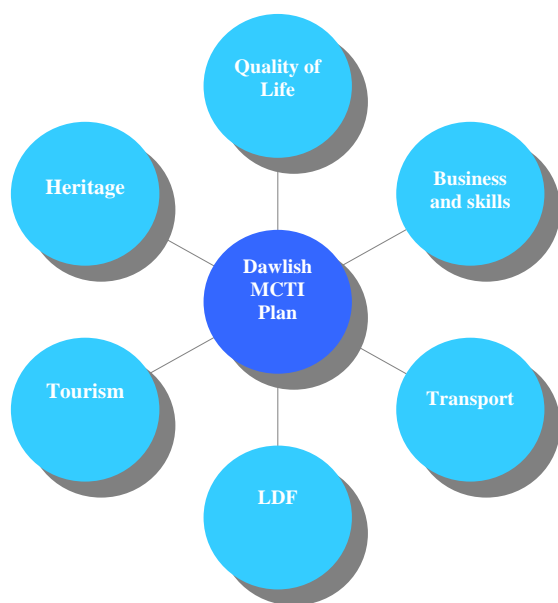


Ordering the issues in the Plan

After detailed consideration of the results of the community consultations, the Healthcheck and the Strategic Review, it was decided to arrange the first phase of projects under six broad 'Theme' headings. Projects do not happen in a vacuum and so activity in one area will often deliver benefits in another.

- Improving the quality of life for residents and visitors
- Business and skills development
- Improving our local heritage
- Improving local transport, traffic and parking
- Developing integrated tourism
- Contributing to the new Local Development Framework (LDF)



The Plan Themes

Improving the quality of life for residents and visitors

Dawlish is fortunate in having a very active community and voluntary sector. If this can be supported and encouraged, and provided with the right infrastructure, it should be able to deliver considerable benefits to the local

community. Any facilities and services provided should be available to all sections of the community, particularly young people.

Business and skills development

Many of the benefits to which the Dawlish community aspires will come from the wealth created by the sound performance of the local economy. This will, in turn, rely on the right conditions being available to encourage new companies to come to the area and for existing companies to invest and expand. A proper understanding of the skills needs of companies, a well trained workforce and a supply of high quality sites and premises will be of crucial importance if the local economy is to remain in a healthy condition. At present much of the area's income derives from the public, service and tourist sectors. If the local economy is to prosper it will be important that new businesses are introduced to the area as well as helping existing businesses to expand. These new businesses may be in services and manufacturing and additions to the stock of retail and tourist companies should also have a beneficial impact on the local economy.

Improving our local heritage

The history of Dawlish goes back more than a thousand years. The town began to attract summer visitors in the late 18th century but has avoided much of the over-development of other Devon seaside towns. Both Jane Austen and Charles Dickens admired the town and Dickens located the birthplace of Nicholas Nickleby here. Dawlish, the surrounding countryside and the Exe estuary are still attractive to residents and visitors, but consultations suggest that the improvement and future maintenance of important features such as the Lawn and other Dawlish parks and gardens which contribute much to the attractiveness of the town, need to be carefully considered. It is a seaside town with fine quality sandy beaches, but it is cut off from the sea by the mainline railway. The rough and care-worn appearance of the railway structures

is a factor in the first impressions of visitors. It is also the case that proper maintenance, interpretation and presentation of local heritage and environment gives pleasure to residents and visitors, and helps to foster in the younger generation an understanding and appreciation of the importance of the area's heritage and environment. It is they who will be the future custodians of our heritage and environment.

Improving local transport, traffic and parking

If Dawlish is to function effectively and efficiently it must have a road and parking regime that properly serves its purpose. Congestion in Dawlish is a year round problem, caused by the A379 trunk road merging with local circulation around Tuck's Plot. This appears insoluble but some improvements in signalling and priorities may be possible.



Pedestrian safety is affected by fast-moving traffic on narrow in-town streets with extremely narrow pavements. The Strand can be improved for visitor appeal by widening pavements and other road adjustments. Heavy traffic brings dirt and pollution to the town while threatening pedestrian and cyclist safety. Parking in the town is inadequate in the summer months and this has an impact on the performance of the local road network. However, improved performance of the local road network and parking provision will also rely on a satisfactory signage system. This is particularly true for visitors to the town who

may not have 'local knowledge' of the road and parking system. Attractive pedestrian and cycle routes are also important since they offer a healthy and sustainable alternative to car travel.

Developing tourism

Tourism is a vital ingredient of the Dawlish, Teignbridge and Devon economy. An attractive environment, properly maintained and imaginatively presented heritage and a well-trained workforce are important. High quality facilities backed by an effective marketing plan and promotional activity will also be necessary if the area is to build on its past successes, and it is necessary to clearly identify the appeal of the area. Although it will be important to promote Dawlish, Dawlish Warren and the surrounding environment, it will be equally important to work with Teignmouth and at a Teignbridge and Devon level to ensure maximum impact and to avoid unnecessary duplication.

Influencing the new Local Development Framework

Teignbridge District Council is currently consulting the community as part of the process of preparing the new Local Development Framework, which will guide future land use planning decisions. This community plan will be an important input to this process, but there are two areas where Dawlish Community Trust wishes to make specific representations – the provision of affordable housing and the development of a new supermarket to serve the area.

The Villages

Although this plan focuses on Dawlish, the projects included in the Plan try to reflect the neighbouring villages' concerns about Dawlish as their shopping, service and employment centre. The plan also sets out local issues identified for each village through the consultation process. Because of the importance of the tourism activity at Dawlish Warren to the economy of the area, a number of projects in Dawlish Warren have been included in the body of the Plan.