

*The North of North Cornwall: Kernow
Our Vision for Bude and its Parishes*

TODAY, TOMORROW AND FOREVER

Hedhyu, avorow ha bys vyken.

Our Long Term Vision:

*To increase the prosperity of the Bude area, improving the quality of life while maintaining and enhancing the area's **Cornish** culture and natural heritage; ensuring that the area remains a **vibrant** and attractive place in which to live and work.*

Introduction

The Purpose of this Document

This document is published to provide a focus for all who are concerned with the development of the Bude area, in whatever capacity. 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.

We seek to ensure that this document, and the fuller plan that provides the background and context for this summary, is received and adopted by the Bude Stratton Town council, parish councils, the new unitary authority and the current North Cornwall District Council.

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

Common threads run through all our suggested plans:

Wherever practicable, the unique culture of Cornwall and its people should be embedded as the strategies are implemented,

All sections of the local community who have put forward the ideas that form these strategies, must continue to be actively involved in the implementation of this plan.

Background

The Bude Partnership is proud to present its strategic plan and twenty five year vision for the Bude

area. It focuses on both short-term imperatives and long-term challenges that will affect the people who live and work in and around Bude, considering all aspects including our education, health, economy and the downs, beaches, town, and rural environments.

Bude Partnership picked up the task of preparing a long-term strategic plan, from the Town Council and Bude & District Forum who carried out a Bude Study and Plan in 2002. The partnership considered how the development and regeneration of the Bude area has progressed since 2002 and has incorporated these into this plan. We have also sought to consider and incorporate plans and strategies developed by the County Council and the North Cornwall District Council, mindful of the forthcoming change from these two tiers of council to a unitary authority. We set out with an aim to increase the prosperity of the area and improve the quality of life of its citizens, but it is essential that we maintain and enhance the area's natural heritage.

MCTi

This plan has been put together by the Bude Partnership as part of a contract with the Market and Coastal Towns Initiative (MCTi), to develop a strategic action plan for Bude, Stratton, Poughill and the surrounding parishes. It is driven by the priorities that have been highlighted 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.

The people of Bude believe that they have been neglected in the past. The new unitary authority that will replace the County and District Councils is (as yet) an un-known quantity but the strength of the Partnership is that it will continue to act through these changes in governance, overseeing the implementation of our plan and ensuring that Bude is not forgotten and neglected.

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 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.

We hope that this plan provides a clear view of how the Bude area can change for the better and how we can achieve our 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 Bude Partnership

One of the most significant results of the work undertaken to produce this plan is the development of the Bude Partnership itself. A previous Chief executive of the NCDC suggested that Bude needed to 'pull together' to change our own fortune, and this challenge has been met; the Partnership is a real coming together of private, voluntary and public sectors, with an added sprinkling of concerned and enthusiastic individuals who have also jumped into the melting pot. Local Parish Plans will form a part of this plan.

The Partnership was set up in 2006 to bring together interested people and organisations to develop and carry forward plans for the improvement of Bude. It was instated as a Company Limited by Guarantee “*Bude Partnership Cornwall*” in August 2007.

The Partnership brings together people from the Chamber of Commerce, 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, fire and youth organisations. Individuals – including many young and older people - have been involved both as members of the Partnership and through surveys and at public consultation events.

The Bude/Stratton Area:

A seaside town with ten rural parishes, as shown on the attached map) the average income in the area is low and although it is an attractive place to live, it is remote, with 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.

Over the past decade, the demographics of Bude have altered as the percentage of older people above the national average and 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.

That said, other important strategies are included, 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.

A majority of the local population rely on tourism for their income, and this is a tenuous reliance, since by definition, employment - and the economy of the town – is seasonal. This being the case, the income to be obtained from visitors 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. The risk to fragile communities such as Stratton and Poughill also need to be urgently addressed.

The Future:

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 any improvements.

Our Long Term Vision:

To increase the prosperity of the Bude area, improving the quality of life while maintaining and enhancing the area’s **Cornish** culture and natural heritage;

ensuring that the area remains a vibrant and attractive place in which to live and work.

Our Strategies

The Economy, employment and skills

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

quality jobs,

quality training and

a quality business environment

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 and greater all-round prosperity.

We intend to work to:

- Identify more land for employment to enable local business to expand and grow and encourage inward investment.
- Establish a base for the Combined Universities in Cornwall (CUC) Higher and Further Education, and Adult education
- Encourage quality business start-ups.
- Specifically to develop/create new major attractions for the area, to both provide local employment and attract visitors. These may be linked to proposed, new, major cycle tracks.
- Assist local business to grow.
- Promote a culture of life-long learning for young people and adults.
- Encourage a culture of local enterprise and innovation.

Combined Universities in Cornwall

The CUC are eager to have centres in North Cornwall, in Bude, Bodmin and Launceston. The Partnership will encourage the CUC to develop such a centre as soon as possible.

It is to be hoped that the presence of the CUC in Bude will encourage new businesses to come to and invest in Bude.

The Commercial Centre

We will work to maintain and improve the appearance and accessibility of Bude's commercial centre and increase its attractiveness and competitiveness to encourage footfall and spend.

Town Centre

The people who participated in our consultation called for Pedestrianisation of Queen Street and we will work to achieve this and work with councils to achieve further landscaping and planting to enhance the overall look of the town:

We will address the parking situation and consider park and ride, and a land train or free bus service around town in the holiday season.

People wish us to drive towards the provision of allotments or 'Community Gardens' in the Bude and Stratton area.

Strand Hotel

There is an over-whelming call for the redevelopment of the empty and deteriorating Strand Hotel, which is privately owned, this work is now under-way.:

Information Signs

Many people feel that there is a need for more information signs all over Bude showing the way to the beaches, the castle heritage centre and gallery, the canal etc. It is hoped that at least some of these will be in English and Cornish.

Cinema / Theatre/ Music Venue

It was universally agreed that Bude needs a cinema and/or theatre and/or arts centre.

Wi-Fi

Bude appeals to the internet and surfing generation and to encourage their visits to Bude, It is hoped that Bude will become wireless, giving access to modern communication networks and the internet. In addition, many visitors to the area, although here on holiday, also feel the need to stay in touch using Wi-Fi services. The needs of the business users are as important to the internet surfing generation. A covered seating area where PC users and others may be protected from the weather would also be a useful addition.

We will work to improve the appearance and performance of Bude Town Centre through working with the County Council, the South west Regional Development Authority, the new unitary Authority and local business and other partners.

Transport

Poor quality roads, inadequate coach services, the lack of a rail link and poor connections with main-line rail stations tend to make Bude a difficult place to get to without a car. We will strive to ensure everyone has good access to, from and within Bude and its local area to all aspects of transport.

We will work to:

Improve local public transport and raise awareness of the existing and future links,
Encourage and development of footpaths, cycleways, and alternative methods of transport,
Increase the number of children cycling safely to school,

Ensure a high maintenance of roads paths, cycleways and waterways.

- We wish to encourage more people to leave their cars behind and at the same time improve access to environmentally friendly transport, car-sharing etc.
- We will work with providers to improve the area's transport connection with the rest of Cornwall, Devon and the UK and to coordinate timetabling

Cycle Trails:

The Bude Partnership has become associated with the campaign/ projects to link Bude to the Tarka Trail and the Camel Trail in addition to other 'multi use trails throughout Devon and Cornwall and the rest of the country.

As well as improving the carbon footprint, it is to be hoped that these developments will also help to extend the tourist season.

Housing

We will seek to ensure the provision of affordable housing to meet the present and future needs of the local community.

- It has been agreed that housing should be fit for the identified needs.
- Building on the success of the Broadclose Estate, more social housing will be investigated to include shared ownership, rented accommodation and starter homes.
- Emphasise the importance of infrastructure to support housing developments.

Youth and Community

We will seek to 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.

We will seek to:

- Ensure adequate social skills to give all residents, including community leaders a sense of their own worth.
- Provide a variety of leisure and educational facilities, to be accessed by all sections of the community including the young, retired, the disabled and disadvantaged, immigrants.
- Develop and value a strong sense of Cornish identity.
- Value the diverse nature of villages and communities in the area.
- We will work to ensure the regeneration and revitalisation of the communities in Poughill and Stratton by seeking to re-establish retail outlets.

We wish to maintain and enhance a safe, clean, healthy and crime free environment *in which all sections of the area's society may find fulfilment.*

Youth Centre/ Youth Café

A youth centre already exists on the top floor of Neetside, but it is agreed that a youth/community café would be a welcome addition.

The Foyer scheme is to be extended into Bude by the North Cornwall District Council (NCDC) alongside Stoneham Housing which will provide support for young people leaving home.

Older People

There is a request for a centre in Bude similar to the Betjeman Centre in Wadebridge.

Literature Festivals/ Cornish Culture and Art

There is a move for Bude should host such events in the future.

Health

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.

- Maximise access to health education for all members of the
- community.
- Enhance access to primary care services locally.
- Improve access to secondary care and to specialist facilities provided elsewhere.

We wish to see the provision of an increased range of services close to patients' homes, and to ensure transport is available for those who need to go further afield. We will work with the Cornwall and Isles of Scilly Primary Care Trust (PCT) to plan affordable healthcare solutions.

Integrated Health Centre (Pilot Scheme)

Budehaven School has been awarded a £250k grant by the Duchy Health Charity towards the development of the old Caretaker's Bungalow as a pilot Integrated Health Centre.

This will work closely with the GP surgery and will provide education on sexual health, drug abuse, obesity etc and will also be aimed at citizenship issues, linking to police, CAB etc.

The Partnership has already secured revenue funding (money) from the PCT (NHS) for a health trainer who will be one member of staff at the Integrated Health Centre.

Education

We will work to ensure provision of first class education for all.

To do this we will:

- Establish a Bude Education Forum: to provide a coordinated
 - approach,
- Improve communication between education providers and the public.
- Actively encourage community participation and enjoyment

We will 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.

Emergency Services

We will seek to maintain and improve the provision of all four emergency services for the people of Bude.

To improve the provision of services we will actively seek the provision of :

Fire Service:	day and night cover, with a manned emergency response,
Ambulance:	24 hour cover,
Police:	better public accessibility.
Coastguard:	continued service

Built and Natural Environment

We will care for and look after our built, natural and cultural environment and Cornish heritage, safeguarding the precious balance through:

- Maintenance,
- Improvements,
- Conservation.

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.

Historic records

A need has been identified for space for the storage of historical records held by the Bude Old Cornwall Association and parish records, which are the envy of other Old Cornwall Societies.

Other Regeneration Projects

We will work very closely with the Bude Canal Regeneration project and Castle Heritage project which has already been making good progress over the past year.

During the process of developing this plan, various immediate and longer term proposals for changes in Bude have been received and some examples of these are given through this summary plan. The Theme groups will work to develop these - and other - ideas and to implement the specific projects and redevelopment sought by the people of Bude.

Participation

During October and November 2007, the Partnership undertook public consultation and Theme Groups were set up to discuss the outcome of the consultation and make proposals as to how to take forward the ideas and proposals that were put forward by the people of Bude.

The Bude Partnership brings together people from the Chamber of Commerce, 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

Draft 2

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Information, training organisations, Enterprise Tamar, the NHS, police, fire and youth organisations and individuals committed to the development of dynamic and vibrant communities in the corner of North Cornwall.

The overall strategies as recorded in this summary plan were developed at workshop sessions on 23rd January 2008 by members of the Bude Partnership. Those present included representatives of: Bude Youth Project, North Cornwall District Council, Bude Police, North Cornwall Healthwatch, PPI, Bude Forum, University of the Third Age (U3A) The Learning Shop, Bude Area Tourist Board, Market and Coastal Towns Association, Bude Canal regeneration, SWSW and individuals from Stratton and Bude.

Other Versions of This Strategic Plan

Large print copies of this plan may be obtained by application to the Bude Community Coordinator at the Henford Study Centre, Ashwater, Devon or from: Nicky Chopak, the Chair of the Bude Partnership, c/o Compass consultants, 38 Queen Street, Bude. This is a summary of a longer plan that includes detail of what was included in the 2002 Bude Study, developments since that date, Parish Plans and details from plans published by the County Council and the North Cornwall District Council.

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All comments and contributions should be sent to the Bude Partnership at the above address. or via the website: www.budepartnership.co.uk