

Donhead St Mary



**Parish Plan
2008**

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ACKNOWLEDGMENTS & GLOSSARY

This Parish Plan has been supported by Defra funding. Additional funding has been provided by Salisbury District Council and Donhead St Mary Parish Council

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Marion Rayner, Community Development Manager,
Community First
Jeane Barnes, Chairman, Donhead St Mary Parish Council

Quotations in speech boxes are taken from parishioners' comments made in the surveys conducted

AONB	Cranborne Chase and West Wiltshire Downs Area of Outstanding Natural Beauty
DEFRA	Department for Environment, Food and Rural Affairs
PC	Donhead St Mary Parish Council
PCC	Donhead St Mary Parochial Church Council
RSC	Donhead St Mary Road Safety Committee
SDC	Salisbury District Council
SG	Parish Plan Steering Group
SSSI	Site of Special Scientific Interest
TG	Donhead St Mary Transport Group
WCC	Wiltshire County Council

Short Term	By end 2009
Medium Term	By end 2012
Long Term	By end 2015

EXECUTIVE SUMMARY

Background

The Parish Plan is a document that sets out a vision for how the parish of Donhead St Mary sees itself developing in the next few years. It identifies activities to achieve this vision and people, groups and organisations who will carry out these actions. It has been underpinned by extensive research within the community to establish the wants and the needs of as many parishioners as possible.

Parish Plans are a Government initiative that, through grants and other forms of support, help rural communities take action for themselves on local issues. Salisbury District Council supports the development of this Plan.

In the summer of 2004 Donhead St Mary Parish Council committed to the development of a Parish Plan. There followed a Public Meeting in the spring of 2005 at which overwhelming support was given for the Plan. At that meeting a group of volunteers from the parish (the Steering Group) was formed to produce the Plan. Throughout the summer of 2005 several consultations took place within the parish at community events such as the Summer Fête, the Craft and Dog Show, and the Village Barbecue. This culminated in the development of a Parish Survey Questionnaire that was distributed to every household in the parish in December 2005. 405 replies were received – 48% of the population of the parish.

Following extensive analysis of the information collected, an Open Meeting was held in April 2006 to feed back to the community the results of the Survey, to corroborate the data collected thus far, and to seek further views. This led to the draft Plan being written and presented to the Parish Council for adoption in October 2006.

Results

The consultations and Parish Survey produced more comments about excessive speed of traffic, both along the A30 through Ludwell and through the lanes, than any other topic. The local Road Safety Committee has already presented its findings to Wiltshire County Council and has had some, but not all, of its recommendations accepted. The Parish Plan urges that all the recommendations be implemented before a serious accident occurs. It also suggests that the remit of the Road Safety Committee be expanded to include the whole parish.

Over half the people consulted believe that the state of the roads throughout the parish is unacceptably poor. The Plan therefore recommends a programme of inspection and repair.

Affordable housing was identified as an urgent issue because house prices are too high for young people to afford, and they are therefore forced either to leave the parish or live with their parents. The Community First initiative to develop affordable housing in the parish must therefore be progressed more urgently.

The community as a whole has a very poor opinion of the planning authorities and the planning process, with many comments being made on how consultation and communication should be better. The Plan recommends that the Parish Council should act to improve this situation.

The parish would like to have much more information about all that is going on within the community. The Donhead Digest and the internet are identified as the most desired media. Work is already in hand to enhance the content of the

Donhead Digest and deliver it free to every household. A community website www.donheadstmary.org.uk has been developed for all to use giving details of community activities, shops, businesses, local news and Parish Council matters.

People were surprised to learn that there are over 65 businesses within the parish. The Plan recommends action to foster more local employment, and the development of a mini chamber of commerce.

Positive comments were made about community spirit within the parish, though people would like to see even more community activities.

Not surprisingly, positive comments were also expressed about the countryside, wildlife, landscape and environment. The natural beauty of the parish is, for many, one of the main reasons why people choose to live here, and many said that we must preserve this. The Plan recommends that the Parish Council should act in support of this wish. Better recycling is recommended too, both with kerbside collection and local bins.

Access to medical facilities was judged in the main to be good, though with some complaints about the appointment system at the Shaftesbury GP practice.

People generally feel safe in the community, though they would like to see some more visible policing within the parish.

The Parish Plan contains details of all the foregoing, with reference to the issues at stake, and with visions and specific actions proposed.

Thanks are acknowledged to the Steering Group, the Parish Council, Salisbury District Council and Community First.

OBJECTIVES

Parish Plans grew out of the "Rural White Paper" published by the Government in 2000. The concept was developed by the Countryside Agency within the "Vital Villages" scheme, offering a range of grants and advice to help rural communities take action for themselves on issues like roads, transport and community activities. This programme has now been taken over by DEFRA, and is in turn being supported by district councils throughout England. Salisbury District Council has confirmed their support for the development of Parish Plans throughout South West Wiltshire.

The aim of the Parish Plan is to set out a comprehensive vision for how the community sees itself developing in the next few years and to identify the actions needed to achieve and secure this development.

It is intended to inform and influence a wide range of organisations, statutory bodies, agencies and individuals who make decisions which affect the lives of this rural community. It should complement local planning policies as set out in the Salisbury District Council Local Development Plan. It is also intended to influence local

planning decisions by securing the adoption of the Parish Plan, as Supplementary Planning Guidance, including the measures identified by the community to improve and enhance the quality of the built environment.

It is the voice of the community in identifying and prioritising parish needs, indicating what is wanted, what is achievable and what is relevant.

It is a stimulus for local action on the part of the community to work with others to make things happen.

Our vision

To enable everyone within the community to have a voice in how the parish should develop. To preserve, enhance and develop the parish, ensuring a better quality of life for all who live here.

DEVELOPING THE PLAN

In August 2004 the Parish Council received a presentation from Amber Skyring, Principal Community Development Officer of Salisbury District Council, on the parish plan process. It was explained that SDC fully supports the development of parish plans, and that once completed, the plan should be formally adopted by the Parish Council. At this meeting the Council voted to support the development of a parish plan.

In March 2005 the Parish Council held a Public Meeting in the parish to seek the support of the community for the production of a parish plan. This support was given by an overwhelming majority of those attending the meeting. At the same time volunteers from the parish were sought to form a Steering Group to work on the plan.

The Steering Group met for the first time in May 2005 when, following procedural matters to appoint a chairman, vice chairman and treasurer, a process for producing a parish plan was agreed.

Throughout the remainder of the year work progressed on consultations with the community at events and venues such as the Summer Fête, the Gardening Club, the Craft and Dog Show, the Village Barbecue, the Ludwell School Ceilidh and the Horsehill Place Community Centre. A trial Questionnaire was developed and tested in Birdbush. From this a full Parish Survey was developed which was delivered to every household in the parish in December 2005. A response of 48% was achieved.

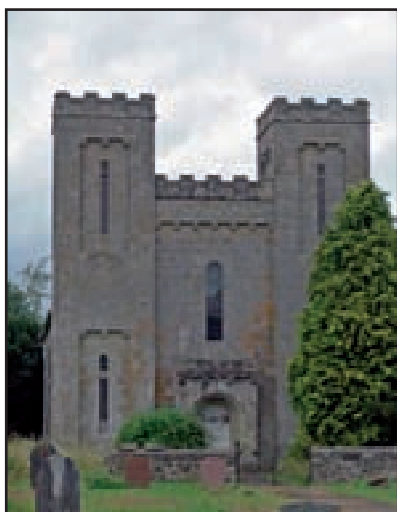
In April 2006 an Open Meeting

was held in the parish to feed back to the community the results of the consultations and the Parish Survey in order to seek confirmation of the data and collect further information.

In September 2006 the draft Parish Plan was produced. The proposals within the Plan are laid out in the form of Issues that relate to the needs of the parish, as confirmed by the Survey and other consultations. For each Issue, a Vision of how the Parish wishes things to be is then outlined together with Actions, Partners and Timescales proposing how the Vision might be achieved.

In October 2006 the Parish Plan was presented to the Parish Council for adoption. In February 2008 the Parish Plan was formally adopted by Salisbury District Council.

PARISH OF DONHEAD ST MARY



Location

Donhead St Mary is the third largest parish in England, with an area of 2115 hectares, but with a scattered population of about 1200 it is almost entirely rural. Situated in the extreme south-west of Wiltshire, its west and south-west boundaries form the county boundary with Dorset. It is a typical English landscape, with rolling hills and hidden valleys.

The parish includes the villages and hamlets of Wincombe, part of Gutch Common, Donhead St Mary, part of Brook Waters, Birdbush, Ludwell, Charlton, Lower, Middle and Higher Coombe, and extends south to one mile from Ashmore and Tollard Royal.

Rock types and relief

In the south, the north-facing chalk escarpment rises to 277m at Win Green. Travelling northwards the greensand slopes are cut into by the headwaters of the river Nadder exposing the gault clay. The Nadder rises in the west and south-west of the parish, flowing first east and then north-east. It leaves the parish at a height of 110m and eventually merges with the Avon near Salisbury. The highest point of the

greensand is about 155m and the mainly C12th parish church of St Mary the Virgin occupies a commanding position on a greensand bluff.

Ancient and medieval times

From earliest times the drier slopes, which were not thickly wooded, afforded cultivatable land and easy route ways. There is evidence of Bronze and Iron Age settlements in burial grounds. A Roman road coming from the south coast crossed the chalk escarpment and can be traced along Dennis Lane and through Lower Berrycourt Farm. It then crossed the river and travelled north along the slopes below the church, leaving the river to the east and exiting the parish through the saddle between Donhead Cliff and Barker's Hill.

Access to the chalk for cereals, the greensand for pasture and green crops, with nearby meadows and river water meant that in medieval times Donhead was one of the richest parishes in Wiltshire. The existence of at least four mills in recent historical times along the Nadder within Donhead St Mary suggests that grain was milled locally and probably consumed within a short distance. Spring water in the Ludwell area was and is still used for watercress.

Land ownership

Shaftesbury Abbey owned much of the parish from the 10th to 16th centuries, and at its dissolution its land was given to Lord Arundell whose heirs and successors still own land around Wardour Castle. In C19th and C20th they sold much of the land for farming and housing development. There were also other large landowners who rented land to small farmers.

Until the early 1950s the parish was more or less self-sufficient

in food. Some market gardeners sold vegetables as far away as Salisbury. Small shops catered for everyday needs – there was a tailor, garage, shops and pubs scattered over the parish. These have gradually disappeared – the last shop near St Mary's church closed in 1983 – and nearly all shops and services are now found along the A30.

Farming today

The predominantly pastoral nature of the land strikes the eye immediately. Although some fields have been joined together and those south of the A30 are large, most of the fields remain comparatively small and are bounded by hedges. Some eight farms still remain active although the names of many houses retain the word 'Farm'. The area farmed by each farmer has increased as much land is owned by landowners who rent it out to these existing farmers for pasture, silage and hay. Increased use of machinery has meant that most farmers employ few or no extra workers, relying on contractors to do much of the work. Dairy farming has declined since the 1990s and the land is used for hay or silage, cereals, beef cattle, horses and sometimes sheep.

Population and Settlement.

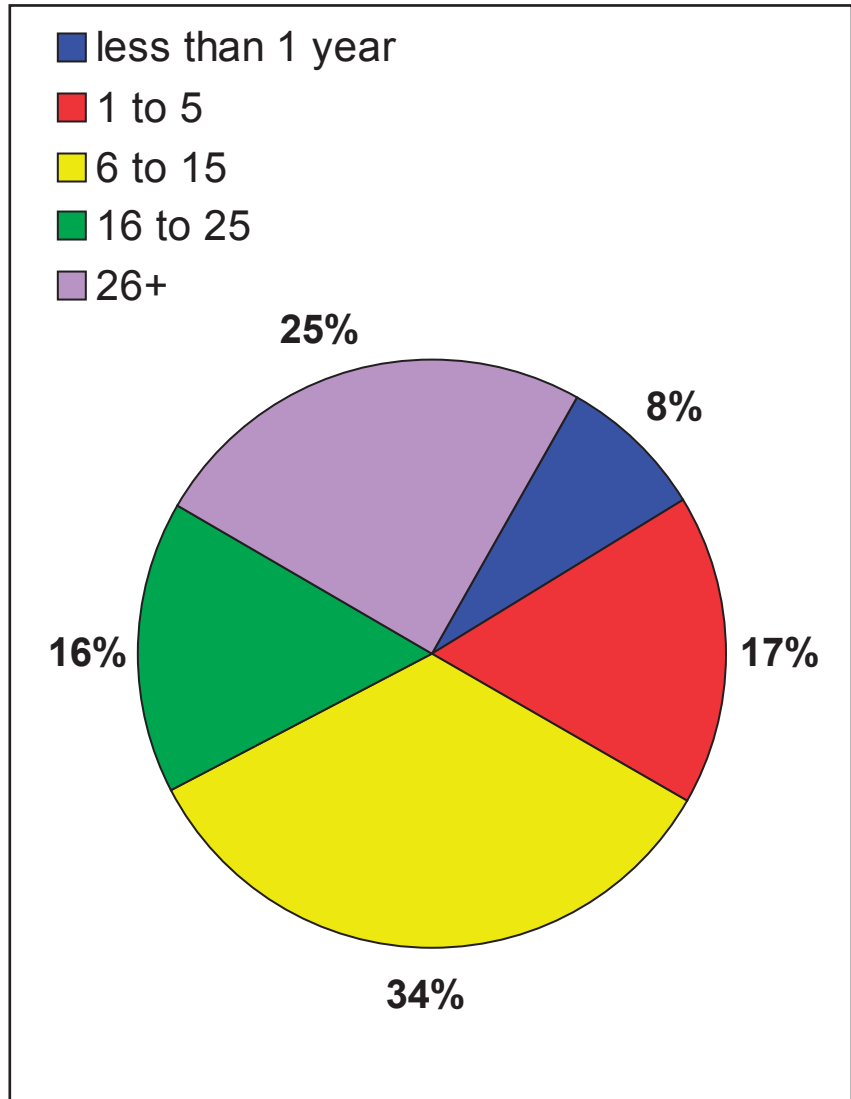
The population was initially concentrated into small hamlets of 6 - 8 houses, usually at a road junction e.g. Lillies Green. Small 'one up, one down' cottages built of local green stone were interspersed with larger farmhouses. Most were thatched but many were eventually tiled. There is no 'stately home' in the parish but several larger houses, such as Donhead Hall, Wincombe House, Charlton House, were built by local gentry.

PARISH OF DONHEAD ST MARY

After 1945 farm workers started to move into council houses. The small stone cottages they left were often joined together to make bigger dwellings. These have been eagerly bought up by incomers. Some houses or extensions were built of red brick and later of reconstituted stone, which fits into the landscape more harmoniously. Many new houses were built in the 1970s and the last 25 years have seen an influx of people. The Women's Institute survey of 2000 showed that 60% of those resident in the area of Donhead surveyed, arrived in this period and exactly half the population was retired. Only about 20% said their families had been resident before 1950.

The 2001 census showed that the total population of the parish was 1,221 (477 male and 744 female) with an average age of 39. The average age is surprising given that the parish is sometimes viewed as a retirement community. Only 18% of the parish was shown as being 65 or over. It also reported that the total number of dwellings was 475. The current Electoral Roll shows that there are 836 people eligible to vote.

How long have people lived in the parish?



Source: Parish Survey



PARISH OF DONHEAD ST MARY

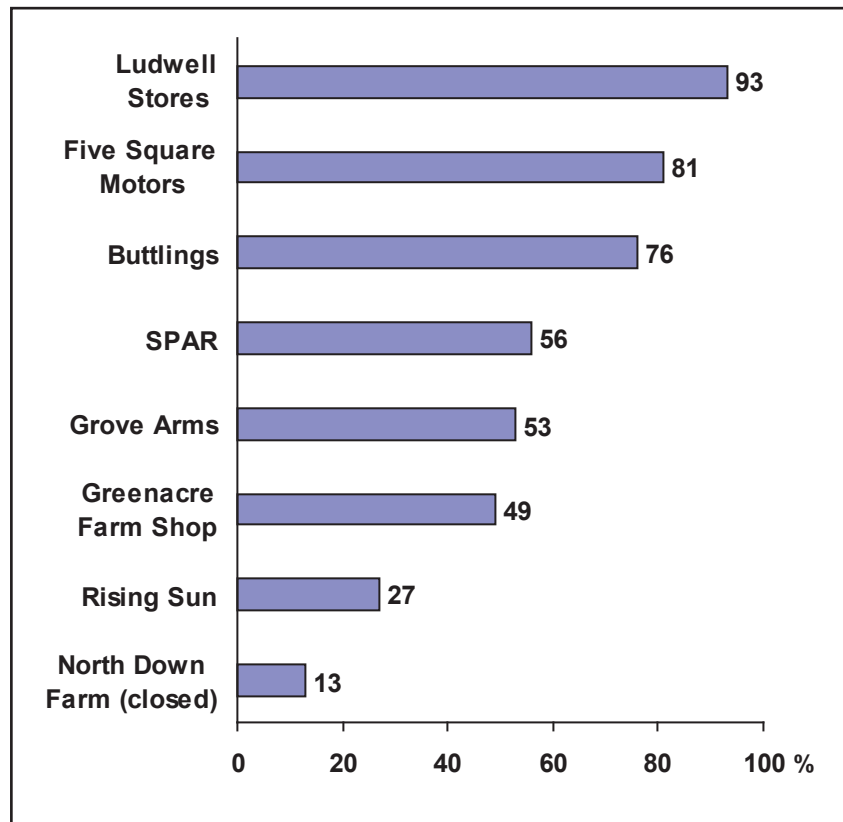
Routeways

Until the end of C18th the east-west route connecting Shaftesbury with Salisbury ran along the chalk tops and for part of its way was called the Ox Drove. Much of the trade in medieval times was in animals for meat and leather. The modern main road, the A30, from London to Exeter runs along the lowest slopes of the Chalk and divides the parish into two halves. It carries much long distance traffic of heavy lorries and fast-moving cars as well as providing a focus for local shopping in Ludwell. With widespread ownership of cars people now depend on larger centres such as Shaftesbury and Tisbury, and travel to Salisbury, Southampton, Bournemouth, Bath and Yeovil for a wider selection of shops.

Shops, Pubs & Local Facilities

The parish is fortunate in having a very popular village shop and Post Office, a butcher, a farm shop, two pubs, and a garage with an adjoining convenience store.

How do we use local business?



Source: Parish Survey

The chart above confirms the popularity of the village shop, the butcher and the garage, and their usage shows how important they are to the community.



THE ISSUES

- speeding traffic and road safety
- poor road maintenance
- parking
- low use of public transport
- high car dependence

Background

The parish is served by a network of minor roads and country lanes, some of which are so narrow as to limit access by large vehicles. It is also split by the main A30 Salisbury to Shaftesbury road that carries a heavy volume of private and commercial traffic.



Traffic Speed & Road Safety

The Parish Survey produced more adverse comments (76%) about excessive speed of traffic than any other topic.

A30 – Many people (48%) said that the speed of traffic is excessive along the entire length of the A30 through the parish, with the section past the shops in Ludwell attracting most adverse comment.

Traffic speed causes the house to shake day and night

Other areas of concern include the A30/Coronation Drive/Charlton Lane crossroads, the entrances to Five Square

ROADS & TRANSPORT POLICY STATEMENT

The Parish needs:

- sensitively designed and locally acceptable measures to secure a reduction in traffic speeds and to improve road safety
- regular road surveys and appropriate repair and maintenance
- additional parking facilities to serve local shops
- better availability and promotion of the Wilts & Dorset, Tisbus and Wigglybus services
- the development and promotion of car-sharing schemes

Motors and St Mary's School, and many other road junctions.

As an additional safety measure 62% said they would like to have a pedestrian crossing, ideally between St John's church and the New Remembrance Hall.

We want a Pelican crossing at crossroads by Charlton church

Rest of the Parish – Significant numbers think that traffic is too fast on many other roads and lanes through the parish, with Coronation Drive, Front Horsehill Lane, Church Hill, Peckons Hill, Dennis Lane and Charlton Lane being most mentioned. There was also much adverse comment about the number of HGVs, very large tractors and other large vehicles using unsuitable minor roads in the parish, often as short cuts.

As a consequence of this, many comments were made about the danger to other drivers, pedestrians, cyclists and horse-riders. Reference was also made to the damage to buildings from collisions or vibration. Comment was made about the excessive traffic noise. In total 63% were worried about road safety.

Road Conditions

56% of those consulted believe that the state of the roads throughout the parish is unacceptably poor.

Problems with potholes, manhole covers, damaged banks and verges, blocked drains, untrimmed hedges, flooding and excessive mud on the roads were all mentioned. Much damage was blamed on excessively large vehicles.

Potholes, mud, broken verges everywhere

Areas of concern included Watery Lane, the Coombes, North Down Road, Fiveways, Parhams Lane, Cats Hill Lane, Lower Wincombe Lane, Church Hill and Dennis Lane.

Parking

Considerable concern was expressed about the lack of sufficient parking for the shops in Ludwell. Poor parking for the two churches and St Mary's village hall was also cited. Mention was made of the limited access for emergency services to Coronation Drive.

Public Transport

Only 19% currently use public transport, though 45% said they would use local buses if services were improved and promoted better. Young people commented that they would like to see better late night public transport to large towns.

Car Ownership

There is a very high car dependence in the parish with only 9% of households not having a motorised vehicle.

ROADS & TRANSPORT

VISION	ACTION	PARTNERS	TIMESCALE
A reduction in vehicle speeds along the A30 through Ludwell, and safer road crossings	PC to commission a comprehensive study of the vehicle speed and road safety issues with recommendations for action (see Road Safety Committee below), all of which to be adopted by WCC	WCC, PC, RSC, police and local residents	Short term
A reduction in vehicle speeds throughout the rest of the parish appropriate to the nature of the roads	Remit of Road Safety Committee to be expanded to cover the rest of the parish	WCC, PC, RSC, police and local residents	Medium to long term
A restriction on access for large vehicles on certain minor roads in the parish	Remit of Road Safety Committee to be expanded to explore restricted access on certain minor roads	WCC, PC, RSC and local residents	Medium to long term
A well-planned programme of road surveys and inspections, fully communicated to the parish, resulting in proper repair and maintenance	PC to liaise with WCC to agree a programme of inspections and repair that meets the needs of, and is communicated to, the parish	PC and WCC	Medium to long term
Sufficient and safe car parking spaces for the shops in Ludwell	Road Safety Committee to survey the areas concerned to ascertain if there is scope for improvement by purchase of land if necessary	RSC, WCC and local residents	Long term
Well-promoted and well-used local bus services that meet the needs of the parish	Establish a Transport Group to liaise with Wilts & Dorset, Tisbus and Wigglybus services to promote local public transport	TG, Wilts & Dorset, Tisbus and Wigglybus	Short term
The active promotion of car sharing and 'car help' schemes that result in a real reduction in local traffic	Tisbury Link Community Transport scheme to be promoted more widely. Transport Group to research and promote car-sharing	Tisbury Link and TG	Short to medium term

ROAD SAFETY COMMITTEE

At the request of the Parish Council, on 1 November 2005 a committee of local residents, with strong representation from the Parish Council, met to discuss the traffic problem around the village of Ludwell. This Road Safety Committee, advised by both Wiltshire County Council Roads Department and Wiltshire Traffic Police, conducted extensive research into the volume of traffic and vehicle speeds through the village, the consequent vibration damage to properties and the wider issues of road safety throughout the community. The aim of the Road Safety Committee was to recommend safety improvements for vehicles, pedestrians, cyclists and horse-riders on the A30 and also on Dennis Lane.

Dennis Lane too narrow for big lorries

Too much heavy traffic going too fast

ROAD SAFETY COMMITTEE (continued)

In February 2006 a comprehensive report was issued by the Road Safety Committee, with the full backing of the Parish Council, that in summary proposed the following:

- Ensure routine maintenance of existing traffic controls is undertaken
- 40mph and 30mph speed restriction zones along the A30 to be extended, together with new 40mph and 30mph speed restriction zones throughout the parish
- “Full Gate” entry points, i.e. village entrance signs, speed restriction signs and red painted traffic calming markings at 3 main locations
- Traffic calming pinch points
- New pedestrian crossing across the A30 between St John’s church and the New Remembrance Hall
- New footways

This report was presented in full by the Parish Council to the Environmental Advisory Panel of Wiltshire County Council on 22 March 2006. A reply dated 31 March 2006 from the County Council has confirmed:

- Maintenance issues will be addressed
- Approval of the proposed alterations to the 40mph and 30mph speed restrictions on the A30 in Ludwell
- Gateway treatment will be installed at the speed limit terminal points during 2006/07
- Traffic calming recommendations were not approved for implementation in 2006/07 but will be reassessed at a later date
- The appropriateness of a new pedestrian crossing will be assessed
- Minor signing and road marking will be assessed and appropriate action taken in 2006/07

In view of the fact that speeding traffic in the parish is of such a major concern to the whole community, as evidenced by the data collected by both the Road Safety Committee and the Parish Plan process, it is extremely worrying that the Environmental Advisory Panel of Wiltshire County Council has failed to recommend implementation of all the RSC’s proposals. Action on all these proposals should be taken as a matter of urgency before a serious accident occurs.



THE ISSUES

- no low cost housing available for young local people
- poor planning, consultation and communication
- concern about new development

HOUSING & PLANNING POLICY STATEMENT

The Parish needs:

- the development of affordable housing to meet the requirements of young local people and to ensure a balance in the age mix
- clear and open consultation and communication on all planning matters, using modern and effective communication methods
- development to be limited, sensitive and sympathetic to the environment so that it blends well with existing houses and the landscape

Background

There are 473 homes listed in the Electoral Register. In addition there are some second homes, and a few unoccupied houses. In total there are approximately 500 homes in the parish ranging from a large country house and estate, Donhead Hall, through to small thatched cottages.



The largest concentration of houses and bungalows was built by the Council during the 1950s just off the A30 at the top of Ludwell Hill – the Coronation Drive estate. These homes, together with a smaller estate of Council-built houses in Birdbush, make up approximately 27% of the housing stock in the parish. Many of these houses have now been sold off to private owners. All the other housing is in private hands, either owner-occupied or rented out. At present there are no Housing Association homes in the parish.

The older houses are built of local greenstone and many are thatched. Some of the modern houses are built of greenstone and others of reconstructed stone or brick. Apart from two small blocks of houses built within the last three years in Ludwell, and one new block at the top of Front Horsehill Lane, all other development in the last 30 years has been individual houses, many as infill, plus extensions to existing houses.

New development is limited because:

- all of the parish is within the Cranborne Chase and West Wiltshire Downs Area of Outstanding Natural Beauty and part of the parish is a conservation area
- the terrain to the north of the A30 is hilly with tight valleys and is therefore difficult country in which to build any estates of new houses
- public transport, except along the A30, is extremely limited. The shops, public houses and garage are also on the A30. The building of affordable houses away from the A30 could cause the occupiers to be isolated unless they have private transport

Housing

Both the Parish Survey and the Community First Survey (see Note 1 overleaf) identified affordable housing, for purchase (shared ownership) or rental, as being the main new housing

requirement because:

- house prices are too high for young people and first time buyers to afford
- young people are forced either to live with their parents or leave the parish; 'pushed' or 'driven out' were comments made
- it would ensure a balance of people across the age groups. Respondents said 'it is very important to stop the place becoming a middle class ghetto' and 'affordable housingto prevent the parish becoming a privileged enclave'

Affordable homes for local people are desperately needed

81% of respondents to the Community First survey supported the building of affordable housing. The survey identified 12 families who have left the parish due to a lack of affordable housing. The survey has proposed that a total of 34 new houses, bungalows or flats may be needed for the parishes of Donhead St Mary and Donhead St Andrew.

The Parish Survey also revealed:

- a very widely held view that there should be no major new building within the parish and that, apart from the need for affordable housing, the parish should remain the same size

- opinions that any new houses, extensions to existing houses, or conversions of redundant agricultural buildings into houses, should be in keeping with the existing materials and architecture and blend into the landscape
- a desire to retain the unspoilt nature of the parish
- concern that recent new developments did not fit into the landscape due to being too large or too high
- a minority view that no more housing at all should be built in the parish due to the volume of housing proposed for Shaftesbury. There is a fear that this new development will have a major negative impact on the parish

Planning and Consultation

From the Parish Survey it appears that the community as a whole has a very poor opinion of the planning authorities and the planning process. Alterations to approved plans appear to be made during building without reference to SDC.

Better communication with local residents on all planning matters.

40% of respondents commented on how consultation and communication could be improved. These suggestions are covered in the Communication section of the Parish Plan (see pages 15 to 17).

35% of respondents made adverse comments, a summary of the main points being:

- lack of consultation and communication with the community

Local councillors should seek our opinion when planning applications in our neighbourhood are being decided.

- better control is needed to prevent changes being made to plans that have already been approved
- the planning authorities at Salisbury District Council are prepared to approve applications without considering how the buildings will fit into the landscape and overall ambiance of the parish

Only allow development on a scale and density appropriate to the area

VISION	ACTION	PARTNERS	TIMESCALE
A small development of affordable housing specifically for local young people	Already started in the form of the Community First initiative. PC to push for more rapid progress and visible results of the work conducted to date	Community First, SDC, PC and local landowners	Medium to long term
Regular, clear and accessible reporting of all Parish Council matters, with particular reference to planning applications	Establish a Communications Group to liaise with PC to agree how best to communicate planning information	PC, SG and Communications Group	Short term
A diversity of housing that complements the environment and respects the historical heritage of the area. New housing limited to village infill	SG and PC to request SDC to adopt the Parish Plan as Supplementary Planning Guidance to the Local Development Plan	SDC, PC and SG	Short term

Note 1: Donhead St Mary and Donhead St Andrew Parishes Housing Needs Survey Report by Community First dated April 2005. The aim of this survey was:

- to investigate the affordable housing need for local people (or those who have a need to live in the parish or the locality)
- 'housing need' can be defined as the need for an individual or household to obtain housing which is suitable to the circumstances. It implies that there are problems or limitations with the household's current housing arrangements and that the household is unable to afford or to access suitable accommodation in the private sector. Such problems may be concerned with housing costs, size, location, layout, state of repair, or security of tenure. This need may be immediate or anticipated in the near future

THE ISSUES

- poor communication on many matters of interest within the parish

COMMUNICATION POLICY STATEMENT

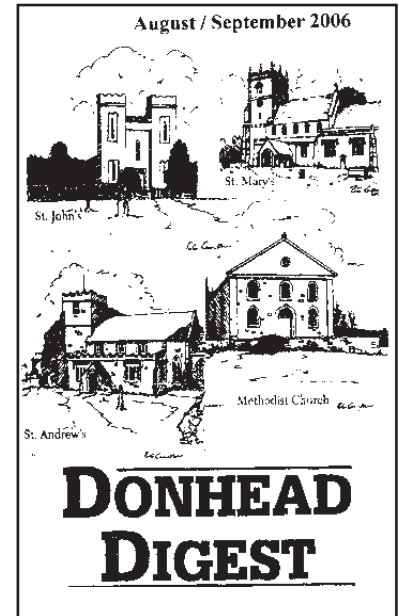
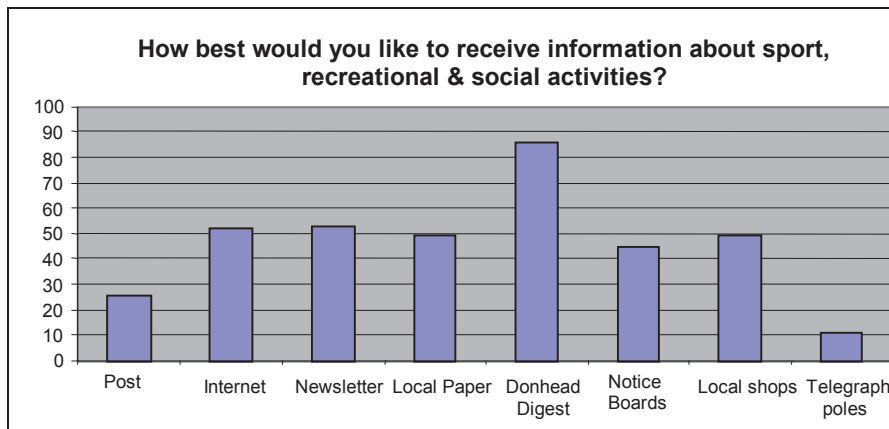
The Parish needs:

- clear, modern, up-to-date, widely available and ideally free methods to inform the community on a regular basis all that is interesting and important going on in the area

Background

The communication action theme emerged from comments received at the various parish events and from the Parish Survey. Analysis of these remarks showed that communication is a major concern.

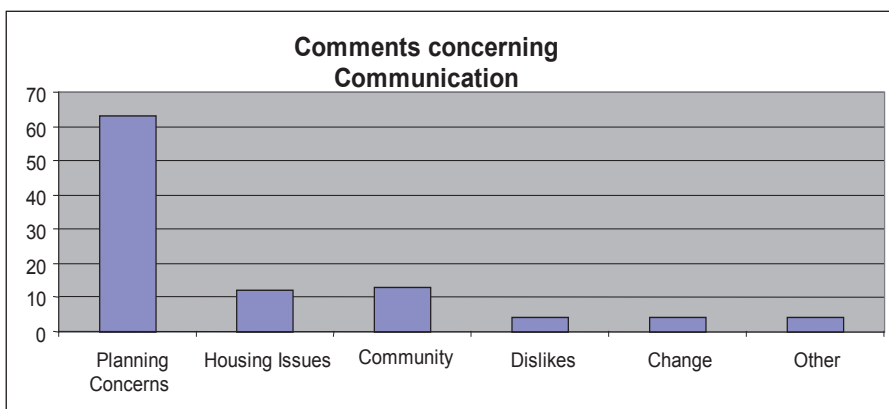
With over 16 clubs and societies in the parish, the Survey revealed that only 19% of respondents knew about 6 or more of them confirming from this perspective that communication is an issue. The survey asked a specific question on how people would like to receive information about these activities:



Grouping together Newsletter, Local Paper and Donhead Digest shows that 51% in total would like a 'news' type of communication.

Communication

Prompted by the above, all the comments and issues noted in the Survey across all the action themes were analysed and any which linked to communication extracted. A total of 100 comments further revealed that the parish needs to improve communication:



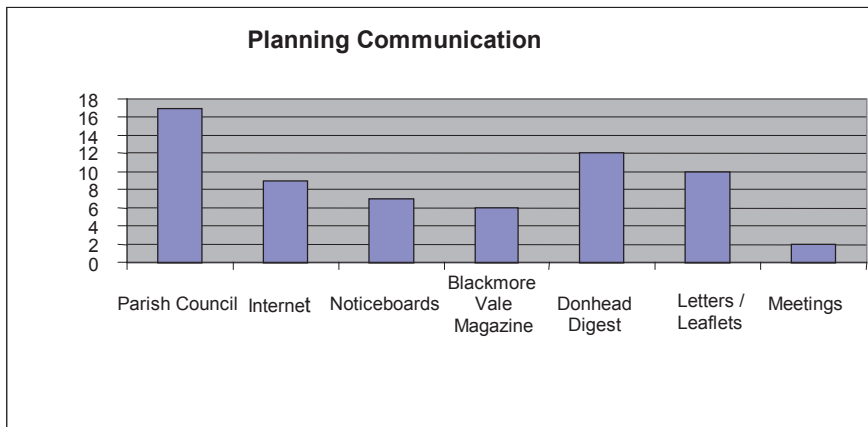
Parish Council should keep us better informed

Listen to what people in the area have to say

75% of comments related to planning and housing concerns and the need to improve communication to local residents. People want more open consultation, accounting for local views with details of new planning applications being more widely circulated.

COMMUNICATION

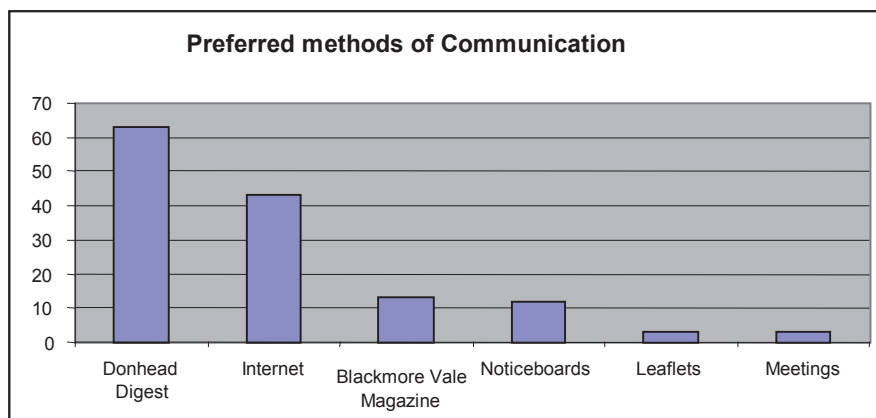
Many suggestions were made as to how communication on planning matters could be improved as follows:



It was generally felt that the Parish Council needed to communicate more openly and effectively regarding planning issues as this would lead to less concern about planning consents given. The Donhead Digest was the most popular method of communication, with other support being offered for letters & leaflets, the internet and noticeboards.

A sizeable minority wanted better communication about local activities, events, clubs and societies. Several newcomers to the parish mentioned that it was not always easy to find out information about local clubs and events. Better communication about community events would help newcomers feel more welcome.

The Open Day on 8 April 2006 was then used to canvas opinions on the preferred forms of communication on all parish matters. All attendees were invited to nominate up to two methods of communication with results as follows:



A clear majority preferred the Donhead Digest, closely followed by an internet solution. These two methods would appear to be the best combination as they cater for both computer users and non-computer users.

Additional comments were received regarding the Donhead Digest as follows:

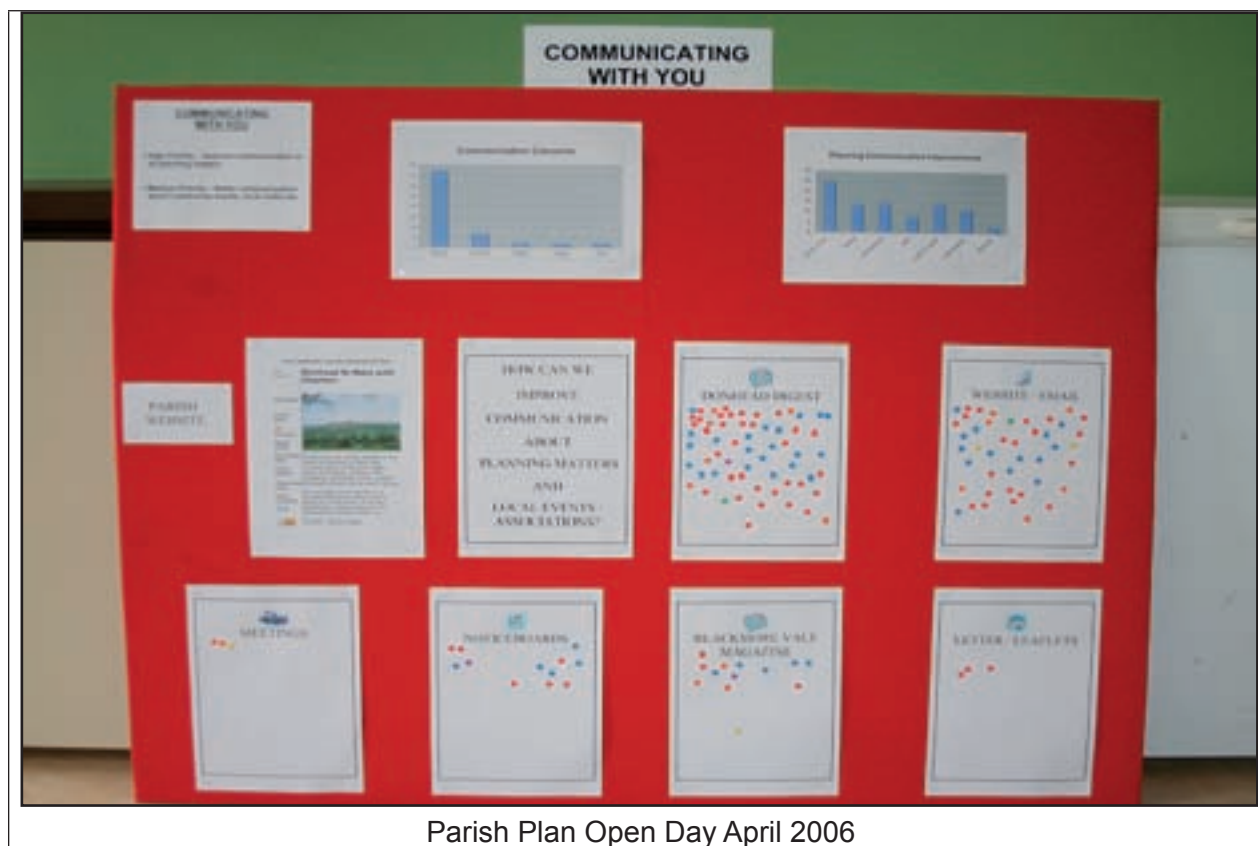
- would be more relevant if produced monthly
- needs updating and modernising
- should be less Church-orientated
- needs more publicity since some respondents had never heard of it despite living in the parish for many years

More open consultation

More local functions and communication of these to households



Internet Access



Parish Plan Open Day April 2006

VISION	ACTION	PARTNERS	TIMESCALE
A revitalised Donhead Digest, issued monthly, free to the whole parish, that is both interesting and relevant to the community. It should include information on all events and activities as well as a full description of current Parish Council matters	Mike Montgomery to liaise with publisher and printer to define a new strategy and implementation plan to develop the Donhead Digest. Form a Communications Group to support this strategy	Mike Montgomery, PCC, local residents and those with expertise in communication and publishing	Short to medium term
Linked and produced in conjunction with the Donhead Digest, a community website that provides a similar level of information as that provided above	SG to investigate and assess SDC South Wilts Community Web. Develop own community website	SDC, G Lerner, J Waddilove and local residents with web expertise	Short to medium term

Donhead Digest

A strategy and plan has already been put in place to develop the Donhead Digest. There is a vision that it should be free to every household in Donhead St Mary and Donhead St Andrew. At the same time the content will be expanded to include information on clubs, events and societies and Parish Council matters. Whilst subscription income will fall away it will be offset by reduced production costs through local typesetting and layout, and increased advertising revenue and donations.

Community Website

A community website has already been developed www.donheadstmary.org.uk and launched at the Summer Fete on 8 July 2006. Development has been funded by a local business, Dokumenta, with development work carried out by local residents Gabi Lerner and Jonathan Waddilove. It is already providing details of clubs, societies and local events and, through a link with www.southwilts.com, details of Parish Council matters. It also provides details of local businesses. It is still in its development stage and therefore local comment and suggestions are welcome.

THE ISSUES

- a need for more local employment particularly for young people
- sensitive new business development to minimise friction with the residential community

EMPLOYMENT & BUSINESS POLICY STATEMENT

The Parish needs:

- additional employment opportunities especially for young local people
- to adopt the principle of converting existing buildings in the countryside into small business premises as opposed to the erection of new buildings
- to take into account the views of local residents when considering new business developments
- the active promotion of a local business group

Background

Data extracted from the 2001 Census showed summary information as follows:

1) Economic Activity

The parish has a low proportion of its working age population that are economically active (57.2%) when compared to any of the benchmark areas (Wiltshire – 72.2%, England – 66.9%)

2) Employment by Industry

The parish has a very high proportion of its workforce (13.2%) employed in the primary sector (principally agriculture) when compared to the benchmark areas. For example Wiltshire has only 3% employed in this sector and England only 1.7%. It also has a high proportion of those working in the construction and utilities sector (10.3%) when compared to Wiltshire (7.1%) and England (7.5%). In contrast to these it has a low proportion working in manufacturing (9.7%) as well as services (66.8%) compared to Wiltshire (14.7% and 75.3% respectively) and England (14.8% and 76% respectively).

3) Occupation

The parish has a high proportion of people working in the technical, administrative, secretarial and skilled trades occupations (45.4%) when compared to the benchmark areas (Wiltshire – 40.2%, England – 38.8%). This is at the expense of sales and service, the process and plant, and the elementary occupations. The proportion of those managers and professionals (29.7%) in the parish is also high when compared to all the benchmark areas (Wiltshire – 27.0%, England – 26.5%).

Employment Opportunities

In the Parish Survey respondents were asked if they would like to see more employment opportunities in the parish and if so, what?

31% wanted to see more employment opportunities though there was no clear majority view on what this should be. Some said they would like to see more opportunities for young people, some felt there wasn't a problem, a few wanted more commercial units/workshops/offices and a few wanted more gardeners, plumbers, painters and work for farmers. A number made comments that new businesses must fit in with the rural surroundings and be acceptable to local residents.

Results from the Open Day

Prior to the Open Day, considerable research was undertaken to learn details of as many of the businesses within the parish as possible. This was done from a number of sources including the Donhead Digest, Blackmore Vale Magazine, Salisbury Journal, Village and Shop notice boards and local knowledge, discussion and observation.

Using this data a large board displaying a detailed map of the parish together with pins and string showing every known business with its location within the parish was put up at the Open Day with the question 'Is your business shown here?'. If not, attendees were asked to supply details of businesses not shown.

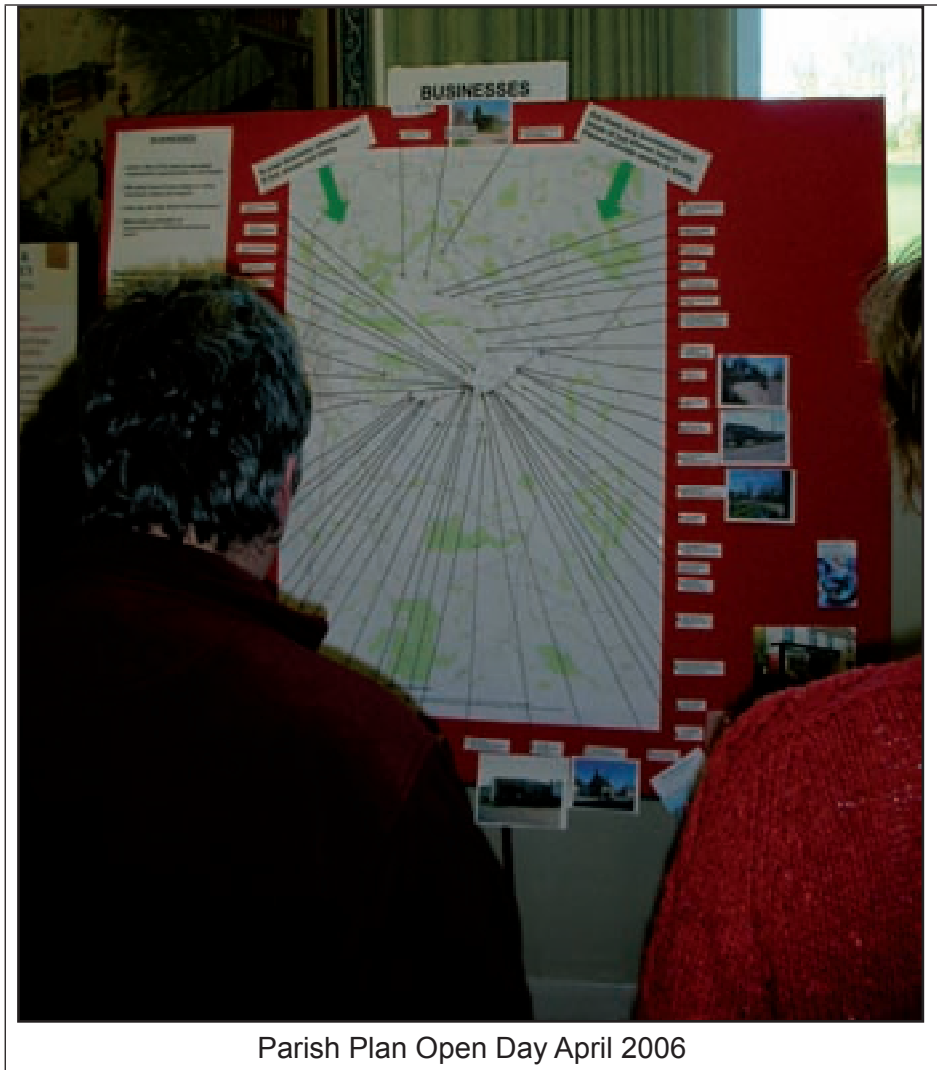
From this it was learnt that there are 65 businesses in total operating from within the parish. Verbal comments received at the Open Day suggest that this is a much larger number than many had expected.

Also it was suggested that the data should be saved and used to communicate to the whole parish the names and addresses of all those businesses willing to have such information published, in order to advertise and hopefully solicit new customers and also to provide a database for potential new employees.

No [new employment or business] unless it is in keeping with the rural parish

Young people need employment to stay here

Is there an unemployment problem?



Parish Plan Open Day April 2006

VISION	ACTION	PARTNERS	TIMESCALE
Encourage and support appropriate employment opportunities in the parish, especially for young people	SG and PC to work with existing employers and SDC to encourage local employment	Local employers, SDC, PC and SG	Medium term
New business developments within the parish which are small-scale and sympathetic to the surrounding area	PC and SG to identify possible sites for business units and investigate land ownership. Support planning applications for change of use of existing buildings. Encourage sensitive new business development	Local businesses, local landowners, SDC, PC and SG	Medium term
A local mini chamber of commerce comprising active members of the business community to promote local business and employment	SG to form a group of energetic and committed people drawn from our local businesses	Local business people, SW Wilts Rural Business Club, Business Link	Medium term

THE ISSUES

- integration of the community
- publicity and involvement in parish activities
- use of local facilities

COMMUNITY POLICY STATEMENT

The Parish needs:

- greater integration of the community but not at the expense of individual local character and not when against local wishes
- wider publicity on local events, clubs, societies and activities
- better utilisation of parish facilities – village halls, schools and churches

Background

In order to gain an understanding of this subject, The Parish Survey asked the following questions:

- Should there be greater integration of the various parts of the parish, and if yes, how?
- What is the usage and knowledge of sport, recreational and social activities in the parish?
- What use is made of the village halls and churches?

Reference was also made to the responses received to the '**what do you like, what do you dislike, what would you change**', and '**what would you keep**' questions and finally the '**any other comments**' section.

Need to know what is happening and where

Analysis

- 35% of respondents said there should be greater integration
- 27% said they liked the people, the community spirit and the villagers are friendly
- 18% want more events and more publicity about events in order to foster a community spirit. Quite a few said we should keep all the existing events such as the Dog Show, the Wassail party, the summer BBQ, the Summer Fête and the fireworks party. There were requests for a leisure centre, a swimming pool, bingo, and more social events for the young people in the village
- There was some concern expressed that whilst integration was good, 'forced' integration would not be welcome

Integration is ideal but you can take a horse to water and you can't make it drink. If people don't want to mix then so be it

- While there are over 16 local clubs and societies in the parish, most people were aware of fewer than 6, confirming that events and activities should receive greater publicity
- The majority use the village halls and would also like the churches to be used for other events

More events that draw the whole community together

VISION	ACTION	PARTNERS	TIMESCALE
A vibrant and friendly community with many local events but peaceful and private when people want it to be	PC and SG to conduct a community survey to seek opinions on more and different activities and events, and helpers to organise them	PC, SG, churches, schools, clubs and societies, local residents	Medium term
Community-wide information and publicity, available to the whole parish, on all events, clubs, societies and activities	Communications Group to contact all clubs, societies and event organisers to publicise themselves on the community website and in the Donhead Digest	PC, churches, schools, clubs and societies, community website, Donhead Digest	Short term
Full use of local facilities – village halls, churches, schools – for maximum benefit to the whole community	Trustees of existing facilities to determine any necessary improvements to meet requirements. Promote facilities more widely.	Village hall committees, churches, schools, clubs and societies, local residents	Medium term

THE ISSUES

- preservation of the existing landscape
- preservation of rare flora, fauna and historical buildings
- protection of bridle paths and footpaths
- lack of recycling facilities

Background

All of the parish is contained within the Cranborne Chase and West Wiltshire Area of Outstanding Natural Beauty. AONBs are regarded as being of national importance. The primary purpose of the AONB designation is to conserve and enhance natural beauty.

A large part of the parish is also designated as a Conservation Area for planning and preservation purposes. A Conservation Area is an area designated by the Local Planning Authority as one of special architectural or historical interest, the character or appearance of which it is desirable to preserve or enhance.

In addition to the natural beauty of the landscape, much of the countryside of the parish contains flora and fauna of great interest. This is evidenced by the parish containing three Sites of Special Scientific Interest – Gutch Common, Lower Coombe + Ferne Brook Meadows, and Win Green Down. SSSIs are the country's very best wildlife and geological sites. They include some of the most spectacular and beautiful habitats. Their purpose is to preserve our remaining natural heritage for future generations. SSSIs are important as they support plants and animals that find it more difficult to survive in the wider countryside. SSSIs are designated by English Nature, a Government agency set up by

COUNTRYSIDE, WILDLIFE, LANDSCAPE & ENVIRONMENT POLICY STATEMENT

The Parish needs:

- the preservation of the natural beauty of the landscape
- the preservation of the rare flora and fauna and historical buildings
- the protection of paths within the parish which give access to the countryside for walkers and horse-riders
- the provision of kerbside recycling collection and local recycling facilities

the Environment Protection Act in 1990 (replaced on 1st October 2006 by Natural England – an amalgamation of English Nature and the access part of the Countryside Agency).

Conservation

The natural beauty of the landscape is, for many of the inhabitants, one of the main reasons why they choose to live here. In the Parish Survey 66% said they liked the beauty, countryside, peace and quiet, and rural aspect. 24% also said they would like to keep the views, walks, footpaths, beautiful landscape and rural character.

10% said they would like to see landowners and farmers supported, since they were perceived as being the guardians of the countryside. 8% said they would like to keep the area exactly as it is.

Keep the hedges and trees, the wildlife and biodiversity, the quiet country lanes for walking and the public footpaths

Keep the views

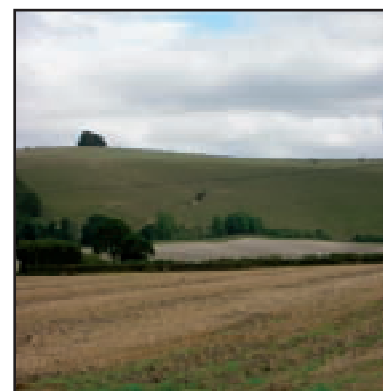
Keep footpaths and bridleways clear

Keep the countryside like it is

This area should be preserved forever for its beauty

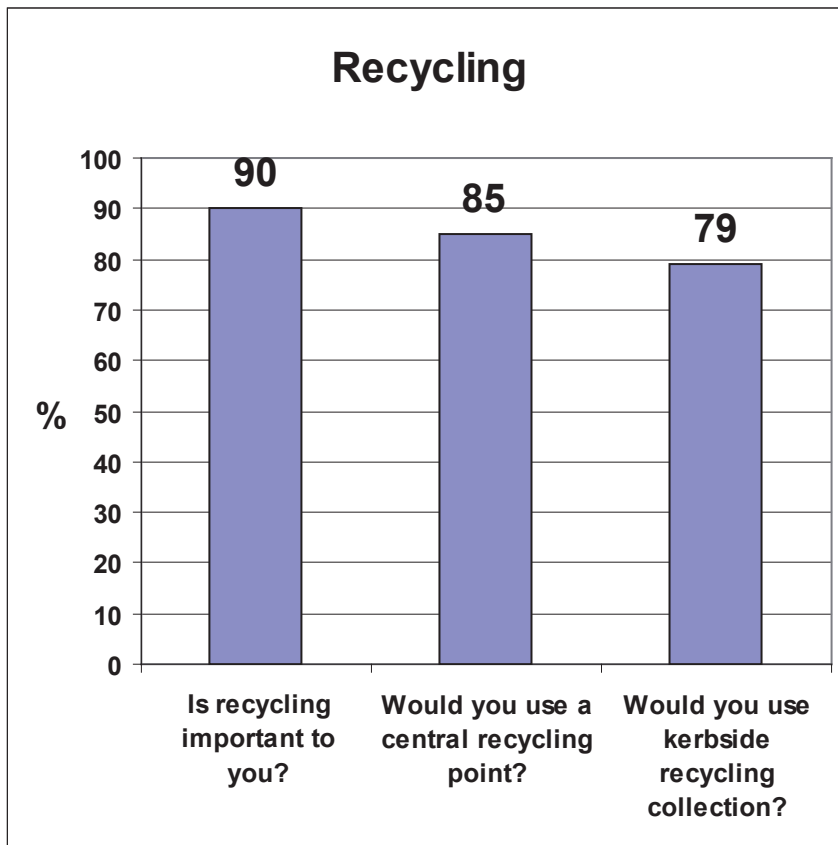
Community Services

26% of respondents to the Survey were concerned that the parish should be kept more clean and tidy, with less litter and dog mess. Win Green, a National Trust property, is of special concern for dog fouling.



COUNTRYSIDE, WILDLIFE, LANDSCAPE & ENVIRONMENT

On the question of recycling, the following responses were made in the Parish Survey:



All of the above indicate that the provision of recycling facilities in the parish is an urgent issue, as is the kerbside collection of recycled waste.

VISION	ACTION	PARTNERS	TIMESCALE
A beautiful landscape preserved for future generations, together with the preservation of flora, fauna and historical heritage	PC to decline planning applications that would be visually detrimental to the amenities of the parish. SDC to support this approach	SDC, PC, AONB	Short term through to long term
Easy access to countryside by walkers and horse-riders via public rights of way	PC to ensure that all footpaths and bridleways are maintained, preserved and kept open. SDC to support this	SDC, PC	Medium term
Provision of recycling facilities in the parish and the kerbside collection of recycled waste	PC to confirm with SDC suitable site for recycling facilities. SDC to commence kerbside collection of recycled waste	SDC, PC	Short term
Win Green Down to be clear of dog fouling	National Trust and SDC to set up notices, bins and bin-emptying service	National Trust, SDC	Medium Term

THE ISSUES

- unsatisfactory appointment system at Shaftesbury GP practice

MEDICAL FACILITIES POLICY STATEMENT

The Parish needs:

- easy and flexible access to GP surgeries

Background

The parish is served principally by two GP practices – Shaftesbury and Tisbury, though a small number of parishioners travel further afield to practices in Fovant and Fontmell Magna.

There is a community hospital in Shaftesbury and a district general hospital in Salisbury.

Dental services are provided through an NHS practice in Shaftesbury, and two private practices – Shaftesbury and Tisbury.

Analysis

The Parish Survey revealed that the majority of respondents (82%) had no difficulty getting to see their GP. Of the remaining who reported some difficulty, 76% of these said that the problem related to the appointment system at the Shaftesbury practice. The principal problem with this appointment system is that people cannot book appointments more than 48 hours ahead. A further 15% of respondents who reported some difficulty getting to see their GP, said the problem related to transport e.g. difficulty getting a bus to Shaftesbury.

Where you are registered

Shaftesbury – 64%
Tisbury – 24%
Other – 12%



VISION	ACTION	PARTNERS	TIMESCALE
Easy access to GP surgeries with patient friendly appointment systems	SG to write and if necessary meet with Abbey View Medical Centre, Shaftesbury to seek changes to appointment system	SG, Abbey View Medical Centre	Short term

YOUNG PEOPLE

The Young Person's Questionnaire produced only 29 completed replies. The 2001 Census showed there were 284 people in the age group 5 – 15 in our parish. However, from this limited response it was possible to learn that:

- 18 individuals go to college or school by car
- 13 want to stay in the parish when they leave school
- 13 want to leave the parish
- 18 want to go to college or university

In view of the limited data available it is proposed that more research be carried out, most likely with the assistance of pupils from Ludwell Primary School and St Mary's School, with a view to researching more about what young people in the community want and developing action plans to suit.

THE ISSUES

- lack of visible policing

Background

As a rural community the parish enjoys a remarkably low crime rate. The most recently available data (National Statistics) shows that the parish has one of the lowest crime rates per person in the country.

Policing is the responsibility of Wiltshire Constabulary through their offices in Tisbury and Salisbury. Wiltshire Constabulary is committed to changing to Neighbourhood Policing. The parish falls within the Tisbury beat area and will shortly have a beat manager who will be a Police Constable dedicated to dealing with local community issues. He

CRIME & SAFETY POLICY STATEMENT

The Parish needs:

- community policing that is both visible and effective

will be supported by a Police Community Support Officer who will be specially trained for the job.

The parish participates in the Neighbourhood Watch Scheme. Wiltshire Police publishes a monthly Community Bulletin covering the Tisbury and Mere areas. The Bulletin highlights topical crime and safety matters, plus the details of traffic accidents and reported crime and arrests. The Bulletin is sent by email to those who have registered with:

andy.fell@wiltshire.pnn.police.uk

and distributed in hard copy by Neighbourhood Watch.



Do you feel safe?

The majority of respondents (82%) to the Parish Survey said they felt safe and secure in the parish. For those who didn't feel safe, the Survey revealed that the principal worry is the lack of visible policing. Only 4% of people reported that they had suffered a burglary or a break-in

VISION	ACTION	PARTNERS	TIMESCALE
A safe and crime-free environment for all local residents	PC to engage with Wiltshire Constabulary to develop a community policing plan to include more visible policing of the parish	PC, Wiltshire Constabulary	Short term

THE NEXT STEPS

The Parish Plan has now been formally published and adopted by both Donhead St Mary Parish Council and Salisbury District Council. It is therefore recommended that the Parish Council becomes the custodian of the Plan, ensuring that the programme of actions proposed within the Plan do actually take place, and that an appropriate monitoring process occurs to track progress.

The Plan was presented to Salisbury District Council Western Area Committee on 7th February 2008 for adoption into the planning system. It is therefore expected that the Plan will influence the way SDC delivers its services. A copy will also be sent to Wiltshire County Council for the same purpose. Assistance will be sought from our District Councillor and our County Councillor to champion our cause. The views in the Plan reflect the wishes of the people of Donhead St Mary parish and we therefore expect the Plan to produce results.

Locally, our continued work on the development of the Donhead Digest has assisted in making it free to all in the parish. The community website www.donheadstmary.org.uk is up and running but needs further support and development, as well as a community-wide publicity programme to increase its visibility and usage.

Publishing the Parish Plan is the start of the next phase of a continuing process. The Plan contains many proposed actions and everyone has a role to play in helping to deliver these. Some actions have already started, but there remains a lot more to do if Donhead St Mary is to continue to be a delightful, vibrant and active community in which to live and work.

SUMMARY OF ACTIONS

SHORT TERM – BY END 2009

ROADS & TRANSPORT	Road Safety Committee to push for adoption of <u>all</u> its recommendations
	Establish a Transport Group to promote local public transport
HOUSING & PLANNING	Establish a Communications Group to liaise with the Parish Council to agree how best to communicate planning information
	Steering Group and Parish Council to request SDC to adopt the Parish Plan as Supplementary Planning Guidance
COMMUNICATION	Mike Montgomery to liaise with publisher and printer to define a new strategy and implementation plan to develop the Donhead Digest. Communications Group to support this strategy
	Steering Group to develop our own community website
COMMUNITY	Communications Group to contact all clubs, societies to publicise themselves on the community website and in the Donhead Digest
COUNTRYSIDE, WILDLIFE, LANDSCAPE & ENVIRONMENT	Parish Council to decline planning applications that would be visually detrimental to the amenities of the parish
MEDICAL FACILITIES	Steering Group to write to Abbey View Medical Centre, Shaftesbury to seek changes to appointment system
CRIME & SAFETY	Parish Council to engage with Wiltshire Constabulary to encourage more visible policing of the parish

MEDIUM TERM – BY END 2012

ROADS & TRANSPORT	Remit of Road Safety Committee to be expanded to cover the rest of the parish
	Remit of Road Safety Committee to be expanded to explore restricted access on certain minor roads
	Parish Council to liaise with WCC to agree a programme of inspections and repair of the roads and lanes
	Tisbury Link Community Transport scheme to be promoted more widely. Transport Group to promote car-sharing
HOUSING & PLANNING	Parish Council to push for more rapid progress and visible results of the Community First initiative for affordable housing
EMPLOYMENT & BUSINESS	Steering Group and Parish Council to work with existing employers and SDC to encourage local employment
	Parish Council and Steering Group to identify possible sites for business units and investigate land ownership
	Steering Group to form a group of energetic and committed people drawn from our local businesses
COMMUNITY	Parish Council and Steering Group to research holding more community activities and find helpers to organise them
	Village halls, churches and schools to determine any necessary improvements to meet community needs, and promote facilities
COUNTRYSIDE, WILDLIFE, LANDSCAPE & ENVIRONMENT	Parish Council to ensure that all footpaths and bridleways are maintained, preserved and kept open
	Parish Council to confirm with SDC suitable site for recycling facilities. SDC to commence collection of recycled waste
	National Trust and SDC to set up notices, bins and bin-emptying services to clear Win Green Down of dog fouling

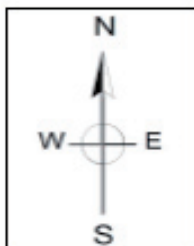
LONG TERM – BY END 2015

ROADS & TRANSPORT	Road Safety Committee to research if there is scope for improved parking for the shops and residents of Ludwell along the A30
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DONHEAD ST. MARY PARISH BOUNDARY



Donhead St Mary Parish Boundary



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Workspace

Base Mapping

Map Scale

1:40895.89

Date

25th April 2006

