

EAST COWES TOWN PLAN



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1. INTRODUCTION AND PREFACE

AIMS AND OBJECTIONS

East Cowes Town Council has commissioned a Town Plan to help influence both strategic and local issues that are of importance to the community. The Town Plan should be used as a framework to guide decision makers, as it represents the views of the community.

The term 'community' is used to encapsulate those who live and work within the town, as well as larger and smaller stakeholders which range from business and commercial premises, charitable organisations, community groups, forums, schools and anyone who had a desire to represent themselves as part of the Town Plan consultation process.

The Town Plan has been created with two primary objectives:-

1. To influence the direction of planning policy contained within the pending Area Action Plan for the Medina Valley. It is within this context that the Town Council has collated an evidence base to influence strategic decisions based on the collective voice of the community. The Town Council wishes to identify and sustain development over the lifespan of the Core Strategy and through the adoption of the Area Action Plan for the Medina Valley. It is within this context that the Local Authority should adopt the Town Plan as part of their own evidence base.
2. The Town Plan should be used as a material consideration when assessing planning applications and should be given weight within the decision making process. The Town Plan can be used to assess large or small scale planning applications. It can act as a guide to help focus the direction of financial contributions, either through current S.106 Agreements or if the Council has a desire to use the Community Infrastructure Levy in the future.

East Cowes Town Council has commissioned the Town Plan to act as a positive resource which consultants, decision makers and statutory consultees can use. Under the Governments commitment to 'Localism', the Town Plan provides a sustainable evidence base.

EVIDENCE AND STRATEGY

4,000 resident's questionnaires were delivered to households in East Cowes, or were made publically available (appendix 1). 100 business questionnaires were delivered to East Cowes businesses (appendix 2). For larger stakeholders, separate meetings extracted reactions on planning policy, future ambitions and the constraints and opportunities that East Cowes presents.

Residential questionnaires were also distributed at the Sustainability Roadshow, held on the 24th March 2013. Completed questionnaires were returned on the 29th March 2013.

Collection points were stationed around East Cowes; at the following locations:-

- East Cowes Town Hall
- The Co-Operative Food Store
- Pub

- Waitrose
- Watson, Bull and Porter
- Meadow Road Top Shop

319 residential responses were made, totalling 8% of the overall community. There was a 7% response rate from businesses which excluded specific Key Stakeholders meetings.

All responses were collated and split against Core Strategy Policies including SP1, SP2, SP3, SP4 and SP5. This ensured general compatibility and conformity.

A community consultation day was held on the 23rd August 2013 which summarised a significant proportion of individual responses made by local residents and stakeholders. The purpose of the consultation was to validate any purposeful comments which individually were of merit, but were not raised by the entire community.



Consultation Photographs