

Dawlish, Dawlish Warren, Cockwood and Holcombe

Market and Coastal Towns' Initiative



Dawlish Regeneration Group

Draft Healthcheck Analysis

June 2005

Dawlish Healthcheck Analysis

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Summary

There is no obvious 'fit' between the vision and the proposed projects - to what extent the projects will help Dawlish to achieve its vision. They don't yet provide a 'road map' to achieving the vision. It may be that the information is not yet available to us, but many of the projects are 'aspirational' and may need to be developed to the 'smart' stage before they are included in the plan.

There is an opportunity to combine a number of projects into one to make a more significant project which addresses a number of issues and may therefore be more easily financed. There is also a large number of small projects from the consultations and Healthcheck which might be easily achieved at an early stage and so give credibility to the MCTi Plan. However, it is not clear how the projects 'hang together' and reinforce each other e.g. a lot of activity is planned for Dawlish town centre but there is no view of how they will interact and how the 'new' Dawlish town centre will be different from, or better than, the old one. A number of the 'influence' projects are not done by anyone at the moment. It is unclear therefore who is to be influenced. It will also be important in the plan to explain why certain projects 'have been put on the back burner' as well as explaining why particular projects were chosen.

Areas where the proposals don't quite match the vision are:

- Developing the economy and creating jobs – it's not clear how this is to be done and by whom
- Business support – how local businesses are to develop and create jobs – apart from a skills audit the plan is silent on what is probably its most important element
- In tourism the plan introduces new ideas – but there isn't any information on the market demand for these and there is no view on whether or not the thirty or more large attractions in the area could do better. This may be easier to achieve than developing new attractions that might simply take away the market of the existing attractions
- In retail – the desire to have a new out of town supermarket and 'high street' names may have a serious impact in existing shopping
- The development of a range of new 'attractions' in Dawlish town centre could be difficult given the development pressures on land values in that area
- The impact of traffic control and street improvements on retailing should be carefully considered in the light of possible out of town shopping
- Further investigations into the needs of the physically handicapped, the elderly and ethnic minorities may be helpful
- The proposal for a new heritage centre may require some development if it is to be a main feature of the Plan
- The possible conflict between housing (and business) development and the environment will have to be handled with skill
- Perhaps Dawlish Warren should have a 'Plan within the Plan'

Introduction

Purpose of the Healthcheck Analysis Report

The Dawlish Community Strategic Plan is at an important stage. Existing strategic plans have been reviewed, the community consulted, The Healthcheck is complete and the Theme Groups have developed priorities and solutions.

This Healthcheck Analysis report identifies the key issues and proposed solutions contained in the Healthcheck comparing them with the issues and possible solutions suggested through the consultation process and with the priorities and solutions derived by the Theme Groups. It highlights any gaps in this information and any areas that would reward further research and development. The Analysis also relates the issues and solutions to the relevant parts of the Dawlish Regeneration Group's Vision for Dawlish' to seek to ensure continuity from the vision, through the issues to the possible solutions.

The Analysis should allow DRG to review the priority issues and solutions in the light of the Vision, the consultations, the Healthcheck and the work of the Theme Groups and so to finalise the key issues and solutions that should be included in the Community Strategic Plan.

Format of the analysis

The analysis starts with the economy since it is the health of the Dawlish economy that will determine whether many of the projects proposed can happen.

Many of the issues and actions described in the report will have an impact on, or an interaction with, other issues and actions. However, in the interests of clarity the report is broken down into the sections outlined on the Contents page.

Each section contains:

- A statement of the relevant part of the DRG 'vision'
- The results of the consultation taken from the DRG 'Survey Summaries'
- The key issues identified in the Healthcheck
- A list of the key issues identified for the topic
- A table of the solutions proposed, identified through the consultations, the Healthcheck and the Theme Groups with comments on each project
- A conclusion

The analysis is *only* concerned with the issues that need to be addressed and the proposals for their resolution. It does not therefore repeat information about what is satisfactory or what is already being done. For this information reference should be made to the Healthcheck document itself.

Where the comment is made that an issues or project is 'not identified in the Healthcheck' this does not mean that the issue is not important and should not be pursued. What it does mean is that there should be hard evidence available elsewhere on where the issues or project originated, how the solution was arrived at and what benefits the chosen solution will confer.

Throughout this report TG means Theme Group, C means consultations and HC means Healthcheck

Values and Vision

Dawlish Regeneration Group has decided on the following 'Values' and 'Vision' as the guiding principles for the Dawlish Community Strategic Plan:

In Dawlish we value:

- The unique coastline and natural surroundings
- Our historic buildings and cultural heritage
- Our parks, gardens and open spaces
- Our sense of closeness as a community
- The enthusiasm of our young people
- The dedication of our voluntary groups
- The quality of life afforded by our unique environment
- Our local services
- Visitors to our town

Our Vision

'We want Dawlish to be a forward-looking town and to build on the strengths of our community. We will work towards making Dawlish become a more vibrant and thriving town, - a place in which to invest in the future, an open and welcoming place for visitors and residents, a place with a clean, healthy and sustainable environment, a town with the needs of the community at its heart.

'We will encourage careful growth, ensuring that the unique qualities of the town, its parks and open spaces, and the surrounding area are protected and enhanced.

'The town will embrace opportunities to create a vibrant and balanced local economy with job opportunities and increasing prosperity for all.

'We aim to increase the range of shops and encourage local shopping and promote locally

produced goods and foodstuffs.

'We intend to maximise the benefit to the town of visitors by encouraging tourism through widening the range of accommodation and hospitality, and by providing excellent facilities, service and value for money.

'We want Dawlish to flourish as an all-year-round centre for culture, sport, leisure and relaxation.

'We want to encourage excellence in building design.

'The town aims to develop a sound transport infrastructure enabling easy access from outlying areas, through-traffic flow and adequate parking facilities.

'Dawlish seeks to provide excellent services in health, social and community care, education and policing for the community.

'We intend to sustain and improve the social fabric by ensuring good quality affordable housing, encouraging community participation and by creating safety and security throughout Dawlish and the surrounding area. We value our young people and wish to invest in their future by expanding opportunities for them'.

Projects and other actions should be judged by the contribution they will make to the vision.

Issues and solutions

Many 'issues' that arise through consultations are in fact 'solutions' - e.g. 'There needs to be a greater variety of shopping in Dawlish town centre' is really a solution to the issue 'Shopping in Dawlish town centre is unattractive to some residents and visitors'. The information in this report is presented in this way.

When selecting projects for inclusion in a Plan it is often helpful to test whether they pass the **SMART Test**. Groups might like to ask the following questions of each project:

Is it Specific?

Does the project identify a particular action or is it 'aspirational' - e.g.

√ 'This project will create a one hectare new play park at New Street in the Newtown area of the town at a cost of £100,000 to be used by the 500 local children aged between 1 and 8 living within half a mile of the facility.'

X 'This project will provide new play facilities for children in the town.'

Is it Measurable?

There is a saying, 'if you can't measure it, it doesn't exist'. This is often a difficulty for environmental, 'feel good' projects such as street improvements, landscaping etc. The answer to the assertion that 'this project will create a number of benefits which can't be measured because you can't measure everything' is – 'how will you know they have been created if you can't measure them?'

√ This project will increase next year's footfall in the town centre by 20% over this year's figure and increase overall retail turnover by 10%

X This project will bring lots of shoppers to the town.

Is it Achievable?

Is there any chance of the project going ahead?

√ We have discussed the project with funders who will accept an application for assistance of £100,000 and with statutory bodies who are generally supportive. We have also identified a site which is or could be available at New Street and which the owners are willing to sell.

X We have no idea where we can get the finance from to make the project happen and we've no idea where the project might be located but it's a great idea.

Is it Realistic?

√ Based on the population of the catchment area we know that a new supermarket can be supported.

X We know the population of the area is only 500 but we want a branch of Marks and Spencer.

Is it Time bound

√ We have looked at the work required to be done to make the project happen and we think that it can start in January 2006 and finish in January 2007.

X We have no idea when it will start and it may be finished sometime before 2020.

The next steps

Once the key issues and possible solutions have been agreed on it will be important to contact the MCTi partners to obtain their own views on the issues and solutions and to identify what actions the partners are already taking to address these issues. This will avoid duplication and allow the Dawlish Regeneration Group to endorse the partners' activities or to suggest, amendments, improvements or new actions.

The Dawlish Economy

Jobs and employment

Vision

'The town will embrace opportunities to create a vibrant and balanced local economy with job opportunities and increasing prosperity for all.'

Consultation response

'New jobs need to be created in order to meet local demand and to attract and retain new people into the area. This aspiration may be at odds with the view that Dawlish should be cautious of new/ large development in housing or in retail development.'

'Existing employment opportunities are generally restricted to jobs within the tourist industry. They are therefore seasonal, not well paid and rely on unskilled labour.'

'There is scope to develop new 'clean' enterprises in a business park. There is scope to focus on quality and service within tourism, to extend the tourist season and provide all weather attractions/ events for day visitors and longer stay tourists.'

'The consultation shows that there are concerns about the lack of employment opportunities and the effect this has on the town. There are some ideas about how to move forward but they are vague. Research needs to be done in this area to establish present employment patterns, the requirements of employers, the potential for new types of employment and the necessary training needed to develop a skills base for the future. This has to be informed with reference to TDC economic planning, Business Link, Connexions and the Learning & Skills Council.'

Healthcheck

Although the population of the Plan area has been growing steadily for quite a few years, the number of jobs available in the area has remained static or even declined slightly. The net *outflow* from Dawlish, of people aged 15-24 is about 54 people a year or about 0.4% of the population¹.

¹ 2001 census

There is no specific information on the stock of companies operating in the plan area although anecdotal evidence suggests that this is static or in slight decline. This means that most of the new labour supply that comes with incomers to the town is most likely already employed elsewhere or seeking work outside Dawlish, principally in Exeter, Newton Abbot and Teignmouth. Given its proximity to Exeter, Dawlish should be a beneficiary of the new employment created by Exeter's recent growth.

There is particular concern that young people who have yet to enter the job market find it difficult to find employment locally, particularly at a time when they may not have left home or do not have the financial means to pay the cost of transport to other locations in Devon or to rent accommodation in these areas.

In any economy, if companies – particularly manufacturing companies - do not expand then, due to increased efficiencies, they will shed labour. This means that, simply to prevent the numbers of employed in the area from falling, companies have to continue to expand their activities. In Dawlish this effect may be cushioned by the fact that such a large proportion of the workforce is employed in the service sector where efficiencies are more difficult to achieve. Those sectors employing the largest proportions of Dawlish residents are:

• Health and social work	20.1% (983)
• Wholesale/ retail	15.9% (775)
• Real Estate	10.9% (775)
• Education	8.6% (420)
• Hotels and catering	8.2% (401)
• Manufacturing	8.2% (400)
• Construction	7.4% (364)
• Public administration and defence	6.4% (313)

This does not mean that all of these people work in Dawlish, indeed only 51% of those employed and living in Dawlish actually work in the town. The rest commute to other locations in Devon. The consequence of employment being concentrated in the service sectors is that many of the jobs located *in* Dawlish - in health care, retail and hotels and catering - are generally low paid and, in the case of jobs in the tourist industry, seasonal. This is borne out by the fact that currently there are fifty five jobs available in Dawlish, mainly in the care industry and holiday / tourism industry. There are seven jobs available at Dawlish Warren but this is expected to rise with seasonal vacancies. More worryingly, local firms that have closed or have recently moved out of the town include two firms of solicitors and Darnell Accountants who provided a number of jobs within the town.

Unfortunately there is no information available which details the number and type of jobs currently available *in* the Plan area and therefore more accessible to local people. If Dawlish is to develop a 'vibrant and balanced local economy' then it will be important to identify which companies are operating locally and which are likely to wish to expand, since creating employment through the

expansion of existing companies is much easier to achieve than through the creation of new ones. There are approximately 200 people of all ages unemployed in the plan area. Large companies may well be deterred from locating in Dawlish due to the real possibility of a shortage of properly qualified labour. There is no evidence of the skills available in the pool of unemployed.

It may be that Dawlish residents will simply continue to find employment outside the town. This means that there will be increasing pressure on the roads and public transport systems. At present there is little or no public transport to several areas where industry and consequently jobs, are located, including Marsh Barton and Sowton Estates in Exeter and Heathfield Estate near Newton Abbot. However, experience suggests that people are particularly resourceful, even ingenious, at finding alternative means of transport to reach employment destinations.

A further concern is the lack of space for the expansion of local businesses. This is dealt with in the sections on business and retail.

Key Employment Issues

Key employment issues are:

- ‘Lack of employment opportunities for local people, especially young people (C/HC)
- Lack of information on the employment profiles and expansion prospects of local firms and the skills of the local labour force (HC)
- Few, if any, new firms in expanding sectors of the economy are locating in the town and some firms are leaving (HC)
- Many of the jobs that exist in Dawlish at present are low paid, seasonal with poor development prospects (C/HC)
- Lack of public transport to employment locations particularly Marsh Barton Exeter and Heathfield, Newton Abbot (HC)
- Lack of suitable quality sites and premises for new and existing businesses (TG/HC)

Actions proposed

No	Specific Actions proposed	Source	Comment
1	Business Survey/ Skills Audit - Survey of local companies to establish employment profiles and prospects and to identify expanding companies and sectors. Skills audit of the existing workforce	TG/HC	Information may be held by local TEC. Could be difficult due to confidentiality issues. The Healthcheck does not identify any skills shortage (See also education for business)
2	Provide quality sites and premises for new and existing businesses	TG/HC	See business support section
3	Establish and quantify the likely demand from new companies in growth areas wishing to relocate to Dawlish	HC	See business support section
4	Establish the demand for public transport to employment locations and discuss the possibility of new provision with operators	HC	Bus operators may have his information

No	Specific Actions proposed	Source	Comment
5	Create new interesting employment opportunities locally	C	Insufficient Detail
6	Local jobs to encourage young people to stay	C	Insufficient Detail
7	Create more industry	C	Insufficient Detail
8	Need to encourage business/ small industries and enterprises	C	Insufficient Detail
9	Jobs and part time employment for teenagers (e.g.: in shops etc. above)	C	

Conclusion

Businesses, and the employment they create, are the engine of any economy. The economy of Dawlish would appear to be based on the service sector and the 'grey pound'.

Education and training for employment

Vision

'The town will embrace opportunities to create a vibrant and balanced local economy with job opportunities and increasing prosperity for all.'

'Dawlish seeks to provide excellent service.... in education'

Consultations

'There were very few comments or suggestions in this area. This is surprising, given the concerns expressed about young people.'

'There is a need to increase jobs and the local skills base. Suggestions made for additional services include things already available in Dawlish. This points to a lack of knowledge about provision and points to a 'communications' issue.'

'There is a need for research in this area to form an evidence base.'

Healthcheck

The only education and training issue identified in the Healthcheck is that, in Dawlish, the percentage of residents with no qualifications is 2% higher than the figure for Teignbridge. Technical and non vocational education is said to be satisfactory and no shortages in workforce skills or skills shortages in companies have been identified. The latter may be due to the preponderance of low skilled jobs in the area.

Key training for employment issues

- Lack of information on the skills needs of local businesses (TG/HC/C)
- There is no training development officer for the area (TG)
- There are no basic skills and into work courses available (TG)
- There is a shortage of work placements and modern apprentice places (TG)
- The local business community is not taking up learning opportunities (TG)
- Existence of 'barriers' to post sixteen education (C)
- Lack of information on the performance of services available for post sixteen education (C)
- Lack of free literacy and numeracy classes (C)
- Lack of post sixteen education and training including dedicated provision for the disabled (C)
- Poor access to available training (C)
- The area has low skill levels (C)
- There is a lack of residential learning courses especially for arts and crafts (C)

Training for Employment Actions Proposed

No	Specific Actions proposed	Source	Comment
1	Business Survey/ Skills Audit - Survey of local companies to establish employment profiles and prospects and to identify expanding companies and sectors. Skills audit of the existing workforce	TG/C/HC	Information may be held by local TEC. Could be difficult due to confidentiality issues. The Healthcheck does <i>not</i> identify any skills shortage (See also employment/ business)
2	Employ dual town training and development officer	TG	Not identified in Healthcheck
3	Provide basic skills and into work courses	TG	Not identified in Healthcheck
4	Provide work placements/ modern apprentices and skill development	TG	Not identified in Healthcheck
5	Provide the environment for learning in the business community	TG	Not identified in Healthcheck
6	Identification of barriers to training and the ways around them	C	Not identified in Healthcheck
7	Audit of services presently available in Dawlish for post sixteen adult education	C	Not identified in Healthcheck
8	Provide free literacy/numeracy courses	C	Not identified in Healthcheck
9	Provide dedicated post sixteen education and training for learning disability students	C	Not identified in Healthcheck
10	Improve post sixteen education in Dawlish	C	Not identified in Healthcheck
11	Improve access to available training	C	Not identified in Healthcheck
12	Reduce the low level of skills	C	Not identified in Healthcheck
13	Provide residential learning courses such as arts and crafts	C	Not identified in Healthcheck

Conclusions

It may be useful to have the local college, the training and enterprise council and local businesses' comments on these issues before deciding on what should go into the plan.

Support for business

Vision

'The town will embrace opportunities to create a vibrant and balanced local economy with job opportunities and increasing prosperity for all.'

Consultations

No specific consultation comments

Healthcheck

There is no survey of what businesses exist in Dawlish, what their turnover is, how many they employ, their expansion plans and what resources they need to expand. This information is required if a view is to be taken on how businesses might be helped to expand and create new wealth and employment. It will also provide baseline data against which to measure the progress of any plan. Although the Town Council web site is in existence it contains no information on businesses in the town. It is understood that Dawlish Skip Hire (Shutterton Estate) is looking to expand its business as does Dawlish Coaches (also on the Shutterton Estate). No other businesses are planning to expand and firms have moved out of the area, especially to Exeter. The poor road link to Exeter may be partly to blame for this. There is no information available on the reasons why companies may be leaving the area or on the requirements of any companies that might wish to set up or relocate in Dawlish. Although a small number of workshop businesses are located within the old town many of these are closing due to the pressure to redevelop sites for residential use.

Site and premises for business

Little new commercial or industrial floorspace has been built or let in Dawlish over the last three years. The only lettings have been at Concorde House on the Shutterton Estate. There is not much good quality office space or industrial floor space vacant. Concorde House, Shutterton Estate has some office suites available – but there is not a huge demand in the area. Two solicitor firms have moved out of Dawlish. Darnell Accountants have left Dawlish and some office space has been converted to Town Houses. Independent businesses like chiropractors have moved into the vacant buildings.

There is an existing land allocation for employment purposes at Shutterton Brook but it is not known whether this allocation would be taken up and whether planning permission could be obtained to develop the site for business use. The site extends to 40,000m² (4ha) and may be able to accommodate around 600 jobs. Whether these would be new jobs which would be available to local people would depend on how the site was developed and by whom. Shutterton Estate is in poor condition and in need of substantial improvement if it is to attract new 'quality' companies. Experience elsewhere strongly suggests that the lack of demand for business space is often the result of market failure in the supply of serviced sites and attractive premises. Agents get to know

that no space is available in an area and therefore do not recommend the area to clients, thus low demand becomes a self fulfilling prophecy. If Dawlish is to attract 'clean' high tech companies then there will have to be pump priming investment in high quality serviced sites and new premises. It will also be necessary to 'target' likely companies to locate in the town.

Business support services

No formal business advisory services are located in the town other than the local Chamber of Trade. A new local area marketing and business action group is currently being formed to specifically promote the Dawlish Warren area as a year round day tourist venue. Enterprise Agencies including Business link could be more 'pro- active' in promoting their services to the local business community. There are no regular events held locally to promote businesses. Business conference facilities are limited to a small number of local hotels and the potential use of the community college facilities. No purpose built accommodation is available.

Information technology

Multiple broadband service providers are now available but there is no strategy to encourage companies to make better use of the technology.

Key Business Support Issues

- The lack of available high quality sites and premises (TG/HC)
- The local voluntary and community sector does not currently have the skills capacity to expand its activities (TG)
- There is no survey of existing businesses, their performance and intentions and needs (HC)
- There is no information available on why companies leave Dawlish (HC)
- There is no information on the types of companies that might relocate to Dawlish and their requirements (HC)
- The existing road link to Exeter is inadequate(HC)
- Businesses located within the old town being lost to redevelopment for residential use (HC)
- The future development of the employment land allocation at Shutterton Brook is in doubt (HC)
- Shutterton Estate is in a poor and unattractive condition (HC)
- The contribution to the area's economy by holiday activity at Dawlish Warren is not known (HC)
- Enterprise Agencies including Business Link do not promote their services adequately (HC)
- There is no proper promotion of the area as an attractive location for investment (HC)
- There are no regular events held locally to promote businesses (HC)
- Business conference facilities are limited (HC)
- There is no strategy to help local companies to make better use of information technology (HC)
- The Town Council web site contains no information on businesses in the town (HC)
- There is a shortage of venture capital (C)

Business support actions proposed

No	Specific Actions proposed	Source	Comment
1	Develop high quality sites and premises	TG/HC	SWRDA Teignbridge DC and investors
2	Business Survey/ Skills Audit - Survey of local companies to establish employment profiles and prospects and to identify expanding companies and sectors. Skills audit of the existing workforce	TG/HC	Information may be held by local TEC. Could be difficult due to confidentiality issues. Although the Healthcheck does <i>not</i> identify any skills shortage (See also employment/business) Financed by SWRDA/ Business Link/ TDC
3	Survey of existing businesses in old town	HC	Include in survey of existing businesses
4	Identify the economic contribution to the local economy by tourist activity at Dawlish Warren	HC	Include in survey of existing businesses
5	Develop Directory of Local Businesses	HC	Include in Business Survey
6	'Exit survey' of companies leaving the area	HC	Financed by SWRDA or Business Link
7	Survey of the types of companies that might be attracted to the area	HC	Financed by SWRDA or Business Link
8	Improve road link to Exeter	HC	My be undertaken by Devon CC
9	Secure the future development of the Shutterton expansion site	C/HC	Teignbridge DC and owners
10	Work with Owners, Companies and TDC to prepare regeneration investment plan for Shutterton Industrial Estate	C/HC	Financed by SWRDA
11	Encourage larger firms to set up on the Shutterton estate	C	Insufficient Detail. No evidence of market demand, possibility of labour shortages and lack of suitable development sites and premises. Estate unattractive. Should await improvements
12	Ensure that SWRDA and Business Link are more proactive	HC	Work with Teignmouth Regeneration Group
13	Develop promotional strategy for the area	HC	Work with Teignmouth Regeneration Group, Teignbridge DC, Devon County Council and SWRDA
14	Work with local businesses to draw up a possible events programme	HC	Work with Teignmouth Regeneration Group, Teignbridge DC,
15	Carry out audit of conference facilities	HC	Work with Teignmouth Regeneration Group
16	Promote use of IT by local businesses	HC	Work with SWRDA and Devon County Council, Business Link and LSP
17	Develop more small industrial units	C	No evidence of market demand
18	Develop craft workshops	C	No evidence of market demand
19	Provide venture capital	C	No evidence that this is a problem

Conclusions

Implementation of these initiatives will have to be undertaken in the correct sequence if they are to be successful. This will take some time and will have implications for resources.

Tourism

Vision

'We intend to maximise the benefit to the town of visitors by encouraging tourism through widening the range of accommodation and hospitality, and by providing excellent facilities, service and value for money.'

Consultations

No specific comments

Healthcheck

Employment

Dawlish relies on tourism to boost its economy. Around a quarter of the local labour force is employed in hotels and catering and in retail. Tourism employment greatly increases for the period from Easter to end of August. However, there is no information available on the amount of employment directly attributable to tourism.

Visitors, attractions and facilities

'In general, Devon's tourist trade continues to be most dependent on families with young children, middle aged couples without children and visitors of retirement age'.² Dawlish may also receive a number of day visitors from Exeter and further afield. However, there is no hard evidence of the number of visitors coming to Dawlish how long they stay and how much they spend. A visitor survey of one hundred visitors to the town in 2004 found that 42% of visits were day trips and 58% of visitors stayed for one or more nights and 87% of those surveyed rated Dawlish facilities as 'good' or 'excellent'.

Improvements suggested in the visitor survey included:

- | | |
|-------------------------------|-------|
| • More/ Better Car parking | 25.3% |
| • More Entertainment for Kids | 13.5% |
| • Better Eating Places | 5.6% |
| • Cycling routes | 3.9% |
| • Walking routes | 2.8% |
| • Better Accommodation | 2.2% |
-

² Tourism Trends in Devon – Devon County Council

There is no information available on what action is being taken to address these issues.

Attractions in the plan area include

- Dawlish Town Centre – the Lawn, shops, cafes, pubs, restaurants and amusements
- Dawlish Old Town
- Dawlish Warren Beaches
- Dawlish Warren nature reserve,
- Dawlish Warren holiday accommodation,
- Dawlish beaches
- South West Coastal Path
- Dawlish Warren cafés, pubs, shops and amusements
- Shaftesbury Theatre
- Dawlish Museum
- Dawlish Leisure Centre and 18 hole 'Golf Approach Course'
- Boat Trips
- Bowling Green
- The carnival & air show
- The fair and Open garden programme
- The Christmas market
- Celebrations of the Brunel 200 anniversary
- Dawlish Arts Festival

The area also hosts 'Host Family Organisations' during summer when foreign students live with a family and attend classes, conference at Langstone Cliff Hotel, events' at Dawlish Warren Golf Club and a Folk weekend in September and "Dawlish in Bloom" competition each year for local homes / businesses.

There is no hard evidence of the performance of any of these attractions apart from Dawlish museum. None is listed in the attractions surveyed by Devon County Council and apart from Dawlish Museum, which had an estimated 2,400 visitors in 2002, a drop of 14.3% on the previous year; none is contained in the Tourist Board's statistics.

Attractions *outside* the plan area include Exeter, Powderham Castle, Dartmoor and the Dartmoor towns, Torbay, Teignmouth, Totnes and Dartmouth all of which are accessible from Dawlish.

Accommodation

There are very few hotels locally but there is a good choice of bed & breakfast, self catering flats, houses, chalets, caravans and camping sites. Most of these facilities are around 3* rating with self catering being the most popular. It is suggested that Dawlish needs additional accommodation in the summer season but there is no market demand information to support this.

Information

There were around 29,000 visitors to the Dawlish Tourist Information Centre in 2004. Teignmouth

TIC had 45,000 visitors and phone calls. There is no information to say whether or not this is satisfactory. There is no proper visitor's guide to Dawlish and there is much potential to improve the way the town is promoted.

Additional signs are required in Dawlish town centre - at the railway station and to direct people from the town centre to Leisure Centre and playing fields and the two large maps beside the Brook need updating.

Key Tourism Issues

- Although the performance of the local tourist industry is seen to be crucial to the continuing prosperity of the town, there seems to be no strategy for its development and no hard information on which to base such a strategy (HC)
- There is no information available on the amount of employment directly attributable to tourism and how this might grow in future and whether any improvement in skills is required(HC)
- However, there is no evidence of the number of visitors to Dawlish how long they stay and how much they spend (HC)
- There is no evidence of the performance of local attractions and whether they could be made to perform better (HC)
- There appears to be no plan to address the issues identified in the recent visitor survey (HC)
- Poor quality accommodation (HC)
- Lack of good cafes and restaurants HC)
- Dawlish needs additional hotel accommodation in the summer season (HC)
- Dawlish needs additional parking in the tourist season (HC)
- There is no proper visitor's guide to Dawlish (HC)
- The town is promoted poorly as a tourist destination (HC)
- There is no evidence to evaluate the performance of the TIC (HC)
- Additional signs are required in Dawlish town centre area (HC)
- Lack of children's entertainment (C)
- Short tourist season (C)

Tourism Actions Proposed

No	Specific Actions proposed	Source	Comment
1	Develop Heritage Trail Walkway/ town trail/heritage trail from sea front along Lawn/brook/ Manor Gardens/ Newhay/ Old Town. With lighting and plaques and leaflet guide	TG/C	Evidence of demand and impact
2	Heritage Centre as wet weather facility	TG/HC	Evidence of demand and impact
3	Develop environmental activities	TG	Evidence of demand and impact
4	Better cycling and walking routes	TG	Evidence of demand and impact
5	Develop range of events for all age groups	TG	Evidence of demand and impact
6	Improve sports facilities	TG	Evidence of demand and impact
7	Develop purpose built multi storey car park	TG/HC	See also Town Centre
8	Prepare a strategy for the development of the local tourist industry	HC	Work with Teignbridge and town council

No	Specific Actions proposed	Source	Comment
9	Identify the employment and expenditure benefits to the area from the tourist industry	HC	Include in the business survey
19	Obtain accurate figures for visitors to the town and their expenditure	HC	Undertake survey – finance from SWRDA
11	Obtain performance figures for local attractions and seek to develop their activities	HC	Contact Local Attractions/ businesses
12	Identify actions to address conclusions of visitors' survey	HC	Work with Town Council and Teignbridge DC
13	Survey to identify demand for more holiday accommodation	HC	Include in business survey
14	Promote new visitors' guide	HC	Discuss with Town Council and Teignbridge DC
15	Evaluate the impact of existing promotional programmes and prepare a new programme	HC	Discuss with Town Council and Teignbridge DC
16	Compare the performance of the TIC with other benchmark facilities	HC	Discuss with Town Council and Teignbridge DC
17	Review town centre signage and improve if necessary	HC	Discuss with Town Council and Teignbridge DC - see town centre
18	Build a marina	C	No evidence of demand
19	Provide town guides during summer month	C	Unlikely to be financially viable would rely on volunteers and would not address employment issue
20	Focus on quality and service in tourism	C	TEC and local college
21	Restore open air pool on seaward of railway line	C	No evidence of demand
22	Develop art gallery and café	C	No evidence of demand
23	Stronger arts programme including cultural events and outdoor theatre	C	No evidence of demand
24	Night club – places to dance	C	No evidence of demand
25	Cinema complex , Ice skating, theme park,	C	No evidence of demand

Conclusions

Given the importance of tourism to the Dawlish economy a specific consultation on this issue might have been worthwhile.

It may be difficult to implement the larger tourism projects without hard evidence of demand and of the likely impact they will have. It may also be easier to improve the tourism offer by increasing the performance of the wide range of existing facilities available rather than by developing new ones which may only take away demand from those that exist at present. Any public funder will wish to ensure that public money is not being used simply to move demand around or to crowd the private sector out of the market. If a Heritage Centre, as a wet weather facility and a Heritage Trail are to be the preferred way of 'to maximise the benefit to the town of visitors' is there enough Dawlish 'heritage' to attract visitors and to encourage return visits. Who will provide and manage the Heritage centre and will it be financially viable in the long run?

Dawlish Town Centre

Although many of the issues and project appear under other headings in the analysis Dawlish town centre is highlighted because it is the focus of the local community and of visitors. The number of attractions in the town centre will help to reinforce its appeal as an exciting and interesting place to be.

Town Centre: The retail offer

Vision

'We aim to increase the range of shops and encourage local shopping and promote locally produced goods and foodstuffs.

'We intend to maximise the benefit to the town of visitorsby providing excellent facilities, service and value for money.

'We want to encourage excellence in building design.'

Consultations

Dawlish has many thriving small independent shops and cafes but is deficient in supermarkets/ food stores. Individual enterprises (like Poppadums and Gay's Creamery) are praised for their service and quality but generally there is a need to improve the quality and quantity of food and retail outlets. Cafes offer little choice or variety and the town has few good restaurants. It is surprising that no comments were made concerning locally made products/ locally sourced food.

Healthcheck

Dawlish town centre is not recognised as a shopping destination and very few shops have opened in the last few years. There is no town centre manager. There is not much commercial demand for additional retail floorspace. Even so, there are not many vacant retail premises available as premises which were formerly retail have been converted into flats / other living spaces. Available floor space has remained static as development potential on new sites within the town centre is generally limited and expansion of either existing premises or development of new units is severely restricted due to shortage of development opportunities and available land. Out of town development land will only become available from 2005 onwards subject to planning authority acceptance and local support. Retailer confidence in Dawlish could be improved. Several shops have closed down recently and the prominent position of charity and low cost / pound shops in prime positions in the town does little to inspire confidence in the retailers.

Key Retail Issues

- Dawlish town centre is not recognised as a shopping centre (HC)
- The centre is not actively promoted (HC)
- The existing supermarkets are too small and offer a poor quality service (TG/C/HC)
- The general quality of retail outlets is poor (TG/C)
- There are few High Street branded shops (HC)
- There is no town centre manager (HC)
- Retailer confidence is low (HC)
- There is no information available on the performance of the centre (HC)
- There is a shortage of development sites and premises (HC)
- Will the development of out of town shopping have an impact on the existing centre (HC)
- The quality of cafes and restaurants is poor (C)
- The quality of services is poor (C)
- There is concern over the future of local independent traders (C)
- There is a monopoly of one chemist chain (C)
- There is concern over the number of charity shops, estate agents and vacant premises (C)
- There is little promotion of locally produced foods and foodstuffs (C)

Retail Actions Proposed

No	Specific Actions proposed	Source	Comment
1	Evaluate the likely impact on the town centre of an out of town supermarket and develop a new quality out of town supermarket	TG/C/HC	Impact on existing shopping
2	Evaluate the performance of existing retailing. Identify retailers wishing to locate in the town centre and encourage well known High Street retailers. Improve the general range and quality of retail outlets.	TG/C/HC	Impact on existing shopping
3	Encourage retailers to work together	C/HC	
4	Improve the quality of cafes and restaurants and wine bars and extend their opening hours	C	
5	Protect local shops and promote local produce and foodstuffs including a farmers' market	C	
6	Appoint a town centre manager	HC	
7	Develop a promotional strategy for town centre	HC	
8	Identify sites and premises for retailers to expand	HC	
9	Open shops twelve months a year	C	
10	Reduce the number of charity shops, empty premises	C	

Conclusions

The quality of The Dawlish retail offer will have a significant impact on its attraction as a shopping destination. Although shoppers wish out of town supermarket shopping care should be taken to evaluate the likely impact of this on existing shopping.

Town Centre: Attractions (Excluding retailing)

Vision

No specific vision

Consultations

No specific response included in a number of responses

Healthcheck

No specific response included in a number of responses

Key Attractions Issues

- Develop a wide range of activities for residents tourists and (TG/C)
- There is nothing for the visitor on the seaward side of the viaduct (C)
- Attract and retain more tourists (C)
- Extend the length of the tourist season (C)

Attractions: actions proposed

No	Specific Actions proposed	Source	Comment
1	Develop Heritage Trail Walkway/ town trail/heritage trail from sea front along Lawn/brook/ Manor Gardens/ Newhay/ Old Town. With lighting and plaques and leaflet guide	TG/C	Evidence of demand and impact
2	Heritage Centre as wet weather facility	TG/HC/C	Evidence of demand and impact
3	Develop environmental activities	TG	Evidence of demand and impact
4	Develop range of events for all age groups	TG	Evidence of demand and impact
5	Improve sports facilities	TG	Evidence of demand and impact See community facilities
6	Develop purpose built multi storey car park	TG/HC	See town centre parking
7	Better use of the Shaftesbury Theatre	TG	Evidence of demand and impact
8	Promote the Museum, Water wheel and leat	TG	Evidence of demand and impact
9	Compare the performance of the TIC with other benchmark facilities	HC	Discuss with Town Council and Teignbridge DC
10	Review town centre signage and improve if necessary	HC	Discuss with Town Council and Teignbridge DC
11	Provide town guides during summer month	C	Unlikely to be financially viable would rely on volunteers and would not address employment issue
12	Focus on quality and service in tourism	C	TEC and local college
13	Develop art gallery and café	C	Evidence of demand and impact

14	Stronger arts programme including cultural events and outdoor theatre	C	Evidence of demand and impact
15	Night club – places to dance	C	Evidence of demand and impact
16	Cinema complex , Ice skating, theme park,	C	Evidence of demand and impact
17	Replace bandstand with quality outdoor performance area for outdoor theatre/ good quality pop concerts etc.	C	See Town Centre environment
18	Move Amusement arcade to a different location and use the building for a new community centre/ library/ CAB/information or visitor centre/ café	C	
19	Create a model boat lake	C	Evidence of demand and impact
20	Provide seating along seafront	C	
21	Restore the large floral 'Dawlish' display so it can be seen	C	
22	Cinema complex , Ice skating, theme park,	C	Evidence of demand and impact

Conclusions

Dawlish town centre's attractions and those at Dawlish Warren form a major element in the area's tourism appeal. There is little evidence of demand available for most of the uses proposed and whether they would bring additional visitors to Dawlish or simply redistribute demand from elsewhere in the area. If these attractions are to be developed it will be important to assess their cumulative impact on the town centre's capacity to host them.

Town Centre: Environment

Vision

'We will encourage careful growth, ensuring that the unique qualities of the town, its parks and open spaces, and the surrounding area are protected and enhanced.

'We want to encourage excellence in building design.

Consultations

'People in Dawlishwant to promote high standards in the public realm and to ensure that parks and gardens are properly looked after. They want to encourage high personal standards to keep the environment clean and free from man-made pollution.'

'The Lawn area with its open aspect and variety of wildlife is highly valued. The general state of the Lawn and the brook are causing concern. Over-use of the area, poor maintenance and lack of forward planning are key issues. There is also concern about the built environment and traffic

circulation around the Lawn.

'Tuck's Plot is a 'busy' area for both tourists and traffic. Many people take their first impressions of Dawlish from what they see here from the train, coach or car. The area including the Station, viaduct, amusements, cafes and surrounding buildings gives a 'down at heel' impression' of the town centre.

Healthcheck

The most recognizable feature of Dawlish town centre is the Lawn. Apart from the Lawn Dawlish has no central meeting place. Certain improvements to the Lawn would be welcome including:

- Improving the bandstand and widening its use for events
- Improving the area between the Lawn bowling green and Brookdale Terrace which is a poorly arranged collection of surface car parks and unsatisfactory low value sheds.
- Refurbishing the waterfowl breeding enclosure is heavily used as a roosting ground giving the facilities a run-down appearance
- Improving bowling club club-house is often boarded up against vandals and provides an unsatisfactory backdrop to the long views up the Lawn towards Brookdale Terrace
- Refurbishing the shelters at the eastern end of The Lawn

The benches and bins at Manor Gardens are often being thrown into the stream

The general condition of the railway structures, station, signal-box, footbridge and viaduct, show the effects of sea water corrosion and penetration.

Key Environmental Issues

- The poor features on some elements of the Lawn including the bandstand, the bowling clubhouse, the waterfowl breeding enclosure, the area between the Lawn bowling green and Brooklands Terrace and the shelters at the eastern end of the Lawn (HC)
- Evening use of the Lawn and disturbance from events (C)
- Overuse of the Lawn and Maintenance during and after the fairs (HC/C)
- The area around the amusement arcade and 'street' cafes is unattractive (C)
- Smells from the stream/ drainage in Tuck's plot area especially in the summer (C)
- Traffic circulation along the Exeter Road creates problems for pedestrians, older people and the disabled (C)
- The Railway viaduct is dark and provides a poor gateway to the sea (C)
- Vandalism especially at the Lawn and Manor Gardens (HC)

Environmental Actions proposed

No	Specific Actions proposed	Source	Comment
1	Develop and implement a townscape	TG/HC	See also Town Centre

	conservation scheme		buildings and street furniture
2	Develop a new plan for the open space of Dawlish	TG/HC	
3	Refurbishment of the railway station	TG/HC	See railways
4	Prepare an improvement plan for the Lawn to include the bandstand, clubhouse, wild fowl breeding area, shelters and the area at Brooklands Terrace and encourage more activities	HC	
5	Prevent damage to the lawn caused by over-use, contractors' vehicles, events like the fair/ carnival	C	
6	Improve state of flower beds and verges around margins of the Lawn	C	
7	Develop a maintenance plan for the Lawn to include improvement of the flower beds, replacement plan for trees/ shrubs	C	
8	Improve management of the brook and wildlife	C	
9	Install lighting over the brook	C	
10	Install fountains in Dawlish Water	C	
11	Control use of the Lawn in the evenings – including vandalism	C	

Conclusions

The maintenance of the town centre environment will be crucial in keeping Dawlish's appeal although promoting further use of the Lawn may conflict with maintaining it in good condition.

Town Centre: traffic, access and parking

Vision

'The town aims to develop a sound transport infrastructure enabling easy access from outlying areas, through-traffic flow and adequate parking facilities.

'We will encourage careful growth, ensuring that the unique qualities of the town, its parks and open spacesare protected and enhanced.'

Consultations

'Dawlish suffers from major traffic congestion especially at peak times in the summer. Parking and traffic flow are major issues. Narrow streets in the old part of town and traffic light controls in central areas cause congestion. There is need for a town centre car park and to make conditions safer for disabled people, pedestrians and cyclists'

Healthcheck

Pedestrians

The town centre has no 'pedestrians only' or pedestrianised areas. Many streets are poorly surfaced and need reconstruction, which should take into account speed limiting construction, wider pavements and better surfaces for pedestrian safety. These streets include:

- The Strand is subject to a study to improve the width of the pavement in front of the shops. There is a need to resurface the crossing points so as to give greater prominence to pedestrian crossings to the Lawn
- The Strand and Brunswick Terrace needs speed control measures and indications of crossings where pedestrians are to be expected
- The Strand should be made wider the whole length on the shop's side; parts of Brunswick Place, Queen Street and High St should also be made wider
- The condition of the High Street is very poor, and this could provide an opportunity to introduce speed restricting measures. It is very narrow between the top of Lawn Hill and Orchard Gardens and the pavements are of inadequate width to accommodate pushchairs and other wheeled pedestrian traffic. On one side at least, the pavement needs to be widened, so as to provide safer conditions and in turn causing traffic to reduce speed in a narrower road between kerbs.
- The footpath from Barton Hill down to The Lawn needs improvement
- The access to/ from Barton Hill car park has to be improved urgently
- The crossing of Barton Hill from the car park is hazardous for pedestrians
- The station forecourt area across to Stewarts is not particularly safe or attractive.
- Street lighting standards in the old town frequently reduce pavement width and provide difficulty for pedestrians. The opportunity should be taken to study the possibility of mounting lighting off building facades.

Cyclists

There are no facilities for cyclists to park their cycles in the town centre. There were cycle parking places on the Lawn but cyclists are not now allowed to cycle here. The next nearest point is the station where there are two spaces for cycles. The route down through The Strand is hazardous for cyclists and cyclists must cross against the flow of traffic which is dangerous. There are no cycle routes connecting residential areas with town or schools however there are two partially segregated cycle routes in Dawlish.

Traffic

Over the last five years traffic flow through the town centre has increased especially in the summer months. The High Street carries mixed one-way and two-way traffic. Surface markings, particularly between Exeter Road and Strand Hill, would add clarity for visitors as well as local drivers. The Strand is very congested especially in the summer months when tourists are looking for parking spaces. Traffic calming measures at crossing points in the Strand have lead to major congestion and hold ups. Loading and unloading also causes problems as traffic queues build up behind. Tuck's Plot also gets jammed with traffic waiting at the traffic lights.

The worst location for accidents in the town centre is at the Strand and Queen Street

Parking

Over the last five years pressure on car parking has increased especially in the summer months. There are 698 parking spaces in Dawlish including 13 on street parking spaces for the physically handicapped. Barton Hill car park is underused in winter, full in summer. There is a shortage of parking spaces particularly acute in the summer months. The railway station car park is used by many since it is nearer to the beach. The route to the town centre is not well marked and passes a redundant garage workshop site. The small surface car park at the western end of the Strand needs careful redesign and improvement.

Signage

Improved signage is needed from the main points of arrival such as car parks and the train station to key destinations. There are signs on the Lawn to the town Museum, but they do not indicate distance, and after the first corner are not repeated.) Manor Gardens are not clearly marked from the Lawn and Coastal paths are not clearly shown. Signage could be improved on the one way traffic system which can prove difficult for visitors. Car parking signage could be improved. Few visitors are aware of the existence of the Barton Hill car park.

Railway Station

The railway station is a main point of arrival but little has been done to modernize or improve it in recent years. It is unstaffed for most of the evening and night hours. The station needs more care and attention. The present franchise ends in 2006 and it is suggested that a new operator may invest in Dawlish, if a brief is drawn up. There is local interest in restoring and re-using the grade II station signal-box.

Buses

Coaches set down at the end of Piermont Place on a narrow pavement, directly outside a take-away fast food outlet. This is hardly the best smell to greet visitors on arrival and there is some congestion on the pavement. The town bus can be delayed by traffic congestion around the town.

The only thing that could improve the use of Public transport would be a reduction in fares.

Key traffic, access and parking Issues

- In the summer months the town is congested with traffic (TG/HC/C)
- In the summer months parking provision is inadequate (TG/HC)
- The town centre pavements are in poor repair and too narrow in many places (TG/HC)
- Facilities for cyclists are inadequate and some cycle routes are dangerous (HC)
- There is a lack of signage in the town centre
- The railway station and other railway infrastructure is in poor condition
- Bus fares are too high

Traffic, access and parking actions proposed

No	Specific Actions proposed	Source	Comment
1	Develop plan for the enhancement of the Strand e.g. pedestrians only/ remove parking on one side. This will include a survey of footpath condition in the town centre and investigate the possibility of building mounted street lights in the old town.	TG/HC	With Town, Teignbridge and County Council and traders
2	Introduce traffic management scheme, bottlenecks at Tuck's Plot, Volume of traffic on the Strand, reduce speeds on roads in the old town, close Lawn Hill to traffic, re route main road round station to follow original route.	TG/HC	With Town, Teignbridge and County Council and traders
3	Develop general signage scheme	TG/HC	With Devon CC and traders
4	Purpose built multi-storey car park on Station car park site, including central parking for coaches. Allow coach parking at Barton Hill car park – improve access to car park.	TG/HC	With Town, Teignbridge and County Council and traders
5	Refurbish Railway station and the surrounding area	TG/HC	Railtrack
6	Provide additional cycle bays in town centre, improve existing cycle lanes and identify more cycle lanes	HC	Devon CC and Sustrans
7	Investigate possibility of reduced bus fares	HC	Meet bus companies

Conclusion

Some of these proposals will involve considerable cost and detailed negotiation with the relevant authorities.

Town Centre: Buildings and street furniture

Vision

'We will encourage careful growth, ensuring that the unique qualities of the town, its parks and open spacesare protected and enhanced.'

'We want to encourage excellence in building design.'

Consultations

See issues and projects

Healthcheck

Building Design

There have been commercial redevelopments that are of poor design quality that can be remedied by stronger controls in the planning process. There is a string of architectural oversights in Marine Parade which can only be corrected by better standards of design in future redevelopments. The fascias to certain premises extend well beyond the original template and are out of scale with the remainder of the façade. The addition of balloons, display stands and other advertising onto narrow pavements restricts pedestrian movement and create hazards. The fascia to Harrison's Amusement Arcade on Piermont Place is of a size and colour that introduces a harsh and discordant element to the facades behind, of which one building is listed.

Street Furniture

Some street furniture is badly worn or in need of attention. There are instances of vandalism to park benches and similar structures, and heavy concrete flower pots have been tipped into the stream from time to time.

Key Issues

- Some building facades, shopfronts and fascias of premises are out of keeping with their locations, especially around the Lawn (HC)
- Some street furniture is unattractive and/ or in poor condition (HC)
- Planning Guidelines are unclear and not strong enough (HC)

Actions proposed

No	Specific Actions proposed	Source	Comment
1	Develop and implement a townscape conservation scheme including Poor state of fascias (shops and buildings) around the Lawn	TG/HC	See also Town Centre buildings and street furniture
2	Undertake survey of street furniture	C	Teignbridge DC
3	Formulate stronger planning controls for town centre development	HC	With Teignbridge DC, Dawlish Town Council, traders and civic society

Conclusions

The implementation of these projects would improve and secure Dawlish's townscape although work would have to be done in conjunction with the local traders and operators.

Town Centre: The physically disadvantaged

Vision

No specific vision

Consultations

No specific consultation

Healthcheck

Some of the shops and services in the town have little or no disabled access (e.g. HSBC, Opticians). There is a major problem with narrow footpaths throughout the town which makes it very difficult for those who are wheelchair bound. There are no disabled bays at the end of Brunswick Place.

Key Issues

- Lack of proper access for the physically handicapped to some commercial premises (HC)
- Some footpaths are too narrow to accommodate wheelchairs properly and lack dropped kerbs (HC)
- Lack of disabled parking at the Shopmobility buggies (HC)

Actions proposed

No	Specific Actions proposed	Source	Comment
1	Work with local traders, the Town Council and Teignbridge DC to improve access to shops by the physically handicapped.	HC	
2	Work with local authorities, traders and users to make pavements wheel-chair friendly (esp. Strand and viaduct areas)	HC	Include in footpath survey
3	Disabled parking only on The Strand	C/HC	Include in parking study
4	Better dropped kerbs (esp. Iddesleigh Terrace)	C	Devon CC

Environment and Heritage

Environment (outside Dawlish town centre)

Vision

'We want Dawlish to bea place with a clean, healthy and sustainable environment.

'We will encourage careful growth, ensuring that the unique qualities of the town, its parks and open spaces, and the surrounding area are protected and enhanced.

'We want to encourage excellence in building design.'

Consultations

'People in Dawlish recognise and wish to enhance the high quality natural environment and surroundings of the town. They want to promote high standards in the public realm, ensuring that parks and gardens are properly looked after. They want to encourage high personal standards to keep the environment clean and free from man-made pollution.'

Healthcheck

Town approaches

Exeter Road from its junction with Warren Road to Eastcliff Road lacks enclosure and a sense of scale. The grass verges and trees along the road are in poor condition. There is an opportunity to improve this important approach to the town through a programme of verge improvements and quality tree planting which over a period would restore its character.

On leaving Dawlish, there is an area of low value industrial sheds and roadside garage premises. Redevelopment of this area for employment purposes could create an opportunity for considerable improvement at this point of arrival.

Travellers coming to Dawlish by train pass a number of older properties and gardens at, or near, the level of the railway track and being of varying standards of upkeep. An improvement strategy for these areas would have a beneficial impact on this approach to the town.

The surrounding countryside

Within the plan area there are a large number of environmentally sensitive areas including wetland sites of international importance, local nature reserves, sites of special scientific interest and sites of importance for nature conservation. Wildlife Corridors are proposed for a number of areas. While these are in themselves a good idea, there is no qualitative evidence of how well they are functioning.

Volunteers, schools and local church groups are involved in efforts to maintain the woodlands and there is a variety of community groups involved in the management of the landscape. There is scope for increased involvement from local groups.

Teignbridge Local Development Scheme is currently out for consultation and includes all sites proposed for development. The final proposals will not be available until September 2006 once all of the consultation responses have been analysed.

A development company has applied for planning permission beyond the development boundary of Shutterton Brook. There is opposition to these proposals which could add 175 houses on the north eastern edge of Dawlish.

There is an existing land allocation for employment purposes at Shutterton which must be considered carefully.

20th century, housing has spread higher up the slopes to the north and south of the town. It is important to try to crown these hill silhouettes with groups of trees, rather than sharper profiles of roofs.

There is evidence of vandalism and graffiti in a number of areas in Dawlish such as the old wartime shelters at Lea Mount and the area around the Hedley Way Centre.

Key Environmental Issues

- Inadequate allotment provision (TG/HC/C)
- Poor recycling facilities (TG)
- Some approaches to Dawlish by road and rail are unattractive (HC)
- No information on how existing environmental areas are performing (HC)
- Danger of developments crowning the surrounding hills (HC)
- Dog fouling in streets parks and beaches is a nuisance (C)
- Parks and gardens are not looked after properly (C)
- Seagulls are a nuisance (C)
- The poor state of Lea Mount, the shelter and the hillside garden (C)
- Vandalism to the area around the Hedley Way Centre

Environmental Actions proposed

No	Specific Actions proposed	Source	Comment
1	Review recycling facilities for cardboard, plastic bottles, garden waste	TG/C	Not identified in the Healthcheck
2	Develop environmental activities and Increase the involvement of community groups in maintaining and improving the environment	TG/HC	
3	Provide additional allotments	TG/C/HC	
4	Improve verges and trees on Exeter Road from Warren Road to Eastcliff Road	HC	
5	Achieve satisfactory resolution to Sandy lane and Secmaton Lane proposals	HC	
6	Achieve satisfactory resolution of Shutterton Brook application	HC	
7	Achieve satisfactory resolution of Shutterton Estate expansion	HC	
8	Improve Lea Mount, shelter and the hillside garden	C	Not identified in the Healthcheck
9	Improve provision of litter bins in certain areas especially Summerlands, near Gatehouse School, Newhay	C	Not identified in the Healthcheck
10	Identify and remove graffiti and fly-posting spoiling certain areas	C	Not identified in the Healthcheck
11	Ensure that Public grass cutting & pruning contractors remove grass cuttings and prunings	C	Not identified in the Healthcheck
12	Improve green area near Rockstone and coastguards	C	Not identified in the Healthcheck
13	Provide bags and disposal bins needed for dog mess and a publicity drive to make sure people use them	C	Not identified in the Healthcheck
14	Cull the seagull population	C	Not identified in the Healthcheck
15	Provide toilet facilities between Dawlish & Dawlish Warren	C	Not identified in the Healthcheck
16	Preserve the open aspect of Sandy Lane area	C	Not identified in the Healthcheck

Conclusions

The Dawlish area is fortunate in the number of important environmental areas that it has. Resolution of the conflict between these and growth will be important.

Heritage

Vision

'We will encourage careful growth, ensuring that the unique qualities of the town, its parks and open spaces, and the surrounding area are protected and enhanced.

'We want to encourage excellence in building design'.

Consultations

'Much can be made of the 'heritage' of Dawlish. Major suggestions are for a heritage/ town trail (see 'The Lawn Area') and for making more prominent the water wheel and Leat project. These have the added advantage of relevance to today's agenda of sustainable energy use'.

Healthcheck

Although the town has a fine range of listed and historic structures many of these are in a poor condition and their improvement would benefit the environment of the town as well as protecting the town's heritage.

Key Heritage Issues

- There is no town heritage trail (TG/C)
- The water wheel and leat restoration has not been adequately publicised and the concept has not been fully developed (TG/C)
- The poor condition of the railway signal box (TG/HC/C)
- Many of the towns important buildings are in poor condition or being allowed to decay (C)
- The future of the Old Vicarage in Weech Road (C)

Heritage Actions Proposed

No	Specific Actions proposed	Source	Comment
1	Develop the water wheel and Leat restoration projects, improve publicity and develop energy saving project to light the lawn and Brook	TG/C	Not identified in the Healthcheck
2	Renovate the station and signal box	TG/HC/C	
3	Heritage centre to incorporate museum, environmental activities - brook – learning zone	TG/C	Not identified in the Healthcheck
4	Develop a heritage/ town trail to include the Lawn, brook, museum, Manor Gardens, the Newhay, significant old town buildings	TG/C	Not identified in the Healthcheck
5	Restore historic building features such as banded brickwork	HC	
6	Secure the restoration of the Old Vicarage in Weech Road	HC	

No	Specific Actions proposed	Source	Comment
7	Protect the gate piers at either end of Oak Park Villas from vehicle damage.	HC	
8	Review the condition and style of the garden furniture in Manor Gardens	HC	

Conclusions

Although conservation of the area's heritage is important there may be concerns about the effectiveness of the creation of a heritage trail and heritage centre as the best way to achieve this. Who will manage and finance these facilities needs to be resolved.

Community

Overarching Vision

'We want Dawlish to be a forward-looking town and to build on the strengths of our community. We will work towards making Dawlish become a more vibrant and thriving town, - a place in which to invest in the future, an open and welcoming place for visitors and residents, a place with a clean, healthy and sustainable environment, a town with the needs of the community at its heart.

'Dawlish seeks to provide excellent services in health, social and community care, education and policing for the community.

'We intend to sustain and improve the social fabric by ensuring good quality affordable housing, encouraging community participation and by creating safety and security throughout Dawlish and the surrounding area. We value our young people and wish to invest in their future by expanding opportunities for them.

'We want Dawlish to flourish as an all-year-round centre for culture, sport, leisure and relaxation.'

Community Engagement

Vision

'We intend to sustain and improve the social fabric byencouraging community participation.'

Consultations

'There is a strong perception that Dawlish is a close-knit community which values community events like the Carnival and 'Party in the Park'. Issues that bring the community together (like the 'Waterwheel Project') help to create a real sense of belonging. It is a caring community with a strong and well-appreciated voluntary sector. There are real concerns about the lack of provision for young people and a sense that more could be provided for people of all ages.'

Healthcheck

Teignbridge & Devon Councils have good websites, but not everyone does/or wishes to use this method. There is no community website. Access to Teignbridge District Council offices can be difficult. Very few people ever attend Town Council meetings except for planning which is often well attended. Three minutes public speaking per speaker is allowed. All political parties suffer from lack of younger activists.

Key Issues

- Lack of organisation to act as a focus for the community's aspirations (TG/HC)
- Lack of information on community events (TG)
- Lack of opportunities for young people to take part in community activities (C)
- Lack of a community web site (HC)
- Difficulties in visiting Teignbridge District Council Offices (C)
- Poor interest by the young in political activity (HC)

Actions Proposed

No	Specific Actions proposed	Source	Comment
1	Form Community Umbrella	TG	
2	Provide better information on community events	TG	
3	Create opportunities for young people to take part in community/ community activities	C	
4	Provide opportunities for young people in the community to have a voice	C	
5	More funding for Volunteer Bureau/ more info on local groups	C	

Conclusion

This aspect of MCTi is often overlooked – yet it will be the continuing commitment from the community that will secure the benefits to be gained from the implementation of the Plan.

The Elderly

Vision

'We want Dawlish to be a forward-looking town and to build on the strengths of our community....a town with the needs of the community at its heart.

'Dawlish seeks to provide excellent services in health, social and community care, education and policing for the community.

Consultations

No specific comments.

Healthcheck

Apart from population and some Health statistics there are no questions about the elderly in the Healthcheck.

The proportion of those aged 65 and over in the Plan area is 28% compared with an average of 16% in England and 19% in the south west. This represents almost 3,600 people.

The proportion of the elderly living alone in the Plan area is 50% higher than the UK average and 25% higher than the Teignbridge average. There 2,740 elderly living alone in the area.

Key 'Elderly' Issues

- Whether there are needs within the elderly community that have been overlooked (HC)

Actions proposed for the elderly

No	Specific Actions proposed	Source	Comment
1	Review of needs of the elderly and existing facilities	HC	

Conclusion

The lack of issues and actions for the over 65s who comprise almost 28% of the population would appear to be a gap in the plan especially when so much is planned for the 10-19 year olds who only represent less than 10% of the population. There is not even an 'ambition' for the elderly.

Young People

Vision

'We value our young people and wish to invest in their future by expanding opportunities for them.'

Consultations

'The concerns and aspirations of young people are not so very different from the rest of the population. They are keenly aware of the lack of facilities and provision in Dawlish, both from the public and private sector. There are concerns about the built environment and personal safety. They look for shops, eating places, events and activities to help improve the quality of their lives.'

Healthcheck

Apart from population and some employment statistics there are no questions about young people

in the Healthcheck.

Key Issues for Young People

- Little for young people & teenagers to do – nowhere to go (C)
- Poor attitude of some shopkeepers & local people to youth (C)
- Lack of shops and eating places catering for young people (C)
- Personal safety – fear of older drunks and drug takers (C)
- Lack of full and part time employment for teenagers (HC/C)
- Lack of Youth 'Befriender' scheme (C)

Actions Proposed for Young People

No	Specific Actions proposed	Source	Comment
1	Youth Centre and Skate park	TG	See Facilities
2	Youth club or drop-in centre	C	See Facilities
3	Under 18 club/ café for teenagers/ internet café	C	See Facilities
4	Safer and better places to play/ parks for children/ play area on the Lawn	C	See Facilities
5	More activities - rock climbing, horse riding, archery, skate park	C	See sport and leisure
6	Night club – places to dance	C	See Town Centre attractions
7	Shops – e.g. selling teenage fashion/ clothing, Games World, Virgin Records Dixons, Currys, MacDonalds, KFC, Pizza Hut, - well known national outlets	C	See Town Centre retailing offer
8	Cinema complex , Ice skating, theme park,	C	See Town Centre attractions
9	Jobs and part time employment for teenagers (e.g.: in shops etc. above)	C	See employment
10	Housing/ accommodation affordable and available for young people	C	See Housing
11	More police presence	C	See Safety
12	Refurbish community college building	C	See Education
13	Implement Youth 'befriender' scheme	C	

Provision for the physically handicapped

Vision

None

Consultations

No specific comments

Healthcheck

Apart from access and transport statistics there are no questions about the physically handicapped in the Healthcheck.

There are no buses with low-boarding wheelchair access in the area. The Dawlish Shopper bus is a town bus which is not accessible for wheelchair users. The 85 and 85A which runs through Dawlish to Newton Abbot, Torquay and back to Exeter is generally not accessible by wheelchair. The bus routes in Dawlish are not run with low floor vehicles unless that is the only type available. A Shop Mobility scheme is in operation from the old Post Office building in Brunswick Place however there are no disabled parking bays near this location. None of the light controlled crossings in Dawlish town centre has audible warnings.

Dawlish station has very poor access for disabled people on Platform 1 (southbound). Basically to access Platform 1 you need to go up a flight of stairs, across a bridge and down more stairs. There is no lift so wheelchair users need to arrange to be escorted across the train track by a member of staff. Unfortunately the station is only staffed part time so this causes problems and the current situation is that if someone wants to go south when the station is unstaffed, they have to travel to Teignmouth and get on there. Similarly if someone is arriving at Dawlish from the north, London etc then they have to arrange in advance to have a member of staff meet them and escort them across the line. Again if there is no one available then the passenger has to continue their journey to Teignmouth and then get a cab back to Dawlish.

Key Issues for the physically handicapped

- Lack of proper access to Dawlish Station (HC)
- Lack of low-boarding buses (HC)
- Lack of parking bays for the disabled at the Shopmobility scheme (HC)
- Lack of audible warnings at light controlled crossings in Dawlish town centre (HC)
- Access to the Manor for the physically handicapped (HC)
- Access to the Shaftesbury Theatre (C)

Actions proposed for the physically handicapped

No	Specific Actions proposed	Source	Comment
1	Improve access for the disabled to Dawlish Station	HC	
2	Provide low-boarding buses	HC	
3	Provide parking bays for the disabled at the Shopmobility scheme	HC	
4	Provide audible warnings at light controlled crossings in Dawlish	HC	
5	Improve access for the physically handicapped to Shaftesbury theatre	C	
6	Improve access for the physically handicapped to the Manor	C	

Conclusions

Provision for the physically handicapped has not attracted the attention it might in the light of recent disability legislation.

Ethnic Minorities

There are around three hundred people from *ethnic minorities* in the Plan area³. The implications of this are not considered in the plan.

Community facilities

Vision

'We want Dawlish to be a forward-looking town and to build on the strengths of our community.... a town with the needs of the community at its heart.

'We want Dawlish to flourish as an all-year-round centre for culture, sport, leisure and relaxation.'

Consultations

See issues

Healthcheck

Closure of Leonard Lamb Centre, Salvation Army Hall and (soon) Hamilton Hall raises an issue of displaced community groups being able to find appropriate alternative venues

³ 2001 Census

There is no community centre.

Key Facilities Issues

- Lack of alternative accommodation for community groups especially the young (HC)
- Lack of a community centre (TG/HC)
- Existing library building is in poor condition and in the wrong location (C)
- Lack of arts centre (C)
- Lack of purpose built Youth centre and skate park (TG/C)

Actions Proposed to improve facilities

No	Specific Actions proposed	Source	Comment
1	Provide new Community centre/ Community information centre/ cyber café/ public notice board	TG/HC/C	
2	Provide safer and better play areas for 5-15 years (Sandy Lane/ Oaklands/ Manor/ Lawn)	C	
3	Provide new Arts centre	C	See arts section
4	New building/ location for Library	C	
5	Youth Club and drop in centre	C	
6	Under eighteen club and internet cafe	C	
7	Youth night club	C	See TC Attractions

Housing

Vision

‘We intend to sustain and improve the social fabric by ensuring good quality affordable housing.’

Consultations

‘There is a shortage of affordable housing in Dawlish. House prices are high in relation to average incomes. This means that there is a real shortage of ‘affordable’ accommodation. There is outward migration of young people and an increase in the numbers of older people moving into the area. Dawlish may be becoming a dormitory town where people live, but work elsewhere.’

The general housing stock needs upgrading. Some form of housing development is needed but where and how extensive it needs to be are the subject of concern.

Healthcheck

House prices in the region are now 9.5 times the average SW income. Figures quoted for

Teignbridge show the typical house costing £195,000 but an average salary of only £17,250 giving a ratio of 11.3 times income.

Dawlish Housing Strategy identifies 381 applicants for housing of which 248 are defined as being “in need”. Anticipated vacancies are 25 per annum leaving a shortfall of 223 homes in the first year. Need identified in the Draft local plan was 340 units but the annual supply is less than 30. The key is that some form of large development such as that currently proposed at Shutterton Bridge is the only way that the shortfall of affordable housing for local people is likely to be addressed

3,100 new homes are required in the Teignbridge area. The impact of this on Dawlish is unclear.

The main housing proposal for Dawlish is a large development on the north east edge of town on one of two identified sites. This is a politically contentious proposal with much local opposition. An application for 173 homes on the smaller site, of which 62 will be affordable, is currently under consideration. A major housing extension is proposed at the rear of Sandy Lane towards Secmaton Lane. Public objection to the scale of the proposals is likely to bring a lesser expansion in the Teignbridge Local Development Framework. A development company has applied for planning permission for 175 houses in a separate development on the north eastern edge of Dawlish. It would push development north of Shutterton Brook and into more open country.

The *existing* housing stock is not in good condition. The housing renewal strategy 2003 shows South East Teignbridge to have 9% unfit dwellings, 18% with fuel poverty, 12% serious hazard and 27% in substantial disrepair. The transfer of the Council stock to Teign Housing in 2004 was primarily to facilitate upgrading the properties to meet the Decent Homes Standard by 2010.

Key Housing Issues

- Confusion over the number of new houses proposed for the Plan area (HC)
- The need for ‘affordable’ accommodation – especially for young single people, couples with young children and first time buyers (TG/C/HC)
- Need for a large housing development to provide the range of new homes required (HC)
- Fear of large housing developments that could alter the nature of the town (C/HC)
- Increase in ‘holiday’ homes meaning that Dawlish is empty in the winter months – effect on the local economy and jobs (C)
- Private tenancies, short term lets, ‘up front’ costs to tenants (C)
- Number of existing houses in poor condition (C/HC)

Housing Actions proposed

No	Specific Actions proposed	Source	Comment
1	Develop new affordable property for everyone including young people - of a high standard and not on a large scale	TG/C/HC	
2	Resolve the issue surrounding the number of new houses planned for the area	HC	

3	Accelerate the renovation programme for older properties	C/HC	
4	Reduce the cost of private lets/ tenancies	C	
5	Reduce the number of holiday homes	C	Not considered to be an issues by Teignbridge DC

Conclusion

Possible conflict between the need for a substantial amount of new housing, both affordable and for market sale, and the desire to protect the countryside may be difficult to resolve but its resolution is important particularly in light of new government policies.

Education (also see 'Education for employment')

Vision

'Dawlish seeks to provide excellent services.... in education'

Consultations

'There were very few comments or suggestions in this area. This is surprising, given the concerns expressed about young people (see 'Community' and 'Safety') Suggestions made for additional services include things already available in Dawlish. This points to a lack of knowledge about provision and points to a 'communications' issue.'

Healthcheck

No issues raised

Key Education Issues

- Lack of teaching social/ community issues in schools (c)
- Insufficient parenting skills courses (c)
- College buildings in poor condition (c)
- Lack of faith school (c)

Actions proposed

No	Specific Actions proposed	Source	Comment
1	Teach Social/Community issues in schools	C	Not identified in the Healthcheck
2	Introduce more parenting skills courses	C	Not identified in the Healthcheck
3	Refurbish College buildings	C	Not identified in the Healthcheck
4	Provide a 'faith' school	C	Not identified in the Healthcheck

Conclusions

Education does not appear to be a priority issue in Dawlish.

Public Safety

Vision

'Dawlish seeks to provide excellent services in.... policing for the community.

'We intend to sustain and improve the social fabric by creating safety and security throughout Dawlish and the surrounding area.

Consultations

'Dawlish is a low crime area. Incidents that do occur are generally 'low level' incidents of vandalism, drink related anti-social behaviour, property theft, domestic incidents. It is acknowledged that there is a growing problem relating to drug use.

'Fear of crime means that people do not venture out. They lack the reassurance of a police presence and so the streets/ town centre areas lack vitality'

Healthcheck

Results at a Devon and Cornwall level show that:

- Police service fails to meet 14 out of 40 targets
- The Fire service just failed to meet the national call out standard
- The ambulance service just failed to meet the eight minute call out target but passed the call out target for nineteen minutes

There is a view that the fear of crime is greater than the incidence of crime.

Air quality monitoring in Dawlish has shown elevated levels of nitrogen dioxide from traffic in parts of the town centre. Further monitoring is being undertaken to determine if the national standards are exceeded.

Key Safety Issues

- There is a fear of crime (HC)
- Concerns about alcohol abuse in public places (C)
- Large groups of youngsters on the Lawn at night (C)
- Lack of railings on sea wall (C)

- Damage to public property caused by skateboarding (C)
- Poor air quality (C)

Safety Actions Proposed

No	Specific Actions proposed	Source	Comment
1	Police presence in the town and links	TG/C	
2	Police presence on the Lawn (Fridays & Saturdays) and around housing estates	C	
3	Better policing of car parks to deter damage	C	
4	Police into schools to develop relationships with young people	C	
5	Better street lighting	C	
6	A police station in one of the community buildings	C	
7	Implement CCTV scheme	C	
8	Install vandal proof shelters	C	
9	Introduce Beach Watch – for safe bathing beaches	C	
10	Develop a police station in one of the community buildings	C	
11	Improve air quality in town centre	HC	

Conclusions

Crime would not appear to be a priority issue in Dawlish. Such issues as there are could be resolved in Group with the police.

Health

Vision

'Dawlish seeks to provide excellent services in health, social and community care'

Consultations

See issues

Healthcheck

Does the number of doctors and dentists meet the appropriate standards?

Key Health Issues

- No dentists taking new NHS patients (C)
- Lack of choice in local hospital – Exeter not Torbay (C)
- Lack of care support worker at doctors' practice (C)
- Lack of 24 hour facility for minor injuries (C)
- Lack of 'Signposting and support worker for bereavement and cancer (C)

Health Actions Proposed

No	Specific Actions proposed	Source	Comment
1	Provide additional NHS dental cover	HC/C	
2	Provide care support worker at doctor' practice	C	
3	Provide signposting and support worker for counseling	C	
4	Provide 24 duty nurse for minor injuries	C	
5	Investigate choice of Exeter over Torbay hospital	C	

Conclusion

Apart from NHS dental cover, the key issues would appear to be the proposal to reduce the hours available at the minor injuries unit at Dawlish Hospital.

Sport and leisure

Vision

'We want Dawlish to flourish as an all-year-round centre for sport, leisure and relaxation.'

Consultations

'For such a small town, Dawlish has an impressive range of sporting and leisure facilities with a Leisure Centre, swimming pool, mini golf course, cricket, tennis & football facilities and other playing fields but there are questions about how well used these facilities are; about accessibility and cost; about how far they represent the real aspirations of different sections of the population. Many young people exercise through skateboarding and dance. Other people 'work out' in gyms and fitness rooms. People at work require facilities open well into the evening and offering social potential'

Healthcheck

There is no large area of open space which can be used for sporting activities like The Den at Teignmouth. There are no squash courts in Dawlish and there is no gym at the Leisure Centre. The only shortfall in Dawlish would be provision for rugby. Space is required to build a further 3,100 homes and as part of this the Council is looking at Dawlish Town Football Ground as a potential site and also the golf course behind the leisure centre. This would have serious implications for the provision of open spaces and outdoor sports in the area

No information is available covering membership of all local leisure centres.

Key Sports and Leisure Issues

- Cost of Leisure Centre activities – and extent of opening hours (C)
- Lack of area to play ball games (C)
- Shortage of play areas for 5 – 11 year olds (C)
- Putting green opening (C)
- Lack of things for young people to do (C)
- Future of Dawlish Town Football club (HC)

Proposed Sports and Leisure Actions

No	Specific Actions proposed	Source	Comment
1	New skate park	TG/C	See facilities
2	Increase activities at Leisure Centre to include horse riding, rock climbing, and archery – particularly during holidays. Review Centre charges and opening hours	C	
3	Identify area for ball games	C	
4	Create more play areas for 5-11 year olds	C	
5	Open the putting green from Easter	C	
6	Paddling pool on seaward side of railway	C	
7	Resolve future of Dawlish Town football club	HC	

Conclusion

There seems to be adequate provision for sports in the area.

The Arts

Vision

‘We want Dawlish to flourish as an all-year-round centre for culture’

Consultations

See issues below

Healthcheck

There is no information on the proportion of the local population is involved in arts-based community groups. The main issues identified in a recent survey⁴ are given below in 'Key Issues'

Key Arts Issues

- Lack of facilities for younger audiences and the need identified by the Riverside Youth Café for a purpose built youth centre for arts activities (HC)
- Lack of a purpose built youth centre with arts activities(TG?C)
- Lack of a community centre including arts activities (TG/HC/C)
- Lack of arts centre (C)

Arts Actions proposed

No	Specific Actions proposed	Source	Comment
1	Provide a new a community centre including arts activities	TG/HC/C	
2	Develop a purpose built youth centre with arts activities	TG/C	
4	Provide a new arts centre	C	

⁴ The 'Building & Arts' survey for Teignbridge District Council March 2005

Traffic and transportation

Vision

'The town aims to develop a sound transport infrastructure enabling easy access from outlying areas, through-traffic flow and adequate parking facilities.'

Consultations

'Dawlish suffers from major traffic congestion especially at peak times in the summer.'

Healthcheck

Dawlish suffers from traffic congestion throughout the year. The main accident 'black spot' out of town is Cofton Farm corner.

Cycle routes connecting Dawlish Warren to Dawlish and Shutterton Bridge to Gatehouse require upgrading. The 'Sustrans' route from Dawlish to Exeter needs to be completed. Cycle storage needs to be increased at schools, better signage of routes is required and new routes need to be identified. The coastal path runs up through to the villages but between Cockwood and the Warren there are no footpaths and difficult access for pedestrians.

The Wessex Trains franchise is due to be replaced soon with the wider Great Western area franchise. Local shopper bus services run by Dawlish Coaches need to be more widely advertised as only locals are aware of the services. They also seem extremely reluctant to divulge any information by telephone even when and where its own services run.

Key Traffic and Transportation issues

- General traffic congestion in summer – especially Exeter Road (TG/HC/C)
- Speed of traffic in Old Town (C)
- Secmaton Lane through traffic (C)
- Completion of Dawlish to Exeter walkway (C)
- Completion of Dawlish to Exeter 'Sustrans' route (HC)
- Lack of footpath from Dawlish to Haldon

No	Specific Actions proposed	Source	Comment
1	Investigate gyratory traffic management scheme for the whole town	TG/HC/C	

No	Specific Actions proposed	Source	Comment
2	Create continuous walkway Dawlish - Dawlish Warren Exeter including building up sea wall	HC/C	
3	Complete 'Sustrans' cycle route to Warren/ Cockwood/ Exeter	HC/C	
4	Provide bus service to Torbay Hospital	HC/C	
5	Introduce measure to reduce speed of traffic on narrow roads in Old Town	C	
6	Open Secmaton Lane to two-way through traffic	C	
7	Create footpath from Dawlish - Haldon area	C	
8	Provide crossing on Elm Road Drive	C	
9	Improve signage on Coastal Path through Dawlish	C	
10	Review residents' parking costs	C	
11	Introduce more small buses for local public transport	C	
12	Provide more cycle bays in town centre and at schools and more cycle lanes	C	
13	Investigate a street train	C	
14	Introduce a park and ride system	C	
15	Provide additional carriage on local trains at peak times	C	

Conclusions

The key issue seems to be the relief of congestion in Dawlish town centre. The completion of the cycle route to Exeter could be a tourist benefit.

The Villages

Dawlish Warren

Consultations

Following meetings in Dawlish Warren the key priorities for the area were agreed to be:

- Priority 1: 'Make Dawlish Warren more of a year round resort'
- Priority 2: 'Improve the cleanliness of Dawlish Warren'
- Priority 3: 'Improve the tunnel to the beach'
- Priority 4: 'Improve marketing and promotion'
- Priority 5: 'Improve communications with businesses and residents'

Healthcheck

The contribution from the tourist activities at Dawlish Warren should be established to identify how much they contribute to the Dawlish economy. Investment can then be seen in the light of this information. Like the rest of the area there is no information on the performance of existing businesses and how they might perform better.

Given the continuing aspirations of Dawlish Warren as a holiday resort the beach area at Dawlish Warren would benefit from an overall plan to which the public sector and private sector investment could work to generate, over a number of years, a much improved facility in terms of landscaping, continuity of materials and safety. Similarly the 'Mediterranean' architectural style of the much of the holiday accommodation there is an opportunity to reinforce this by a street planting regime similar to that in Falmouth and Truro where the road approaches to both towns are lined with palms or yuccas to give an attractive holiday 'feel' to the area.

The least satisfactory 'edge' to Dawlish occurs at Dawlish Warren where the proliferation of camp sites and holiday parks, enclosed behind fencing, give a built-up intensity to the area which could spread and spread, if the demand was there.

Dawlish Warren has speed humps and speeds restrictions. However no spaces left for cycles to pass between hump and pavements. Some humps too high prohibiting lower suspension buses with disabled access from being on this route.

Issues for Dawlish Warren

- Performance of the Warren as a tourist resort (C)
- Poor appearance of car parking and amusement area at Dawlish Warren (HC)
- Dawlish Warren Road through the centre of Dawlish Warren is unattractive (HC)
- Accommodation and housing (C)
- Speed bumps on the main roads (C)
- Parking for visitors and access to the Warren (C)
- Poor range of shops (C)
- Lack of police presence (C)
- Litter and recycling (C)

Actions Proposed for Dawlish Warren

No	Specific Actions proposed	Source	Comment
1	Establish a local tourism group	TG	
2	Develop all weather facility	TG	
3	Reinstate beach huts	TG	
4	Investigate jetty for Dawlish Warren	TG	
5	Make Dawlish Warren more of a year round resort through a questionnaire to go out to all businesses in Dawlish Warren – with defined geographic boundary.	C	
6	Develop a landscaping strategy for Dawlish Warren Road	HC	Discuss with operators, Town Council and Teignbridge DC
7	Develop and investment and landscaping strategy for the beach area at Dawlish Warren - improve the tunnel to the beach'	HC	Discuss with operators, Town Council and Teignbridge DC (See also Dawlish Warren)
8	Identify economic contribution from Dawlish Warren	HC	Part of business survey
9	Improve the cleanliness of Dawlish Warren'	C	
10	Improve marketing and promotion – including a marketing seminar	C	
11	Improve communications with businesses and residents	C	
12	Develop a casino at Dawlish Warren	C	
13	Enhance the Warren by returning board walk and small shops/ kiosks	C	
14	Improve visitor accommodation and affordable, rented housing for people who live/ work at the Warren	C	
15	Re-site speed humps away from bus stops	C	
16	Improve access to the Warren for cars and pedestrians	C	

No	Specific Actions proposed	Source	Comment
17	More police patrols especially in season/evenings	C	
18	Provide shelters and more seating on sea front	C	
19	Provide toilets at other end of beach/ info. Centre	C	
20	Install better waste and recycling facilities	C	
21	Develop a greater variety of shops for visitors and locals	C	

Conclusions

Dawlish Warren's contribution to the local economy is not known but could be substantial. To maximise the benefits of the various investment proposals a separate Plan within a plan for the Warren would seem appropriate.

Holcombe

ISSUES

- Housing and new buildings in the village
- Public open spaces
- Facilities for young people
- Cost of travel
- The rail network link has also reduced the number of trains stopping at the town station.

No	Specific Actions proposed	Source	Comment
1	Introduce travel voucher scheme to be used on taxi/ community transport services	C	
2	Provide evening classes at Holcombe village hall	C	
3	Approach train operators to increase availability of trains	C	
4	Approach bus companies about level of fares	C	

Cockwood

Issues

- Traffic flow across bridge and coast road past Anchor Pub
- Facilities for residents
- Protection of the marsh

- Housing for young people

No	Specific Actions proposed	Source	Comment
1	Give way signs on bridge. Better signage to direct holiday traffic away from harbour road	C	
2	Open village shop	C	
3	Provide access to mobile library	C	
4	Provide children's park/ swings	C	
5	Extend cycle route & footpath along side of railway	C	
6	Create parish council – a voice for Cockwood/ Cofton	C	

Hannah Reynolds Associates