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Web site version of the plan:
The front and back covers and
the appendices to this plan are
available as separate files on this
web site.



A VISION OF THE FUTURE

A Vision for Bude Stratton and the Surrounding Parishes.

June 2008

This is what Bude will be like, when our plan is complete in 2033:

Our Vision - by 2033...

- ◆ In 2033.....there is an extended business park, new housing estates with sufficient affordable housing and a well-developed infra-structure. The beaches, cliffs, downs and other open spaces will have been preserved and enhanced with paths cyclists and walkers. Sensitive lighting will enable people to use these paths after dark.
- ◆ ...The schools provide an excellent education for young people and all organisations offering services for children, young people and families are working closely together. Young people build their vocational and traditional skills through new further education facilities at various sites, including the business park(s). Adult education opportunities are enhanced by the opportunity to participate in higher education, brought by the presence of a Combined Universities in Cornwall centre in the town.
- ◆ ...There is a new hospital providing a wider range of NHS services; the old hospital and medical centre provide teaching facilities for the Peninsula Medical School. NHS dentistry services are widely available.
- ◆ ...Local people and visitors alike are able to see a film or a play in an arts centre, theatre and cinema like the Plough in Torrington, or in Lynton. Young people leaving home find assistance and support; all young people have access to opportunities to express themselves through dance, drama and music.
- ◆ ...The town has pleasant tree-lined pedestrianised areas where cafés put tables outside so locals and visitors can sit and watch the world go by. They use their lap-tops to contact colleagues and friends since the town through community networks with access to publicly available Wi-Fi hotspots.
- ◆ ...Starting their holiday on the north coast of Devon, some people come to Bude entirely along off-road cycle tracks. Coming from the Tarka Trail, using the old railways of North Devon, they come to Bude by the 'Devon Coast to Coast' (NCN 27) and the 'West Country Way' (NCN 3). They arrive at their accommodation at their leisure, having visited the heritage site of crusader Binhamy Castle in Stratton on their way.
- ◆ After their stay in Bude, they continue on into Cornwall and cycle (off-road) all the way to Bodmin and then onto the Camel Trail to Padstow
- ◆ ...Visitors come to Bude by train: buying a through ticket to Bude using the connecting bus from Exeter - or even taking the re-instated rail connection from Okehampton to Bude.

Printed copies of the full plan and of the appendices are available from the Bude Partnership, 38 Queen Street, Bude or may be requested through this website. Please provide a postal address.

A printed summary edition of this plan is also available from the same addresses.

Web site version of the plan:

To reduce the size of this pdf file, photographs have been removed and some aspects have been stored separately.



Our Vision - by 2033...

- ◆ In 2033.....Once in Bude, visitors visit the Castle and Canal Heritage Centres and explore the walks alongside the Canal. They take longer walks allowing people to experience the significant heritage of Bude on tracks along the old canal and railway. By way of old aqueducts and viaducts they visit the Tamar lakes and Atlantic Valley project.
- ◆ ...Visitors entering Bude are impressed by the glimpses of the sea as views of the Atlantic unfold. The entry to Bude takes them along an attractive promenade by the side of the river Neet. Visitors leave their vehicles and have access to a variety of good quality shops, restaurants and hotels carried by a free bus service.
- ◆ ...Accommodation is provided in a variety of hotels, camp sites and bed and breakfast establishments, including a new eco hotel alongside the canal near Helebridge and the re-furbished Strand Hotel looking out over the river Neet, providing café facilities on the ground floor.
- ◆ ...The island between the canal and the river provides a green and pleasant 'bridge' linking the town to the new centre around the canal wharf. Here people are able to buy arts and craft items made by local people and enjoy meals overlooking the wharf and canal.
- ◆ ...They make use of the local surfing and riding schools, surf at Widemouth, swim in the sea pool at Summerleaze or in the Splash Leisure centre, play tennis on the island between the river and the canal, or go ten pin bowling in Stratton.
- ◆ ...Cornwall Council is enabling people to access council officers and services, working in partnership with agencies such as health, police and Citizens' Advice Bureau. People are encouraged to be involved in designing their own future through community planning.

Guiding Principles underpinning this plan:

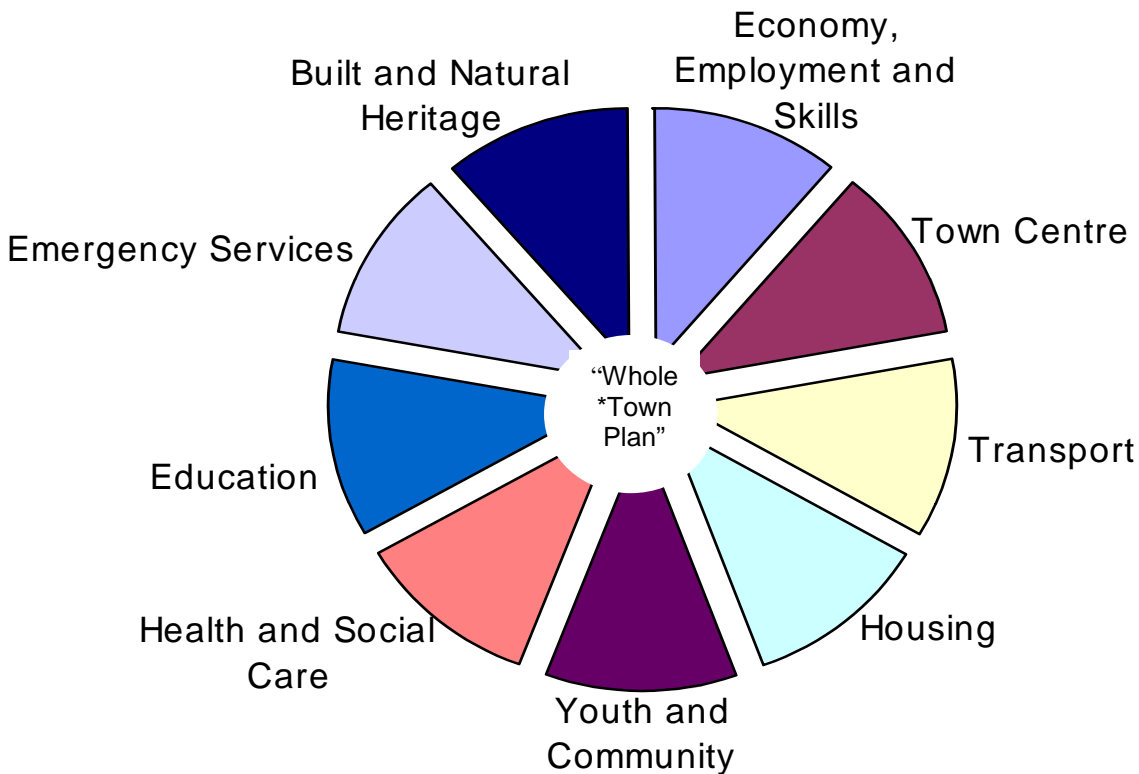
- ◆ The unique nature of Bude will be preserved and enhanced.
- ◆ All people who live and/or work in the area will be valued and enabled to contribute.
- ◆ Partnerships will be developed so that agencies work together for the overall good.
- ◆ Improvement through project activity will be primarily for the people who live and work here.
- ◆ Action will be taken to increase the number of quality jobs.
- ◆ *Agencies will work together to market Bude.*
- ◆ *Investment into the area will be encouraged*, provided that this is in keeping with the overall strategy and integrated with other growth initiatives.
- ◆ There will be a focus on environmentally friendly development.
- ◆ The transition to unitary authority will be used to advantage.
- ◆ *All plans drawn up for Cornwall will include this plan and recognise the needs of Bude.*
- ◆ Support will be given to regenerate rural parishes.
- ◆ The diverse nature of different villages and communities will be valued.
- ◆ Public transport will be improved.
- ◆ Dependency on the car will be reduced; cycling and walking will be encouraged.
- ◆ Services will be accessible for those with disabilities.
- ◆ A safe, clean healthy and crime free environment will be maintained and enhanced.
- ◆ The Cornish heritage of the Bude area will be valued and celebrated



1 Introduction: Note from the Chair, Nicky Chopak:

The Bude Partnership is proud to present its strategic plan and twenty five year vision for the Bude area, including Poughill, Stratton and the rural parishes. It focuses on both short-term imperatives and long-term challenges that will affect the people who live and work in and around Bude. We consider social, economic and environmental issues and have set out themes under which we will implement plans and projects.

We wish to increase the prosperity of the area and improve the quality of life of its citizens, but we are also eager to maintain and enhance the area's natural heritage. Having published this plan, we have developed a mechanism to ensure its implementation. The responsibility for this lies with the 'Theme Groups' that have been set up and our public, voluntary and private sector partners. We are an inclusive organisation and new representatives are welcome.



The wheel diagram above, illustrates the components of this plan and the themes into which our implementation work will be divided. During the implementation phase, each of these aspects will be represented by a Theme Group but although each has distinct components, their work will overlap and complement one another. The themes have been chosen by the Partnership to reflect the key aspects of 'sustainable development'; social, economic and environmental. The strategy is built up from each of these components into a coherent whole, which may be referred to as a '**Whole *Town Strategy**', and I can reassure everyone that here, 'Whole Town' includes all the surrounding rural parishes. If you would like to make a comment on this plan, and/or join us as we implement it, please contact us.

Nicky Chopak: Chair.



1.1 This Plan

1.1.1 Where are we coming from?

Bude has been the subject of several 'Bude Plans' over recent years, and this plan takes up where these left off. National government policy has determined that communities will be increasingly involved in determining their own future. We have been spurred on by the new emphasis on opportunities for community led planning being opened up by the development of a new Cornwall Council.

In putting this plan together, the Bude Partnership acted under contract with the Market and Coastal Towns Association (MCTA) as part of the *Market and Coastal Towns Initiative (MCTi)* operated by the South West of England Regional Development Agency (SW RDA). MCTi was a regeneration programme, led and driven forward by the community itself, requiring the people concerned to think and work differently. At the heart of the initiative is the preparation, by local people, of a long term community strategic plan, covering the social, economic environmental and cultural future of the town and surrounding area. The MCTA provided support to enable this plan to be developed and funded a part-time Community Coordinator to facilitate the work.

1.1.2 Who is This Plan For?

This document is published to provide a focus for all who are concerned with the development of the Bude area, in whatever capacity. A summary version is also available as widely as possible to all members of the community in Bude and the surrounding parishes. We seek to embrace all levels of government, industry, commerce and services, all clubs, societies and organisations as well as individuals of all ages, from pre-school to the retired; and to ensure that this document is received and adopted by the Bude-Stratton Town Council, parish councils, the current North Cornwall District Council and the new unitary authority.

1.1.3 Terminology

This is a **Strategic Plan**. A Strategy is an elaborate and systematic plan of action. This 'Bude Plan' is a long term plan of action designed to achieve a particular set of **goals or objectives**.

On the previous page a series of **themes** have been set out. Within each of these (based on the feedback from the people of the Bude area) are **objectives** that we have set for ourselves. Details of these are given in Section 3 on page 12.

All of the strategies summarised in this plan are interdependent and build on other plans published by other agencies. None can be considered in isolation. Some strategies build on work already in progress some are short term goals, and others may take decades to accomplish.

Common principles for the development of the strategies and objectives include:

- The strategies and objectives are all based on the comments received from members of the community.



- All sections of the local community who have put forward these ideas must continue to be actively involved in the implementation of this plan.
- The unique culture of Cornwall and its people will be embedded in all our work.

1.1.4 The Bude Partnership

The Bude Partnership was set up in 2006 to develop and carry forward plans for the improvement of Bude. It is a meeting point for private and public sectors, with concerned and enthusiastic individuals with an interest in civic and rural development. Instated as a Company Limited by Guarantee “*Bude Partnership Cornwall*” in August 2007, the Partnership brings together the Bude and District Forum, local businesses, members and officers from the North Cornwall District Council (NCDC), Citizens’ Advice Bureau, members of the Bude-Stratton Town Council, Schools, Tourist Information, training organisations, Enterprise Tamar, the NHS, police, the old Chamber of Commerce, fire and youth organisations. A full list of member organisations can be found in the Appendices. Individuals – including many young and older people - have been involved both as members of the Partnership, and through surveys and at public consultation events.

One of the most significant results of the work undertaken to produce this plan, is the development of the Partnership itself. The new unitary Authority will replace the County and District Councils but the strength of the Partnership is that it will provide continuity through these changes. The Partnership will also actively participate in the development of a new Community Area Network for Bude to oversee the implementation of this plan and ensure that Bude is not forgotten and neglected – which is what the people of Bude believe is their experience in the past.

It is important to remember that this plan is just the first step. The crucial next steps will be the implementation of the strategies and proposals, led by Theme Groups that have already set up by the Bude Partnership, by many partner organisations and by the community itself. The views of the local population as feedback on this plan and the projects we propose, will continue to mould and drive implementation of changes to improve the prosperity of Bude. The Partnership welcomes constructive comments, ideas, aspirations, – and the active participation of new members.

1.1.5 How will we proceed from here?

This plan is driven by the priorities set by local people and is focussed on projects that can be delivered over the next few years and projects for which we are actively seeking funding and support to achieve. We have also recorded local aspirations for which it is difficult to envisage how they could be implemented in the near future, but for which a means may be found during the long life-time of this plan. A lot can happen in twenty five years, and people who participated in public consultation agreed that a lot needs to happen.

The plan also links to other plans and projects developed by partners and other local organisations. We will for example, work in partnership with the Bude Canal Regeneration project, the Berries Avenue Regeneration Committee and Castle Heritage project and other projects that arise throughout the town and the surrounding parishes.

We hope that this plan provides a clear view of how the Bude area can change for the better and how we can achieve this vision. The Partnership intends to ensure that families,



young and old people, organisations, businesses and the environment all flourish over the next twenty five years and this plan outlines how we intend to do this – with your help. The Theme Groups may need to be restructured to cater for emerging initiatives and projects, or to sharpen the focus on changing priorities.

1.1.6 Historical Perspective of the Area

Stratton has long been an important place. By as early as 1187 Cornwall was divided into Cornish Shires. By 1841, Stratton was one of ten administrative shires (or Hundreds). This 'hundred' comprised Boyton, Bridgerule, Jacobstow, Kilkhampton, Launcells, Marhamchurch, Morwenstow, Poughill, Stratton, North Tamerton, Week St Mary and Whitstone. Governance of the area has changed many times over the centuries and is about to change again, but in keeping with its long history, all of these historic parishes (and the relatively new parish of Bude) form part of our new strategic plan.

Bude is much later development: the original town was at Stratton. The oft forgotten Binhamy Castle in Stratton was the home of the crusader Sir Ralph de Blanch-Minister who was slain in the Holy Land in 1270. He is said to have returned to haunt his home in the shape of a white hare. The active and well-respected Blanchminster Trust takes its name from his family.

The origin of Stratton's name is said to have derived from the Cornish, meaning '*valley of the River Neet*'; the English *ton* was added later. One of the ten ancient administrative shires of Cornwall, formerly known as Cornish Shires, Stratton is presumed to have had a courthouse. Stratton was also important during the English civil war when a battle took place at the site of an Iron Age hill fort on the summit of Stamford Hill in Stratton on May 16, 1643. In its heyday, Stratton was a market town with fairs for horses, cattle and sheep.

There was no town of Bude when, in 1819 work started on the Bude Canal and the major festivities that marked the start all took place in Stratton. Digging, burrowing and building then took place on a grand scale. Finished in 1823, the Bude canal had a huge impact on the whole area in the early nineteenth century. It was primarily built to carry sand from the beach at Bude to improve the land of mid Devon and North Cornwall. The Sea Lock and main wharf also provided a safe haven for boats bringing coal from South Wales and transport of grain and other cargo. One of the reasons for building a canal was to give employment to men coming home from the Napoleonic Wars and about 500 men were employed on the construction in 1820. The engineer James Green was well-respected and he predicted profits to be made, as well as benefits for the landowners in bringing lime rich sand to the poor inland soils.

The eventual incline planes, with their noisy wheel pits and chains, the unique sea lock at Bude, and the innovative tub boats on wheels meant that today, the Bude canal system is considered the fourth most important historic canal in the country.

Bude Haven, or Budeham, (Cornish: *Porthbud*), was created in 1836 from part of Bude-Stratton parish. The origin of the name is not known; it could have been taken from an unknown word, possibly connected with water. Another suggestion is that there were 'bedes' who shone lights through the window of the Chapel on 'Chapel Rock' who provided a haven for shipping – a 'Bede Haven'. The town is now more commonly referred to as



Bude though the comprehensive school retains the name Budehaven. When the parish of Bude was separated, the remainder became the parish of Stratton.

Having only worked for 68 years, the canal was closed for traffic in 1891 and nationally the railway took over as the main form of transport. When the railway line was first constructed, Bude was not yet important enough to be an objective destination, and the line was at first built only to Holsworthy (1879) and from there, the London and South Western Railway (LSWR) operated a "smart coach service" to Stratton and Bude. The Bude branch opened in 1898.

The railway brought prosperity to Bude as in the closing decades of the nineteenth century it became a holiday destination. Major hotels were built such as the Grenville Hotel built in 1909 overlooking the sea, canal and river, and now home to Adventure International. Employment for Bude people gradually changed from industrial and maritime to tourism and this has remained the major source of income for the town until this very day. The railway was also a short-lived form of transport for Bude as, after only 68 years, Bude station closed in 1966. This left the nearest connection to the railway at Okehampton station, some 30 miles away. This increased to 69 miles in January 1972 when Okehampton itself closed, leaving Exeter as the nearest railhead – with a return to the coach service to Holsworthy, Stratton and Bude.

1.1.6.1 Recent Planning History

In 1993, a *Bude Action Plan* was published by the Bude-Stratton Town Council. In 2002 the Town Council and the Bude District Area Forum published a further *Bude Study and Action Plan*. [The detailed findings of this 2002 plan are given in Appendix 2]. In the Appendix, this 2002 plan has been studied in detail, analysed and incorporated into this Strategic Plan along with details of developments over the six years since the plan was published. Other plans, such as the Cornwall County Council "*Cornwall Structure Plan*" and the "*Local Transport Plan*" have also been considered by the Partnership as have reports by the Cornwall and Isles of Scilly Primary Care Group (NHS). Details of all recommendations that have already been implemented are given elsewhere in this plan.

1.1.6.2 Cornwall and the Isles of Scilly: Objective One Status

Within Europe, Cornwall (alone among English counties) was given Objective One Status. Objective One is one of three programmes set up to help reduce differences in social and economic conditions within the European Union. Of the three, Objective One is the highest priority designation for European aid and is targeted at areas where prosperity, measured in Gross Value Added (GVA) per head of population, is 75% or less of the European average.

Until 2006, the Objective One programme (the "programme") made £350 millions in European investment available to Cornwall. As part of the programme, European money had to be matched with the same amount of UK money. This match funding came through investment from various public bodies. Other funds were provided from the private sector. Throughout Cornwall, the Objective One Programme endorsed more than 877 projects investing more than £352,500,000 of European monies.



1.1.7 Future Perspective

This Strategic Plan spans the next 25 years and has been determined in the context of a major change in the governance of Cornwall. In July 2007 the Government approved the proposal to create a new single Council for Cornwall to be up and running by April 2009. This decision will see the County Council and six District Councils replaced with a new unified Council for Cornwall. Bude and the surrounding parishes will be a Community Network Area in the new unitary authority; Community Networks will be a focal point for devolved decision-making, consultation, monitoring performance and local place-shaping. The stated vision for these networks is to deliver local priorities, empower local members, engage local communities, focus on local partnership working, improve local accountability, be accessible and responsive and give an enhanced role for town and parish councils. At the time of writing, the Bude Partnership is in discussion with One Cornwall with a view to the Partnership being an active part of the Community Network.

1.1.8.1 Convergence Programme

The Objective One Programme closed for investment on 31 December 2006. For the 'post 2006 projects' the Convergence Programme will operate from 2007-2013. The purpose of the Convergence Programme will be to speed up the economic development of Cornwall and the Isles of Scilly particularly through investing in skills and helping people into work; the development of a more knowledge based economy; business productivity and innovation. Convergence Programmes are described below.

1.1.8.2 A Sustainable Small Town Strategy

The Partnership has also considered the toolkit and strategy for small towns, produced by the *SusSET project. The toolkit provides advice for small towns across Europe to help them find 'coping strategies'; the Partnership was particularly struck by the section that explains that '*In the past, little attention has been given to small towns in terms of serious research, policy and support*' which could have been written about Bude, as could the assertion that '*Small towns often require regeneration.... funding for which is gobbled up by larger towns and cities. ... the contribution of small towns with rural parishes is crucial to social cohesion and balanced development.* Many of the people in Bude who participated in our public consultation made similar observations. SusSET also could have been describing Bude when they wrote: '*Some small towns have lost their traditional functionsare on the receiving end of people moving out of urban areas.... and attract an older populace, but they have the ability to provide high quality of life and the potential to retain a sense of community*'. People in Bude overwhelmingly hope that improvements and regeneration in the area will in no way detract from Bude as a good place in which to live. SusSET suggests that small towns can benefit from networking with other small towns; Bude, Camelford and Launceston have all joined together (with other partners) to apply for funding for a major programme of rural development and off-road cycle tracks. The toolkit also recommends that '*small towns should play to their strengths and market their assets: history, location, architecture, people, quality of life, facilities, and ambitions. Small towns should also consider the potential to brand themselves e.g. themed towns, logos, strap lines.*' The Bude Partnership began this process by commissioning and launching a new logo (shown top right).

*The Sustaining Small Expanding Towns (SusSET) project is an EU initiative sponsored by the INTERREG IIIc programme, involving 12 towns - with populations between 5,000 and 35,000 - from Scotland, Sweden, Poland and Greece.



2 Strategic *Context

2.1 The Bude/Stratton Area

Ten rural parishes situated around a coastal town, the average income in the area is low (see Appendix 1) and although it is an attractive place to live, and people are reportedly less stressed and happier than others in Britain it is remote, with an ageing population, poor transport links and high unemployment. People have poor access to healthcare provision and to higher and further education: the nearest acute hospital (and the higher and further education provision) all being in Devon in Barnstaple, Plymouth and Exeter.

2.2 An ageing population

The UK has a growing population: past trends show that between 2004 and 2028 that the East and South West will have the highest rates of growth (both by 16%) whilst the North East is expected to decline by 2% (ONS, 2005).

The **South West has the oldest population structure of all the regions in England; 38% were aged 50 or over in 2004. Official projections suggest that the number of residents aged over 50 will rise by over 300,000 over the next ten years, raising their share of the total population to 41% with 30.8% of the population expected to be over 65 by 2029. A changing population profile will have important implications for the allocation of public funds to different services. In particular, an increasing older population may be expected to increase demand for a range of health and welfare-related services.

Population ageing is likely to increase the number of single person households and so increase the demand for housing. Despite one person households increasing both overall and as a proportion, just over one-third of new homes have one or two bedrooms. Furthermore there is often little incentive for older people to 'trade down' to smaller dwellings once their children leave. These trends have important implications for the sustainable use of the region's development land.

Accessing essential services can become more difficult as a person ages particularly if they live in a rural area, live alone, do not have access to a car or are affected by ill health. The 2001 Census showed that older people, particularly those aged 75 and over were least likely to have access to a car (see chart in Appendix 1). The Countryside Agency carried out a 'Rural Services Survey' in 2000 and for North Cornwall the percentage of parishes that did not have key services – such as a village hall or community centre - was 16.9% compared to 15% of parishes in the whole of England. Local and regional partners will therefore need to work innovatively to deliver welfare services to an immobile and dispersed older population in order to combat social exclusion in the parishes, particularly in rural areas around Bude.

As the demographics of Bude have altered in line with the rest of the South West, and the percentage of older people has risen above the national average, an increased number of detached dwellings (particularly bungalows) have been built. The two most pressing concerns for the area relate to jobs and housing, particularly for younger people. There is a dearth of affordable housing and this is compounded by the small number of quality (i.e. well-paid) jobs. Unless these concerns are addressed as priorities, the overall prosperity of the area will not significantly improve. It is also recognised that many over 50's whether in gainful employment or in retirement often have free time in which to be active within the community, and thus have much to offer.



Other important strategies are included in this Plan, notably to ensure that the infrastructure is adequate to support a change in the demographic balance, notably education (including the development of vocational and job skills), health and social services, and public transport. How the Bude area fits into the region and county is given in Appendix 1 (Background and Context) of this plan.

2.3 Tourism

In the 2001 census 8.9% of working age people in North Cornwall were employed in catering and hotels, this compares with 8.7% in Cornwall and 5.6% in the SW Region. As recorded in Appendix 1, the majority of the local population rely on tourism for their income. This is a tenuous reliance, since by definition, employment - and the economy of the town - is seasonal and wages associated with this work are low. The Partnership aims to diversify the economy to reduce reliance on tourism, increasing the employment opportunities through investment in other industries, increasing families' incomes and reducing seasonality.

This being the case, the income to be obtained from visitors also needs to be increased through attracting more visitors, improving transport links, extending the season, improving the accommodation and facilities available, and developing the town centre.

Although Bude subsists on the back of its tourist trade, the Bude Partnership would like to concentrate on improving the town for those who live here all year around, the tourists and visitors would of course also benefit from such improvements.

The risk to fragile communities such as Stratton and Poughill also need to be urgently addressed.

*Further, regional context and relevant statistics are provided in Appendix 1

**More detail about the region's ageing population is available from the South West Observatory 'State of the South West 2007' and in the North Cornwall District Council 'North Cornwall Profile



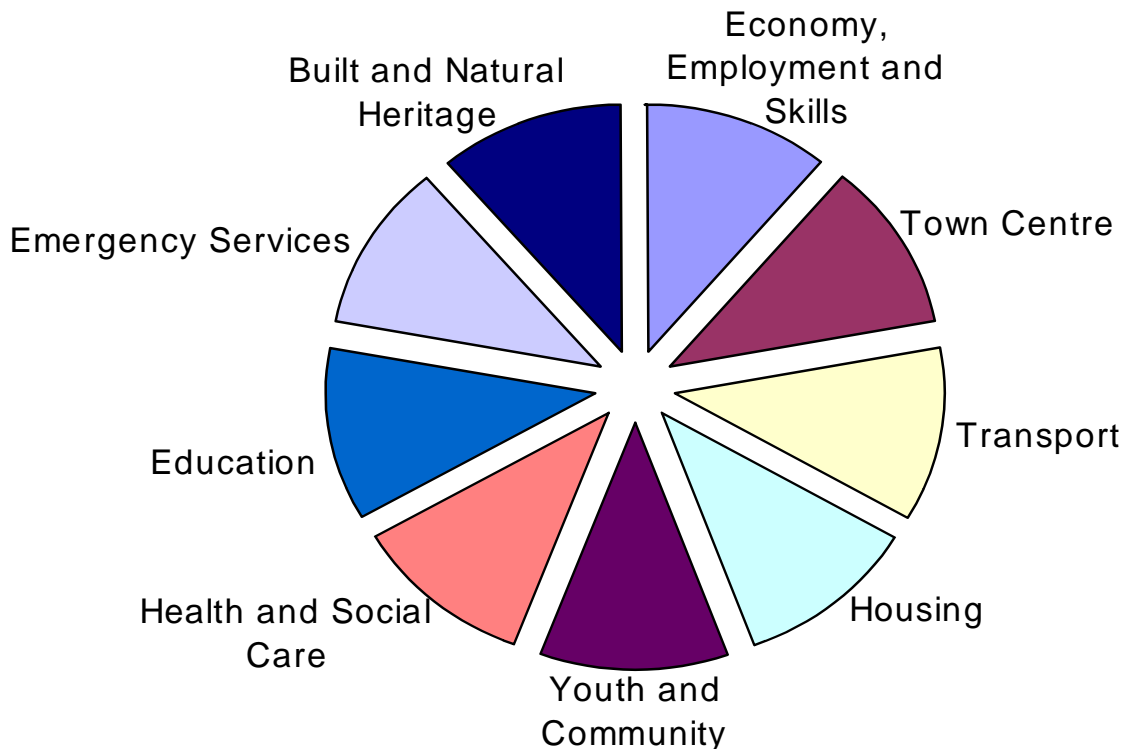
Section 3: THE PLAN

The Strategic Plan for Bude – Strategies, Conclusions and Recommendations and IMPLEMENTATION

It is crucial that all redevelopment and regeneration in the Bude area should be sustainable. ***Sustainable Development is that which meets the needs of the current generation without compromising the needs of future generations.***

Planning for the long-term takes this 'bigger picture' into account. It involves thinking well ahead to determine a future vision and prioritising plans to make that vision a reality. The Bude Partnership has addressed this through development of this long-term strategic plan. We seek to ensure that it is a 'Whole Town Strategy' as described in the Introduction (section 1). This section sets out the Objectives associated with each of the themes as shown in the wheel diagram below and as outlined in the Introduction.

During 2007 the Bude Partnership set up nine Theme Groups which started to consider the details in the views and aspirations that had been provided by the people of the Bude during the Public Consultation phase, these are shown on the wheel diagram below.



These groups are involved in developing projects and proposals based on the public consultation, and there have already been successes. The Theme Groups will continue to meet to work for the future of Bude and the surrounding parishes. It is hoped that funding will be secured to provide for the administration of these groups over the next few years, to ensure maximum effect.

3.1 The Economy, Employment and Skills

Without doubt, Bude's development will depend to a large extent on creating more quality jobs and remaining less dependent on tourism. Everything we do will be driven by an emphasis on 'quality':

- quality jobs,
- quality training and
- a quality business environment and encourage the knowledge economy
- valuing the skills that people have to offer to the local community
- Creating a vibrant economy which benefits the locality and Cornwall.

This will result in a higher level skills base, higher salary levels and a business friendly environment. There is a crucial need to improve the skill level of local people. Escalating fuel prices affect the people of Bude badly, because they are so remote from services and employment opportunities.

The Bude Partnership has developed three objectives around this theme:

The Commercial Centre (Town Centre Management)

To become a thriving commercial centre, the town centre needs to be managed. Town Centre Management (TCM) relates to the relationships between various facilities within a town. It includes public services, government facilities and private services: retail, leisure, cultural and business facilities, and volunteer services. Successful TCM projects work to make the centre more attractive to both residents and visitors. They encourage partnership and co-operation rather than competition between the various facility and service providers to create a thriving town centre – and services available to those living in the surrounding rural parishes. This can give the entire area a competitive advantage

Economy, Employment and Skills Objective 1:

The Commercial Centre

Improve and maintain the appearance and accessibility of Bude's commercial centre to increase its attractiveness and competitiveness and encourage investment, footfall and spend.

Considerations include:

- Encouragement of business investment in the town, provided that this is in keeping with the overall strategy for the town.
- A pleasant tree lined pedestrianised areas in the town, with increased planting and more information signs, incorporating the Cornish language.
- The town should be part of a mesh network allowing access to public Wi-Fi
- Ensure that plan(s) for Cornwall recognise the needs of Bude.



- ✚ There is an over-whelming call for the redevelopment of the empty and deteriorating Strand Hotel; the Bude Partnership pursued this matter and are pleased to see work well underway.
- ✚ The island between the canal and the river providing a green and pleasant 'bridge' between the town and the new centre around the canal wharf.
- ✚ A new commercial centre In the wharf area will enable people to buy arts and craft items made by local people and enjoy meals overlooking the repaired canal.
- ✚ The new Cornwall Council will have a One-Stop-Shop enabling people to access council officers and services, working in partnership with the Citizens' Advice Bureau and Tourist Information Centre.

Potential Partners for each Objective are shown on pages 24 onwards, where objectives and plans are prioritised.

Marketing and Promotion

Marketing and promotion is the process by which a town communicates with and sells its development opportunities to investors. In order to generate economic growth, it is necessary to invest in the local economy. Investment could be through increased tourism, the development of local housing or leisure opportunities, or the establishment of new businesses within the town or area.

Economy, Employment and Skills Objective 2: Marketing

A marketing programme will be developed which will be:

- **Integrated with other growth initiatives;**
- **Focussed on achieving the town's vision; and**
- **Appropriate to the financial and human resources available.**

Considerations include:

- ✚ Improve the image of the area by physical improvements to the general aspect, through street furniture, planting etc and marketing it.
- ✚ Encourage and publicise alternative modes of transport, to enable people to leave their cars at home.
- ✚ Connect Bude to major off-road cycle and /or multi-use tracks.
- ✚ Agencies to market attractions in the town jointly.
- ✚ Encourage Arts festivals and other events to bring people into Bude.
- ✚ Provided an arts centre/ theatre/ cinema
- ✚ Potential Partners for each Objective are shown on pages 24 onwards.

Investment

The most effective and most reliable form of investment for a small town is through initiatives in line with the long-term plan. A small town that is prepared to grow will give a clear indication to residents that positive change is happening. This positive attitude towards growth, coupled with supportive planning policies, will also give potential investors certainty that their developments will be considered positively.

Economy, Employment and Skills Objective 3:

Investment

A programme will be developed which will encourage and facilitate investment.

Considerations include:

- ✚ Encourage business investment into the town.
- ✚ Investment to be in keeping with the overall strategy for the town and integrated with other growth initiatives.
- ✚ Develop an extended business park where employers can relocate, or start new businesses, providing quality employment opportunities.
- ✚ Focus on investment from the knowledge economy – design rather than manufacture - to ensure higher paid, quality jobs.
- ✚ Integrate this Bude Plan into a combined plan for Cornwall during the transition to a unitary authority; to ensure that the community drives the agenda in this area.
- ✚ Use convergence funding, especially that designed to ‘future-proof’ Cornwall.
- ✚ Research possibility of extension of the Holsworthy ‘Wheels to Work’ scheme, to the Bude area.
- ✚ Encourage the Combined Universities in Cornwall to have a presence in Bude and thus encourage new businesses to come to and invest in Bude.

Potential Partners are shown from page 24 onwards where these objectives are prioritised.

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3.2 Transport

Private car ownership has grown enormously over recent decades. Investment in road transport is a major national priority and it has been difficult to separate this from the desire to improve the economy. The improvement in the local road system through the development of the Atlantic Highway is already believed to have brought advantages for Bude. With this exception however, Bude is served by poor quality roads, inadequate bus and coach services, the lack of a direct rail link and poor connections with main-line rail stations. This tends to make Bude a difficult place to live or work in without a car but increasing motoring costs and a desire to reduce carbon emissions is bringing a requirement to reduce the reliance on cars. The focus of this theme is therefore much wider than the private car.

Transport Objective 4:

Ensure everyone has good access to, from and within Bude and its local area to all aspects of transport.

Considerations include:

- ✚ Encourage the tourist spend by establishing a 'park and ride scheme, or free bus going around the town, from the existing car parks and through the centre.
- ✚ Use the School car park, for a small park-and-ride scheme in the summer.
- ✚ Make best use of the improved connections, for example any benefits that the proposed development of Newquay Airport might bring.
- ✚ Acknowledge Bude's past as a maritime port through encouraging people travelling by boat around the coast) to enter Bude through the sea-lock.
- ✚ Derive greatest benefit from proposals for the South Wales ferry from Ilfracombe using the Atlantic Highway.
- ✚ Improve public transport, both bus and train.
- ✚ Encourage pedestrians and cyclists: particularly with the trails developments associated with the Canal Regeneration Scheme and joint schemes to connect to longer cycle trails.
- ✚ Provide support for regeneration in the rural parishes.
- ✚ Integrate the overall transport strategy for the town with other growth initiatives.
- ✚ Potential Partners are shown from page 24 onwards where these objectives are prioritised

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3.3 Housing

Most residential growth tends to be ‘added on’ to the outside of towns. Over recent decades, new residential areas in small towns tend to be large-scale projects providing primarily owner-occupied homes, excluding many local residents, especially young people from the local housing market. As a result, many leave the town in search of more affordable accommodation and may not return.

The most crucial aspect to providing sustainable housing in an expanding small town is integrating the location, infra-structure, design, and type. New housing should be integrated with employment opportunities, new business opportunities and community facilities. This will help stimulate economic growth. A diverse range of housing types are encouraged to ensure an inclusive housing market, with options for all members of the community. Partnership between public and private organisations in development schemes can help produce housing that is more affordable, more environmentally friendly and more beneficial to a small town.

Our modern lifestyles are centred on consumption which means we are quickly reducing finite natural resources such as water and oil. Achieving ‘sustainable development’ is now a main policy theme for Europe, so the balance between consumption and conservation must be found.

Housing Objective 5:

Ensure the provision of affordable housing to meet the present and future needs of the local community.

Considerations include:

- ✚ Development of housing that is fit for identified needs.
- ✚ Building on the success of the Broadclose Estate, provide more social housing to include shared ownership, rented accommodation and starter homes.
- ✚ Ensure all housing developments are as ‘environmentally friendly’ as possible.
- ✚ Ensure that all developments make appropriate use of technology to reduce carbon emission and make best use of renewable resources
- ✚ Encourage residents to minimise waste and make their existing homes and other buildings more CO2 efficient.
- ✚ Encourage apprenticeships during the construction process.
- ✚ Emphasise the importance of infrastructure to support housing developments.
- ✚ Provide support for groups and parents who wish to improve play areas for children.

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3.4 Youth and Community

There are always calls for ‘*more for young people to do...*’ and many of the objectives adopted by the Bude Partnership will provide more for young people. A youth centre already exists in Neetside and a bigger centre and / or a youth / community café would be a welcome addition. Older people are forming an increasingly large part of our community year on year and they wish to have their own centre, like that provided in Holsworthy and Wadebridge.

Youth and Community Objective 6

Build respect and the concept of community responsibility to maintain and enhance a safe, clean, healthy and crime-free environment, in which all sections of the area’s society can fulfil themselves.

Considerations include:

- ✚ Extend the Foyer Scheme into Bude by North Cornwall District Council working in partnership with Stoneham Housing
- ✚ Encourage adequate social and community skills to give all residents a sense of their own worth.
- ✚ Provide a variety of art, leisure and educational facilities, to be accessed by all sections of the community including, the young, retired, immigrants, the disabled and disadvantaged.
- ✚ Value and develop and value a strong sense of Cornish identity.
- ✚ Value the diverse nature of villages and communities in the area.
- ✚ Regenerate and revitalise the communities in Poughill and Stratton by seeking to re-establish retail outlets.
- ✚ Maintain and enhance a safe, clean, healthy and crime free environment in which all sections of the area’s society may find fulfilment.
- ✚ Ensure that all services and transport services are accessible to those with physical disabilities.
- ✚ Encourage Literature Festivals and events to celebrate Art and Cornish Culture in the future.
- ✚ Provide allotments and ‘Community Gardens’ in the Bude Stratton area.

Potential Partners are shown from page 24 onwards where these objectives are prioritised

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3.5 Health

Health, Wellbeing and Social Care

Healthy living involves more than just ensuring the absence of illness. It also involves improving physical fitness; mental, emotional and social wellbeing and economic security. Preserving a healthy community is not only the responsibility of the National Health Service. Tackling health improvement and health inequality issues requires a joined-up approach from all public agencies and the voluntary sector and community organisations can also be tapped to great benefit.

Public health and community well-being is affected by matters such as job opportunities, the quality of the environment in which we live, how we choose to interact with that environment and how we choose to interact with each other. It is important those involved in planning and design within new or existing development understand health issues related to small town life.

Health Objective 7

Ensure health and well-being for the local population and will pursue the provision of high quality and accessible health provision for all.

Considerations include:

- ✚ Partnership working with the Cornwall and Isles of Scilly Primary Care Trust (PCT) to plan affordable healthcare solutions.
- ✚ Maximise access to health education for all members of the community.
- ✚ Provide an increased range of services close to patients' homes.
- ✚ Enhance access to primary care services locally.
- ✚ Increase the NHS services supplied through their local hospital and medical centre.
- ✚ Improve access to secondary care and to specialist facilities (currently provided elsewhere) through the establishment of a new hospital.
- ✚ Outreach centres for the Peninsula Medical School to be established at the Community Hospital and medical centre .
- ✚ Transport to be available for those who need to go further afield, free where appropriate.
- ✚ Enhance access to NHS dental care services locally, possibly attaching them to the Dental School.

Potential Partners are shown from page 24 onwards.

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3.6 Education

The people who participated in the public consultation for this plan all agreed that the schools in the Bude area are very good. The Bude Partnership will work to ensure that this continues but also that there are more opportunities for young people and adults who wish to gain new skills and qualifications, and for employers who wish to invest in their employees.

The Combined Universities in Cornwall (CUC) are reported to be eager to have centres in North Cornwall, in Bude, Bodmin and Launceston. Talks have started with the CUC to encourage them to enter a partnership with Adult education, with a possible extension to the Gregson Centre.

Education Objective 8

Ensure provision of first class education for all.

Considerations include:

- ✚ Establishment of a Bude Education Forum to provide a coordinated approach.
- ✚ Improve communication between education providers and the public.
- ✚ Actively encourage community participation in and enjoyment of learning.
- ✚ Actively increase the focus on the need for vocational training, local trades, after-school facilities and the needs of the pre-school age group

Potential Partners are listed from page 24 onwards.

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3.7 Emergency Services

Bude has the usual three emergency services and a fourth provided through the RNLI at a new lifeboat station. Although satisfied that Bude is relatively free of crime, and has quick response to fires (despite the service being provided by 'retained' fire officers) people were wished to see an improvement in the level of emergency services, with full-time services combined in a single centre.

It is thought unlikely that such aims can be achieved in the near future, but a fireman represents the service on the Bude Partnership, the partnership works closely with the local police, is in full support of the police 'van' scheme (to take policing into the rural parishes) and is represented on the Community team implementing improved CCTV in the town.

**Emergency Services: Objective 9:
Maintain and improve the provision of all four emergency services for the people of Bude.**

3.8 Built and Natural Environment

An area's identity is what makes a place 'special' and this has a bearing on both social well-being and a thriving economy. It is also a critical component of the whole town strategy. 'Identity' can focus upon buildings, landscape, the people, the cultural and artistic heritage, the history and how these all combine to give a sense of place and distinct community.

Our natural heritage includes our landscapes, coastal area, rivers, geological formations, wildlife habitats and general flora and fauna. These naturally occurring scenes are of interest to local residents, tourists, historians and scientists and so the natural heritage will be protected through the use of conservation programmes or other kinds of protection schemes. The £4.4m major project for the regeneration of the historic Bude Canal has also been incorporated as a major part of this strategic plan.

Built and Natural Environment: Objective 10

Natural Environment

Care for and look after our natural and cultural environment and Cornish heritage, safeguarding the precious balance through:

- ◆ **Maintenance,**
- ◆ **Improvements,**
- ◆ **Conservation.**

Considerations include:

Enhance Bude's identity by promoting its natural and cultural heritage.

Avoid of the degradation of open spaces

Ensure that the Cornishness of Bude is nurtured.

Protect the natural heritage through co-ordination and co-operation from a number of services.

Protect the diversity and quality of habitats.

Maintain and enhance landscape characteristics and allowing people better access to enjoy these.

Establish outdoor education opportunities to increase an understanding of the natural heritage and improve social and economic networks.

Potential Partners are shown on pages 24 onwards.

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Natural and Built Environment:

Work undertaken by our partners.

In the printed version, photographs here show examples of the work being undertaken as part of the Canal Regeneration Project and the renovation of the Castle/ and opening of the Castle Heritage Centre.

Photographs have been removed from here to reduce the size of this computer file.

(Left and above right)
Canal wharf in 2007

(Below left)
12 noon: 11th March
2008 - Partnership in Action.
Photos by Andrea Villaincourt-Alder

(Right)
Castle Heritage Centre
Photo from Bude Stratton Town
Council web site

Built Heritage

The Built environment in Bude includes historic buildings such as the castle, churches, the canal and other buildings throughout the parishes. These cannot be treated in isolation from other all policies.

Built and Natural Environment: Objective 11 Built Environment/ Heritage

Investment in the area should maintain and improve its built and natural environments for the benefit of future generations. Increase access to, and knowledge of, the built environment to ensure increased use and protection.

Considerations will include:

- ✚ Attract new investment for new buildings in keeping with and sympathetic to the existing built and natural environment.
- ✚ Preserve but make best use of existing buildings and other heritage such as the sea lock and canal.
- ✚ Oppose the degradation of historical spaces.
- ✚ Enhance Bude's identity by promoting its built heritage.
- ✚ Make best use of these assets in accordance with citizens' needs.
- ✚ Link the built heritage with other aspects of the town and rural parishes.
- ✚ Provide storage for Bude Archives.
- ✚ Establish education opportunities.

Potential partners are shown from pages 24 onwards.

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Key

Action by:	When	Cost
	Now	High
Us	Soon	Med
others	Later	Low

Matrix of Bude Plan – Prioritisation of Objectives and Projects				Possible partners
Commercial Centre: Objective One Maintain and improve the appearance and accessibility of Bude's commercial centre and increase its attractiveness and competitiveness to encourage investment, footfall and spend.				Bude Stratton Town Council New Cornwall Council
Investment to be in keeping with the overall strategy for the town and integrated with other growth initiatives.	Red	Orange	Orange	North Cornwall Council Council – in short term
Pleasant tree lined pedestrianised areas in the town, with increased planting	Red	Orange	Orange	South West of England Regional Development Agency (SW RDA)
More information signs, incorporating the Cornish language.	Red	Orange	Green	Chamber of Commerce /successor
The town to be part of a mesh network allowing access to publicly available Wi-Fi hotspots	Green	Orange	Orange	Property and land owners Private developers Housing Associations
Ensure that plan(s) for Cornwall recognize the needs of Bude.	Green	Green	Green	
Redevelopment of the empty and deteriorating Strand Hotel; the Bude Partnership will pursue this matter with the owner	Red	Green	Red	
The island between the canal and river to be a green and pleasant 'bridge' between the town/ new centre around the canal wharf.	Red	Orange	Red	
In the wharf area will be a new commercial centre where people will be able to buy arts and craft items made by local people and enjoy meals overlooking the repaired canal.	Red	Green	Green	
The new Cornwall Council will have a One-Stop-Shop enabling people to access council officers and services, working in partnership with the Citizens' Advice Bureau and Tourist Information Centre	Red	Green	Green	
Marketing: Objective two Marketing programme to be developed.	Red	Orange	Green	Bude Stratton Town Council New Cornwall Council
Improve the image of the area both physically by tidying up the town, but also through clear publicity and marketing.	Red	Orange	Green	NCDC SW RDA
Alternative modes of transport, enabling people to leave their cars at home, will be advertised widely.	Red	Orange	Green	COaST Chamber of Commerce
Bude Partnership will participate in the connection of Bude to major off-road cycle, or multi-use tracks.	Green	Green	Red	Private sector organizations Property and land owners Private developers Housing Associations
Attractions in the town such as the Castle, canal, walks etc should be marketed jointly.	Red	Green	Green	
Arts festivals and other events will be encouraged to bring people into Bude.	Red	Green	Green	
Provide an arts centre/ theatre and cinema	Green	Green	Red	
Investment: Objective three A programme to be developed which will encourage and facilitate investment. Investment needs to be in keeping with the overall strategy for the town and integrated with other growth initiatives.	Red	Orange	Green	Town Council New Cornwall Council NCDC SW RDA Chamber of Commerce Private sector organizations
Extended business park for new employers to relocate, or start new businesses, providing quality employment opportunities.	Red	Orange	Red	Training Providers Land owners Private developers
Extended business park for new employers to relocate, or start new businesses, providing quality employment opportunities	Red	Orange	Red	Housing Associations Community Area Network Convergence
Also encourage business investment into the town,	Red	Green	Orange	CUC/Adult Education
Using the transition to a unitary authority to our benefit, allowing us to drive the agenda in our area, we will ensure the integration of this Bude Plan into a combined plan for Cornwall	Green	Green	Green	
Use of convergence funding, designed to 'future-proof' Cornwall.	Red	Orange	Red	
CUC in Bude to encourage new businesses to come to and invest in Bude.	Red	Orange	Orange	

Matrix of Bude Plan Objectives – Prioritisation continued.	Action by Us or others	Now, Soon or Later	Level of Funding Needed	Possible partners
Transport: Objective Four Ensure everyone has good access to, from and within Bude and its local area to all aspects of transport.				Town Council New Cornwall Council NCDC SW RDA
'Park and ride scheme, or free land train or bus going around the town, from the beach car parks and through the centre. Use of the School car park, for a small park-and-ride scheme.	Red	Orange	Orange	Chamber of Commerce Private sector organizations Training Providers Land owners
People travelling by boat around the coast being encouraged to enter Bude through the sea-lock	Red	Orange	Green	Private developers Private companies LAG / SW Tourism
Benefits that might derive from proposals for the South Wales ferry from Ilfracombe.				Camelford MCTi Launceston MCTi
The improvement in public transport, both bus and train.	Red	Orange	Orange	South West Forests South West Lakes
Pedestrians and cyclists particularly with the trails developments associated with the Canal Regeneration Scheme and joint schemes to connect longer cycle trails.	Green	Green	Red	SUSTrans Bus Companies CoaST
Regeneration in the rural parishes.	Green	Orange	Orange	
Housing Objective five Ensure the provision of affordable housing to meet the present and future needs of the local community, more social housing will be required; to include shared ownership, rented accommodation and starter homes; fit for the identified needs. With sufficient infrastructure to support housing developments.	Red	Orange	Orange	Town Council New Cornwall Council NCDC SW RDA Chamber of Commerce Private sector organizations
All housing and other developments must be as 'environmentally friendly' as possible. making appropriate use of technology to reduce carbon emission and make best use of renewable resources	Red	Orange	Orange	Training Providers Land owners Private developers Housing Associations
Residents should also be encouraged to minimise waste and make their existing homes and other buildings more CO2 efficient.	Red	Orange	Orange	Builders
Install play equipment and Support groups and parents who wish to improve play areas for children	Green	Green	Green	
Apprenticeships during the construction process should be encouraged.	Red	Orange	Orange	
Youth and Community Objective 6 Build respect and the concept of community responsibility to maintain and enhance a safe, clean, healthy and crime-free environment, in which all sections of the area's society can fulfil themselves.				Town Council New Cornwall Council NCDC SW RDA
Extension of the Foyer Scheme into Bude by NCDC working in partnership with Stoneham Housing	Red	Green	Red	Chamber of Commerce Private sector Training Providers
Work with partners to encourage adequate social and community skills to give all residents a sense of their own worth.				Land owners Private developers Housing Associations
Provide a variety of art, leisure and educational facilities, to be accessed by all sections of the community including immigrants, the young, retired, the disabled and disadvantaged.	Red	Orange	Orange	Parish Councils Police Bus companies
Value the diverse nature of villages and communities in the area.	Red	Orange	Green	
Working to ensure the regeneration and revitalisation of Poughill and Stratton by seeking to re-establish retail outlets.	Red	Green	Orange	
Maintain and enhance a safe, clean, healthy and crime free environment	Red	Orange	Green	
Ensure that all services and transport services are accessible to those with physical disabilities.	Red	Orange	Green	
Encourage Literature Festivals and events to celebrate Art and Cornish Culture in the future.	Green	Green	Green	



Matrix of Bude Plan Objectives – Prioritisation continued.	Action by Us or others	Now, Soon or Later	Level of Funding Needed	Possible partners
Provide allotments and 'Community Gardens' in the Bude Stratton area.				
Health Objective 7 We seek to ensure health and well-being for the local population and will pursue the provision of high quality and accessible health provision for all.				CIOSPCT Local GP practices Bude Stratton Town Council Cornwall Council Parish Councils Social service Department Developers as appropriate Medical school Duchy Health Charity
Work with the Cornwall and Isles of Scilly Primary Care Trust (PCT) to plan affordable healthcare solutions.				
Increase in the NHS services supplied through their local hospital and medical centre. To this end, the development of a new hospital and medical centre would be high on the list of priorities.				
The existing Cottage Hospital and medical centre could become centres for the Peninsula Medical School				
We wish to see the provision of an increased range of services close to patients' homes				
Ensure transport is available for those who need to go further afield, free to those who need it.				
Maximise access to health education for all members of the Community				
Budehaven School will host a new Integrated Health Centre.				
Enhance access to primary care services locally.				
Enhance access to NHS dental care services locally.				
Improve access to secondary care and to specialist facilities provided elsewhere through the establishment of a new hospital and/or GP Poly-Clinic.				
Education Objective 8 Ensure provision of first class education for all.				
Establishment of a Bude Education Forum to provide a coordinated approach,				
Improve communication between education providers and the public, encouraging community participation				
Actively increase the focus on the need for vocational training and local trades, after-school facilities and the needs of the pre-school age group.				
CUC centres in North Cornwall, in Bude, Bodmin and Launceston. Encourage CUC to enter a partnership with Adult Education, with a possible extension to the Gregson Centre.				
Emergency Services: Objective 9: Maintain and improve the provision of all four emergency services for the people of Bude				Devon and Cornwall Police Ambulance Service Fire Service RNLI
Built and Natural Environment: Objective 10 Care for and look after our natural and cultural environment and Cornish heritage, for future generations safeguarding the precious balance through: Maintenance, Improvements, and Conservation.				Town Council New Cornwall Council NCDC Bude Canal and Harbour Society SW Forests, SW Lakes Fishery and tourism organisations Parish Councils
Enhance Bude's identity by promoting its natural and cultural heritage.				

Matrix of Bude Plan Objectives – Prioritisation continued.	Action by Us or others	Now, Soon or Later	Level of Funding Needed	Possible partners
Ensuring avoidance of the degradation of open spaces.				Town Council New Cornwall Council NCDC Bude Canal and Harbour Society SW Forests, SW Lakes Fishery and tourism organisations Parish Councils
Protection of natural heritage through co-ordination and co-operation from a number of services.				
Protecting the diversity and quality of habitats.				
Maintaining and enhancing landscape characteristics and allowing people better access to enjoy these				
Establish outdoor education opportunities.				
Awareness that the policy for natural heritage can greatly contribute to town's sustainable development				
Built and Natural Environment: Objective 11 Built Environment Increase access to, and knowledge of, the built environment to ensure increased use and protection for future generations.				Town Council New Cornwall Council NCDC SW Forests, SW Lakes Fishery and tourism organisations Private sector Training Providers Schools
Attract new investment to preserve but make best use of existing buildings and heritage such as the sea lock and canal.				Parish Councils Bude Canal and Harbour Society English Heritage and other agencies
Oppose the degradation of historical spaces.				
Enhance Bude's identity by promoting its built heritage and use these assets in accordance with citizens' needs.				
Establish education opportunities.				
Built and Natural Environment: Objective 12 When we seek to attract investment to the area we will work to maintain and improve its built and natural environments for the benefit of future generations.				Councils Agencies RDA Bude Canal and Harbour Society Private sector English Heritage and other agencies

4 The Parish Picture

The Bude Partnership recognises the inter-dependency between the town and the surrounding parishes. There are Parish Plans in place (or being developed) in some of the local parishes and it is important that these plans are an integral part of this overall 'Whole Town strategy'. The Parish Councils have been invited to join the Bude Partnership and are encouraged to participate as full partners in the implementation of this plan. The new Community Network Area, to be set up by the new Cornwall Council will include the parishes and mutual benefit can only be gained from this increasingly close association.

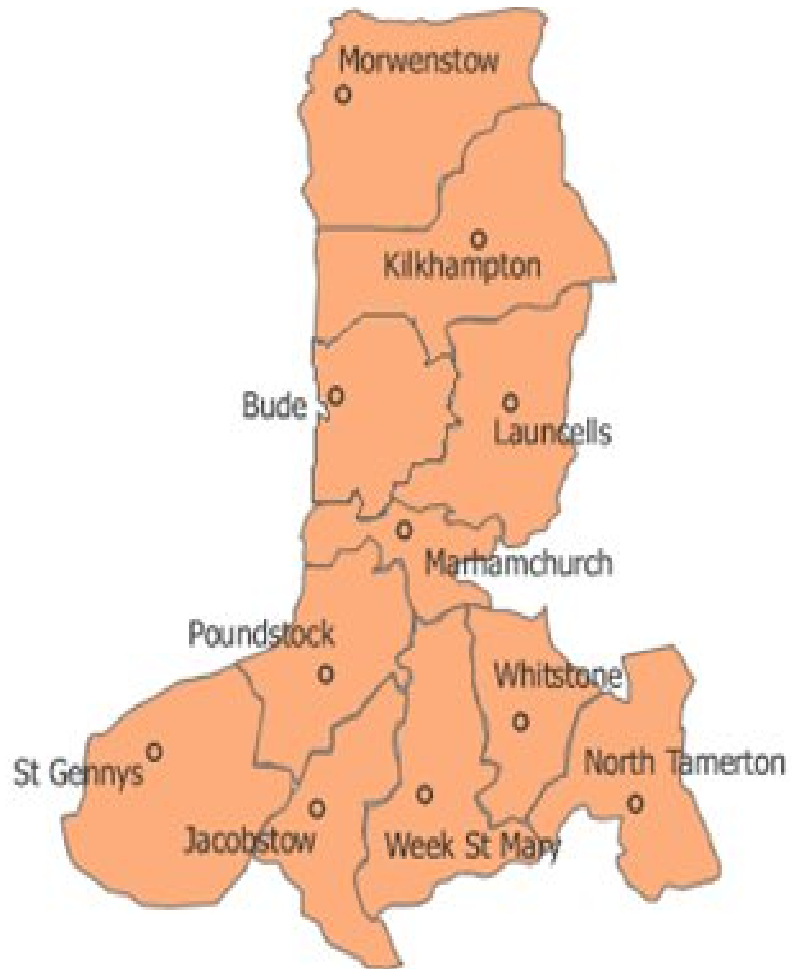
4.1 Bude & District Forum

Until March 2008, the Bude & District Forum was a voluntary community organisation without any political affiliations, with an area of benefit that included the parishes of: Morwenstow, Kilkhampton, Launcells, Poughill, Bude/Stratton, Marhamchurch, Whitstone, Poundstock, Week St. Mary, North Tamerton, Jacobstow and St.Gennys. The Forum provided a voice for local people at a time when the grassroots views and needs of a scattered rural area were often not adequately considered. Public meetings, held every other month in different parishes across the district, gave local people a chance to meet their local Parish, District and County Councillors, local Police and a variety of other people and are an opportunity for everyone to attend and express their views about local issues.



The Forum helped to support local projects and initiatives and can access grant funding, often unavailable to statutory bodies.

The Forum used their strategic influence to create opportunities for local people allowing members, local organisations and individuals to work together to help the community and to promote positive partnerships. The Bude and District Forum was represented on the Bude Partnership and it is intended that the Bude Partnership will take over the work of the Bude Forum, when funding for this work can be secured. In March 2008 the forum voted to dissolve as an organisation and the North Cornwall District Council has asked the Bude Partnership to continue the work carried out by the Forum.



Parish Plans

A Parish Plan is a set of actions, adopted by the Parish Council, after extensive consultation with the people of the parish. They include actions both to make changes people want and actions to try to retain features people do not want to lose. This can range from things like extra footpath signs to encouraging or opposing building of a bypass or a power station.

Some actions, particularly those within the resources of the parish, and volunteers supporting it, may have quite short timescales. Others may be much longer term and require substantial fund-raising or grants. However, the fact that a required action is documented in the Parish Plan, together with the evidence of the public support for it, is a powerful lever in getting the support of funders and outside agencies.

The North Cornwall Parish Plan Grant scheme has existed to provide funding for parish councils to create a parish plan and the scheme was extended to March 2008.

As at March 2007, 12 town and parish councils in North Cornwall had accessed the programme and were in the process of creating a parish plan. In the Bude ward, these included: Launcells, Week St Mary, Marhamchurch, Whitstone and Poundstock. Morwenstow, N.Tamerton & Jacobstow are not going to be involved in Parish Plans for the moment. A service level agreement was set up with Cornwall Rural Community Council (CRCC) to provide a facilitation role in North Cornwall to establish the equivalent of one day per week in the development of town and parish plans in North Cornwall, both in terms of attendance at meetings and office based support.



4.2.1 Morwenstow

Morwenstow is not involved in Parish Plans for the moment. A parish of hamlets, Woodford, Gooseham, Woolley, Shop, Coombe Valley and Eastcott, Reverend Hawker's parish of Morwenstow is a wild outpost of dramatic and beautiful scenery, high coastal cliffs, wooded valleys and traditional farms. It includes catch the Tidna Valley and the Church of St Morwenna and St John the Baptist, an ancient Holy Well, Hawker's Hut and the Vicarage with unique chimneys.

4.2.2 Kilkhampton

Kilkhampton is the largest village in Cornwall, north of Camelford and is classes as a main village. The Kilkhampton Parish Plan was one of the first plans completed in Cornwall in 2003. It focussed on affordable housing, roads: the need for a new village road to reduce the volume of traffic; environment, including better car parking; education for early years and adult courses in the Grenville Rooms; the 'spasmodic and unreliable' public transport and employment through small private enterprises, encouraged since the development of the wayside Workshops and development of other property.

4.2.3 Launcells

Launcells, a parish is 1¼ mile southeast of Stratton, and a couple of miles west of the river Tamar at the boundary with Devon. It contains also the hamlets of Prestacott, Grimscott, Butspur, Cross, and Hershams. Launcells started the parish planning process late in 2006.

4.2.4 Marhamchurch

The Marhamchurch Parish Plan project was established by a decision of Marhamchurch Parish Council in November 2005 after strong public support. A Parish Plan Group was established. The plan was part funded by the Parish Council and grant aid was also secured from DEFRA/CRCC and North Cornwall District Council.

The first public announcement about the project was on 25 April 2006, and the Working Group developed a questionnaire and the results were presented back to the people of Marhamchurch. A new Parish Plan Management Committee was elected - and it was that Committee which, together with numerous other volunteers, organised and ran the Feedback Day in June 2007. Work still continues towards the publication of the Parish Plan.

4.2.5 Poundstock

Poundstock, three miles north-west of Week St. Mary, is the site of Penfound Manor, the oldest inhabited manor house in Britain. The Parish Plan survey was completed ready in May 2007.

4.2.6 St Gennys

Based around a village perched 400 feet up on the cliff side just above Crackington Haven – St Gennys clings to the hillside and looks out to the great headlands which drop sheer down to the sea. An NCDC grant of £2,774.43 was made to St Gennys Parish Council in 2005 to assist with the Parish Plan process. St Gennys was actively involved in the Parish Partnership scheme and carried out a wide range of improvements as well producing a parish map. They have actively managed the network under the Local Maintenance Partnership scheme and are still seeking to carry out further improvements in conjunction with the county council and landowners by replacing some old, awkward stiles with kissing gates and make some walks accessible to the elderly and infirm.

As a coastal parish they recognize the high value of the South West Coast Path and appreciate the importance of the inland links to the Coast Path and Tony Herr, the Parish Coordinator organizes



regular walks for residents and visitors throughout the parish and it is this enthusiasm and interest that keeps the paths in such good order.

4.2.7 Jacobstow

Off the A39 Atlantic Highway, about 7 miles south of Bude, Jacobstow is not involved in Parish Planning process for the moment.

4.2.8 Week St Mary

Week St Mary is an essentially linear settlement about 7 miles (11km) South-West of Bude, reached by narrow lanes from all directions. It is set high up on rolling hills and the surrounded by farmland. Recently there has been steady growth in population and while the NCDC Local Plan regards Week St Mary as a main village with good facilities, able to sustain future growth, the local Parish Council would dispute this. The current population is approximately 500 and the village is increasing in popularity. In 2006 Week St Mary secured funding from NCDC and DEFRA and the Plan was published in April 2008. The plan sets out clear aims and associated actions under such headings as Social, Leisure and sports facilities, Housing, Transport, Local Services and Healthcare, School and Youth – all of which fit closely with the objectives of this Bude Plan.

A piece of land known as Poor Man's Piece, left to the parish in perpetuity, is also on the list for attention. This might include provision of allotments and/or communal garden – again closely linked to the objectives of the Bude plan.

It has been agreed that the Bude Partnership will work closely with the Parish Council to support the implementation of the aims and actions.

4.2.9 Whitstone

In February 2007, Whitstone Parish Council received a financial contribution of £3,000.00 towards their parish planning process. In April 2007, the Whitstone Chairman gave several ideas about developments that they are hoping to achieve through their parish plan, e.g. children's playground.

4.2.10 North Tamerton

North Tamerton sits on the Cornwall/Devon border overlooking the upper reaches of the Tamar and is equidistant between Bude and the historic charming town of Launceston. The remains of the old Bude canal can still be seen as it wends its way through the parish towards Launceston. North Tamerton is not involved in Parish Plans for the moment.

SWOT Analysis

Strengths	Weaknesses
<p>The structure of the Bude Partnership is strong and inclusive.</p> <p>The Bude Partnership has the enthusiasm, skills and people to make it happen.</p> <p>Positive attitude, commitment and enthusiasm of dedicated members.</p> <p>All organisations in Bude are talking to each other at last.</p> <p>Our Natural Environment.</p> <p>Bude is family friendly.</p> <p>Visitor assets – beaches, canal, castle etc.</p> <p>Lots of new initiatives.</p> <p>Geographical location on border of two counties. Access to rest of UK /Atlantic Highway.</p> <p>Shared visions between partners and others.</p> <p>Good schools.</p> <p>Good communication and consultation.</p> <p>Capacity to think laterally.</p> <p>Strong network: contacts with the bigger picture.</p> <p>Good range of employers.</p> <p>Potential for growth.</p> <p>Long term vision, community working is driving us.</p> <p>The purpose is clear – (it is the path that is cluttered).</p> <p>New One Cornwall Community Network Area concept is in tune with our own raison d'être.</p>	<p>Lack of:</p> <ul style="list-style-type: none"> ✚ sufficient skills ✚ employment land ✚ Bude marketing strategy ✚ conference facilities ✚ niche traders cluster ✚ night life, quality restaurants, cinema etc ✚ leisure facilities for young people ✚ affordable housing for young people ✚ jobs for young professionals ✚ good infrastructure <p>Low wages.</p> <p>No higher or further education facilities</p> <p>New Cornwall Council based a long way off in Truro</p> <p>Reliance on seasonal employment</p> <p>Limited support for employers wishing to increase skills of employees</p> <p>Reliance on tourism economy</p> <p>Bude Partnership reliance on volunteers and reps from other organisations</p> <p>Danger of becoming a talking shop – no action</p> <p>Geographically peripheral (to services etc)</p> <p>Bordering two counties that function differently</p>
Opportunities	Threats
<p>Parish Planning integrated into Bude Plan</p> <p>Bude Plan integrated into Cornwall Plan: One Cornwall transition allows us to drive the agenda.</p> <p>Opportunity to develop community cohesion.</p> <p>Links to bigger projects: Canal regeneration, LAG, SWTourism, Shifting Sands etc.</p> <p>Develop Harbour as yachting port of call.</p> <p>Develop town centre and beaches.</p> <p>Joint projects with Camelford and Launceston – the land between the moors: Rural regeneration.</p> <p>Develop green tourism with cycle tracks,</p> <p>Convergence funding, especially that designed to 'future-proof' Cornwall.</p> <p>More affordable. Housing.</p> <p>Chance to really make it happen; make a change.</p> <p>Develop the uniqueness of Bude. Celebrate Cornish heritage.</p> <p>Knowledge economy – higher paid jobs (design rather than manufacture)</p> <p>Combined Universities in Cornwall.</p> <p>Broad band; opportunity to increase speed and make Bude Wi-Fi (Fibre Optics?)</p>	<p>Companies move out or relocate</p> <p>Local/regional structure might change, we may lose the advantage</p> <p>Big investors may throw big money and change Bude in unplanned ways</p> <p>Competition from other (e.g. seaside) towns</p> <p>Loss of identity (what is sacrosanct?)</p> <p>High fuel costs may threaten/prevent companies coming to Bude</p> <p>Getting bogged down in personality politics and single agendas</p> <p>Transition to Cornwall Council may slow things down, e.g. transition to a single Local Development Framework</p> <p>Staff changes in partner organisations</p> <p>Community disillusionment/cynicism</p> <p>No (private sector) investment</p> <p>Chasing funding, losing sight of the plan</p> <p>Vision blurred by developments led from elsewhere</p> <p>Lack of core funding for people to drive the vision forward</p> <p>Dependency on private cars</p>



Chronology

1992	Bude Plan developed through LEADER 1 (N Tamar Business Network)
2002	Bude Study and Plan commissioned by Bude-Stratton Town Council and Bude Forum
2004	Business Survey by the Bude Chamber of Commerce
2007	Bude Partnership: Comment Boxes: at various events and venues
All year	Bude Partnership: Youth Consultation
autumn 07	Bude Partnership: Survey: Questionnaires and survey forms Questionnaires were taken into the Budehaven Community School
Oct. 2007	Bude Partnership: Public Consultation Event:
Oct. 2007	NCDC Local Development Plan (LDC): CONSULTATION <ul style="list-style-type: none"> • Core Strategy (Preferred Options) • Development Management Policies (Preferred Options) • Site Specific Allocations & Policies (Preferred Options)
14 Dec. 07	NCDC (LDC): 8 week consultation period ended
Nov. 2007	Bude Partnership: Public Consultation Event
Dec. 2007	Bude Partnership: Further Consultation took place at Supermarkets
2008	
January to May 2008	Bude Partnership: Main and Theme Group meetings and discussions leading to development of drafts of strategic plan.
26 – 28 June 2008	Launch and publication of strategic plan. Display at Castle Heritage Centre, Bude. Consultation on the plan commenced
July 2008 onwards	Continuing consultation on the plan, continual up-dating and renewing.
July 2008 onwards	Implementation phase starts. Theme Groups start to meet again from 16th July 2008 onwards. Cornwall Council in place by April 2009.

Bibliography

Bude Study and Action Plan 2002 2003 English House Condition Survey Cornwall Structure Plan 'North Cornwall Profile' NCDC Reports to Committee NCDC	North Cornwall Local Development Framework (LDF) Cornwall and Isles of Scilly PCT Board report: 2007/87 South West Observatory: State of the South West 2007 South West Intelligence Database (SWID) North Cornwall Local Development Framework
Websites including:	
Cornwall County Council Objective One Visit North Cornwall Ourproperty.co.uk	South West Observatory (WWW.swo.org.uk) One Cornwall – the team developing the new Cornwall Council www.pagodagraphics.com SusSET Toolkit for small towns bude-canal.co.uk

APPENDICES

There are three appendices to this plan.

Are shown separately on the website. In the printed plan, the 3 appendices are on the CD to be found inside the back cover.

Paper copies of the full plan and of the appendices are available from the Bude Partnership, 38 Queen Street, Bude or may be requested through this website. Please provide a postal address.

A printed summary edition of this plan is also available from the same addresses.