

THE SWALLOWCLIFFE VILLAGE PLAN 2010

"If things are to remain the same, they have to change"

What is the Village Plan, and what is it for?

1.1 The Village Plan provides a set of development principles for the village, backed by specific objectives, to assist the Parish Council (PC) to run and guide the village on behalf of its villagers within the framework of local government in Wiltshire, now a single unitary authority.

1.2 It is a public document, reviewed annually at the Village Annual Meeting in April, which:

- 1.2.1 Gives all villagers the opportunity to contribute their ideas and opinions to the way the village is run;
- 1.2.2 Gives the PC a set of background principles against which to make decisions in the interests of the village;
- 1.2.3 Establishes the foundation for a position to bid for funding and work within the developing system of unitary local government in Wiltshire through Area Boards and Community Partnerships;

1.3 It draws on a range of published policies and strategies at Wiltshire Council level to set them in the context of Swallowcliffe and its particular needs. The South Wiltshire Core Strategy and the Swallowcliffe Village Design Statement provide the necessary full background detail on planning matters.

1.4 Why do we need it? We live in a small village which is now within the wider framework of unitary local government with many powerful players. Also, for the foreseeable future, funding for local government will be at a premium. As villagers, we need to be clear as to what we need and want, to ensure our voice is heard, and also to be positioned properly to take advantage of events as they unfold. In short, it is a means of "sorting the wood from the trees", so that the Parish Council can pursue the issues that matter to the village and its villagers. It does not, and indeed cannot, "tick off" every conceivable issue that might arise. Rather, it is a first reference when addressing issues and assessing performance, and providing some foundation criteria for decisions on behalf of the village

Strategy – what do we want our village to look like over the next 10 years?

2.1 Four essentials stand out:

- **2.1.1 Community.** Maintaining an active community with a balanced cross section of age groups – this means attracting younger people and providing for them in terms of housing and amenity, as well as relying upon established practice;
- **2.1.2 Village Character.** Maintaining the character of our village through sympathetic development – this mean encouraging building development that is in keeping with that we already have;
- **2.1.3 Infrastructure.** Improving infrastructure and amenity to keep abreast of developments elsewhere, for example, high speed internet connection – this

means keeping up the pressure through the South West Wiltshire Area Board and others to ensure rural areas get a fair share of development effort; and,

- **2.1.4 Local Services.** Providing sufficient resources to sustain essential services – this means ensuring that the village gets a fair share of maintenance resources for highways, waste removal and so on.

2.2 These essential objectives provide the context for judgements that affect the running of the village, in particular, planning decisions and budgetary decisions; and, the basis for priorities in the medium term.

Priorities

3.1 Within each category, there are criteria for action and decision making, and some short term priorities for the management of the village. The categories are laid out below: separate pages are used for ease of use. Both the criteria, and the priorities, reflect public consultation with Swallowcliffe Villagers at a public meeting held on 24 June 2010.

3.2 Community Priorities:

Priority	Action	Cost	Involving
(a)	(b)	(c)	(d)
01	Recognising the pivotal role of the Church and the Village Hall in village life, encourage their activities	N/A	
02	In 2010-11. As Trustees of the Village Hall, through the Village Hall Committee, instigate, fund, and complete the re-cladding of the existing building	£10K	
03	In 2010-11. Encourage the re-opening of the Royal Oak at Swallowcliffe	N/A	Development S, Owners, potential developers
04	Be alert for development opportunities, against the background of the S Wilts Core Strategy, to maintain a vigorous community.	N/A	Development S, potential developers, SW Area Board
05	Be alert for business development opportunities in keeping with the character of the village to provide employment opportunities to maintain a vigorous community	N/A	SW Area Board TAPCAP
06	Cooperate with adjacent Parishes, and TAPCAP in particular, to support the development of local area amenities such as schools and Tisbury Sports Centre	N/A	SW Area Board TAPCAP

3.3 Village Character:

Priority	Action	Cost	Involving
(a)	(b)	(c)	(d)
01	Measure all Planning Applications against the criteria of the AONB and the Swallowcliffe Village Design Statement to ensure development is in sympathy with the character of the village	N/A	Development S, Planning Committee South,
02	Measure all proposals against existing infrastructure, such as utilities and communications, including highways	N/A	Development S

3.4 Infrastructure:

Priority	Action	Cost	Involving
(a)	(b)	(c)	(d)
01	In 2010-11. Seek to improve internet access and mobile telephone access for all through pressure on Wiltshire Council	N/A) SW Area Board,)TAPCAP))
02	Ensure local digital services match those elsewhere	N/A)
03	Local drainage improvements (Locations: Stream centre of village, West End, A30 by Maidments)	£ TBN	Wiltshire Highways
04	In 2010-11. Introduce Speed Indicator Devices (SIDs) as a shared traffic calming device with other villages in conjunction with the Tisbury Community Safety Partnership	£TBN	TCASP, SW Area Board

3.5 Local Services:

Priority	Action	Cost	Involving
(a)	(b)	(c)	(d)
01	Retain and, if possible, enhance the Parish Steward Scheme	£TBN	Wiltshire Highways and SW Area Board
02	In 2010-11 Participate fully in the consultation by Wiltshire Council on Waste Collection – preferably retain present service, but in any event, not less than a minimum of fortnightly rubbish and re-cycling provision	£	Wiltshire Council and SW Area Board
03	Road Maintenance – resurfacing of Gigant Street needed	£	Wiltshire County
04	Hedge Cutting – maintain a minimum of the present service	£	Wiltshire County, SW Area Board
05	In 2010-11. Carry out a programme of maintenance on footpaths in the Parish		Parish Council

The Way Ahead – Using the Plan

4.1 The way ahead for the Swallowcliffe Village Plan in 2010-11 will be:

- 4.1.1 Consider at PC Meeting Tuesday 21 September 2010, endorse and bring into use;
- 4.1.2 Review at succeeding PC Meetings leading to;
- 4.1.3 Review at the Village Annual General Meeting in April 2011; and,
- 4.1.4 Bring it to the attention of both the SW Area Board and the Tisbury Community Area Partnership

Graham A Ewer Chairman Swallowcliffe Parish Council

21 September 2010