be of benefit.
- There is recognition that bus companies operate commercially this is only possible when there are economies of scale which does not apply to rural areas.
- Ivybridge is the natural centre for the area. There is a need to build a transport link around the A379 to facilitate access.
- Sherford could provide a partial solution through providing a transport hub, but do we need to do something in the interim.
- There is an issue of no transport for young people in rural areas that stay on after school for clubs.
- Would a small bus with a set fee, at regular frequency for small areas be the answer to small parishes transport needs?
- Villages surrounding Ivybridge are not well connected to it.
- Public transport too expensive and not convenient.
- There needs to be a careful mapping of services and their frequency alongside the communities that they serve.
- The number 94 bus does work the 93 does not. The 94 is reliable and frequent. It is a service that is recommended because the experience has been so good the route has therefore become more popular and through this more reliable.
- The shape of the cluster group may mean that some areas identify themselves with different central towns. It is dependant on where the children attend school, which shops are used, and where people work.
- Traffic speed is an issue in some parishes.
- There are issues of insufficient parking close to homes
- There is often a lack of enforcement of parking regulations and lack of police support.
- There is a limit of 40p per mile that volunteer drivers can claim back for their expenses. This stops some volunteers who feel that they cannot afford to subsidise the service they provide.

- Cycling could be an alternative for some people to public transport. Attempts in some areas to create cycle paths have been thwarted by land-owners who have refused permission for their land to be used.
- There are some community transport systems in place Modbury has one. There needs to be transport available to get people to hospital for treatment but also for people to visit others in hospital.
- Car sharing is a model that may fit parish needs.
- Could penalties be brought in for car owners where there is single occupancy of vehicles.
- Community transport should have funding as well as be available as a community asset.
- There needs to be a clearer picture of the total costs involved in running a community transport scheme.
- There is a need for a range of housing to suit various incomes, there is a gap in the market for young professionals who cannot secure social housing and cannot afford to buy.
- There needs to be a definition of affordable. Shared equity does not work as it cannot be afforded. If they are for rent then they can be afforded. Three bed homes are needed not two bed homes.
- Why is Sherford halted? The one developer approach on this scheme has not been helpful. There needs to be a developer to raise the money against the backdrop of changes to section 106. One developer has all that land so the project is in 'mothballs'.
- How to solve housing need? Sustaining villages is one issue but also is there a role for a new town approach, like Sherford.
- There is a lack of housing options out of the city, if Sherford was completed then this would go some way to help.
- The issues of housing are: people want houses, people want affordable houses. Communities also need an infrastructure at the same time as housing, this includes employment offers in rural areas.
- The 'Parish Housing Needs Survey' is held regularly but asks the wrong questions. People need help to understand what is needed.
- There is an issue of people living in the wrong size houses which do not suit their needs.
- Planning is a problem not the planners but the policies.
- Developers find it more economical to build larger projects which is difficult when a village wants very small patchy developments, there is not enough profit for developers.
- An example of good practice is the Newton and Noss experience. This was based on a step by step process it started with the parish plan, research, good fortune in the shape of a local cooperative land-owner who was open to negotiation on the land being used for development.
- Monopoly land-owners in certain areas can block housing and other development. This can frustrate parishes and lead to disengagement and resentment.
- Economies of scale developers need high profit margin.
- Topography of South Hams does not lend itself to easy development.
- Expensive price of land.
- A key issue is the inability of those earning between £20k and £40k who cannot afford to buy houses within local parishes. This leads to a huge impact and urbanisation of our communities.
- Average house price in South Hams £185k, the average house price in Yealmpton £322k. How can these kind of issues be addressed?

- Homes for life idea may solve housing and sustain communities.
- Policy does not encourage the building of bungalows this may be an issue when considering an aging population.
- There is an issue of under used large ex family homes inhabited by one or two older people.
- A way forward on housing issues could be to get good examples and share these between the parishes and town.
- Local businesses struggle to get staff for restaurants and bars. Widercombe found a solution by securing Housing Association properties in the village.
- Some market towns are still working out what they need in terms of economic development.
- The town needs to adapt its opening hours to reflect community needs particularly those of commuters who leave before local shops open and return after they have closed. There is an untapped market here.
- Costs of access to the internet closes off opportunities for work.
- Access to broadband is a real issue for some areas surrounding Ivybridge. This is important for economic development.
- Variable speeds of network are a challenge particularly in rural areas.
- Broadband carries essential resources for farmers everything has to be done on line.
- Need to find new business opportunities for local people to stop the outward flow of commuting.
- South Brent has lots of home working and also commuting to a variety of places.
- 25% of businesses did not see the advance of broadband as a benefit to them. The key issue is to educate these businesses about the benefit of broadband.
- No conviction that the speed of broadband is the difference between a successful and a failing business.
- Part of the resilience of Devon during the recession is due to large number of micro businesses
- As a group we need to get a really strong argument together to ensure we secure faster broadband.
- The speed of roll out of broadband is crucial for the success of local businesses.
- There are a number of retailers that would like to come into the area but places to build what they require are limited.
- There is an issue in parishes is that business units are in short supply. Wembury has a small industrial estate and it is full.
- Many parishes have a large proportion of their population that commute out to work.
- It may be time to look again at the issue of post offices, many communities feel their loss as a central point of the community.