

Wootton Bridge Village Plan

2011



Foreword

On behalf of the Parish Council, and the people of Wootton Bridge, I would like to thank you for taking the time and interest to look through our new village plan.

The plan aims to look forward realistically but positively to how we would like our village to evolve over the next few years. It is seven years since our previous plan and much has been improved as a result of what was proposed then. With the new Localism agenda from government, more powers and resources are being placed at the disposal of the Parish Councils. It is therefore very timely for us to review our aims.

Wootton Bridge is not such a bad place to be. For all the frustrations and stresses of modern life, how can anybody not to be uplifted by the view over the millpond on a sunny morning, or a passing glimpse of one of the herons with whom we share this beautiful part of the world?



Moreover, we are also lucky to enjoy a strong sense of community, and solid policies based on all the work that went into previous plans and the Village Design Statement, which have helped sustain local wishes and priorities against excessive change. However, despite that narrow stretch of water, we are not isolated from the wider Island, national or global economy, and must plan accordingly. Your Parish Council was one of the first to be granted quality status and one of the very first to renew this accreditation, which recognises its leadership, skills and preparedness for taking on the challenges of the next few years.

The plan sets out some overall objectives and boundaries, but is not something to sit on the shelf for the next 7 years. It is a living document, and what will really bring it to life is the interest, comment and debate amongst us all. The village is fortunate to have received grants for our WICI interactive website, offering the convenience and accessibility of modern communications to complement the tried and trusted village gossip and the drop in chats or advice that are typical of our village Help and Information Centre. As a minimum, the Wootton Bridge Parish Council will review the plan annually at our Annual Meeting each spring.

I would like to thank outgoing Parish Clerk Lynda Smith for her 20 years exemplary service to the village, and Val Cooper incoming Clerk, who together worked to prepare much of this plan in parallel with training and handover. Also thanks go to my fellow councillors, the Village Partnership, and all the other volunteers who give so generously of their time and skills to help others and in making the village a better place.

May I also especially thank the inimitable Doreen Gazey, whose stunning photographs adorn many a local publication, including this one.

It is your village and your plan. I hope you will contribute and have your say. Your Parish Council promises to listen, consult and act upon what you tell us you would like to achieve.

Cllr Ken Morris
Chairman
Wootton Bridge Parish Council

Wootton Bridge Village Plan 2011

CONTENTS



Wootton Creekside by Paul Billington

Section 1 - Village Plan 2011 Overview.

Introduction.....	
Background.....	
General description.....	
History.....	
Wootton Bridge today.....	
Neighbourhood statistics.....	
Residents involvement and consultations.....	
And finally.....	

Section 2 - Highways and Traffic Plan.....

Section 3 - Village Design Statement Objectives.....

Section 4 - Action Plan.....

WOOTTON BRIDGE - THE FUTURE

Section 1

Overview

Compiled and produced by Wootton Bridge Parish Council with the assistance of the Wootton Bridge Village Partnership* and the residents of Wootton Bridge.

Introduction.

The Wootton Bridge Plan 2011 sets out the way ahead for the village based on feedback and views received from the residents themselves. It continues and further builds upon the achievements and aims of the Wootton Bridge Regeneration Plan 2004.

The main thrust of the 2011 Plan is contained in the Action Plan which forms Section 4 of this document. However, the following pages provide the supporting information that underpins the Action Plan.

The main objectives of the Wootton Bridge Plan 2011.

- To build upon the achievements of the Wootton Bridge Regeneration Plan 2004.
- To improve and develop the village based on the wishes of the residents.
- To foster partnership working to help achieve the aims and objectives of the Plan.
- To adapt Parish Council policy to embrace the aims and objectives of the Plan.
- To review the aims and objectives of the Plan at every Annual Parish meeting.

This Plan also includes: -

- The Wootton Bridge Highways and Traffic Plan 2011.
- Village Design Statement principles 2011.

It should be noted at this point that the Wootton Bridge Village Design Statement (VDS) was the springboard for everything that has been achieved in the village since its adoption by the Isle of Wight Council as Supplementary Planning Guidance in July 1999. The review of the VDS will be carried out as a separate project, at a later date, and is likely to take the form of a Neighbourhood Development Plan, once the relevant legislation is passed. However, as an interim measure the Wootton Bridge Plan consultation process included a review of the VDS main principles.

To limit the carbon footprint of the Plan it is available primarily on the Parish Council web site, with hard copies available to members of the public on request to the Parish Council.

* The Wootton Bridge Village Partnership Terms of Reference forms **Appendix AS1** of this Plan. More information on the work of the Village Partnership can be obtained from the Parish Council office or from the web site at www.woottonbridge.org.uk.

Background.

The Wootton Bridge Regeneration Plan, completed and adopted by the Parish Council and Village Partnership in May 2004, took a strategic look at the village and set out a framework on how to achieve a thriving, vibrant village community. The Plan, documented in four parts, covered the following topics: Mobility and Accessibility, Social and Community, Economic Development and Village Environment.

The baseline position for the plan was established from the results of a Countryside Agency Health Check that was carried out by the Wootton Bridge Village Partnership during 2001. People and organisations across the age and social spectrum were included in the Health Check process, which also involved extensive local consultation.

Many of the objectives contained in the Wootton Bridge Regeneration Plan have been achieved, thanks to community support, successful grant bids and partnership working with other agencies. These objectives, all of which have been delivered by the Parish Council and/or Village Partnership, include: -

- The Wootton Bridge Help & Information Centre
- The Public Realm Scheme in the High Street
- The Doorstep Green at the recreation ground
- The 'Walks about Wootton' walks packs
- The Village Square in Brannon Way
- The new play area on the recreation ground.
- The annual Party in the Park held in the recreation ground



By Christmas 2006 the Parish Council acknowledged that a review of the Regeneration Plan 2004 was due. In February 2007 the Parish Council and Village Partnership started looking into the issues of local importance which needed to be addressed. These issues were based on matters that had been highlighted during the lifetime of the 2004 Plan, both through local feedback received by the Parish Council and other matters that had gained prominence such as coastal erosion and environmental issues.



The processes involving the production of a new Wootton Bridge Plan were then set in motion including a plan of action and ideas for local consultation.

The Wootton Bridge Plan 2011 sets out the new priorities identified by local people. This will assist the Parish Council in planning for the future and help build on what has already been achieved. However, today, this will come with additional challenges brought about by the current local, Island and global financial situations. More lateral thinking, innovative ways and more wider partnership working will be needed to achieve the priorities identified.



General description of Wootton Bridge

Wootton Bridge is situated on the north coast of the Isle of Wight midway between Ryde and Newport.

The village is located amidst beautiful countryside, some of which bears Area of Outstanding Natural Beauty or Site of Special Scientific Interest designations. The Creek and Mill Pond at the eastern end of the village are particularly picturesque and include the bridge, from where Wootton got its name; 'Wootton Bridge'.

The village is bordered by the Solent in the north, by Palmers Brook in the west, the Creek and Mill Pond to the east, coming down to a point at Havenstreet Station in the south.

The lovely Wootton Creek and Millpond provide a natural setting to the village and are homes to herons, egrets and kingfishers, the Creek being popular with yachtsmen. The surrounding countryside provides habitat for red squirrels, foxes, badgers and dormice.

Architecturally, the village has a mixture of modern and Victorian buildings and there are some buildings of particular note, including the 11th century Parish Church of St. Edmunds and The Sloop Inn, in Mill Square.

The village is dissected by the main A3054 Ryde to Newport road and takes a large amount of the ferry traffic from Fishbourne. In the past this has resulted in a somewhat fragmented village but since the formation of the Village Partnership back in 1999 much has been achieved in terms of community cohesiveness and this has lessened the divisive impact of this road.



A brief History of the Village

The village is mentioned in the Domesday Book as Odetone, meaning ‘the estate within the woodland clearing’ and was held by Queen Edith, wife of Edward the Confessor. Records indicate that the estate covered around 120 acres.

After the Norman Conquest Jordan de Insula was given land at Wootton and the chapel to the Manor House is now St Edmunds Church in Church Road. The area around the church formed the parish, taken from the original Parish of Whippingham. (It was as recent as 1925 that the present Wootton was part of the Parish of Arreton).



Brickmaking became a major element of the local economy from the 17th century thanks to a good local supply of brick earth.

The land bordering the western banks of the Creek was formerly owned by the Holford Estate and was a favourite drive for Queen Victoria. Her carriage would pass along what is now New Road and then on a beautiful wooded track leading up to Woodside before journeying back to Osborne House.

In the early twenties the Holford Estate was broken up and parcels of land were sold off to developers for housing, although there remains a considerable amount of woodland to enhance this western side of the Creek.

More recently Wootton Manor Farm, next to the Church, accommodated the 1969 Pop Festival, the second to be held on the Island, with stars including The Who and Bob Dylan.

Back in the 11th century a tidal mill was constructed on the west bank of the creek. Sadly the mill was demolished in 1963 to be replaced by yachtsmen’s cottages. However some of the footings and part of the doorway to the mill are still evident.

The waters of the Creek are under the control of the Dockyard Port of Portsmouth. In the Napoleonic period, the whole area, including the forts and dockyard, were under the continual threat of invasion. Also, in the Second World War, invasion barges were moored in the Creek ready for the ‘D’ Day landings.

The bridge, from where the village got its name, was built around 1865. Before then it was a causeway and the road ran through what is now the Sloop car park, The Sloop being the former miller’s house.



Wootton Bridge today

Wootton Bridge today has evolved into a large, busy village. Being conveniently situated between Ryde and Newport and also close to the East Cowes and Fishbourne ferry terminals, the main road through the village is often very busy, particularly during the tourist season.

The principal residential areas are on either side of the main road and in the past, it has been seen as dissecting the village in two. However, with pedestrian access improvements and an upturn in community spirit, helped by the Village Partnership, the road today is not such a problem.

There are two churches, a village school, a community centre and a youth club. There is also a GP practice, (which the Parish Council in the past fought hard to retain in the village) a dentist and a veterinary surgery. A Post Office is incorporated in the local SPAR shop.

There is a mixture of shops and food outlets in the village. The High Street area includes a Tesco Express, a SPAR shop, wine warehouse, butcher, chemist, fish and chop shop, picture framers, and a tea shop. Other businesses include a launderette, pet shop, beautician, hairdressers, security company, estate agents, IT company, ice cream factory, kitchen and bedroom showroom

Three public houses, a tea shop, the Isle of Wight Steam Railway, a children's holiday centre and a four star hotel are all located within the village boundary.

There are many village organisations including two active WIs, scouts, cubs and beavers, a cricket club, and a lunch club and a Tea at Three Club for the more senior members of our village.

The Parish Council is a major player in village affairs and has its office in Brannon Way and is proud that it was one of the first twelve in the country to be awarded Quality status. The office is also home to the Village Partnership which is the development arm of the Parish Council.

The Village Partnership is very successful, formed in 1999, and involving over 40 different organisations and individuals all working together for the good of the village. It has given rise to a greater sense of community spirit and this culminates each year in the annual Party in the Park held in the recreation ground. This has become the highlight of the village year and is regularly attended by over 1,000 village residents.

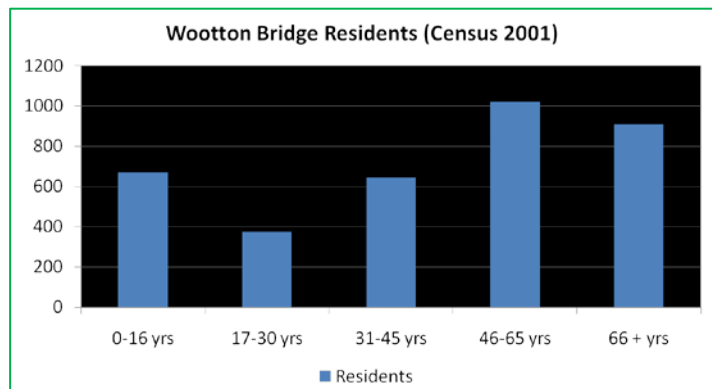


Neighbourhood statistics.

In 2001 the population of Wootton Bridge was 3,618 of which 1,717 were male and 1,901 were female. People living in households numbered 3,581 with people living in communal establishments numbering 37. The number of households was 1,628.

Breakdown of ages was as follows: -

Age 0-4	188
Age 5-15	454
Age 16-24	236
Age 25-44	774
Age 45-64	1,016
Age 65-74	458
Age 75 and over	492



The mean age of the village population was 45.55. The number of people aged 16 or over in households was 2,942 with those living in a couple totalling 2,016. Single people aged 16 or over totalled 559 with married people over 16 numbering 1,844. Divorced or widowed people over 16 amounted to 573.

People with long term illness was 862 while those in good health totalled 2,329. People providing unpaid care numbered 425.

With regard to work and qualifications the age range was taken from 16 to 74 and these numbered 2,484. Employed people totalled 1,402 with unemployed numbering 60. Economically inactive people totalled 983.

Of the 1,190 males, 739 were employed and 36 unemployed. Economically inactive males numbered 395. The average hours worked by males in employment was 40.94.

Of the 1,294 females, 663 were employed and 24 unemployed. Economically inactive females totalled 588. The average hours worked by females in employment was 29.67.

Of all those in employment, 326 worked in extractive and manufacturing industries. Service industries employed 1,111 people.

Those people with no qualifications or highest qualification at level 1 amounted to 1,382. Those at level 2 was 529 with those at level 3, 4 or 5 being 573. People with NS-Sec managerial and professional occupations totalled 590 and those with NS-Sec intermediate occupations numbered 235. NS-Sec small employers and own account workers numbered 216 and NS-Sec lower supervisory and technical occupations totalled 191. NS-Sec semi routine and routine occupations was 460.

Those people who never worked and the long term unemployed was 51. Those NS-Sec not classified totalled 741.

Those who travelled to work by public transport totalled 69 and those who travelled by motorcycle; car or van was 1,082 and those travelling by other means or working at home numbered 286. The average distance travelled to a fixed place of work was 9.91km.

The figures above have been taken from the Office for National Statistics Neighbourhood Statistics 2001, which are the latest available. <http://www.neighbourhood.statistics.gov.uk/dissemination>

Residents' involvement and consultation processes

Many local people have been involved in the compilation of this Plan both through the consultation processes and help received from members of the public, the Village Partnership and Parish Council. It is helpful to note that the Village Partnership is made up of residents of all ages and backgrounds. It has been used on many occasions as an example of good practice on the Island and over the last 11 years has helped raise over £250,000 in grant funding for village projects.

Partnership members, which number on average about 40, have been directly involved with the emergence and development of this Plan which has subsequently been rolled out to the public through the consultation processes listed below. The local Primary School and the Youth Club also had the opportunity to feed into the Plan development.



Consultation Diary: -

December 2006 - Parish Council met informally to talk about a Strategy Plan/ Village Design Statement review.

February 2007 – A Working Group, consisting of Parish Councillors was set up to discuss aims and objectives.

July 2008 – A member of the Isle of Wight Policy Team met with the Village Partnership to talk about the 'review' and how it would fit in with the wider Island Plan.

November 2008 – A Project Group was formed consisting of Parish Councillors and Village Partnership members and they met to discuss a Village Open Day. This would form the first of the public consultation exercises.

November 2008 – The Project Group had a brainstorming session to talk about topics for the Open Day. It was agreed to call the new plan the 'Wootton Bridge Plan'.

January 2008 – Meetings held to further discuss arrangements for the Open Day.

February 2009 – Village Open Day held in Community Centre where local people could discuss and input issues and concerns for inclusion in the Plan. Over 400 residents attended and completed the accompanying questionnaires during the day. The local Primary School and Youth Club were also directly given the opportunity to input in to the Plan.

July 2009 – A display showing the issues raised during February 2009 consultation was exhibited at Party in the Park. Over 1,500 people attended the event and had the opportunity to comment.

July 2009 – The display was exhibited in the Parish Council office and on the Parish Council web site providing more opportunity for comment.

Aug 2009 – June 2010 – All comments were collated and priorities were drawn up based on comments received.

July 2010 – The priorities were summarised and displayed for further consultation at Party in the Park. Over 1,500 people attended the event.

July 2010 – June 2011 – The Wootton Bridge Plan was drafted based on all the information received.

Details of the consultations can be viewed by clicking on the following link ([consultation docs](#))



And finally.....

All the data from the above consultation exercises was collated and from this the draft Wootton Bridge Plan was drawn up and presented to the Parish Council at the Annual Parish Meeting held on 19 April 2011. No further comments were received at that meeting and consequently the Plan was finalised and then presented to the village residents at the Party in the Park held on Saturday 16 July 2011.

The Plan was then adopted by the Parish Council on Tuesday 19 July 2011.

Footnote

At the time of writing, the Isle of Wight Council is not in a position to adopt the Wootton Bridge Plan. However, once the Island Core Strategy is adopted this will provide the mechanism to enable the Wootton Bridge Plan to be adopted. The Isle of Wight Council will in the meantime take into account the Plan, although until its adoption it will not hold the same weight as the Wootton Bridge Village Design Statement 1999.

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Val Cooper, Parish Clerk

APPENDIX AS1

WOOTTON BRIDGE VILLAGE PARTNERSHIP.

TERMS OF REFERENCE JANUARY 2009.

1. The Partnership shall be known as The Wootton Bridge Village Partnership.
2. The aims and objectives of the Partnership are: -
 - TO WORK TOGETHER FOR THE BENEFIT OF THE VILLAGE.
 - TO UNDERTAKE JOINT PROJECTS AND TO SUPPORT INDIVIDUAL ORGANISATIONS CARRYING OUT THEIR OWN PROJECTS WHERE APPLICABLE.
 - TO INVOLVE AND CONSULT OTHER ORGANISATIONS AND BODIES WHEN NECESSARY TO ACHIEVE AIMS AND OBJECTIVES.
 - TO WORK TOGETHER WITH THE PARISH COUNCIL ON THE WOOTTON BRIDGE REGENERATION PLAN, AND ALL SUBSEQUENT PLANS, TO ACHIEVE THE PROJECTS AND ISSUES CONTAINED THEREIN.
 - TO ACCESS FUNDING TO ACHIEVE THE AIMS AND OBJECTIVES OF THE PARTNERSHIP.
3. That the Partnership will be advisory to the Parish Council.
4. The Parish Council shall ratify all decisions of the Partnership.
5. The membership of the Partnership shall comprise of :-
 - a) One Parish Councillor and the Parish Clerk.
 - b) The Isle of Wight Council member for Wootton Bridge.
 - c) Representatives from all walks of village life including the School, the Youth Club, WIs, Steam Railway, VDS Group, Red Cross, RCC, Churches Together, Medina Housing Association, PHAB Club, local Police, Wootton Scouts, Lower Mary Rose Avenue Tenants Association, Wootton Cricket Club, Wootton Bridge Business Association, Woodside Residents Association.
 - d) Other organisations and individuals with particular areas of needs or expertise will be invited to participate with the Partnership on occasion to advise or help with specific projects.
 - e) The administration of the Partnership shall be undertaken by the Parish Clerk (Partnership Secretary).
6. That the Partnership will meet a minimum of 3 times per year.
7. For continuity purposes any representative from each of the core group organisations may attend meetings.
8. That the Partnership will hold an Annual General Meeting in October of every year.
9. That at each Annual General Meeting the members will reaffirm their commitment to the Partnership.
10. The Parish Council shall approve any change to the Partnership's Terms of Reference.
11. The quorum for both the Partnership (and the Executive) shall be three.
12. A sub group of the Partnership known as the Wootton Bridge Social and Community Regeneration Task Group will carry out all the Terms of Reference of this Partnership to ensure it delivers a sustainable regeneration solution for the Wootton Bridge Doorstep Green.
13. PARTNERSHIP EXECUTIVE.

That normally the management and decision making body for the Village Partnership is an Executive made up of 8 members as follows:

- a) Village Partnership Chairman
- b) Partnership Secretary (also Secretary to the Executive).
- c) The IW Council local member.
- d) Wootton Bridge Business Association member
- e) Four members appointed by and from the Village Partnership.

That from time to time, the Partnership Executive may be postponed* when all duties and powers conferred to it will be transferred to the full Partnership. Any such postponement will be at the agreement of the full Partnership and will be reviewed on an annual basis. The resumption of the Partnership Executive will be agreed by the full Partnership as and when required. The Parish Council will be formally notified of any such postponement/resumption.

* The postponement of the Partnership Executive will normally be considered during times when the number of attendees at full Partnership meetings has fallen to a manageable level, for example 15 members or fewer. Please note that the Partnership Executive was created to increase efficiency and manageability during a time when meeting attendance often greatly exceeded this number.

Appendix A of these Terms of Reference details the structure and Roles and Responsibilities of the Partnership and the Partnership Executive.

WOOTTON BRIDGE VILLAGE PARTNERSHIP TERMS OF REFERENCE JANUARY 2009 *Appendix A*

WOOTTON BRIDGE VILLAGE PARTNERSHIP STRUCTURE JANUARY 2009.

Objectives: To provide an effective structure to take the Wootton Bridge Regeneration Plan forward and other subsequent plans.

WOOTTON BRIDGE PARISH COUNCIL

- ↳ Partnership Executive (8 members)
- ↳ Wootton Bridge Village Partnership (full membership)
- ↳ Working groups (as required)

ROLES AND RESPONSIBILITIES.

1. Wootton Bridge Village Partnership Executive.

- **Membership:** 8 members 4 of which appointed by Partnership.
- **Term of Office:** 12 months.
- **Responsible to:** The Parish Council as the accountable body.
- **Meetings:** Minimum of 3 per year.
- **Roles and Responsibilities :**
 - To work with the Parish Council and full Partnership to deliver the projects and Issues listed in the Wootton Bridge Regeneration Plan and all subsequent plans.
 - To work with the Parish Council on other development projects such as Party in the Park and the Village Christmas Festival.
 - To consider any recommendations/action put forward by the Village Partnership.
 - To report to the Village Partnership at each Partnership meeting.
 - To ensure all decisions are ratified by the Parish Council.

2. Wootton Bridge Village Partnership.

- **Membership:** Representatives of village organisations and individuals with particular areas of interest.
- **Term of office:** Ongoing.
- **Responsible to:** The Partnership Executive.
- **Meetings:** 3 times a year.
- **Roles and Responsibilities:**
 - To receive reports from the Executive.
 - To monitor progress of the Regeneration Plan and subsequent plans.
 - To consider any matters or projects to be referred to the Partnership Executive.
 - To participate in working groups.

3. Working groups.

- **Membership:** Partnership members, village groups, residents, with particular areas of expertise or interest.
- **Term of Office:** Informal / as required by specific projects.
- **Responsible to:** Partnership Executive.
- **Meetings:** As and when needed.
- **Roles and Responsibilities:**
 - To be advisory to the Executive.
 - To assist the Executive in drawing up details for specific projects and issues in the Regeneration Plan.
 - To liaise with the Partnership secretary.

4. Partnership Executive postponement.

On such occasions when the Partnership Executive is postponed all roles and responsibilities conferred to it will be transferred to the full Partnership.

WOOTTON BRIDGE - THE FUTURE

Section 2

Highways And Traffic Plan 2011

The Wootton Bridge Plan 2011 - Highways and Traffic Plan 2011 - supersedes the Wootton Bridge Traffic and Transport Plan 2004.

This section of the Wootton Bridge Action Plan deals with Highways and Traffic and it details:

- The main objectives of the Highways and Traffic Plan.
- The methods used to identify the issues we face.
- The results and issues identified.
- The conclusions and actions.

1. THE MAIN OBJECTIVES OF THE HIGHWAYS AND TRAFFIC PLAN.

- To keep traffic flowing freely through the village.
- To reduce traffic congestion and pollution in the village.
- To ensure traffic speed is kept at a safe level through the village.
- To distribute the movement of heavy goods vehicles more evenly through the village and guard against Wootton Bridge being used as a main thoroughfare for heavy goods vehicles and as a relief road to other areas.
- To improve safety for pedestrians in the village.
- To seek greater enforcement of traffic laws and regulations by the Police and Isle of Wight Council.
- To improve facilities for cyclists in the village.

2. METHODOLOGY.

2.1 The Parish Council and Village Partnership held an Open Day in the Community Centre on 21 February 2009 when over 400 local people attended and made comments on all nine sections of the proposed Wootton Bridge Plan, including the Highways and Traffic section.

2.2 The Open Day included a visual display of Highways and Traffic issues in the village based on matters reported to the Parish Council as a matter of routine, plus a questionnaire on Highways and Traffic for residents to complete, the results of which are shown at the end of this Plan.

2.3 Following the Open Day, the questionnaires were made available for local people at the Help and Information Centre and on the web site, providing further opportunity to comment.

2.4 The youth club and primary school children also submitted comments and responses to the questionnaire.

2.5 All feedback received was collated and incorporated into an interim report which formed a display at the Party in the Park held on 4 July 2009 when over 1,000 local residents attended.

2.6 Throughout the entire consultation process the Village Partnership was actively involved.

2.7 All comments received were then collated and a final consultation was held at the Party in the Park July 2010 where the interim report was well received, with no objections or significant comments submitted.

2.6 A narrative of the results of the Highways and Traffic consultations are detailed in the next section.

3. RESULTS.

The sheer volume of traffic along the A3055, Lushington Hill and the High Street, is a major concern. It is recognised that it is a problem which probably cannot be solved; although a bypass for the village is highly desirable, there seems to be no practical route available.

The road effectively bisects the village and its main business and shopping area. Residents need to cross the road and the amount of traffic gives rise to concerns for safety. The principal locations identified where better provisions should be made for crossing the road are at the junction of Brannon Way with the High Street and the associated exit from the Tesco store (this is now in place) and also at the bottom of the High Street from The Sloop to Lakeside. In addition, the zebra crossing by Harwood's garage should be better illuminated so that pedestrians are more visible during hours of darkness. The provision of more pedestrian refuge crossings in the High Street and on Lushington Hill is desirable.

There are other areas of concern for safety. Station Road has to provide for a large volume of vehicles and heavy lorries which have been known to mount the pavements in order to pass other traffic but this gives rise to a pedestrian safety issue. Rectory Drive and St Edmunds Walk, both residential areas, have become 'rat runs' and suffer from speeding traffic.

Mary Rose Avenue is perceived as a particular problem in respect of rat running and speeding and also suffers from cars parked on a blind bend.

An increase in yellow lines is not generally favoured and is a contentious issue. Double yellow lines do not always deter motorists from parking where it is prohibited and they should be used only where safety is an issue. More should be provided outside the school but paradoxically the existing lines have created a better field of vision for the motorist and have led to an increase in speed.

The general speed of traffic is of great concern and measures should be adopted to reduce speed and enforce speed limits. Roads in residential areas should have a 20mph speed limit and measures should be adopted to calm and slow traffic.

Where appropriate, a speed limit of 20mph should be introduced on unadopted roads.

There is strong support for continued improvement in provision for cyclists.

4. HIGHWAYS AND TRAFFIC - SUMMARY OF ISSUES.

4.1 **Effects of traffic movement through the village.**

- Maintain free flowing traffic through the village.
- Minimise the effects of traffic movement and where needed provide safe crossing places for pedestrians.
- Distribute the movement of heavy goods vehicles more evenly.
- Guard against Wootton Bridge being used as a main thoroughfare for heavy goods vehicles and as a relief road to other areas.

4.2 **Safe crossing places.**

- Crossing needed at the bottom of the High Street from The Sloop to Lakeside.
- The pedestrian crossing by Harwood's garage should be better illuminated (so that pedestrians are more visible during hours of darkness).
- Provision of more pedestrian refuge crossings in the High Street and on Lushington Hill is desirable.

4.3 **Traffic safety in particular areas.**

- Measures needed to ensure pedestrian safety on Station Road – heavy vehicles sometimes mount the pavement.
- Mary Rose Avenue, Rectory Drive and St Edmunds Walk rat run problems and the need for traffic speed controls/enforcement.

4.4 **Double yellow lines.**

- An increase in double yellow lines is not favoured, unless on safety grounds.

4.5 **Speed limits.**

- 20 mph speed limits and calming measures are favoured for arterial/ residential roads and unadopted roads.

4.6 **Cycling provision.**

- Continued improvement in provision for cyclists.

5. CONCLUSION AND ACTION.

PARISH COUNCIL ACTIONS.

- 5.1 To work with the Police and Isle of Wight Council Highways Department to achieve the objectives set out in this Plan.
- 5.2 To submit the Wootton Bridge Highways and Traffic Plan 2011 to the Isle of Wight Council for adoption.
- 5.3 To review the WBHTP annually.
- 5.4 To request the Isle of Wight Council each November to include WBHTP projects in its following year spending programme
- 5.5 To investigate alternative sources of funding for issues not funded by the Isle of Wight Council.

Wootton Bridge Open Day 21 Feb 2009

Highways and traffic questionnaire

Responses: 394

	Yes	No	Don't know	Your comments
What are your views on double yellow lines – would you like to see more or less?	More 27%	Less 41%	32%	<ul style="list-style-type: none"> • There are sufficient yellow lines • Less, why are they necessary in Brannon Way • Less • Lines do not always deter people • Only put lines where a safety issue • More around school • About the same • Double yellow lines good and new ones have helped but traffic going faster outside school now as have clear view. Lines at end of Red Road worn away and causes problem when people park there. • Still not enough • Lines along parts of Mary Rose Avenue would be useful
Would you like to see 20mph speed limits in our main side roads?	73%	23%	4%	<ul style="list-style-type: none"> • All village roads • Also calming and slowing devices • There are many old and frail people in the village drivers should be more careful. • Or 10mph where appropriate on unadopted roads • 20mph is too slow • Yes except High St Lushington Hill Station Road • Mary Rose Ave a particular problem • Definite improvement • Particularly on housing estates
Would you like to see continued improvement in provision for cyclists?	73%	18%	9%	<ul style="list-style-type: none"> • Cyclists overtake on pavements whatever the provisions. How about enforcing compulsory bells • Cyclists use footpaths and do not use bells

	Yes	No	Don't know	Your comments
<p>Do you think the effects of traffic movement through the village could be minimised to protect the well-being of residents and visitors and if so how?</p>	14%	9%	77%	<ul style="list-style-type: none"> • Slow it down • Not until a relief road is built • Crossing at Brannon Way High St junction is well used, you take your life in your hands. • Not possible due to being main Ryde Newport road. • Would need a bypass but nowhere for it to go. Make use of either ferry terminal at Cowes. • Don't see how this could be done as a main route and bypass not now possible. • Reduction of traffic in Station Road, widening of Park Road to by pass village. • Roundabout by the Sloop around Plane tree. Crossing lights where zebra crossing is. • No way of doing this • Ferry traffic from Fishbourne and East Cowes makes this almost impossible. • How • Speed limit lowered • By pass needed • More reminders on road of speed limit. More pedestrian islands on High Street, Lushington Hill, and Station Road • Enforce speed limits

	Yes	No	D/K	Your comments
<p>In terms of traffic safety what locations are of particular concern to you and why?</p>				<ul style="list-style-type: none"> • All the village • Way people park cars on blind bend half way down in Mary Rose Avenue causes a problem as cars have to go round bend on wrong side of road • Rectory Drive is used as a rat run often busy people driving too fast and carelessly. Also St Edmunds Walk • None • Should be lights or a definite crossing at Brannon Way High St junction to save older people walking halfway down High Street to cross the road. • Foot crossing at bridge needed, Sloop to Lakeside • Station Road, used regularly by heavy vehicles. • Brannon Way exit, Tesco. • Anywhere in High Street particularly crossing the road for pedestrians • From Cedars to the bridge also Lushington Hill • Crossing by Chinese takeaway, lot of near misses and one serious accident before Christmas. Are lights prominent enough? • New Road (High St to St Edmunds) pavement on west side in poor condition. • All Island 40mph limit would be good • Tesco car park entrance and exit dangerous for pedestrians as car drivers do not look where they are going • Kite Hill • Station Road, heavy vehicles mounting pavement and speeding • Pedestrian crossing on Lushington Hill needs to be a pelican with more lighting on pavement so that pedestrians more visible at night.

Other comments:-

- Potholes in Footways.
- Too many heavy vehicles driving too fast. Slow down especially when near walkers.
- Traffic lights cause hold ups and pollution. Station Rd and Church Rd could be dispensed with either entirely or during evenings and night.
- Traffic from Sloop very bad due to popularity. Sloop car park cannot manage.
- Improve pavements as many uneven and dangerous for disabled.

WOOTTON BRIDGE – THE FUTURE

Section 3

Village Design Statement Objectives.

The consultation exercises for the Wootton Bridge Plan included a review of the 1999 Village Design Statement objectives only. The list that follows gives the updated objectives based on the results of the consultation. The full review of the VDS will be carried out as a separate project, at a later date, and is likely to take the form of a Neighbourhood Development Plan

1. New building – Residential and Business.

New building should be retained within the present Village Development Envelope. However support may be given for business related development outside the Village Development Envelope if the proposal will result in benefits to the village economy, in line with the Parish Council Business Policy. See Appendix A Section 3

2. New building.

New building should be in proportion to the scale of the setting.

3. Infill and back land development.

There are mixed views on infill and back land development for example:-

- Only where it is in proportion to the surroundings.
- Providing it does not deflect from the character of the surroundings.
- Preferable to developing a greenfield site

4. Extensions.

Extensions should respect the design of the original building.

5. Recreation space.

There are sufficient public recreation spaces in the village.

6. Wootton style.

The 'Wootton style' (Victorian brick art) should be incorporated in new design where possible.

7. Garages and car parking areas.

Garages and car parking areas should be sited so that they do not obscure house fronts. Also, blocks of garages should be avoided.

8. Roof cladding.

Preference should be given to colour shades which will mellow, for example to blend in with a rural setting.

9. Ground cover.

Large areas of hard surfacing should be avoided within the curtilage of residential properties.

10. Masonry paint.

There is no overall view on the use of coloured masonry paint.

11. Colours.

The use of natural colours in building should be encouraged to retain the rural character of the village.

12. Village colour scheme.

No overall view, although some suggested that the Village Square colour designs should be used as an example.

13. Business frontages.

Business frontages should reflect the character of the rest of the building.

14. Street appearance enhancement.

More should be done to 'soften' the appearance of the High Street e.g. flower tubs.

15. Features which reflect the village character.

- The bridge
- Lakeside/Wootton Creek
- High Street and Village Square
- Wootton 'style'

16. Black and white railings on the bridge.

The black and white railings on the bridge were identified as a particularly important part of the village character.

17. Village gateways.

More should be made of the village gateways. Suggestions made:

- More trees and flowers
- Welcome signs, flowers/flower baskets
- Pinch points to show it's an urban area
- Plant Plane trees at village entrances as one of the main features
- Landscaping from Fishbourne to village entrance

18. Other comments regarding village identity.

- Village history should be promoted.
- Where possible village shops should be kept as village shops and not be part of national chains.

APPENDIX A S3

Parish Council Policy

Support and promotion of Business and Employment

Introduction.

The Wootton Bridge Regeneration Plan, initiated by the Parish Council and Village Partnership and endorsed and supported by the Countryside Agency, takes a strategic look at the village including the local economy. It sets out a framework on how we can achieve a thriving, vibrant but sustainable community over the next three years and beyond.

One of the main strategic objectives is to revitalise the local economy by developing opportunities for investment and business initiatives.

Policy: -

- The Parish Council will support existing and new retail businesses in the vicinity of the High Street to safeguard and re-enforce the provision of local shopping services.
- The Parish Council will support existing and new business development and applications that would generate employment, within the Village Development Envelope, where it would revitalise the local economy.
- The Parish Council will support business use outside the Village Development Envelope in cases that support the rural economy and contribute to farm diversification.
- The Parish Council will not normally support any change of use of existing business premises and/or land to non business use within the Wootton Bridge Development Envelope and particularly in the main High Street shopping area.
- The Parish Council will resist the conversion of business and commercial premises and land suitable for their expansion to uses which do not contribute to the long term economy of the village.
- The Parish Council will promote a revival of the Wootton Bridge Business Association.

Wootton Bridge Village Plan 2011

WOOTTON BRIDGE – THE FUTURE

Section 4

ACTION PLAN



WOOTTON BRIDGE – THE FUTURE

Section 4

Action Plan 2011

The priorities in this action plan are based on the results of public consultations held between February 2009 and July 2010 and will form the basis of Parish Council policy.

OBJECTIVE	PRIORITY	PARISH COUNCIL ACTION	PARTNER/DELIVERER	TIMESCALE	COMMENTS
Village appearance					
The rural feel and character of the village should be maintained	Very high	<ul style="list-style-type: none"> To be included in forthcoming Neighbourhood Development Plan. Develop PC planning policy 	Isle of Wight Council	<ul style="list-style-type: none"> To be addressed when Localism Bill passed. 	
Residential development should be confined within the Village Development Envelope. (For business development see 'Making our Village More Prosperous')	High	<ul style="list-style-type: none"> To be included in forthcoming Neighbourhood Development Plan Develop PC planning policy 	Isle of Wight Council	<ul style="list-style-type: none"> To be addressed when Localism Bill passed. 	
The Village Design Statement 1999 objectives should be retained. (See Section 3 - VDS Objectives)	High	<ul style="list-style-type: none"> To be included in forthcoming Neighbourhood Development Plan Develop PC planning policy 	Isle of Wight Council	<ul style="list-style-type: none"> To be addressed when Localism Bill passed. 	

OBJECTIVE	PRIORITY	PARISH COUNCIL ACTION	PARTNER/DELIVERER	TIMESCALE	COMMENTS
Litter. Work towards a litter free village	High	<ul style="list-style-type: none"> • Arrange regular litter picks • Educate and promote 'litter free' through local publications • Work with businesses towards developing a 'business litter management partnership' • Provision of more litter bins 	Local business Environmental Neighbourhood Team	<ul style="list-style-type: none"> • PC to develop over next 3 years 	
Village community and facilities					
Sporting development and youth facilities should be retained and improved	Medium	<ul style="list-style-type: none"> • Revisit PC sports bursary scheme. • Work with partners to retain existing facilities/encourage new facilities. 	Isle of Wight Council Village Partnership	<ul style="list-style-type: none"> • PC to develop over next 3 years 	
Retain our existing community buildings for the benefit of the community	Medium	<ul style="list-style-type: none"> • To be included in forthcoming Neighbourhood Development Plan • Lobby appropriate bodies 	Isle of Wight Council Community Centre Village School	<ul style="list-style-type: none"> • To be addressed when Localism Bill passed. • Ongoing 	
Retain housing development at its present level where possible to retain the rural character of the village.	Medium	<ul style="list-style-type: none"> • To be included in forthcoming Neighbourhood Development Plan. • Develop PC policy 	Isle of Wight Council	<ul style="list-style-type: none"> • To be addressed when Localism Bill passed. 	

OBJECTIVE	PRIORITY	PARISH COUNCIL ACTION	PARTNER/DELIVERER	TIMESCALE	COMMENTS
Any new housing developments permitted should include affordable units.	Medium	<ul style="list-style-type: none"> To be included in forthcoming Neighbourhood Development Plan. Develop PC planning policy 	Isle of Wight Council	<ul style="list-style-type: none"> To be addressed when Localism Bill passed. 	
Investigate voluntary schemes which will help the housebound and vulnerable residents of the village.	Medium	<ul style="list-style-type: none"> Refer to Village Partnership 	Village Partnership IW Rural Community Council	<ul style="list-style-type: none"> Partnership to develop over next 3 years 	
Village facilities					
Investigate the formation of a Village Gardening Club	Medium	<ul style="list-style-type: none"> Refer to Village Partnership 	Village Partnership	<ul style="list-style-type: none"> Partnership to develop over next 3 years 	
Investigate a skills exchange system	Medium	<ul style="list-style-type: none"> Refer to Village Partnership 	Village Partnership	<ul style="list-style-type: none"> Partnership to develop over next 3 years 	
Health					
GP and health facilities in the village should be retained and developed	High	<ul style="list-style-type: none"> Lobby Health authority Maintain and develop relationship with local practice 	Health Service Local GP	<ul style="list-style-type: none"> Ongoing 	
Countryside and coastline					
The Creek, Millpond and coastline should be protected for the future	Very high	<ul style="list-style-type: none"> Work with partners towards the adoption of an Estuary Management Plan Input into local flood defence plan 	Isle of Wight Council Environment Agency Natural England	<ul style="list-style-type: none"> PC to develop over next 3 years 	

OBJECTIVE	PRIORITY	PARISH COUNCIL ACTION	PARTNER/DELIVERER	TIMESCALE	COMMENTS
Historical, heritage and maritime links should be promoted and developed	Very high	<ul style="list-style-type: none"> Explore funding streams available for interpretation medium Promotion through newsletter and web site 	Isle of Wight Council Local Archivist Village Partnership Local school	<ul style="list-style-type: none"> Ongoing PC and Village Partnership 	
Attain a balance between opening up the countryside to more public access while maintaining habitats for wildlife and flora.	High	<ul style="list-style-type: none"> Monitor and comment on all schemes submitted for opening up further areas of the countryside. 	Village Tree Warden	<ul style="list-style-type: none"> Ongoing 	
Making Wootton greener					
Make the village a plastic bag free zone	Medium	<ul style="list-style-type: none"> Discuss options with local businesses Discuss initiative with local school Explore alternative options to plastic bags 	Local businesses Local school	<ul style="list-style-type: none"> In line with Eco island 	
Explore the idea of a community wind farm	High	<ul style="list-style-type: none"> Give consideration to any ideas received or put forward 	Environment groups	<ul style="list-style-type: none"> Ongoing 	
Investigate reducing village carbon footprint e.g. more efficient use of heating and lighting.	Very high	<ul style="list-style-type: none"> Explore possible initiatives with local and national environment groups Promotion and education of carbon footprint issues in newsletter & web site. 	Isle of Wight Council Footprint Trust Local school	<ul style="list-style-type: none"> Ongoing 	

OBJECTIVE	PRIORITY	PARISH COUNCIL ACTION	PARTNER/DELIVERER	TIMESCALE	COMMENTS
Highways and traffic					
The effects of traffic movement through the village should be managed to protect the well being and safety of road users, pedestrians and residents.	High	<ul style="list-style-type: none"> Annually review and update the Wootton Bridge Highways and Traffic Plan Highways and Traffic Plan to be submitted to Isle of Wight Council for adoption 	Isle of Wight Council	<ul style="list-style-type: none"> Dec 2011 Ongoing 	
Adequate free parking to be retained, in the interest of the village economy	Very high	<ul style="list-style-type: none"> Monitor, lobby and work with Isle of Wight Council and other car park providers when necessary 	Isle of Wight Council	<ul style="list-style-type: none"> Ongoing 	
See Section 2 for Highways and Traffic Plan 2011					
Getting about					
Improve pedestrian access in the High Street shopping area including a direct link from Brannon Way car park through to the High Street	High	<ul style="list-style-type: none"> Be aware of opportunities to improve access including planning gains 	Isle of Wight Council Land owners Planning Authority	<ul style="list-style-type: none"> Ongoing 	
Footpaths and walking programmes to be maintained and extended for all abilities	High	<ul style="list-style-type: none"> Form group to investigate and develop new walking programmes 	Village Partnership Village Tree Warden Local school PHAB Club	<ul style="list-style-type: none"> Ongoing 	

OBJECTIVE	PRIORITY	PARISH COUNCIL ACTION	PARTNER/DELIVERER	TIMESCALE	COMMENTS
Maintain and where possible extend public access to the Creek, Mill Pond and beach.	Very high	<ul style="list-style-type: none"> Capitalise on possibilities and lobby against threats, particularly arising through the planning system 	Local landowners Village partnership	<ul style="list-style-type: none"> Ongoing 	
Cycling provision to be developed and improved throughout the village	High	<ul style="list-style-type: none"> Include cycling provision in highways and traffic Plan. Support any initiatives to improve cycling provision 	Isle of Wight Council Local cycling groups	<ul style="list-style-type: none"> Dec 2011 	
Making our village more prosperous					
Support new business both within, and outside the Village Development Envelope if it contributes to the village economy.	High	<ul style="list-style-type: none"> Review and update Parish Council Planning Policy on business in the village and submit to Isle of Wight Council for adoption. 	Isle of Wight Council	<ul style="list-style-type: none"> Ongoing 	
Support existing businesses in the interest of the village economy.	High	<ul style="list-style-type: none"> Include in Parish Council Planning Policy on business in the village. 	Isle of Wight Council	<ul style="list-style-type: none"> Ongoing 	
Support development of local enterprise ventures that will contribute to village life and economy.	High	<ul style="list-style-type: none"> Support through Planning process Include in Parish Council Planning Policy on business in the village. 	Isle of Wight Council	<ul style="list-style-type: none"> Ongoing 	

OBJECTIVE	PRIORITY	PARISH COUNCIL ACTION	PARTNER/DELIVERER	TIMESCALE	COMMENTS
Develop improved tourist facilities and amenities.	Medium	<ul style="list-style-type: none"> • Draw up tourism policy • Support initiatives through the planning process 	Village Partnership Hidden Britain	<ul style="list-style-type: none"> • Ongoing 	
Community safety					
Promote Police visibility in the village	Medium	<ul style="list-style-type: none"> • Maintain the strong links with the Beat Officer and PCSO. 	Beat Officer and PCSO	<ul style="list-style-type: none"> • Ongoing 	
Support initiatives that contribute to the safety and well being of village residents	Medium	<ul style="list-style-type: none"> • Maintain the strong links with the Beat Officer and PCSO. 	Isle of Wight Council Community Safety Beat officer and PCSO	<ul style="list-style-type: none"> • Ongoing 	
Housing needs.					
The Plan has not addressed housing needs at this time. However, this is an issue where the community can work with the Isle of Wight Council as part of the forthcoming Neighbourhood Planning processes.					



NOTES

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