







Community Strategic Plan 2006–2021

Further copies of this Plan together with a CD of the Plan and a copy of the Healthcheck, Strategic Review, Parish Plans and other appendices can be obtained from Lynton and Lynmouth Town Council or downloaded from our website

www.lynexvision.org





Representing the Parishes of:
 Brendon
 Challacombe
 Countisbury
 Kentisbury
 Lynmouth
 Lynton
 Martinhoe
 Parracombe
 Trentishoe

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 SWOT, Summaries of Big Issue consultations, Summary of
 Big Solutions Events

1 Welcome to Lyn and Exmoor

Chairman's Statement

We are fortunate to live in an area of incomparable natural beauty within Exmoor National Park. As the tourism guide books say, we live among 'sweeping bracken clad coombes, heather topped hills and spectacular cliffs. Rivers and tumbling waterfalls wind their way through deeply wooded valleys to the sea, creating an outstandingly magnificent and charming countryside.'

The romance of our natural and cultural heritage has been captured, too, in R.D. Blackmore's tale of 'Lorna Doone' and in the poems of Shelley, Wordsworth, Coleridge and Southey. In living memory was the Lynmouth Flood Disaster of 1952, when nine inches of rain fell in the space of 24 hours, causing devastation throughout the Exmoor area and claiming thirty four lives.

The beauty of our landscape, its archaeological and recent history and the romance of our cultural heritage draw tourists to our area and to a large extent our economy will continue to rely on the visitor pound. But our Vision for the Lyn and Exmoor area is geographically wider than our key parishes of Lynton and Lynmouth. Our other 7 parishes face challenges from formidable changes in agricultural economy and from inadequate service provision.

Our geographic isolation on Exmoor has created an independent and close-knit Lyn and Exmoor community with long held linkages between the parishes of Brendon, Countisbury, Parracombe, Challacombe, Trentishoe, Martinhoe and Kentisbury which, together with Lynton and Lynmouth, form the area of our Plan.

We have come together as a 'Lyn and Exmoor Vision' steering group to develop a Vision for the future of our area over the next 15–20 years. This Vision can be found on page 14 of



the Plan. Some of the actions we propose will take years to accomplish, many will be delivered in much shorter time.

At the beginning of our Plan-making process, in 2004, we carried out an objective analysis of the Lyn area. This 'Healthcheck' gave us initial information about the population of the area, its economy and environment, transport links and the community facilities available to local people. This information has informed our thinking and given us a valuable starting point for the Plan. The full Healthcheck is available as appendix 1 to this Plan.

The key issues we want to address were identified through discussions with local people, finding out what they value already about the area, what they are concerned about and

what they would like to change. They told us that although they generally loved living in this area, they had some key concerns:

- Lack of choice in employment beyond tourism
- Lack of housing for local needs – particularly for young people and families
- Poor road communications and un-co-ordinated transport schemes
- The need to enhance some key buildings and heritage areas in Lynton and Lynmouth
- Inadequate health, leisure and community facilities.

A full summary of the issues identified from our 'Big Issues

and Solutions' community consultations can be found in appendix 2.

Having identified the key issues we wish to address in the Plan we brought together local people, businesses and key public sector agencies in a series of events to generate ideas for 'Big Solutions' to the specific factors that affect our community and hold us back. From these events come the ideas for projects and actions that you will see in the core of the Plan – 'Our Key Projects and Actions'.

"Our discussions with community and public agencies already working in the Lyn area have shown us that many of our ideas fit well into their strategies for change or enhancement. We aim therefore to build on what is already working well and to deliver our Plan in partnership with existing agencies, businesses and groups."

Our discussions with community and public agencies already working in the Lyn area have shown us that many of our ideas fit well into their strategies for change or enhancement. We aim therefore to build on what is already working well and to deliver our Plan in partnership with existing agencies, businesses and groups. A summary of the key strategies for our area has been prepared for us by North Devon District Council and is available as appendix 3 to the Plan.

We have other ideas where no individual, group or agency is currently taking action. In these instances we see ourselves as catalysts for change – perhaps pulling together key agencies for initial discussions, or seeking funds to generate research or developing pilot projects.

To deliver our Plan we will work in partnership with Lyn Community Development Trust. The Trust will formally

adopt the Plan and develop specific and timed actions to deliver and review progress in each of the specific projects in the Plan. The Trust will continue to consult and involve local people as the Plan is monitored and reviewed.

The four years of developing the Plan have been enlightening, informative – and very hard work! Nothing could have been achieved without the efforts of all the communities of the Lyn area – our thanks for turning out to winter evening meetings and for all your ideas. As Chairman of the Lyn and Exmoor Vision Steering Group I would like to extend my thanks to all the members of the steering group, past and present, who have given their time unstintingly throughout the process so far – particularly to the Vice-Chairman Ian Rigby, who ably chaired the group during the summer of 2006. My thanks also to key public agencies – Lynton and Lynmouth Town Council, North Devon District Council, Exmoor National Park Authority, Devon County Council and the Market and Coastal Towns Association as well as consultants Hannah Reynolds Associates for their help in the preparation of the Plan.

We have the plan. Now we must make it happen!

Dr. Roger Ferrar

Chairman of Lyn and Exmoor Vision Steering Group

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2 Profile of the Lyn and Exmoor Area

This chapter provides some key facts about the Lyn and Exmoor area, to give a background for our Community Strategic Plan. Note that due to the different sources of information gathered some statistics are at parish level and some at ward level.

Setting and Physical Features

Exmoor National Park Plan¹ describes the distinctive physical features of Lynton and Lynmouth and their setting:

‘Although one community, Lynton and Lynmouth are two separate settlements, physically separated by Lynmouth Hill. The A39 coast road provides the main transport link to the settlements. The setting of the settlements is one of the most picturesque and dramatic in the National Park.

Lynmouth exists as a small coastal community, whereas Lynton is a much larger settlement confined by Hollerday Hill and Station Hill. With Lynmouth Hill separating the two settlements and Countisbury Hill to the east of Lynmouth, physical expansion of Lynton and Lynmouth is almost impossible.

Lynton is a compact early to mid Victorian holiday town with uniform street pattern. Lynmouth is generally older with terraced buildings fronting the river and sea front.

All significant open spaces are on the periphery of the settlements, such as Holman Park, The Valley of Rocks and Hollerday Hill.

Lynton and Lynmouth is the most popular tourist destination on Exmoor with the industry vital to the local economy.’

The setting for the surrounding settlements of Martinhoe, Parracombe, Brendon, Countisbury, Challacombe, Kentisbury

Table 1: Total Population living in each Parish *

Population	Lynton & Lynmouth CP	Martinhoe CP	Parracombe CP	Brendon CP	Countisbury CP	Challacombe CP	Kentisbury CP	Total
All people	1,513	104	294	159	66	130	266	2,532

Source: 2001 ONS * No Information is available separately at Trentishoe level

Table 2: Population age profile

Age	Lynton and Lynmouth Ward	Surrounding Area *	North Devon	South West	England
Total Population	1,738	7,502	87,508	4,928,434	49,138,831
Aged 0-4	3.86%	4.6%	5.11%	5.48%	5.96%
Aged 5-15	10.36%	14.4%	13.81%	13.57%	14.2%
16-19	3.97%	4.0%	4.25%	4.72%	4.9%
20-44	26.64%	26.0%	29.16%	32.38%	35.31%
45-64	32.28%	32.6%	27.51%	25.21%	23.75%
Aged 65+	22.90%	18.4%	20.17%	18.65%	15.89%

Source: Census 2001 * The 'Surrounding Area' comprises the wards of Bratton Fleming, Marwood and Combe Martin

and Trentishoe is of moorland, steep valleys, narrow lanes – a scattered collection of villages and hamlets with dependence both on agriculture and the tourism industries. These parishes have a high proportion of holiday and second homes; in many cases they have no public transport.

Population

As can be seen from Table 1, above, the population of Lynton & Lynmouth has fallen since the 2001 census figures below (latest figures available), partly because of the growing number of houses being lost to second-home owners.

In Table 2, below, of the Lynton and Lynmouth ward population, 23% of residents are over the age of 60. This is a

slightly higher percentage than in the surrounding area where the average is 18% and higher than in the South West – 18% and significantly higher than the national percentage – 16%. Only 14%of the Lynton and Lynmouth ward population is aged under 16. This is lower than in surrounding parishes where the average is 18%.

Of the Lynton and Lynmouth ward population, 23% of residents are over the age of 60. This is a slightly higher percentage than in surrounding area where the average is 18% and higher than in the South West – 18% and the national percentage – 16%. 14%of the Lynton and Lynmouth ward population is aged under 16. This is slightly lower than in surrounding area where the average is 18%. The national percentage of the population under 16 is 20%.

¹Exmoor National Park Local Plan 2001 -2011 (adopted March 2005)

Table 3: Percentage Economically active 16–74

Economically Active 16-74	Lynton and Lynmouth Ward	Surrounding Area	North Devon	South West	England
Economically active: Employees Part-time	11.55%	12.4%	13.9%	13.23%	11.81%
People aged 16-74: Economically active: Employees Full-time	27.88%	28.1%	33.68%	39.08%	40.81%
Economically active: Self-employed	25.23%	22.9%	13.75%	10.08%	8.32%
Economically active: Unemployed	3.41%	2.25%	3.31%	2.57%	3.35%
Economically active: Full-time student	0.98%	1.88%	1.85%	2.55%	2.58%

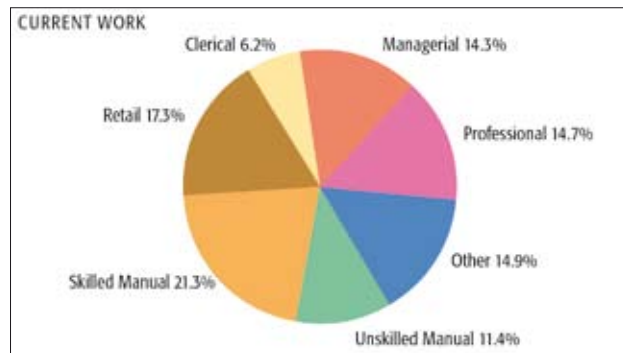
Source: 2001 Census, ONS

Employment

The percentage of part time and full time employment in Lynton and Lynmouth ward is lower than in the surrounding area and in North Devon – and much lower than the national figure (see Table 3). The level of self employment is three times the national figure although the level of full time students is low, reflecting the age profile of the population.

Local occupations are well spread out across a range of jobs.

Fig.1: Employment by Occupation Lyn and Exmoor Area



"The level of self employment is three times the national figure although the level of full time students is low, reflecting the age profile ..."

The largest employment sector in Lynton and Lynmouth is hotel and catering (25.3%) followed by retail (13.6%), health and social work (10.7%) and real estate (10.0%). This hotel and catering sector percentage is much higher than that of North Devon and the South West.

Table 4: Industry of Employment

Industry of Employment %	Lynton and Lynmouth Ward	Surrounding Area	North Devon	South West	England
Agriculture; hunting; forestry	6.5	10.5	5.0	2.49	1.45
Fishing	0.0	0.3	0.1	0.08	0.02
Mining & quarrying	0.0	0.0	0.1	0.33	0.25
Manufacturing	5.9	11.3	15.0	13.95	14.83
Electricity; gas and water supply	0.0	0.0	0.5	0.6	0.71
Construction	7.0	7.9	7.4	7.24	6.76
Wholesale & retail trade motor vehicles	13.6	17.6	17.7	17.14	16.85
Hotels and catering	25.3	10.5	9.1	5.6	4.73
Transport storage and communication	7.1	4.4	4.2	6.19	7.09
Financial intermediation	1.3	1.1	1.5	4.26	4.8
Real estate; renting and business activities	10.0	8.3	8.3	11.43	13.21
Public administration and defence	3.5	3.2	4.9	7.04	5.66
Education	4.2	7.4	6.4	7.56	7.74
Health and social work	10.7	11.9	11.6	11.03	10.7
Other	4.8	5.2	4.0	4.9	5.2

Source: 2001 Census, ONS

Average household earnings

The average household income in the Lynton & Lynmouth ward is lower than the North Devon average.

Table 5: Average household income (Wealth of the Nation CACI report 2003)

Area	£
Lynton & Lynmouth Ward	22,691
North Devon average	24,560

Table 6: Proportion of households with an income of £15,000 or less

Wards (Combe Martin Rural Area)	%
Lynton & Lynmouth	55
North Devon Average	53

Unemployment

In February 2006 there were 10 people in total claiming job seekers allowance in the Lynton and Lynmouth ward. The proportion claiming the benefit is low and is in line with the average figure for wards in North Devon.

Source: Nomis 2006, ONS

Health

Average Life expectancy: England – 76.52 years, South West – 77.7 years, North Devon – 76.2 years.

Residents with Limiting long term illness: Lynton and Lynmouth – 325 people



Table 8: Proportion of residents describing themselves in good health

Status	Lynton and Lynmouth Ward	Surrounding Area	North Devon	England
Good Health	1,211 (70%)	5,301 (71%)	67.9%	68.8%
Fairly Good Health	384 (22%)	1,654 (22%)	23.4%	22.2%
Not Good Health	143 (8.2%)	547 (7%)	8.8%	9.0%

Source: 2001 Census, ONS



Housing

Table 9 shows average house prices for Exmoor National Park. The cheapest flat costs 8.5 times the average annual wage in Lynton and Lynmouth.

Table 9: Average House Price ('Asking price') July 2006

Area	Detached	Bungalow	Terraced	Flat/maisonette
North Devon	£499,635	£328,679	£228,058	£189,587

Source: Exmoor National Park Authority.

3 Key Issues: The Challenges We Face

In the process of developing this Plan we carried out an exercise to assess our Strengths, Weaknesses, Opportunities and Threats (SWOT). This SWOT is summarised at appendix 4. Following on from that exercise, this chapter describes the issues we are addressing in this Community Strategic Plan.

We have a tourist based economy. 35% of our working population is employed in tourism, with hotels being the largest employer. We need a more co-ordinated approach to marketing our area as part of an Exmoor National Park promotional strategy. Although the number of tourists visiting us outside the main summer season is growing, the number of visitors to our area in the summer season has declined and the tourism industry in the Lyn and Exmoor area is, in the main, still seasonal. In the winter many of our area's facilities and attractions close down and job opportunities outside tourism are limited. Our wet-weather facilities of museum, brass-rubbing centre and cinema have been successful but we need more and better publicised facilities in order to retain visitors for longer in the area.

Over half our households have incomes of less than £15,000 per year. In addition we have a significant number of residents who have retired early or have other sources of income and do not need to, or wish to, have local employment.

A high proportion of our residents are self-employed, yet the information and communications technology infrastructure of the area does not yet adequately support micro businesses and self-employed individuals. For example, not all our businesses are able yet to connect to broadband and there are problems with 'upload' as well as 'download' speeds on available connections. Local consultations with businesses have indicated that the Devon County Council 'Broadband4Devon' programme to extend the availability and use of broadband is not working and the IT centre in Lynton has recently closed (though efforts are being made to reopen it). More support

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needs to be given to encourage and enable businesses across the area to access and use new technology effectively.

The start up business units available in Bratton Fleming are not fully let, but they are too far away for some to consider them viable options and their rents are deemed too expensive for micro businesses in the Lyn and Exmoor area to move out of back bedrooms or garden sheds.

Research carried out for this Plan shows that our economy is static, with as many businesses failing as are starting up and few opportunities to expand local businesses. The Devon



Renaissance business survey carried out in 2006 is useful for identifying business needs at North Devon District level, but more research needs to be carried out particularly in the Lyn and Exmoor area to identify the specific needs of small family and owner-manager businesses which make up a large proportion of our economy. We are particularly concerned about the 17% of businesses in the Lyn and Exmoor area which rely on agriculture – a declining industry. Those businesses need more help, advice and support to enable them to diversify into more profitable and sustainable land management schemes.

The high quality environment of the area makes it very attractive for second-home owners from outside the area and for those who can afford to retire here or to buy a house in the Lyn and Exmoor area, work from home or commute out to work in nearby towns such as Barnstaple. These factors contribute to house prices which are beyond the reach of our younger, working age residents, many of whom have been forced to leave the area due to the lack of affordable housing.

We have lost the in-patient beds at Lynton Cottage Hospital and North Devon District Hospital is the general hospital for our area. It is 18 miles away from Lynton Town Centre. Some villages in the locality are closer than this, and some more distant. Most non-emergency hospital services are accessed at the NDDH, though some are provided at Ilfracombe (also



18 miles away). A significant minority of patients have to travel to Exeter (60 miles) for services such as radiotherapy and orthopaedic procedures and, although some clinics and drop in services are provided at Lynton Health Centre, some key services such as drug and alcohol advice and sexual health services are provided no nearer than Ilfracombe or Barnstaple. Concerns have also been raised during consultations for this Plan about inadequate out of hours GP and paramedic cover in our area, particularly worrying for an ageing population.

There is a high demand for community facilities for learning, sport and leisure across the Lyn and Exmoor area, but facilities are limited and our consultations have revealed that local opinion is that some of the leisure facilities in the area are damp, too small and, in some instances, unsafe for children. Our nearest public swimming pool is in Barnstaple, twenty miles away.



In addition to our high quality natural environment, we have no shortage of heritage areas and landmark buildings. A high proportion of the buildings in the twin towns have been 'listed'. In Lynmouth lies the harbour, the Pavilion and the Quay, and the East and West Lyn rivers run through the town. Adjoining the sea front and harbour are the much-photographed Mars Hill cottages and Rising Sun thatched inn. On the other (East) side lies the Manor house in its own Manor Green. The Rhenish Tower, Romanesque church and (on the steep hill above the town on the East) the Tors Hotel are also a distinctive landmarks. In Lynton the Town Hall, Parish Church, RC Church, Methodist Church, and Royal Castle Hotel are all listed by Pevsner. Other distinctive features are the varied Regency terraces, such as Alford Terrace, Blackmores Path, and Heath House and the attractive late Victorian buildings (many with decorative features) in Lee Road.



Linking the two towns is the Cliff Railway, the only water powered railway still functioning in the world and still authentically Victorian in appearance.

Despite recent investment in some of these landmarks, however, there are some key areas such as the harbour and Esplanade and the Pavilion that will require significant investment in order to defend them against the sea and the elements.

The themes of traffic and transport impinge on almost every aspect of life in Lynton, Lynmouth and the surrounding parishes. Road links with other parts of the country are poor and access within the area can be challenging. Narrow, twisting country lanes, often with dense hedges and overhanging trees make progress slow for cars and heavy vehicles and also potentially dangerous for pedestrians, cyclists and riders. However, these very features add great charm to our natural landscape and are a reminder of a more leisurely way of life.

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Almost all of our area lies within the Exmoor National Park. A primary purpose of the National Park Authority is to conserve and enhance the natural beauty of the Park. Devon County Council likewise does not favour the idea of straightening and widening the traditional roads and lanes of the county. Public transport is widely held to be inadequate for the needs of residents and tourists alike, with a lack of co-ordination between transport providers and a complete lack of community transport across the whole of the area. We have problems, too, with traffic speeds in the parishes and difficulties with parking in Lynton, Lynmouth and Parracombe particularly.

4 Our Vision for the Lyn and Exmoor Area of 2021

In 15–20 years the Lyn and Exmoor area will be ...

'... a fully integrated community working together to ensure the provision of effective and efficient social services and leisure facilities for residents and visitors to the area. Underpinned by a thriving and sustainable tourism industry and much improved communications, other viable businesses will develop and grow, providing greater opportunity and longer-term security. The need to retain our younger people and to provide for retired local residents is well understood, and there will be sufficient and appropriate 'local needs' housing and accommodation.

Responding to the requirements of global changes and an environment under pressure, energy efficiency and renewable sources of energy projects will receive a high priority. The preservation of the area's unique beauty and heritage is non negotiable and will continue to enhance the quality of life of residents and remain our key asset.'



5 Our Priorities

In order to make a significant difference in the quality of life and sustainability of our area, we know we must prioritise our actions. Having scrutinised our Healthcheck document, carried out the review of strategies that already exist for our area and having listened to the views of local people, we have decided that the following six Priorities will shape our efforts in delivering our Plan and achieving our Vision:

- 1 Develop a sustainable year-round local economy**
- 2 Promote energy efficiency and renewable sources of energy**
- 3 Develop housing to meet local needs**
- 4 Create greater co-ordination between transport services.**
- 5 Enhance leisure, health and community facilities**
- 6 Protect and enhance our natural and built environment**



6 Our Key Projects and Actions

In the section below we detail the high priority projects, and the actions we will take to achieve our Vision of 2021. We have grouped our projects under our six Priorities of equal importance, but all of our projects have been prioritised so that they add value to and complement one another. In addition, we have grouped our projects and actions under the following headings:

- Things we need to **SUPPORT** others to do – we aim to build upon things that business and community groups and agencies are *already* doing, rather than duplicating their efforts
- Things we want to **INFLUENCE** others to do – where it is their role to take a lead or where we wish to influence policy, strategy and decision-making
- Things we can do **OURSELVES** – where there is no specific champion for a project or action yet we know action is needed

A list of all the projects and actions we will be working on during the implementation of the Plan is included as a table at the end of the Plan.

"We believe that one of our key assets and selling points for tourism is the high quality environment in the Lyn and Exmoor area. We want to encourage agencies marketing the area to consistently use this message in their literature ..."

Priority 1: Develop a sustainable year-round local economy

We believe that one of our key assets and selling points for tourism is the high quality environment in the Lyn and Exmoor area. We want to encourage agencies marketing the area to consistently use this message in their literature, but we feel there is also a need to test our assumption with more specific information than is currently available about why people visit Lyn and Exmoor. We will encourage Exmoor National Park Authority to carry out a comprehensive visitor survey in the Lyn and Exmoor Vision area, in collaboration with local tourism businesses, to find out why people come to

visit – and also to survey in key target market locations to find out why people don't come to visit the area.

We will contribute, too, to a study of the economy of the Exmoor National Park being carried out in 2006. We will also seek to influence the Park-wide economic policies and strategy that will come as a result of that study, particularly to ensure a more co-ordinated approach to promoting the Park for tourism.

We will work with North Devon District Council to interrogate the Devon Renaissance Business Needs Survey 2006 in order to identify the specific business development and support needs of Lyn and Exmoor businesses.



To support our local tourism economy we are keen to identify particularly the needs of retail businesses in Lynton and Lynmouth, to help them to continue to maintain a high quality tourism product for visitors whilst also providing the goods and services that local people need and want. We also support any measures by Exmoor National Park Authority and North Devon District Council to provide increased business training, advice and support for businesses starting up or diversifying in industries other than tourism, in order to mitigate the effects of the decline in visitor numbers in our area and to promote year-round, sustainable jobs. We will encourage these authorities to place particular emphasis on support for farmers in diversification and land management enterprise in the Lyn and Exmoor area.

A key to the success or failure of small and micro-businesses of the future will be their ability to access up to date information and communications technology (ICT) and use it efficiently. Broadband 4 Devon states that all businesses in Devon will have access to broadband by the end of May 2006, but there are (Sept 06) still businesses that cannot access it, or do not know how to use it. To make sure that all businesses across the Lyn and Exmoor area are able to access fast speed broadband, we will commission an investigation into high bandwidth transmission in difficult terrain and we will encourage businesses to sign up for the Somerset Technology Project.

We will encourage better provision of information to 'start up' businesses and small and medium businesses (less than 250 employees) in the Objective 2 area. These businesses have access to financial support for ICT through the 'Catalyst4Growth' programme run by Broadband4Devon. Assistance can be for up to 40% of IT costs – minimum assistance is £260 – maximum £150,000.

We will also investigate other barriers to employment for people in our area, as part of our Plan's implementation. From community consultations we suspect that one barrier may be lack of childcare. One of our first actions will be to investigate the audit of childcare that has been carried out by Devon Early Year Partnership in 2006, to get more information about available childcare provision.

Priority 2: Promote energy efficiency and renewable sources of energy

Since Victorian times, the Lyn area has been at the forefront of using renewable sources of energy. We were amongst the very first in the country to have electric street-lighting, thanks to the innovative hydro-electric plant built on the East Lyn River in 1890 (swept away in the Flood of 1952). Our world-famous Cliff Railway (which opened the same year) links Lynmouth and Lynton by water power. A small but efficient hydro-electric turbine opened on the West Lyn recently, and there is potential for a larger one on the East Lyn River. Many of the surrounding parishes also have untapped sources of power in their fast-flowing water-courses. Marine Current Turbines, the company that installed the world's first tidal stream device off Lynmouth in 2003 (the 300kW SeaFlow device) is investigating the feasibility of building a 12 unit tidal energy farm in waters 2kms north-west of Lynmouth, off Foreland Point. The 10MW tidal farm, to be known as the Lynmouth SeaGen Array, would be connected to the local electricity network and have the capacity to supply clean and sustainable energy to around 5,500 homes in the area. We fully support this initiative and also support any groups applying for funding for further studies into hydro-electric energy or energy produced by small scale wind turbines serving individual properties. We also fully support local organisations and companies working in the field of energy conservation and renewable energy, including solar power and biofuel boilers.

"Such sustainable energy measures would provide an added, highly distinctive attraction to the Lyn and Exmoor Vision area as well as cutting local householders' energy bills at a time of rapidly increasing energy charges."



© Marine Current Turbines™ Ltd

Such sustainable energy measures would provide an added, highly distinctive attraction to the Lyn and Exmoor Vision area as well as cutting local householders' energy bills at a time of rapidly increasing energy charges.

We are committed to promoting energy saving and use of sustainable materials. We will invest in a website as a key way to promote renewable energy and energy saving – for example information for local people on refurbishing their homes using sustainable materials, or how to conserve energy. We will also encourage Exmoor National Park Authority to compile and send out information leaflets on Use of Sustainable Materials and Energy Conservation to those making planning applications in the Lyn and Exmoor Vision area.

To encourage 'grow local, buy local and eat local' as part of healthy living and also to reduce 'food miles', we will support the development of local food schemes, farmers' markets and local producer networks and encourage our partners to provide funding for these as part of a strategy to encourage and support sustainable land management and food production across the Lyn and Exmoor area.

Priority 3: Develop housing to meet local needs



We are determined to find solutions to the difficulties of providing affordable housing for local people, particularly young people and families, in the Lyn and Exmoor area. We welcome the priority this issue has been given within the Exmoor National Park Plan and we will work with the Exmoor National Park Authority as key consultees on the Local Development Framework decisions in respect of strategic options for economy and housing in the Park area. Because of the national difficulties of securing adequate levels of funding for affordable housing, we will lobby for 100% of second home council tax in North Devon to be ring-fenced locally for affordable housing. We were also interested to read the recommendations of the 'Affordable Housing in Rural Areas' report produced by the Affordable Rural Housing Commission in June 2006. We support in particular the recommendation of the report that if an identified site for affordable housing fails, then the agreed funding for that site should be allowed to trickle down to other potential sites in the same area, rather than being required to be returned to the regional funding 'pot'. We will also lobby, through the Market and Coastal Towns Association, for the Regional Housing Corporation to 'ring-fence' funding for affordable housing in National Parks.

"We are determined to find solutions to the difficulties of providing affordable housing for local people, particularly young people and families, in the Lyn and Exmoor area. We welcome the priority this issue has been given within the Exmoor National Park Plan ..."

A key action locally by Lyn and Exmoor Vision in this priority will be the provision of information and support to the general public, landowners and parish councils on the possibilities and processes of securing affordable housing. We will work with the Rural Housing Enabler of Exmoor National Park Authority to develop this information via website and information leaflets. We would welcome involvement by the Rural Housing Enabler in a role as a member of the Lyn and Exmoor Vision Steering Group, to enable a productive flow of information on housing needs in the area and to receive information from us about the potential of particular sites.



Priority 4: Promote greater co-ordination between transport services

We have clear information from our community consultations that many local people have access to their own car and would not use public or community transport – even if community transport was available and public transport was better co-ordinated. However, we know, too, that there is ‘hidden’ transport need in our area – the needs of those who may not have a strong voice to make their case. We know, for example, that many elderly people increasingly use bus services and young people need help to enable them to get to out of school activities, sick or vulnerable people need to get to hospital and other health or social care services. In the rural parishes, many elderly people, particularly in single households without independent transport, need help to access shops and facilities in local towns. We have yet to quantify those needs. We will work with the Devon County Council and Devon and Somerset Rural and Community Transport Services to

identify needs in particular communities and to devise local solutions. We will also encourage them to provide a basic, year round community transport service to meet identified needs.

We already have good community networks and we will use these to encourage parents to group together to provide transport on a rota basis for young people to enable them to attend educational, social and leisure activities. We would also encourage children to walk to school, where this is feasible rather than travelling by car and contributing to localised congestion.

"We already have good community networks and we will use these to encourage parents to group together to provide transport on a rota basis for young people to enable them to attend educational, social and leisure activities."

Promoting discussion between bus and rail companies to ensure better co-ordination of existing services is a key action within this priority and we will work with Devon County Council to open the channels for discussion with a view to influencing service times.

Improvement to the condition of the roads in our area is an important issue for both local people and visitors. We fully support the Town Council in their lobby of Devon and Somerset Highways Authorities for such improvements.

Better coordination of transport is a priority for the Plan and we have additional issues to address such as car parking and speeding traffic in both the villages and in Lynton and Lynmouth. Overall, however, we would aim to devise schemes and solutions that benefit the pedestrian and cyclist as well as the motorist or bus user – taking a sustainable approach to transport scheme development.



Priority 5: Enhance leisure, health and community facilities

We are concerned that, as a result of the 'Acute Services Review', currently being conducted by the strategic health authority, health services may be contracted towards the centres of population and away from the more remote rural areas. We have lost a number of core or visiting health and social care services in recent years, for example our dental service and visiting optician service. Further reduction in services will cause real health risks to our residents who may have to travel 20 miles to access services – or even 60 miles to orthopaedic and other specialist services in Exeter. We have a local paramedic on duty from 9 to 5 on weekdays. Outside these hours, our retained fire service is trained in resuscitation and defibrillation, but the 40 minutes response times for ambulance services to reach us is inadequate.



Our concern is heightened by inadequacies in the GP out of hours service following the withdrawal of the Tarkadoc GP cooperative. We will continue to lobby the local health practitioners and Primary Care Trust to develop a new local health centre and hospital facility with some in-patient convalescent beds. In particular we will strongly encourage local health practitioners based at the Surgery to stagger GP and paramedic hours in order that 24 hour cover can be



retained in our area. In addition we will seek funds to set up and support a volunteer transport and car-sharing scheme covering the Lyn and Exmoor Vision area.

Our 'Big Issues' events identified problems that residents were having in understanding how to access and use the out of hours telephone advice service for non-emergency healthcare advice and did not necessarily have confidence in it. We will work with the Primary Care Trust to ensure wider promotion of this service, how it works and its potential benefits to users.

Responses in our consultations celebrated the number of cultural and leisure activities that were organised by the communities themselves or by local enterprise – a good example is the North Devon Festival which continues to grow in stature year by year and helps to put us on the map in cultural terms. We have, however, also identified from our 'Big Issues' consultations that many of our community facilities for

education, cultural or leisure pursuits are not fit for purpose. We will ask North Devon District Council to conduct an audit of the community buildings in our area to find out the level of provision, gaps in facilities and any difficulties people are having in accessing these facilities. We will then draw up a prioritised action plan to address issues in tandem with the relevant authorities. We see this, too, as the context for a specific options and feasibility study into a new leisure centre for our area that will give access to a range of leisure and cultural facilities under one roof, including a local swimming pool. We recognise that acquiring and maintaining a facility such as a swimming pool is an expensive and onerous enterprise for a small community, but we have already discussed a range of options – for example developing leisure facilities and a swimming pool in partnership with a tourism business such as a hotel – where the community participation is perhaps funded through Lottery funds and secured by lease agreement between the community and the private enterprise.

Priority 6: Protect and enhance our natural and built environment

We are rightly proud of our natural and built heritage. The distinctive character of the landscape and seascape and the landmark buildings have been identified in the first section of this Plan. We are conscious of our responsibility as residents and businesses to conserve and enhance our environment for the benefit of future generations. We have begun, with support from public agencies, a programme of maintenance and sensitive enhancement to key areas such as the Town Hall and the Methodist Church in Lynton and we will continue to support the Town Council and partners in their bids to grant-funding agencies for community building projects such as the Town Hall.

We know too that there are other buildings in Lynmouth also in urgent need of repair. The Pavilion on the sea-front is now in a ruinous condition (it is intended that following redevelopment this building should provide the local community with a continuing income so that some of our other buildings can be properly maintained), the historic lime kilns have an air of neglect, and the large unattractive Esplanade car park is increasingly vulnerable to rock falls. The Rhenish Tower and Pier have been damaged by winter storms and need more protection from the sea.

These problems need to be viewed in the context of a broader action-plan for improved sea-defences, cliff stabilisation, and better car parking provision, to relieve pressure. The opportunity should not be missed to create

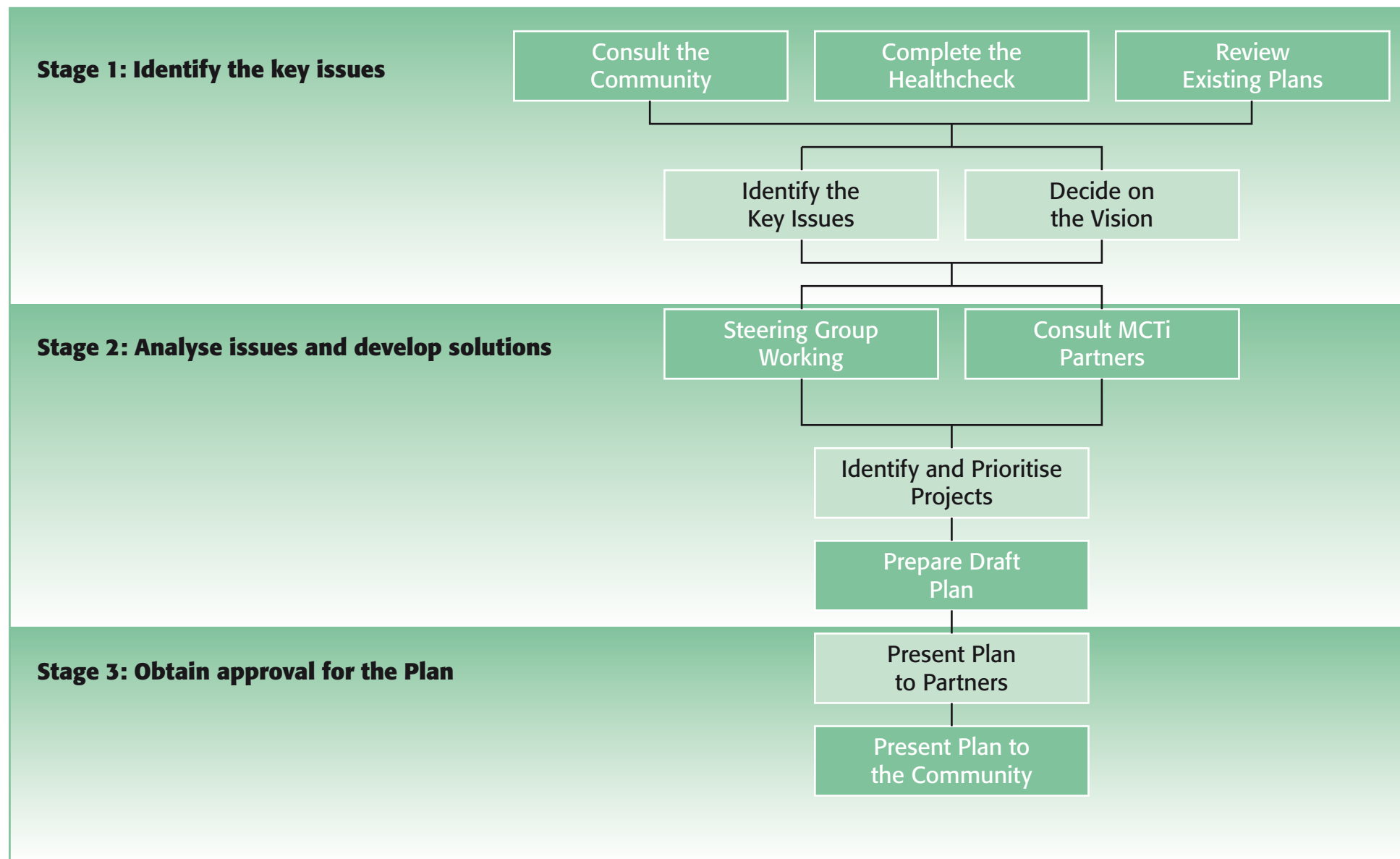


a more pedestrian-friendly promenade area, allowing full appreciation of the magnificent sea views.

We will work pro-actively with the Town and District councils to develop a comprehensive and imaginative master plan for the whole Western sea-front area.



7 How the Plan Was Developed





"Meetings were held in all parishes to encourage participation in a forum for discussion and minutes of all monthly meetings of Lyn and Exmoor Vision were circulated to parish councils."

In 2001 Lynton, Lynmouth and surrounding parishes, supported by North Devon District Council applied for and subsequently received recognition and the promise of grant funding from the South West Regional Development Agency (SWRDA) for a Lyn and Exmoor (nine parishes) Market and Coastal Towns Initiative (MCTi). A steering group of local residents, local authority representatives and local businesses was set up under the banner of 'Lyn and Exmoor Vision'.

After being 'on hold' for some time, we carried out a 'Healthcheck' of the area in 2004 and employed a local community agent to give administrative support to the steering group and to help us engage the local community in the Plan's development.

Community consultations of over 200 people were carried out in 2004 and 2005, to raise awareness, find out key issues and encourage participation. These were branded the 'Big

and Little' events and were followed in 2006 with themed meetings of residents, businesses and agencies to find 'Big Solutions' to the concerns of local people and the challenges they face living and working in the area.

Newsletter articles in respect of the events and their outcomes, as well as the general progress of Lyn and Exmoor Vision were written for local newspapers and village newsletters and we set up a website www.lynexvision.org to share information.

Meetings were held in all parishes to encourage participation in a forum for discussion and minutes of all monthly meetings of Lyn and Exmoor Vision were circulated to parish councils.

It was a positive and helpful experience to find one person in each parish area to liaise with their village – to put up posters, advertise appropriate meetings and encourage people to participate. When new people joined our meetings and events they were given a simple, user-friendly leaflet to let them know:

- Who is Lyn and Exmoor Vision
- What's happened so far
- Where we are now
- What we plan to do next
- Our Vision for the future

Through all these tools of communication we feel we have kept people in touch with what we have been doing and our progress in developing this Plan.

8 Working Together With Other Agencies

A review of the key strategies of public agencies that cover our area has been carried out for us by North Devon District Council. We know we need to link in our ideas with existing strategies and help influence future strategies. We will deliver our Plan in partnership with these agencies in order to make our ideas successful. The table, right, indicates (●) whether a project or action we have in our Plan would make a contribution to a range of key strategies. The full Strategic Review forms appendix 3 to this Plan.

Strategic Contributions of Projects and Actions	STRATEGY												
	SWRDA Regional Economic Strategy 2006	Affordable Housing in Rural Areas 2006	Tourism - Everybody's Business DCC - 2004	North Devon First: NDCA - 2004	20:20 Vision: NDEP - 2004	Exmoor National Park Local Plan 2001	Housing Strategy :NDDC 2004	Working for a Better Devon: DCC 2004	Exmoor National Park Management Plan 2001	Northern Devon Arts Development Plan: 2002	Renewable Energy in Northern Devon - review 05200	Devon Transport Plan: DCC -2006	Parish Plans
PROJECT / ACTION													
Identify local business support needs	●		●	●	●	●							
More co-ordination of tourism promotion	●		●	●	●	●			●				
Carry out a visitor survey		●	●						●				
Support farm diversification	●		●	●	●	●			●				
Investigate access to ICT	●		●	●	●	●		●	●	●			
Develop renewable energy schemes	●	●	●		●	●		●	●		●		
Promote Sustainable materials use	●	●	●	●	●	●	●	●	●		●	●	
Develop affordable housing schemes		●				●	●		●				
Create website information on affordable housing		●				●	●		●			●	
Identify community transport needs									●			●	
Promote better co-ordination of existing transport schemes									●				
Community audit of leisure /continuing education facilities								●	●	●			
Leisure Centre Feasibility Study								●	●	●			
Support North Devon Festival									●	●			
Plan implementation support	●	●	●	●	●	●	●	●	●	●	●	●	●

9 Parish Priorities

Our steering group includes members of seven parish settlements that surround the twin settlements of Lynton and Lynmouth. Our consultations and this Plan have been developed in full co-operation with the parish residents and businesses and our actions and projects cover the whole of the Lyn and Exmoor Vision area. We are aware, however, that the villages of the Lyn and Exmoor Vision area have been undertaking their own local studies, too, and have developed their own ideas for local village solutions. We endorse their ideas as outlined in their parish studies and appraisals. Below are some examples of the priorities outlined in village appraisals – copies of the full documents can be viewed at the Lyn Community Development Trust office.

In Parracombe:

- Housing to meet local needs
- Car Park



In Brendon and Countisbury

- Housing to meet local needs
- Create the conditions that encourage the development of suitable new business and employment prospects
- Develop local volunteer transport scheme to access outpatients services



In Kentisbury and Trentishoe

- Improved recreational facilities – particularly for young people
- Widen circulation of parish magazine

In Challacombe

- High bandwidth communications technology



10 How the Plan Will Be Delivered

Following the Launch of the Plan in November 2006, Lyn and Exmoor Vision Steering Group and its work will merge with Lyn Community Development Trust to champion the vision for Lynton, Lynmouth and the surrounding area over the next fifteen years. The Trust will undertake to deliver the projects and benefits of the Plan while working with a wide range of partners in the local community, interest groups and the public and private sectors. Care will be taken to ensure that the Trust's activities complement and do not duplicate the work of its partners.

The Trust will organise its activities to manage the overall implementation of the Plan and the different Themes and Priorities will be co-ordinated by champions from the original Lyn and Exmoor Steering Group, now part of the Trust. Some actions will be delivered by the Trust itself and others will be implemented through contracts with community groups, private companies or through the efforts of our partners.



Monitoring progress and evaluating results

Following the Plan's Launch in November 2006, an Implementation Action Plan will be drawn up with support from the Market and Coastal Towns Association officers, for each of our specific priority projects and actions. The Plan's implementation will be reviewed quarterly in the first year and six monthly thereafter to:

- Assess the progress being made in delivering the projects
- Evaluate the outputs being achieved and set new targets
- Abandon any projects which are not likely to proceed

Our overall Strategy will be reviewed yearly at a public meeting to:

- Keep residents and businesses informed of the progress of the Plan
- Engage the community in any decisions being made on the future direction of the Plan
- Introduce new projects and ideas

11 How to Contact Us

Lyn and Exmoor Vision Steering Group members in 2006

Roger Ferrar *Chairman*

Ian Rigby *Vice Chairman*

Angela Percival

John Travis

Nick Backhouse

Nikki Cook

Jill Mills

Suzette Hibbert

Richard Briden

Roland Gold

Christine Bowden

How to contact Lyn and Exmoor Vision

By email: info@lynexvision.org

Further copies of this Plan together with a CD of the Plan and a copy of the Healthcheck, Strategic Review, Parish Plans and other appendices can be obtained from Lynton and Lynmouth Town Council or downloaded from our website

www.lynexvision.org

Officers Providing Support to Lyn and Exmoor Vision

Isobel Lockyer *Community Co-ordinator in 2006*

Hannah Harrington *North Devon District Council*

Tissie Roberts *Exmoor National Park Authority*

Caroline Walker *Market and Coastal Towns Association*

Geoff Dwyer *Lynton and Lynmouth Town Council*

12 Projects and Actions Tables

ECONOMY, TOURISM, SKILLS & EMPLOYMENT

Things we can do ourselves

No.	Task	High	Med	Low	Rank
12	Interrogate the Devon Renaissance Business Needs Survey to find out business needs	3	3		3
13	Retail survey to find out needs of retail and tourism businesses in L&E Vision area	2	3	1	4
14	Contribute to the economic study that has been commissioned	1	3		5
17	Contribute to the ENP review of the management plan	3	1		2
19	Develop Signage for a town trail and scenic trail		5	1	6
21	Seek feasibility study for a leisure centre	4	3		1

Things we want to influence others to do

No.	Task	High	Med	Low	Rank
5	Commission investigation into high bandwidth transmission in difficult terrain (ENP)	6	1		1
6	Encourage people to sign up for Somerset technology project trial (ENP)	3	1	1	3
8	Promote a competition to design a better aerial (ENP)	2	1	1	4
9	Produce local business training for those setting up businesses (NDEA)			2	6
10	Encourage ENP to revisit its policy of allowing houses to become holiday lets but not vice versa (ENP)	5			2
15	Encourage ENP to develop a clear farming strategy with more emphasis on and support for land diversification and land management enterprise (ENP)		1	2	5

Things we need to support others to do

No.	Task	High	Med	Low	Rank
1	Set up forum to work with ENP on their Exmoor wide strategy 'Visit Exmoor' (MAPLE)	1	2	2	7
2	Investigate innovative accommodation packages (TIC)		3	1	8
3	Support 'Skills for Staff' packages (NDEA)		2	2	9
4	Identify tourism market - upper or lower end (MAPLE)	3	1	1	3
7	Identify ways to use IT training centre in Lynton more effectively (LCDT)	4	2		1
11	Encourage Visit Exmoor and the NDMD to come together to market the area more effectively (MAPLE)	1	3		6
16	Promote the sale of local produce directly to consumers by developing the existing farmers market (Farmers Market group, Dora)	4		1	2
18	Develop a park wide management strategy (ENP)	3	1		3
20	Promote Museum and Cinema, encourage and promote other attractions (TIC, Cinema Group, Museum Group)	3	1	1	3

ENVIRONMENT (BUILT & NATURAL) AND RENEWABLE ENERGY

Things we can do ourselves

No.	Task	High	Med	Low	Rank
3	Encourage residents and shopkeepers to enhance homes and shop fronts and to put litter bins outside some village shops	3	3		3
6	Invest in website as key way to promote renewable energy and energy saving, e.g. info for people converting or refurbishing homes on using sustainable materials, plus energy conservation	3	2		4
15	Support TC in developing a masterplan for improving sea defences, stabilising cliff face in area of esplanade, re-instate footpath and enhance esplanade itself as setting for Cliff railway and Pavilion	9	1		2
16	Support Lyn Development Trust in developing Lynmouth Pavilion in partnership with ENPA for the community	12			1

Things we want to influence others to do

No.	Task	High	Med	Low	Rank
2	Encourage ENPA to designate funding for enhancing conservation areas in LEV parishes. ENPA to be encouraged to undertake a survey to audit what needs enhancing / has been enhanced in these areas (ENPA)	3	4	1	3
4	Endorse the Marine Turbine pilot in Lynmouth Bay (DCC, NDDC, ENP, MCT)	8			1
8	Underground cables (Service Providers)	1	3	3	4
9	Encourage and support actions by private sector to extend holiday from start of journey – e.g. luxury coach pickups in London and other centres rather than individuals travelling by car (MAPLE)	1		1	
10	Promote local taxis and buses and car sharing among tourism businesses (CTA, MAPLE)	5	1		2
12	Encourage better marketing of existing natural assets and associated activities - e.g. climbing, canoeing, walking (MAPLE)				
14	Encourage more coherent marketing and promotion of the area, based on natural environment (MAPLE)	1	3	1	5
16a	Lobby District Council re: better / more frequent road sweeping in key areas (NDDC)			1	7
17	Lobby for scheme to support small scale producers to go organic (DEFRA)	1	1	1	6

Things we need to support others to do

No.	Task	High	Med	Low	Rank
1	Endorse and support Town Council to conserve key buildings (TC)	3	2	2	4
5	Support groups applying for funding for further studies re: hydroelectric power (RG)	7	3		1
7	Encourage ENPA to compile and send out leaflets re: energy saving and use of sustainable materials with info regarding planning applications (ENPA)	4	2	1	2
11	Encourage sale of locally produced food e.g. farmers market (ENP, Farmers Market, Dora)	4	2	1	2
13	Encourage ENPA to carry out comprehensive visitor survey in LEV area to find out why people come – and survey in key target marketing areas to find out why potential visitors don't come (ENPA)	3		2	5

AFFORDABLE HOUSING

Things we can do ourselves

No.	Task	High	Med	Low	Rank
1	Review recent housing surveys and establish future housing needs and priorities of locals		3	1	3
4	Develop a website and info leaflets (in partnership with ENPA) re: 'easy guide to affordable housing' and the possibilities for affordable housing	2	2		1
6	Request that Rural Housing Enabler becomes a member of LEV and that LEV provides an information flow with local people re: affordable housing via the website	1	4		2

Things we want to influence others to do

No.	Task	High	Med	Low	Rank
3	Comment on issues and options paper re: Local Development Framework (ENP)				4
5	Support 'Affordable Housing in Rural Areas' paper – to allow that, if a building site fails, funding should be allowed to trickle down to other sites in the same area (ENP, HC)		2		3
7	Lobby for 100% of 2nd Home council tax to be ring fenced locally for affordable housing (DCC)	3	1	1	1
8	Lobby regional housing body through MCTA, particularly that funding for affordable housing within National parks should be ring fenced by Regional Housing corporation (ENP, HC)	2			2

Things we need to support others to do

No.	Task	High	Med	Low	Rank
2	Ask the new Rural Housing Enabler to prioritise Parracombe, Martinhoe and Trentishoe for support for housing needs surveys in his / her work programme (RHR, ENP)	4	3		1

TRAFFIC, TRANSPORT AND PARKING

Things we can do ourselves

No.	Task	High	Med	Low	Rank
	None				

Things we want to influence others to do

No.	Task	High	Med	Low	Rank
1	Support Town Council lobby of Devon County Council and Somerset CC for road improvements (DCC, SCC)	3	1	1	3
2	Encourage Somerset & Devon CC and ENPA to work together to provide a basic year round community transport service (SCC, DCC, ENPA)	3		1	4
3	Seek rationalisation and co-ordination of existing public transport services to ensure they meet communities needs - discussions to be held with bus and rail companies (LTA, DCC)	6	2		2
6	Enforce speed restrictions in Parishes (LTA, DCC)	2	2		7
7	Organise 'Driver Awareness' campaign (LTA, DCC)	1		2	9
8	Focussed study required for large vehicles using inappropriate roads (ENP)	1	4	2	8
10	Press authorities for improvements to Higher Lyndale car park, esplanade (TC, NDDC)	7	1		1
12	Review car park signs at entrance to villages (PC)		2	1	10
13	Explore Park and Ride scheme for the area (DCC)		1	4	11
14	Lobby for change of policy and service times (LTA, DCC)	3			6
15	Re-introduce the National Express stop at Lynton on way to Ilfracombe	3	1		4

Things we need to support others to do

No.	Task	High	Med	Low	Rank
4	Contact the Rural and Community Transport Service to help identify the transport needs within the communities and devise solutions (DCC)	4	1	1	2
5	Encourage parents to 'group together' to provide transport (DCC, LTA, NDCTA, PTA)	1	2	3	4
9	Devise schemes to make the area more pedestrian friendly (pedestrian priority) (DCC)	5		3	1
11	Explore possibility of car park in Parracombe (Parracombe PC)	2	1	1	3

CULTURE, LEISURE AND COMMUNITY FACILITIES**Things we can do ourselves**

No.	Task	High	Med	Low	Rank
1	Audit of groups to assess need for more community, leisure and cultural facilities, barriers to using current facilities and gaps in provision	1		4	2
2	Feasibility study on a new leisure / community centre to include a swimming pool and possibly heated by renewable energy	2			1
4	Ensure better links with ND Festival and better marketing of local facilities and events		5		3

Things we want to influence others to do

No.	Task	High	Med	Low	Rank
3	Request Childcare audit from Devon Early Years Partnership to establish what facilities exist and whether there is under or over provision (Devon EY P/ship, CH. Trust)		2	2	1

Things we need to support others to do

No.	Task	High	Med	Low	Rank
5	A 'Big Idea' competition				1

HEALTH AND SOCIAL CARE

Things we can do ourselves

No.	Task	High	Med	Low	Rank
5	Encourage take up of telephone health advice scheme		2	1	1

Things we want to influence others to do

No.	Task	High	Med	Low	Rank
1	Lobby for community consultation re: Acute services review (PCT, H.Trust)		1		3
2	Lobby the Local Health Practitioners and PCT to develop a new local health centre and hospital facility as soon as possible (PCT, Local Health Practitioners)	5			1
7	Lobby PCT and Surgery to stagger GP / Paramedic hours to provide 24 hr cover (PCT, Surgery)	3		1	2

Things we need to support others to do

No.	Task	High	Med	Low	Rank
4	Set up volunteer transport and car sharing scheme (NDCTA, Parracombe)	2	3		1



