

# TAVISTOCK NEIGHBOURHOOD PLAN



## Community Survey Report

July 2022

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## Executive Summary

This community consultation report summarises views expressed by the 861 people, who have, by responding to the Tavistock Neighbourhood Development Plan survey, ensured that they have had a say in the future of Tavistock. This community survey was carried out in Tavistock Parish between March 14<sup>th</sup> and May 2<sup>nd</sup> 2022.

What are the survey respondents' top priorities for improvements in Tavistock:

- Affordable housing
- Transport; railway, traffic on the roads and cycling ways
- Environment; sustainability, green spaces and renewable energy

What do the survey respondents think are the best things about living in Tavistock:

- Community spirit and friendliness
- Close to nature
- Heritage and historical environment
- Good shops, restaurants, and local amenities

A selection of comments that sum up the main reasons for residents living in Tavistock:

***“I love Tavistock and was born and raised here”***

***“It's a great example of how a small town can thrive where lots of others are failing. Perfect location by the Moors, great set of shops and pubs etc, lots of history, all I really want in a place to live.”***

***“Lovely place to retire to”***

A sample of comments that sum up respondents' views about what they think the Neighbourhood Development Plan should be considering:

***“Careful planning and development with the community and local ecosystems in mind, and sustainability at its heart.”***

***“Improving sustainability, biodiversity and town infrastructure, road network congestion. Provision of housing/jobs to attract younger population”***

***“Local facilities for local people of all ages.”***

***“Maintaining the character and heritage of Tavistock and the surrounding area in housing design and distribution. Improving local transport links by re-opening the rail links.”***

Who are the survey respondents?

- 861 respondents aged from 16 years old - making up 14,1% of the 6100 households of Tavistock Parish
- 84.55% of respondents say they are homeowners
- 44% of respondents are over 65 years old compared to a parish demographic profile of an estimation of 30%
- 54% of respondents are of working age - 26.5% say they work from home

Statistics from the last national census (2021) is not currently available at parish level. Current available data states that there are approximately 6,100 households in Tavistock representing an estimated population of 12,500 people. The survey was delivered to all households within the Tavistock Parish (Figure 1), with the main households in the following postcodes PL19 0, PL19 8 and PL19 9. The survey was available as a booklet and also available on-line. A total of 269 paper surveys were completed and returned to Devon Communities Together (DCT) and a further 592 surveys were completed online, these equated to 861 individual responses. Therefore, just over 14% of all households participated in the consultation. However, if the consultation events with young people aged 14-19 (if they were

from different households) were also included the percentage would increase to a total of 19,8%.

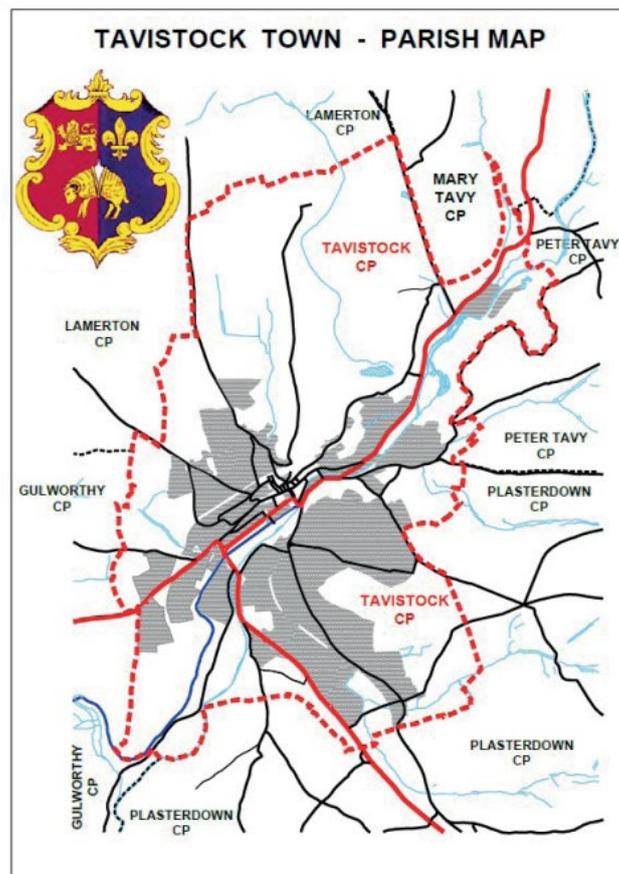


Figure 1: Map of the Parish of Tavistock

This document presents the findings from the survey.

### Survey Responses

The completed surveys were delivered to Devon Communities Together where the responses were digitised and analysed allowing this report to be created.

A total of 269 paper surveys were completed and returned to Devon Communities Together and a further 592 surveys were completed online. These equated to 861 individual responses, therefore just over 14% of all households and approximately 8.2% of adults over 16 participated in the consultation.

In terms of the responses from different postcodes within the parish, the following results were achieved:

• Responses from PL19 0	186	
• Responses from PL19 8	269	
• Responses from PL19 9	360	
• Responses from any other area within the map	39	
	Subtotal	854
Respondents who didn't provide postcode	7	
	Total respondents	861



## Key Findings

The following table summarises the key findings from the Tavistock Neighbourhood Plan Community Survey. The key findings are listed alongside the question responses that provide the evidence to support the finding. Please see appendix E for the full survey.

Theme	Evidence
Why residents live in Tavistock and their postcode	
A. The respondents mainly live in the following postcodes PL19 0 (21.6%), PL19 8 (31.2%) and PL19 9 (41.8%).	Section 1, question 1 & 2, page 15-19
Neighbourhood Development Plan Topics - People were asked which of a list of topics the plan should cover, grouped under four main headings. The three most popular topics are presented under each heading below.	
B. <b>Local housing</b> ; affordability, renewable energy and location or distribution of development are key factors to incorporate.	Section 2, question 3, page 20-21
C. <b>Natural environment and landscape designations</b> ; wildlife/biodiversity, open spaces as well as trees and woodlands are key factors to incorporate.	Section 2, question 3, page 22
D. <b>Development and use of the Town Centre, Employment and Historic Environment</b> ; town centre, public spaces, economy and jobs are key factors to incorporate.	Section 2, question 3, page 23-24
E. <b>Community Infrastructure and Transport</b> ; transport or connection, cycling and walking routes as well as recreation or leisure are key factors to incorporate.	Section 2, question 3, page 24-25
Priorities for improving Tavistock by topic - Using the same list, people were asked about priorities to improve living in Tavistock as well as any other priorities which have not been covered under the topics for the four main headlines.	
F. <b>Local housing</b> ; The respondents consider affordability, location or distribution of development and renewable energy to be the top three priorities.	Section 3, question 5, page 31-32

<p><b>G. Natural environment and landscape designations;</b> The top three priorities to participants were wildlife/biodiversity, open spaces and trees and woodlands.</p>	<p>Section 3, question 5, page 33-34</p>
<p><b>H. Development and use of the Town Centre, Employment and Historic Environment;</b> The respondents consider town centre, economy or jobs as well as public spaces to be the top three priorities.</p>	<p>Section 3, question 5, page 34-35</p>
<p><b>I. Community Infrastructure and Transport</b> The top three priorities to participants were transport or connection, education or skills and cycling and walking routes.</p>	<p>Section 3, question 5, page 35-36</p>
<p><b>J. Across all topics the top three priorities for improving Tavistock are;</b></p> <ul style="list-style-type: none"> <li>• Affordable housing.</li> <li>• Transport; railway, traffic on the roads and cycling ways.</li> <li>• Environment; sustainability, green spaces and renewable energy.</li> </ul>	<p>Section 3, question 6, page 37-39</p>
<p>The ideas of respondents to what the Neighbourhood Development Plan should be considering.</p>	
<p><b>K.</b> The respondents have submitted the following new ideas which include;</p> <ul style="list-style-type: none"> <li>• Spaces and activities for kids and young people</li> <li>• Attract and encourage start-ups</li> <li>• Focus on live music, cinema and the Arts</li> </ul>	<p>Section 4, question 7, page 40-42</p>
<p>About the respondents</p>	
<p><b>L.</b> 84.55% of respondents answered that they were homeowners. 44% of the participants are aged 65+ and 54% of the participants are of working age (16 – 65). Participants are either in work or retired, and 26.5% of people who are in work are currently working from home.</p>	<p>Section 5, question 8-11, page 43-46</p>



## Introduction

### The History of Tavistock

***“Tavistock lies in West Devon between the Dartmoor National Park and the Tamar Valley Area of Outstanding Natural Beauty. The town lies predominantly to the north side of the River Tavy, one of the fastest flowing rivers in England, and to either side the land rises, providing attractive views across the historic town centre as well as longer views towards the rocky outcrops and moorland of Dartmoor”<sup>1</sup>***

Tavistock in West Devon is the Gateway to the Cornwall and West Devon Mining Landscape World Heritage Site, inscribed by UNESCO in 2006 and stretching as far as St Just in Cornwall. The town was built on the banks of the River Tavy, around the Benedictine Abbey of St Mary and St Rumon in AD 974. Today this classic West Country Market Town lies on top of this site, however there are still some buildings and structures which can be discovered whilst passing through the town. In 1305

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<sup>1</sup> [https://www.westdevon.gov.uk/media/1431/Tavistock-Conservation-Area-Character-Appraisal-July-2009/pdf/Tavistock\\_conservation\\_area\\_character\\_appraisal\\_july\\_2009.pdf](https://www.westdevon.gov.uk/media/1431/Tavistock-Conservation-Area-Character-Appraisal-July-2009/pdf/Tavistock_conservation_area_character_appraisal_july_2009.pdf)

Tavistock became one of four Devon stannary towns, responsible for tin-assaying and tin-marketing. Tavistock grew into one of the wealthiest abbeys in the West Country with the income from its wool and cloth production. From the 1820s onwards, the town was developed as part of the Industrial Revolution. New roads and buildings were built and this included a church, several schools, a Corn Market, a Town Hall, a Pannier Market, a Police Station and a Guildhall. These buildings were centred on Bedford Square and Abbey Place.<sup>2</sup>

Tavistock is one of four 'stannary towns': a 'stannary town' was a town in a tin mining region which was the central hub for that region. By 1328, there were four stannary towns in Devon; the other three were Ashburton, Chagford and Plympton. Due to the importance to the tin trade these towns enjoyed wealth and influence.<sup>3</sup>

***“This fascinating and far-reaching history of tin mining was part of the reason that Cornwall and West Devon was added to the international list of World Heritage Sites. From 1700 to 1914, the region produced most of the world's copper, tin and arsenic. The social and financial contributions of the mining industry, together with advances in technology, were vital to the development of the modern world. The Cornish and West Devon mining industry also played a leading role in the spread of both metal mining and steam technology around the world.”<sup>4</sup>***

### Population Figures

The estimated population of Tavistock is 12,500 from about 6,100 households. The census in 2011 stated that there was 12,200 people living in Tavistock, based on these figures the population of Tavistock has increased by approximately 300 individuals.<sup>5</sup> These figures are an estimate and may change when the census data of 2021 is publicly released.

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<sup>2</sup> [https://www.westdevon.gov.uk/media/1431/Tavistock-Conservation-Area-Character-Appraisal-July-2009/pdf/Tavistock\\_conservation\\_area\\_character\\_appraisal\\_july\\_2009.pdf](https://www.westdevon.gov.uk/media/1431/Tavistock-Conservation-Area-Character-Appraisal-July-2009/pdf/Tavistock_conservation_area_character_appraisal_july_2009.pdf)

<sup>3</sup> <https://www.westdevon.gov.uk/WorldHeritageSite>

<sup>4</sup> <https://www.westdevon.gov.uk/WorldHeritageSite>

<sup>5</sup> [Tavistock \(Parish, United Kingdom\) - Population Statistics, Charts, Map and Location \(citypopulation.de\)](https://www.citypopulation.de/en/uk/devon/tavistock/)

## Tavistock Neighbourhood Development Plan

Age Distribution (E 2020)

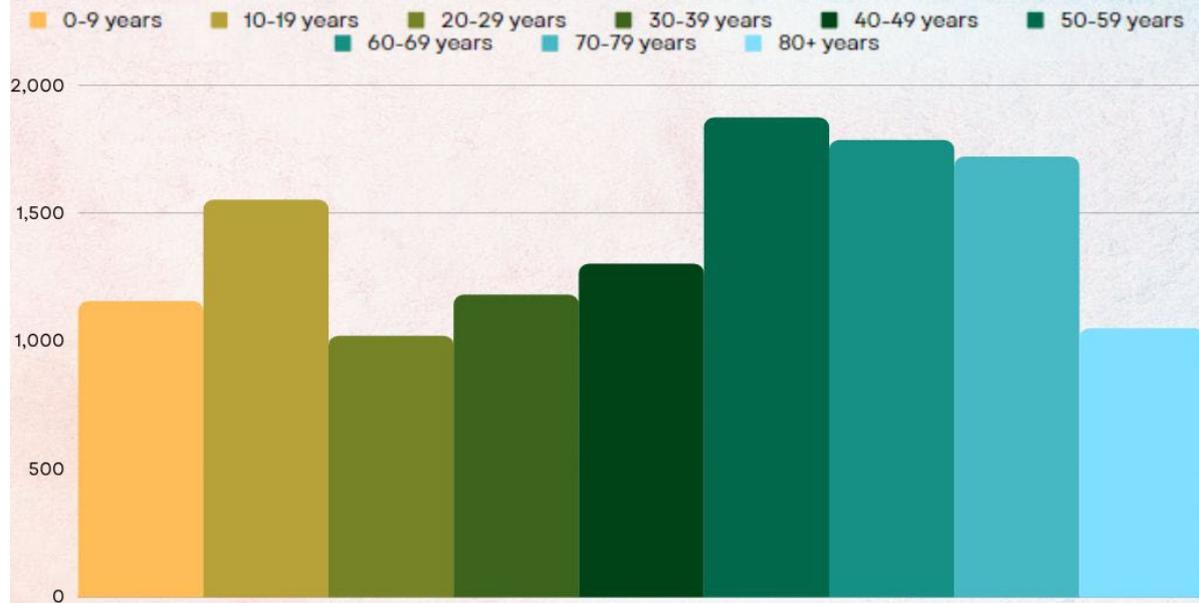


Figure 2: Age distribution in Tavistock Parish, Devon.<sup>6</sup>

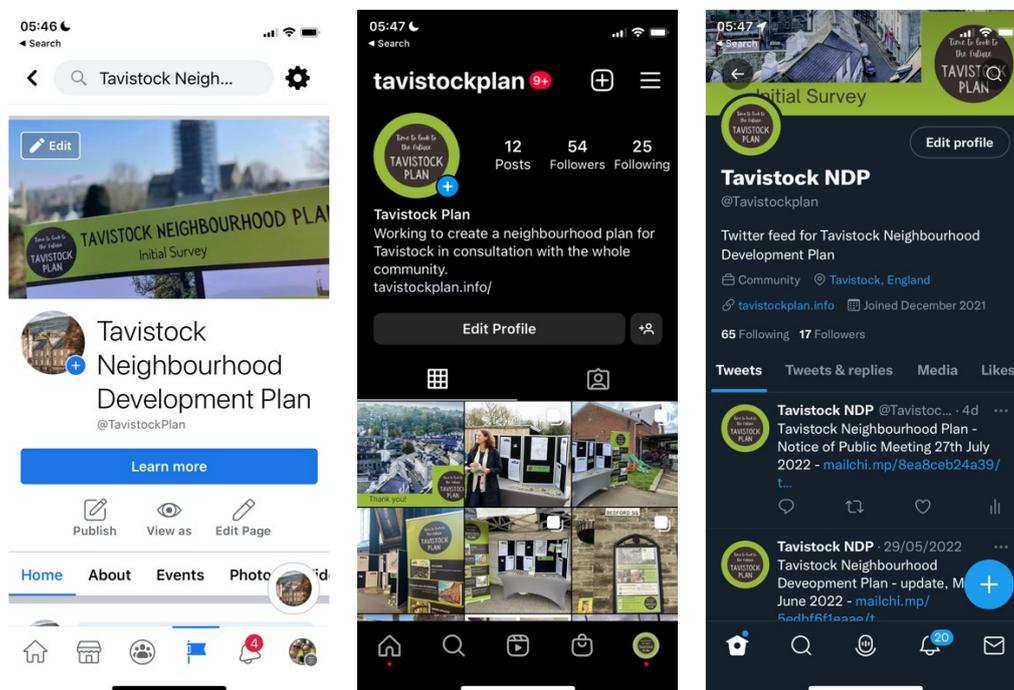


<sup>6</sup> [Tavistock \(Parish, United Kingdom\) - Population Statistics, Charts, Map and Location \(citypopulation.de\)](https://www.citypopulation.de/en/uk/devon/tavistock/)

## Methodology, Survey Development & Engagement

In order to give every resident in the parish the opportunity to express their views the Steering Group determined to undertake a survey-based survey, paper based and online.

Key themes to be consulted on were researched by the Steering Group: they set up a website to promote the process and invite comments on their concerns, priorities and aspirations for the future: <https://tavistockplan.info/> In addition to the website, the Steering Group setup a mailing list, Facebook Page, Instagram and Twitter account (@tavistockplan) to allow people to interact with the group in a variety of media formats and to reach a variety of online audiences.



The Steering Group began the consultation with monthly public meetings involving the steering group as well as any interested members of the community. This wider community forum was consulted and involved in the decision-making process for creating the initial survey. The meetings were held in different public locations and businesses throughout the town to encourage as wide a community as possible to get involved. The Steering Group also held one virtual hybrid meeting on Zoom with the Steering Group meeting in person with the public attending virtually due to the increase of COVID 19 in December 2021. The calendar of meetings and number of attendees are listed in appendix C.

The Steering Group then bought in the expertise of the Catalyst team from Devon Communities Together to help them to design the comprehensive householders'

survey. The team looked at various formats for the survey and decided to go for a broad, open survey with both simple tick-box responses covering the possible themes for a Neighbourhood Plan as well as free text questions allowing residents freedom to list their ideas and concerns about various topics without restriction. Before finalising the survey, it was tested by a group of volunteers sourced from the community forums and their comments were integrated into an amended survey accordingly. The sub-group also took advice from 'Catalyst', West Devon Borough Council, and Tavistock Town Council on the style and content of the survey, and the final version of the survey was agreed by the Steering Group.

The survey was made available in two formats: an eight-page survey in form of a booklet (appendix E) was used for people to give their individual written responses to the questions and an online version of the same questions using Survey Monkey. The printed survey was hand-delivered by volunteers from the community forum to the approximately 6,100 households in the Parish. The form allowed for one person to answer each question for the household and residents were encouraged to collect additional copies of the survey if needed. The paper surveys contained information highlighting the closing date for returns, and signposted people to an on-line version should they prefer to participate in that way. The paper surveys also asked that completed surveys be returned to DCT by a Freepost address or dropped off at;

Visitor Information Centre, Tavistock  
Guildhall, Tavistock, PL19 0AE

Tavistock Library, The Quay, Plymouth  
Rd, Tavistock PL19 8AB

Whitchurch Post Office, 234  
Whitchurch Rd, Tavistock PL19 9DQ.

The on-line version of the survey was created by DCT and promoted through business cards and flyers featuring a QR code to the online survey as well as through the various social media channels, website, and mailing list of the Steering Group. The business cards and flyers were handed out at the soft launch event in the week of 7th of March 2022. The survey was in the public domain from mid-March to the 2nd of May 2022. After



the closing date the Steering Group allowed an extra 9 days for collecting any further surveys dropped off at the local venues.



The Steering Group and DCT undertook a promotional campaign to raise awareness and encourage participation using social media and local press. Posters were displayed and Steering Group members also held consultation events at Tavistock Rugby Club, Tavistock Library, Lions Club of Tavistock, Tavistock Town Hall as part of the University of the Third Age event, Kings for Tavistock Area Churches Together, Tavistock College, Tavistock Youth Café, Tavistock Football Club, Tavistock Pannier Market and Tavistock Farmers' Market (appendix D). Tavy Links Magazine, Moorlander

Magazine and Tavistock Times also promoted the survey; [Time is running out to join in survey | tavistock-today.co.uk](https://www.tavistock-today.co.uk/time-is-running-out-to-join-in-survey) and [Residents' input is crucial to town's neighbourhood plan | tavistock-today.co.uk](https://www.tavistock-today.co.uk/residents-input-is-crucial-to-town-s-neighbourhood-plan). The Town Crier was engaged to produce a unique town cry about the survey which was promoted live on social media from the farmer's market.

## Section 1: Residents' reason as to why they live in Tavistock and their postcode

**What is a Neighbourhood Development Plan?**

It gives us, the residents of Tavistock and surrounding areas, a say on:

- how the community develops
- how our land will be used
- how we can protect what's important to us.

**Why should we care?**

We can address topics everyone is talking about locally, in the pub, at home and on social media:

- affordable housing
- community infrastructure
- protecting green spaces.

This is the first time that Tavistock has an opportunity to gather parish-level evidence about key topics that affect the future of our community like:

- specific housing needs
- transport capacity and local commutes
- business vacancy/floorspace availability.

If we don't have a neighbourhood plan, decisions about these topics will continue to be made without local input that must be taken into account once the plan is adopted.

An adopted neighbourhood development plan has the same status as the Joint Local Plan in the determination of planning applications. This is how Tavistock gets a say in the early stages of a planning application's development as well as the option to support or object to a proposal through the Town Council.

**BUT there is some 'small print': it's got to be realistic.**

A neighbourhood plan can't:

- stop development
- allocate a new NHS dentist
- build a new school
- determine where traffic management is located.

From your responses to this survey, we'll:

- gather your top priorities to include in the plan
- create a vision for the plan based on those priorities;
- gather evidence and ask for more details related to those priorities.

We'd like your input on the next stage too. The more people involved, the better chance there is of making this a brilliant plan for Tavistock.



A neighbourhood plan may take two years or more to complete. It must fit within the National Planning Policy Framework and the Joint Local Plan for West Devon Borough Council, Plymouth City Council and South Hams District Council.

The plan covers the period up to 2034 (in line with the Joint Local Plan) however it must be reviewed every 4/5 years. Once the plan is adopted it will have the same status as the Joint Local Plan in the determination of planning applications.

Please complete the following short survey ...

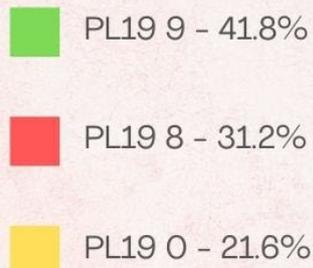
This section of the survey provided an introductory paragraph which explained the importance for the residents of Tavistock of making their voices heard.

### Question 1 – Respondents' postcodes

The respondents who answered this question indicated that they predominantly live in the following postcodes PL19 0 (21.6%), PL19 8 (31.2%) and PL19 9 (41.8%), with only 5.1% living outside these postcode areas.

## Tavistock Neighbourhood Development Plan

Please provide the first 5 digits of your post code.



Please note that this map is for illustrative purposes only

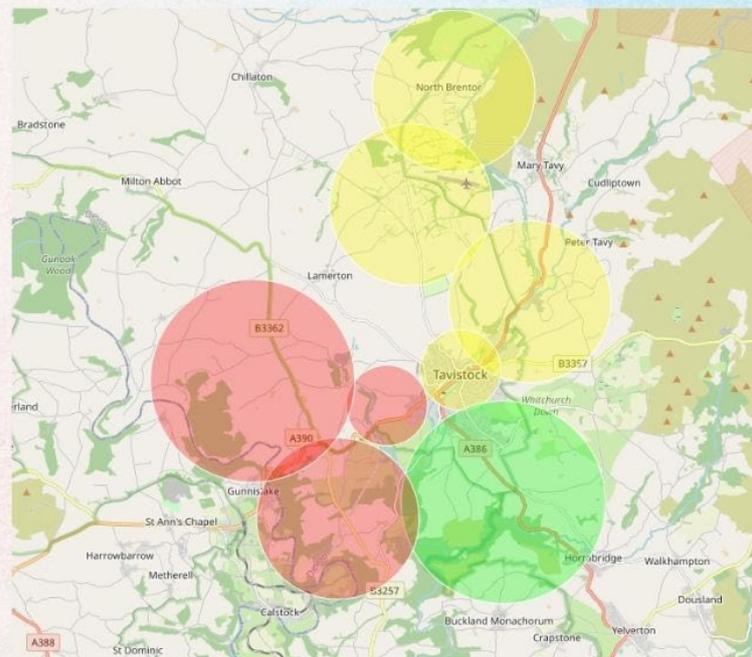


Figure 3: Map of where the respondents live.

### Question 2 – The reason they live in Tavistock

With 98% of the respondents submitting their answers for this question, their comments have been turned into a word cloud to showcase the key sentiments expressed about why they live in Tavistock. The insight gained by analysing the comments of the respondents show that the residents believe the town is a friendly and beautiful market town with a sense of community, with key words such as 'nice town', 'friendly town', 'pleasant town' and 'lovely town'. The town has got good shops and facilities with some independent ones which people highly value, where comments have been 'local shop', 'range of shops' and 'independent shop'. There are open and green spaces and the fact that it is located close to Dartmoor provides the residents with the opportunity to enjoy nature and the outdoors which is of importance to them; this is showcased below with the following key words 'beautiful countryside', 'green space', and 'Dartmoor'/moors'. Quotes from respondents include; "I love this small friendly town. I feel safe here.", "It's a lovely area. The town is beautiful and quaint. It feels safe here. I can use Tavistock as a

base to explore the South West.”, “It's where I grew up. It's safe and has a strong sense of community. It's located in a beautiful part of the world and has a slow pace of life.”, “I grew up here and although I moved away for a while, could not think of a better place to raise my young family.”, “Tavistock offered the kind of environment we wanted for bringing up our children.”, “Lovely community, safe for people, pretty and clean, wonderful little shops, steeped in history, near the moors and Cornwall.”, “Small town with strong community and its own identity.” and “It's an attractive and historic market town on the edge of Dartmoor with independent shops and friendly people.”.

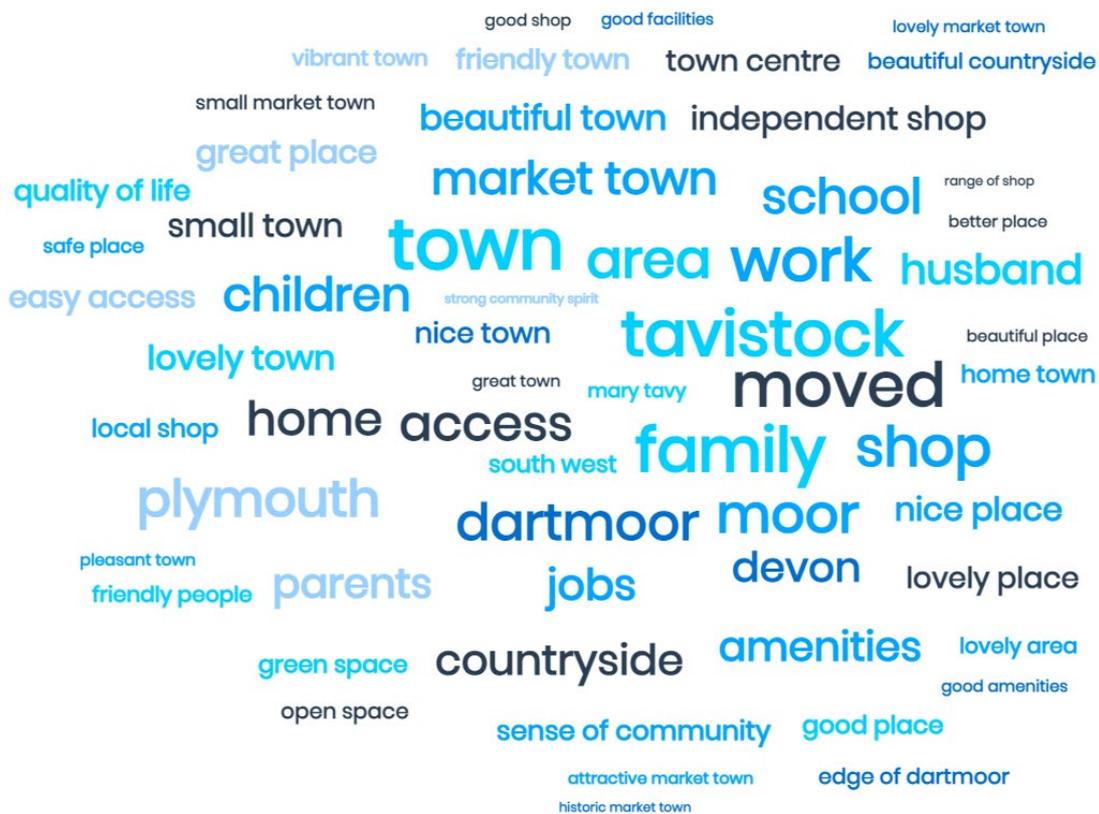


Figure 4: Word cloud of why the respondents live in Tavistock.

A selection of additional comments from participants which illustrate the above points include:

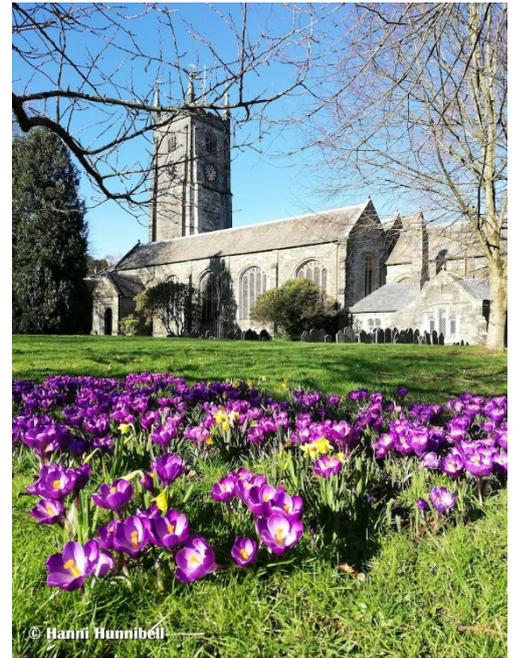
***“I love Tavistock and was born and raised here”***

***Female, age 45-64***

***“Ideal geographic position and historic town.”***

***Homeowner, age 65-74***

***“Because it is a beautiful, small and historic town in a rural setting with good local amenities, excellent shops and broad NHS services. It thrives with many local independent shops and restaurants, its people have a strong sense of community, and it is a great place to raise a family and succeed in business. It hasn’t yet been spoilt with ugly and unsympathetic architecture in new buildings.”*** Female, homeowner age 45-64



***“Lovely place to retire to”*** Retired, homeowner age 45-64

***“I was born in Tavistock and have lived here all my life.”***

***“I originally moved here 48 years ago because of my husband's work, fell in love with Tavistock/Devon/Cornwall and have never wanted to move anywhere else.”*** Retired age 75-84

***“We chose to move to Tavistock because it is a beautiful town with a long history, near scenery, it has a good community spirit and excellent public amenities.”*** Female age 85+

***“Because my family live in the parish”*** Female age 30-44

***“It was central to my work and housing was suitable plus infrastructure.”***

***“Moved to the area for jobs, chose outskirts of Tavistock as wanted to live rurally whilst still close enough for work in Plymouth.”***

***“Love the town. It's a great example of how a small town can thrive where lots of others are failing. Perfect location by the Moors, great set of shops and pubs etc, lots of history, all I really want in a place to live.” Homeowner age 30-44***

***“Fell in love with Tavistock when visiting 13 years ago. Feel real, people have time to be friendly.” Homeowner, Landlord and Business owner age 45-64***

***“Back in 1996, we moved here from Berkshire, valuing an early retirement. We could not have found a better place to relocate to.” Homeowner age 65-74***

Out of 847 respondents who answered this question, 62 individuals specifically stated that they either moved to Tavistock when they were young children or that they were born in the town. There were 65 individuals who mentioned that they moved to Tavistock for work and 31 respondents commented that they came to the town for their retirement.

## Section 2: Neighbourhood Development Plan Topics

This section of the survey provided an introductory paragraph which explained that: *The Neighbourhood Development Plan can provide detail on a range of topics. Remembering that there are also national and local policies in place; please indicate below if you think the plan should contain policies on each of these topics. Tick as many as you wish.*

**Question 3 - Asked participants to indicate what the plan should consider relating to the development of local housing, the natural environment and landscape designations, the development and use of the Town Centre, Employment and Historic Environment and to Community Infrastructure and Transport as well as any other topics.**

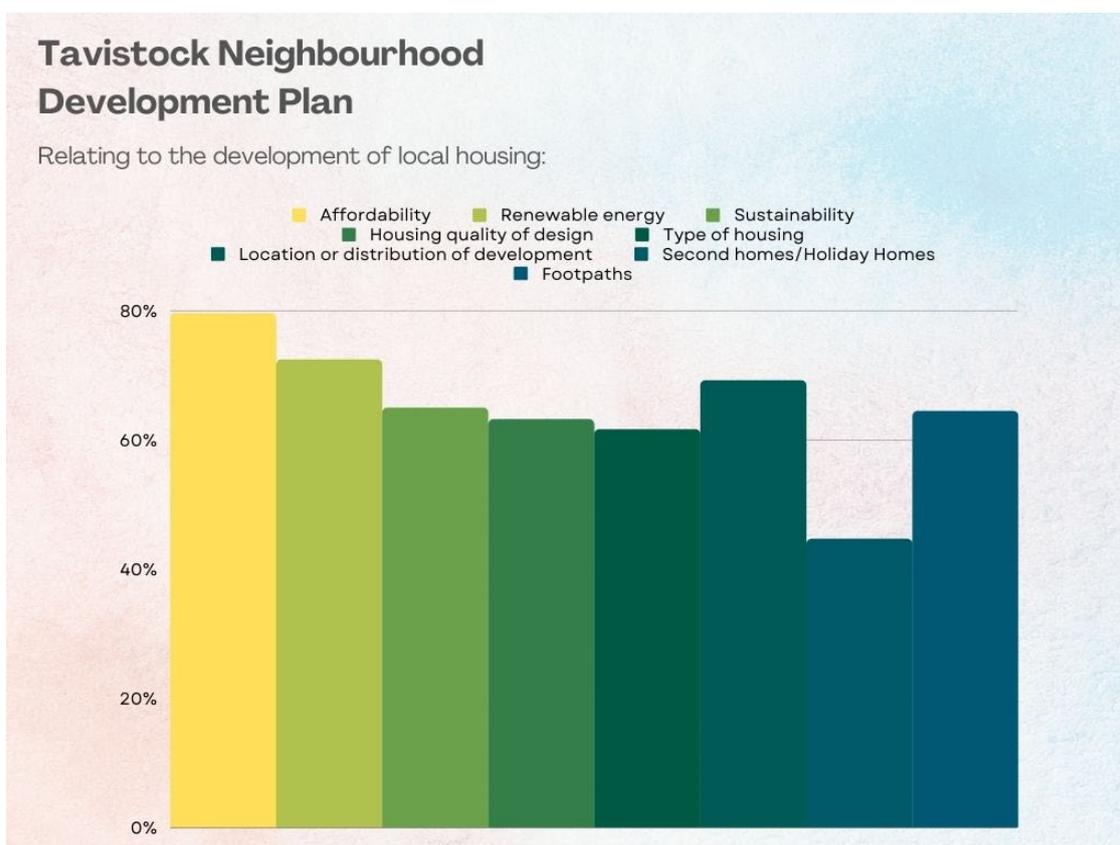


Figure 5: Respondents' views on the Neighbourhood Development Plan in relation to the development of local housing.

Based on the 90% who answered this question their responses indicated that affordability is important, and the respondents believe that the plan should consider affordability relating to the development of local housing. Renewable energy and

location or distribution of development are also important and, again, within the comments it is clear that residents in Tavistock and surrounding rural communities who have taken the survey believe that this is of importance to consider when new local housing is being developed, which the following comments highlight;

***“Ground source heat pumps for all major new development. Insulation on new and old housing stock”***

***“Support households to be more energy efficient and adopt greener, more sustainable lifestyles through community-based schemes e.g. negotiating energy deals / collective funding of alternative energy schemes, local businesses adopting plastic free policies.”***

***“All new homes should have solar and heat pumps and proper insulation”***

‘Second homes/ Holiday homes’ have got the lowest percentage of the answers with 44%. Out of the topics in this question, ‘Second homes/ Holiday homes’ is the one topic which respondents believe the plan should not increase or should in some way encourage fewer of. Comments below made by respondents highlight their views on this topic:

***“Preventing purchase of second homes.”***

***“a reduction of holiday home/second homes when people are struggling to even get their first home”***

***“Punitive Council Tax rates for second/holiday homes”***

***“a limit on 2nd homes or holiday lets.”***

***“Ban second home”***

***“Discourage second homes and holiday home growth and seek to reduce existing levels”***

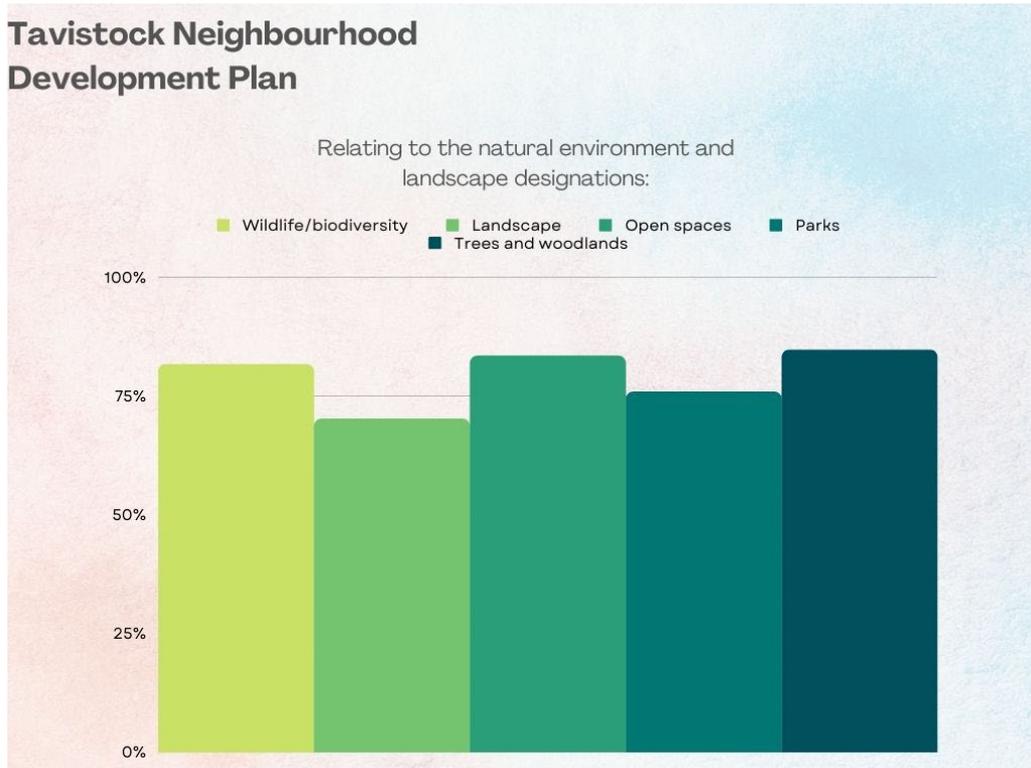


Figure 6: Respondents' views on the Neighbourhood Development Plan in relation to the natural environment and landscape designations.

Out of the 90% who responded to this question, 81% believe that the plan should consider wildlife/biodiversity, 83% answered open spaces and 84% stated trees and woodlands in relation to the natural environment and landscape designations. However, worth noting is that all of the areas are of importance with 70% feeling that landscape is of importance. Compared to other policies in this report, this bar chart shows that residents believe that the environment is of high importance as all areas above show higher support with a percentage from 70% to 84%. In many of the comments that have been made throughout the survey, the environment and sustainability stand out and this proves that they are of significance. Comments made by the respondents include; “That over building doesn't effect the environment and local wildlife”, “Housing open spaces should have facilities for community use i.e open barbeque, functions. Trees - Apple/Pear for local use” and “Please can new developments use trees and planting to blend in with the environment and avoid eyesores.”.

## Tavistock Neighbourhood Development Plan

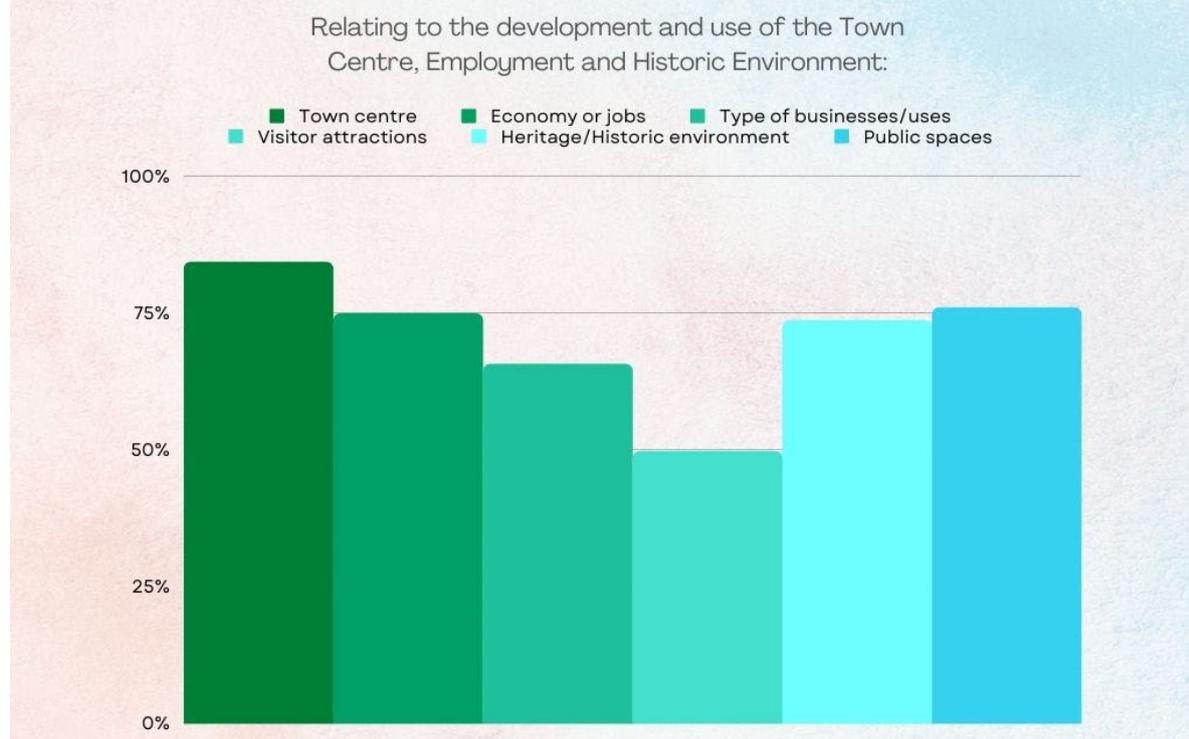


Figure 7: Respondents' views on the Neighbourhood Development Plan in relation to the development and use of the Town Centre, Employment and Historic Environment.

Among the residents of Tavistock and the towns surrounding rural communities a total of 90% responded to this question. The majority 84% believes that the plan should consider the town centre, with 75% indicating public spaces and 74% economy and jobs in relation to the development and use of the Town Centre, Employment and Historic Environment. Worth noting is that 73% indicated that Heritage/Historic environment should be considered. Comments made by the respondents which reflect these figures are; "Development in Town Centre should be in keeping with historic buildings.", "Perhaps as well renewable energy, and sustainability there it should be included in town centre development plans.", "I would find it preferable if the town centre was pedestrianised. This would be safer for pedestrians, improve air quality and decrease reliance on the private car.", "Very important to keep the parks and open spaces.", "We need to invest in the parks and open spaces. We have a lot if visitors from Plymouth and tourists in the summer and the park (meadowlands) pales in comparison to other towns of equal population."

and “jobs for young people, so they stay in the community they were brought up in.”.

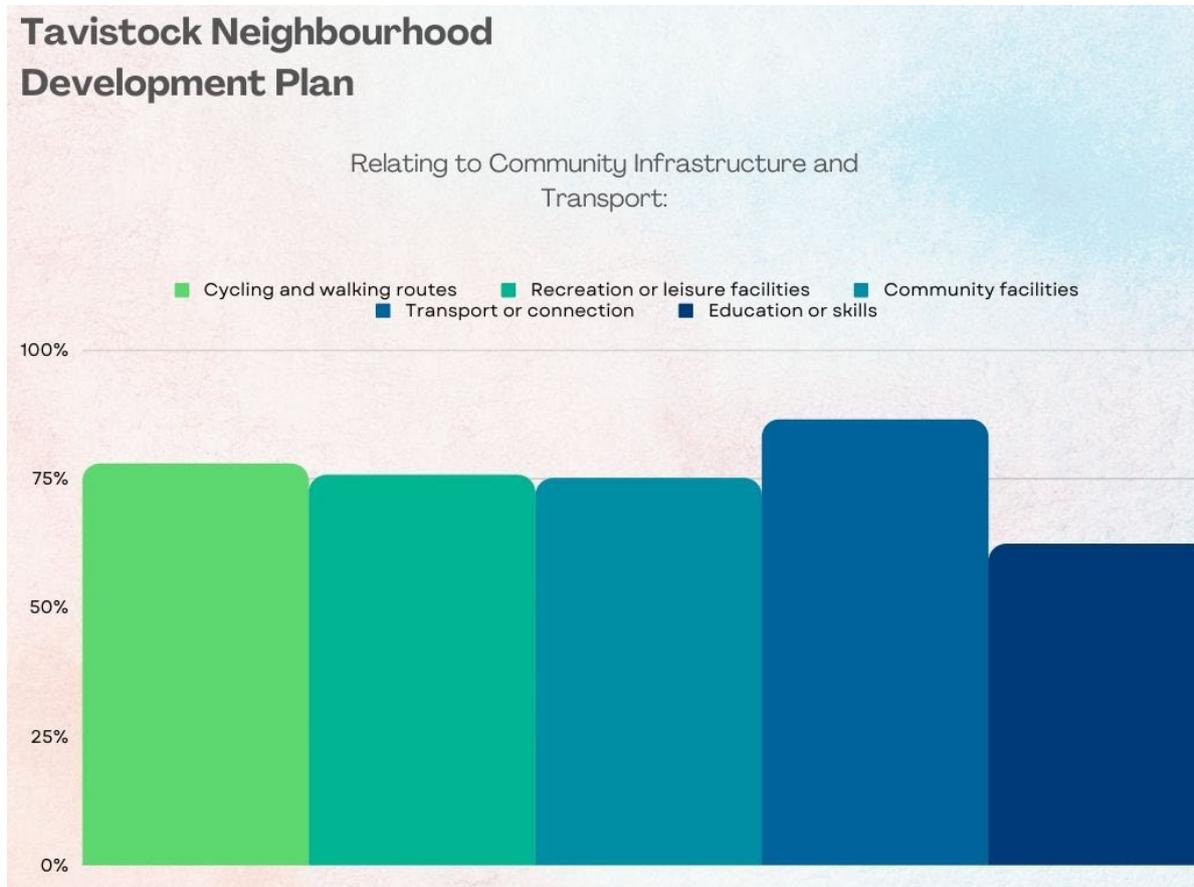
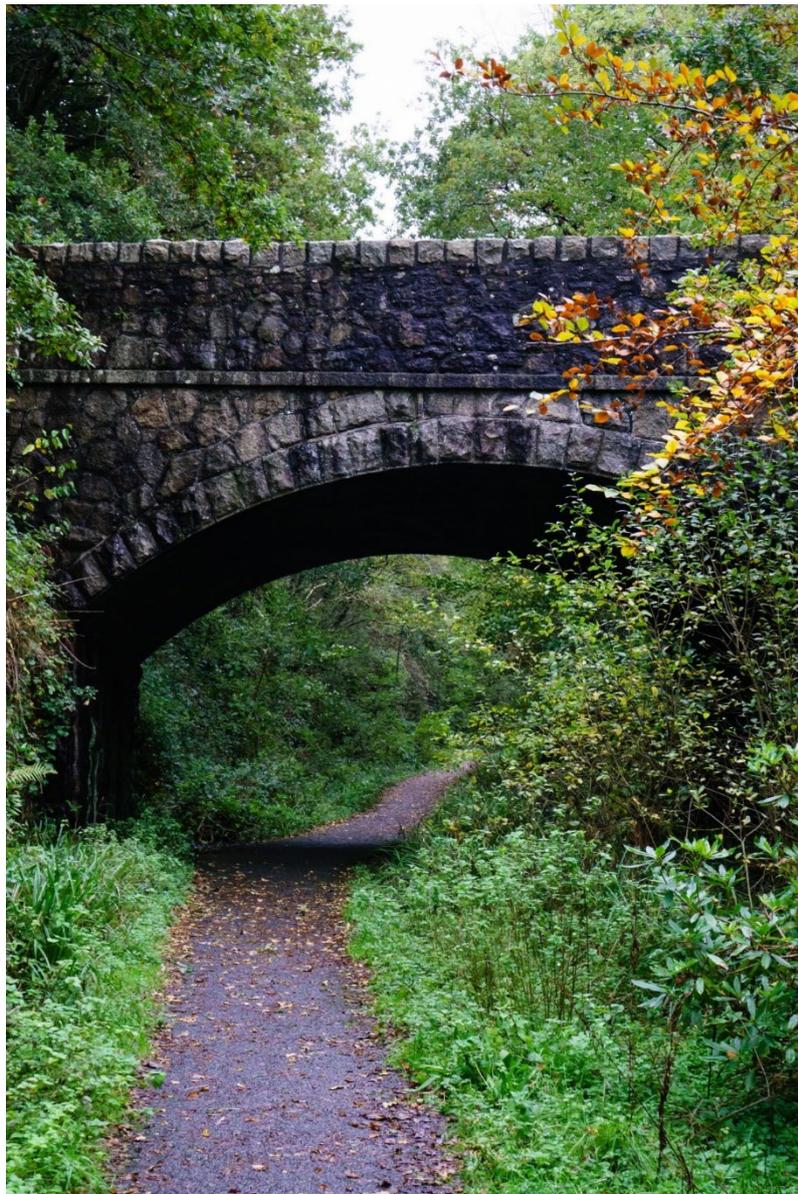


Figure 8: Respondents’ views on the Neighbourhood Development Plan in relation to Community Infrastructure and Transport.

A total of 94% participants responded to this question. Respondents believe that transport or connection, cycling and walking routes as well as recreation or leisure are of importance in relation to Community Infrastructure and Transport. Over 35 comments have specifically mentioned a new railway link in Tavistock which would connect the town to Okehampton, Exeter and Plymouth and which will support commuting and tourism as well as the environment. “Resurrection of rail is vital to continued survival of Tavistock, Okehampton is already becoming more attractive”, “A plan to help with traffic congestion, bringing the train from Bere Alston to Tavistock back.”, “Railway accessibility, might not be in the remit, but hugely important for the future development of the town and surrounding environs.” and “Rail links to decongest the roads around Tavistock.”.

Many comments have also been regarding improving connections within the town by creating more cycling routes and some walking routes, which would be more aligned with environmental and sustainable aims according to many comments. With comments such as *“The focus needs to be on improving, useability and affordability of public transport/walking/ cycling to encourage people out of cars”*, *“Commuting to Plymouth is a nightmare; there should be a cycle Lane on the 386 running alongside the road; more moorland easy cycle tracks would be nice”*, and *“The better the public transport, the cycling and walking facilities, the less demand on parking there will be and the greater the investment can be made in other areas.”*.



The survey invited participants to add any additional views on topics, a total of 309 participants submitted comments. Besides commenting regarding the four topics, new topics and further insights were analysed to reveal clear themes, these are showed in the word cloud below.



Figure 9: Respondents' views on other topics for the Neighbourhood Development Plan.

A sample of new comments from participants which has been sorted under each existing topics:

Local housing:

***“Support services for extra housing, schools, dentists, doctors etc.”***

***“We assume the above will ensure adequate provision of healthcare, schools and traffic management to cover additional housing.”***

***“Public or at least Social Housing of an affordable value.”***

Natural environment and landscape designations:

***“Any development should be in Sympathy with this natural landscape.”***

***“Environmental, transport and energy sustainability are a critical priority”***

*“That over building doesn't affect the environment and local wildlife.”*

*“Maintenance of public areas incl. park and road benches, gardens/borders, band stand”*

*“Replacement of all plastic water bottles in town with long use options and provision of water fountains.”*

Town Centre, Employment and Historic Environment:

*“Would like to see the birthplace of Sir Francis Drake made into a heritage site with a museum,”*

*“Possible no car zone in town centre with mobility scooters/other for those who need them. Bicycle provision.”*

*“I would find it preferable if the town centre was pedestrianised. This would be safer for pedestrians, improve air quality and decrease reliance on the private car.”*

Community Infrastructure and Transport:

*“The infrastructure needs to be updated also, sewage, drainage, condition of roads etc.”*

*“Public transport facilities and Park and Ride facility”*

*“Free carparking”*

*“Affordable in-town carparking”*

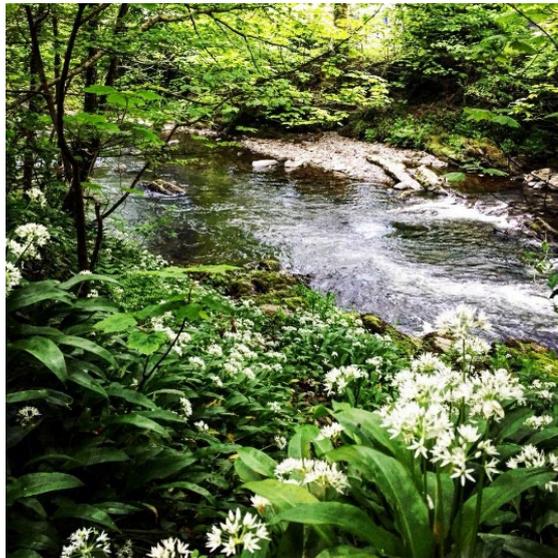
***“Improve roads to cope with existing new housing developments.”***

***“Traffic congestion and the devastatingly bad infrastructure caused by too many new houses obliterating the town.”***

**Question 4 - “Thinking of the topics in questions 3-7, what do you value about living and working in Tavistock?”**

89% of the participants submitted comments. It is clear that respondents value living and working in Tavistock. The themes that came through in the comments were:

- Community spirit and friendliness
- Close to nature
- Heritage and historical environment
- Good shops, restaurants, and local amenities



Typical comments from participants which illustrate these points include:

***“It’s close connections with the local landscape and biodiversity.”***

***“The diversity and range of shops in Tavistock. The proximity to Dartmoor. The sense of community.”***

*“Rural views from my home, proximity to a wide range of local amenities, environmentally-friendly transport connections, good schools, our own hospital and nice-looking architecture. Small independent business, good and free parking facilities for local workings and good opportunities for entrepreneurs. Tavistock still has a historical feel about it and is proud of it.”*

*“A town that is close to the sea and the moors, with a concentrated shopping area, with a focal point of the church and town hall which is ideal for socialising, a feature which has been responsible for enticing the population to have a good community spirit.”*

*“The beauty of being a valley development with lots of history”*

*“I value the safe & friendly environment community offers, as well as the helpful community hotspots in town, like good restaurants and public areas-park/ sensory garden.”*

*“I value that people (counsellors, citizens, planners) care about the town. That there are many thriving independent businesses, especially in the food industry which largely sells local produce. Tavistock Pannier Market is a thing to be proud of. A busy and bustling Town centre, great festivals (Music, Dickensian, carnival etc). That it has a vibrant active community, that it tolerates and encourages diverse points of view.”*

*“I love the history of the town”*

*“Good quality shops and other facilities in the town Centre for a town of its size. A large number of heritage assets in terms of the buildings in the Centre. Easy access by foot to public open space (whitchurch Down).”*

*“I like the look of the town, its history and the historic feel.”*

***“Well looked after town, good shops and restaurants, good park, access to moors, good number of community events and activities.”***

***“Location. Vibrancy. Services. Access to area outside town. Public transport. Community spirit. Individuality.”***

***“The geographic location, history, architecture and heritage of the community”***

***“We value Tavistock’s heritage with more emphasis on the historic content from one history to today.”***

## Section 3: Improvements to living in Tavistock

Question 5 asked participants “*What do you think could be improved about living in Tavistock? Please prioritise each topic below. You may give the same priority to more than one topic.*”

Respondents were asked to indicate what could be improved about living in Tavistock relating to the development of local housing, the natural environment and landscape designations, the development and use of the Town Centre, Employment and Historic Environment and to Community Infrastructure and Transport as well as any other topics.

### Tavistock Neighbourhood

#### Development Plan

Relating to the development of local housing:

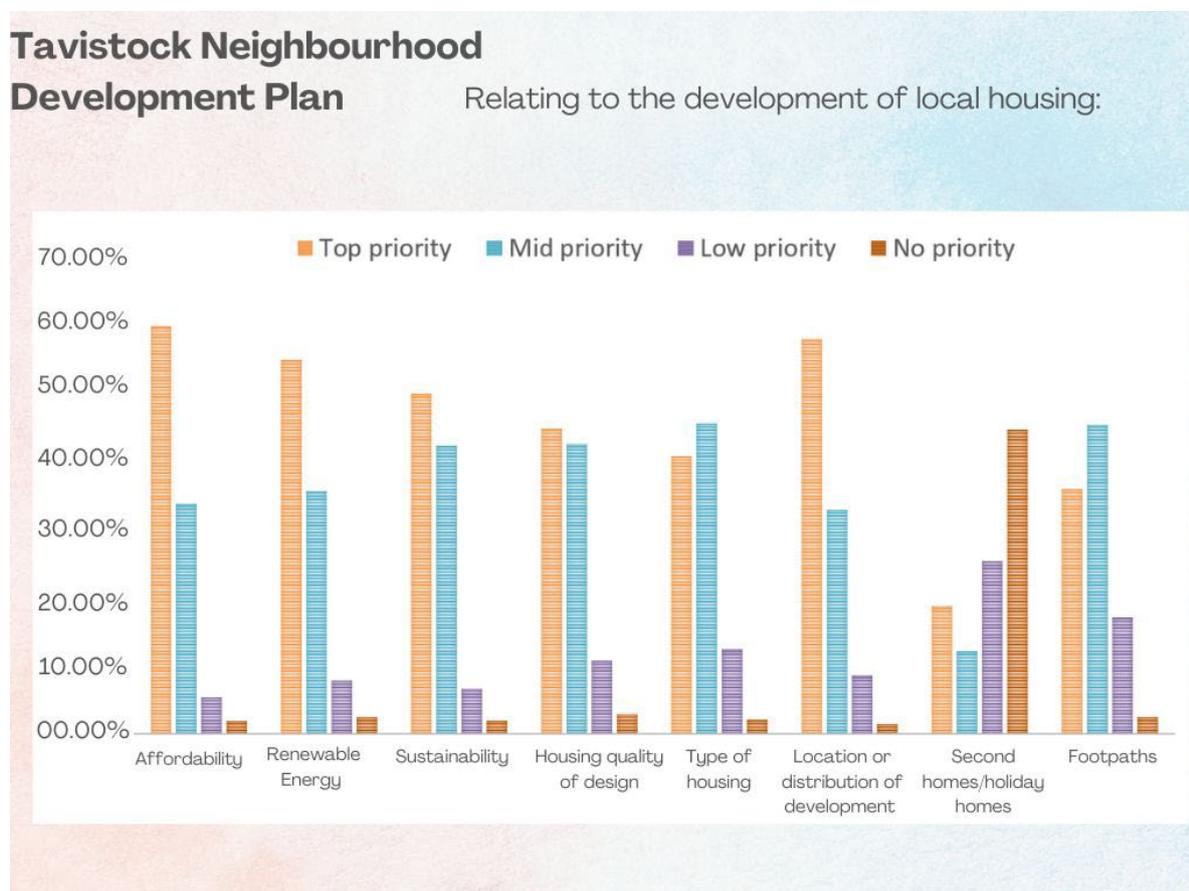


Figure 10: Respondents' views on what could be improved in relation to local housing.

A total of 85% of participants responded to this question. The respondents consider affordability, location or distribution of development and renewable energy to be the top three priorities. The participants consider second homes/holiday homes to

not be a priority for the plan. 177 comments were submitted in relation to this question, among them the following quotes:

***“Better transport connections to other settlements. The restoration of the railway to Tavistock is a must.”***

***“Consideration should be given to building environmentally sound homes.”***

***“Affordable housing.”***

***“All homes built with renewable energy installations”***

***“Electric car charging points”***

***“Allow the building of wind farms on parts of Dartmoor”***

***“Green spaces within new building areas with tree planting.”***

## Tavistock Neighbourhood Development Plan

Relating to the natural environment and  
landscape designations:

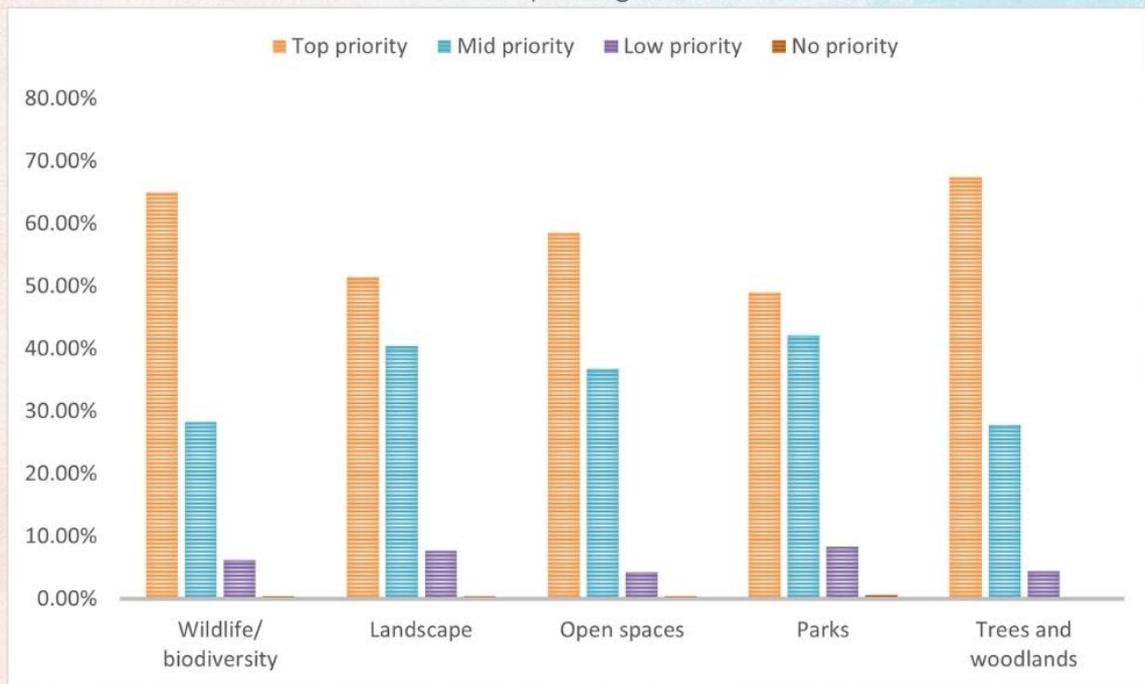


Figure 11: Respondents' views on what could be improved in relation to the natural environment and landscape designations.

85% completed this question and the top three priorities for participants were wildlife/biodiversity, open spaces as well as trees and woodlands. 77 comments were submitted in relation to this question; among the comments from the respondents the following quotes give an understanding of their thoughts:

***“Better maintenance of town centre “open spaces”, i.e. traffic free public access areas and footpaths, in addition to parks.”***

***“I like to see more trees being planted to mitigate the pollution caused by cars.”***

***“Trees, trees and more native trees. In town, around residential areas.”***

***“Greening our streets.”***

***“Showcase to others how Tavistock leads the way in living in a greener environment and as part of the natural environment as I think this is beneficial for residents and visitors. You have a supportive population and the right environment. Tavistock could lead the country on this.”***

***“Re wilding of grass areas, in the Meadows, Kilworthy Park and other green spaces. Wildflowers instead of cut grass.”***

***“With a changing climate, all these things are vital to protect and provide.”***

85% provided an answer to the question on what could be improved about living in Tavistock relating to the development and use of the Town Centre, Employment and Historic Environment. The respondents consider town centre, economy or jobs as well as public spaces to be the top three priorities. 84 comments were submitted in relation to this question, among which were the following quotes;



***“Pedestrian area in Brook Street - sustainability, attractiveness for locals and visitors, economic sense for local businesses.”***

***“Making local infrastructure more green i.e. installation of solar power on gov buildings”***

***“Greater availability of electric vehicle recharging points throughout the town.”***

***“Renewable energy funding for local businesses and communities.”***

***“Tavistock can build on its growing identity as a food and market town destination to help set it apart and attract more visitors.”***

## Tavistock Neighbourhood

### Development Plan

Relating to the development and use of the Town Centre, Employment and Historic Environment:

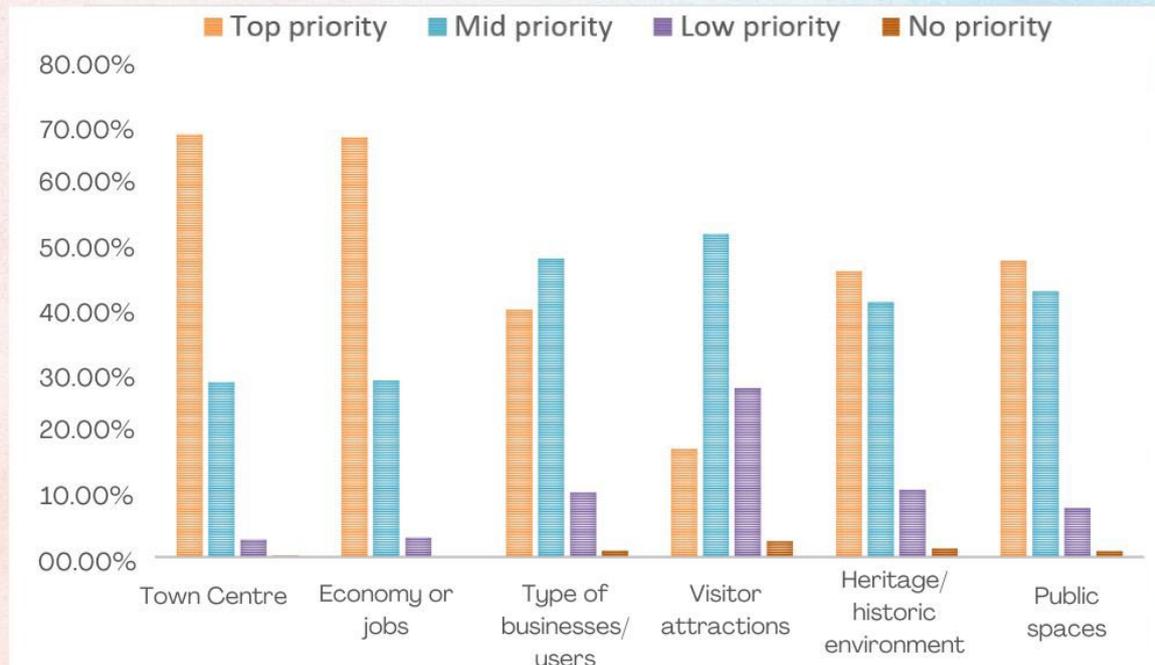


Figure 12: Respondents’ views on what could be improved in relation to the development and use of the Town Centre, Employment and Historic Environment.

In relation to what could be improved about living in Tavistock in terms of Community Infrastructure and Transport, the percentage of respondents was 85%. The respondents consider transport or connection to be the top priority (78%); the next two priorities for participants were education or skills and cycling and walking routes. 103 comments were submitted in relation to this question, mainly indicating a need for a rail link, better public transport, walking and cycling routes, and more car parking availability. Among the comments were the following quotes:

***“Connectivity. Reopening the railway links to Plymouth and Exeter would in my opinion be of greatest benefit to Tavistock. It would take pressure off***

***roads and boost the town economy.”***

***“Influence a shift to a green, sustainable way of life. Provide local electric bus services.”***

***“Support for renewable energy- Electric charging points.”***

***“Tavistock needs a train link to Plymouth, that has to be a top priority for transport links.”***

## Tavistock Neighbourhood Development Plan

Relating to Community Infrastructure and Transport:

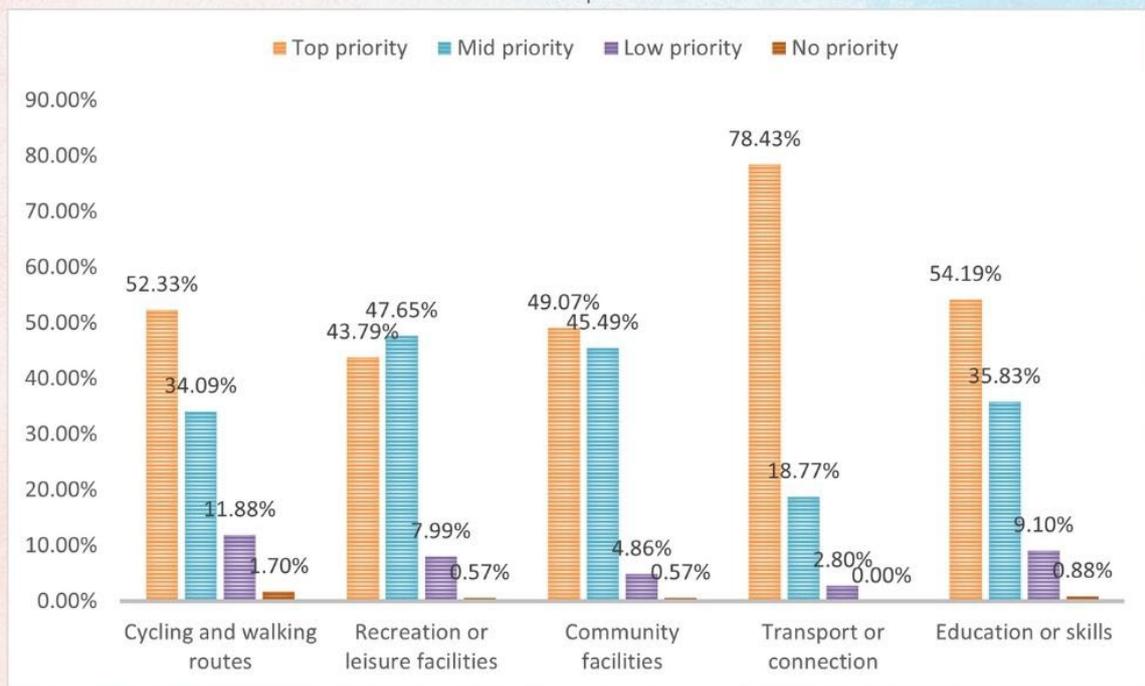


Figure 13: Respondents' views on what could be improved in relation to Community Infrastructure and Transport.

**Question 6 - “Based on your previous answers, what do you think are the top three priorities for improving Tavistock?”**

83% of the respondents submitted comments. All comments were analysed; a word cloud below summaries the top three priorities for improving Tavistock.

The key words from residents in relating to their top three priorities are;

- Housing/affordable housing
- Town centre
- Open spaces
- Transport links
- Community facilities
- Rail links

Housing/Affordable housing comes out at the top with comments including “Providing affordable housing”, “affordable housing prioritising local communities”, “Developing a good offer of genuinely affordable housing”, “affordable housing for rent”, “Housing need for truly affordable rented housing limits on second homes”, “Affordable housing for young people”, “Discourage second homes” and “Consideration of only housing with renewable energy affordable housing”. As seen in the comments above, the respondents would like affordable housing for local people and young people with no or limited second homes.

The residents also would like more prioritisation given to the town centre to make the town more vibrant and to preserve the history and heritage of the town centre as well as support independent shops, their views are captured in these comments; “Quality of town centre”, “Town centre - pedestrianise - more continental”, “preserving the historic looking the town centre”, “Improvement of look of town Centre”, “Support for good independent shops in town centre.” and “Town centre shop variety”.

Nature and open spaces are also key where many comments showed support to enhance, protect and maintain current open spaces: “Protecting and restoring natural environments, through measures including retention and enhancement of open spaces and parks, woodland and trees, and waterways.”, “Maintaining and developing access to walks and open spaces”, “green open spaces”, “Open spaces for leisure” and “Retention of open spaces and trees”.

Transport links and rail links are two other key priorities for the residents, as seen in the comments to this question: “Transport (rail/improve roads to Plymouth traffic)”,





## Section 4: Neighbourhood Development Plan ideas

**Question 7 - “Given the freedom to choose, what ideas do you think the Neighbourhood Development Plan should be considering?”**

73% of the respondents submitted words or comments for this question; besides comments regarding the four topics, participants have also provided new ideas which include:

***“Good safe recreational spaces for all young people, from the provision of more playground spaces for young children, through to better provision/funding for sports activities, to providing places where young people can just 'be'.”***

***“Fox sanctuary (in my neighbourhood)”***

***“Encouraging local start-ups.”***

***“Try Park and Ride carparks outside the area to alleviate the problem in the town centre”***

***“Significant improvement of the bus station and nearby area to become a sustainable transport hub, with indoor as well as outdoor facilities, e-bike hire station, car club base, information point etc.”***

***“Development of High-End Housing to encourage more entrepreneurs to come and live and invest in the Town”***

***“Encourage start-up companies come to Tavistock - they could evolve into to larger employers. Become known as start-up friendly.”***

***“More leisure activities e.g mini golf”***



*“Maybe Community building initiatives - people getting to know local people and mobilising volunteers to help each other in simple community ways.”*

*“More open-air public/places for café /catering events -attractive place to visit”*

*“More art/ creative community events”*

*“More support for The Wharf - Tavistock's little jewel.”*

*“Efficient connectivity between Tavistock and neighbouring towns and optimised broadband coverage.”*

*“Improving the local skate park”*

*“A cinema or theatre”*

*“A small nuclear plant (nuclear submarine size) to provide the town and surrounding area with long term guaranteed power, whilst saving us from the blight of renewables. Ban EV's.”*

*“Spaces for the youngsters to relax and enjoy themselves. And improving visitor attractions.”*

*“Development of Tavistock as a centre for exercise and outdoor activities”*

*“More activities to do for teens and young adults such as bowling, arcade etc”*

*“Allowing e scooters and a community e bike scheme.”*

*“More of an evening ‘scene’ for visitors and people over 35 - an evolution of the street food markets which are very popular but extremely busy.”*

***“More places for kids to do they only have parks, youth club once a week and the wharf cinema (that has very little showings and very small choice of films)”***

***“Help local sporting groups. We have some amazing facilities in the town and they should be supported.”***

***“Outdoor activity Centre for public use.”***

***“Making Tavistock a focal centre for the Arts. Other towns like Totnes are distinctive for having a clear identity. I feel Tavistock needs to be a destination place and not just a 'nice' place to go wandering about on the weekend.”***

***“Improve the options for live music in Tavistock please”***

***“Design/local vernacular (almost like a design guide)”***

***“Turn the BMX track into a pump track, or combine the BMX track into a facility meeting all 'wheeled sports' needs - Evergreen moonscape style concrete parks are a good example - currently the skatepark is almost unusable, and useless for entry-level/young skaters, and equally the BMX park is geared towards very advanced BMX-ers”***

***“I think it would be important to retain the youth cafe or a youth club of some sort going forward. A safe place for teenagers to socialise”***

***“Sports areas for kids to play at for sports like basketball, football or cricket.”***

***“Free public spaces with food and heating ie ‘pay it forward’/community café”***

***“Reducing business rates to encourage investment on the high street and create jobs. “***

## Section 5: About You

The final part of the survey consisted of a set of questions that asked for the home situation, age ranges, and occupational status of the participants. This information reveals to what extent the responses to the survey are representative of the population as a whole and not depicting views from limited sectors of the community.

**Question 8 - In what ways do you occupy or own property in Tavistock? (tick more than one if applicable),** (with the option of selecting all that apply, hence the totals may add up to more than 100%).

82% of the respondents answered this question. Estimated population data suggests that Tavistock town has a population of approximately 12,500 and 6,500 households; out of the households which took this survey 84% answered that they were homeowners, 9.9% of the respondents ticked more than one option for this question and among those most respondents have indicated that they are a homeowner and a business owner.

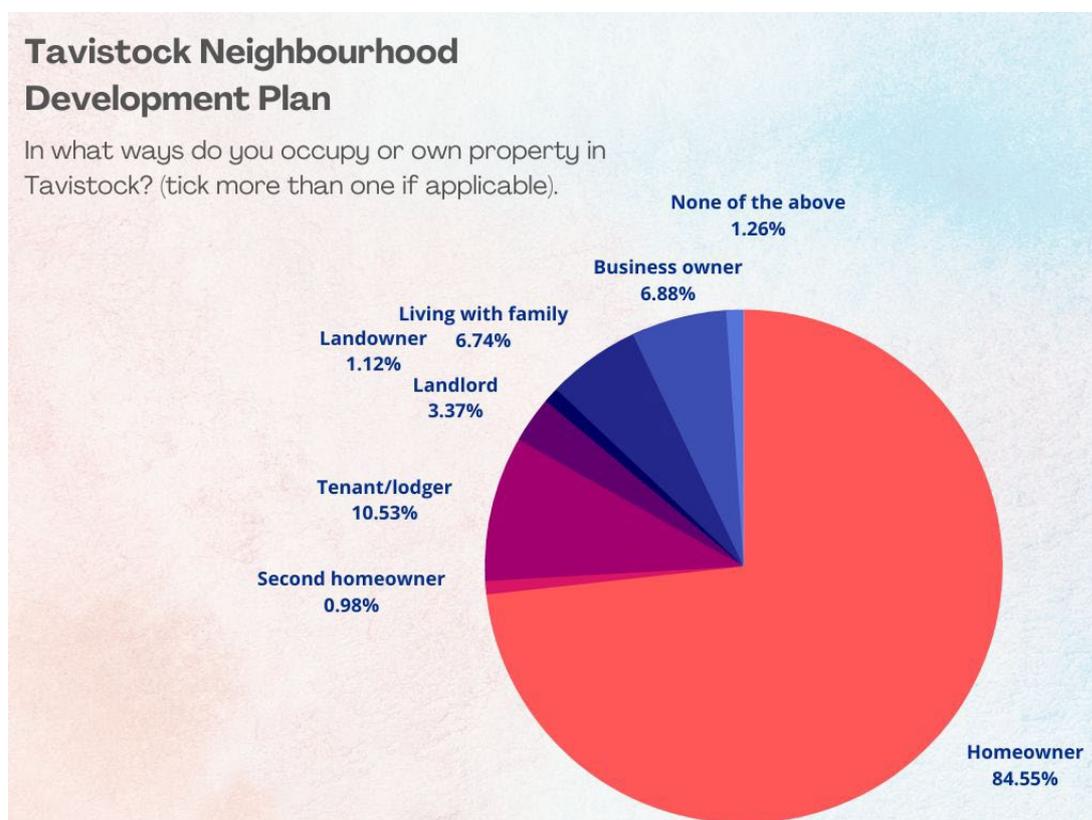


Figure 15: Property tenure status of participants.

### Question 9 - Respondents' age range.

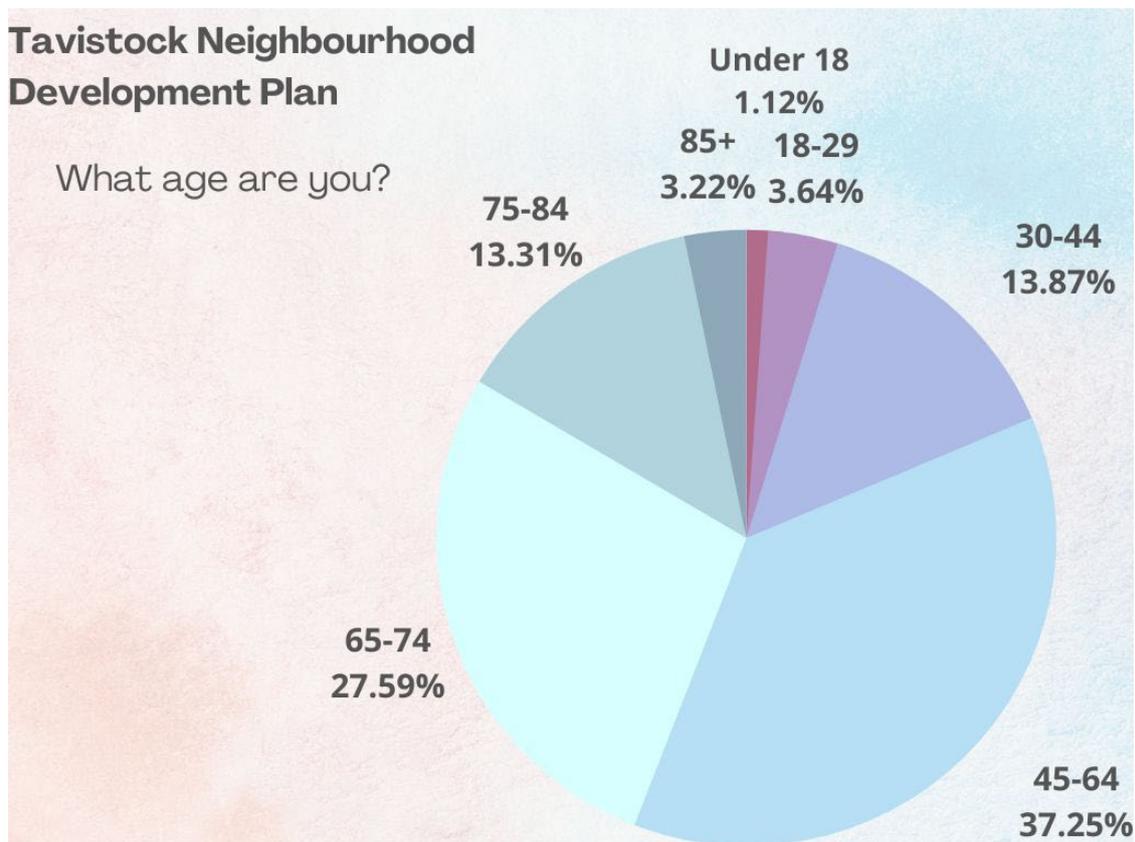


Figure 16: Age distribution of participants.

A total of 82% responded to this question. Forty-four percent of participants described themselves as being of age 65+. The parish demographic profile also indicates that about 55% of the population are of working age (16 – 65) compared to at least 54% of participants.

This is not an unusual picture for this form of consultation as retired people often have more time to choose to participate in civic activities of this type, whereas young people typically do not engage well with this form of consultation. For this reason, the Steering Group separately consulted with more than 300 young people age 16 and older at in-person consultation events held by Steering Group members at Tavistock College and Tavistock Youth Café during the survey consultation period. The comments from young people at these events were documented during the consultation events on white boards and large rolls of paper and photographed. Their comments are included in photographs in appendix B and cover similar themes revealed in the survey itself.

**Question 10 – Respondents’ occupational status** (with the option of selecting all that apply, hence the totals may add up to more than 100%).

Participants are either in work or retired, with 45.5% currently in work and 48.6% who are currently retired.

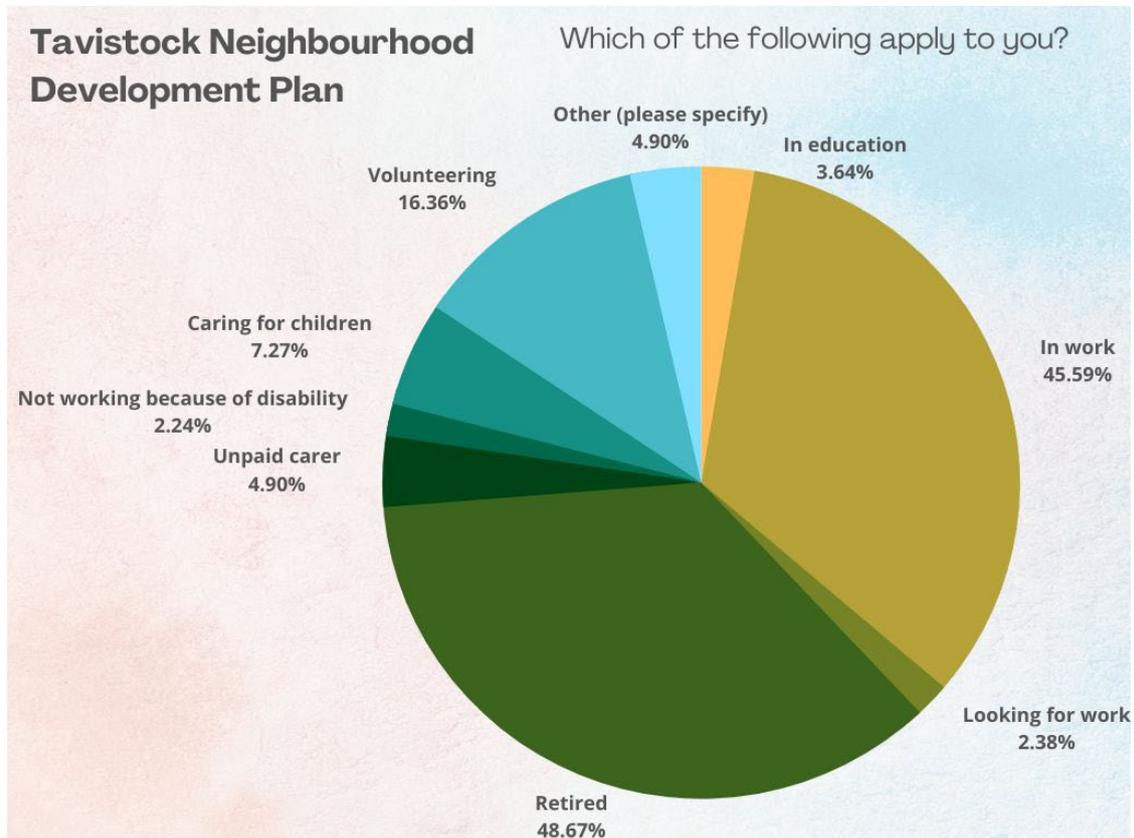


Figure 17: Occupational status of the 715 people who responded to this question.

**Question 11 – Where respondents’ normally work** (with the option of selecting all that apply, hence the totals add up to more than 100%)

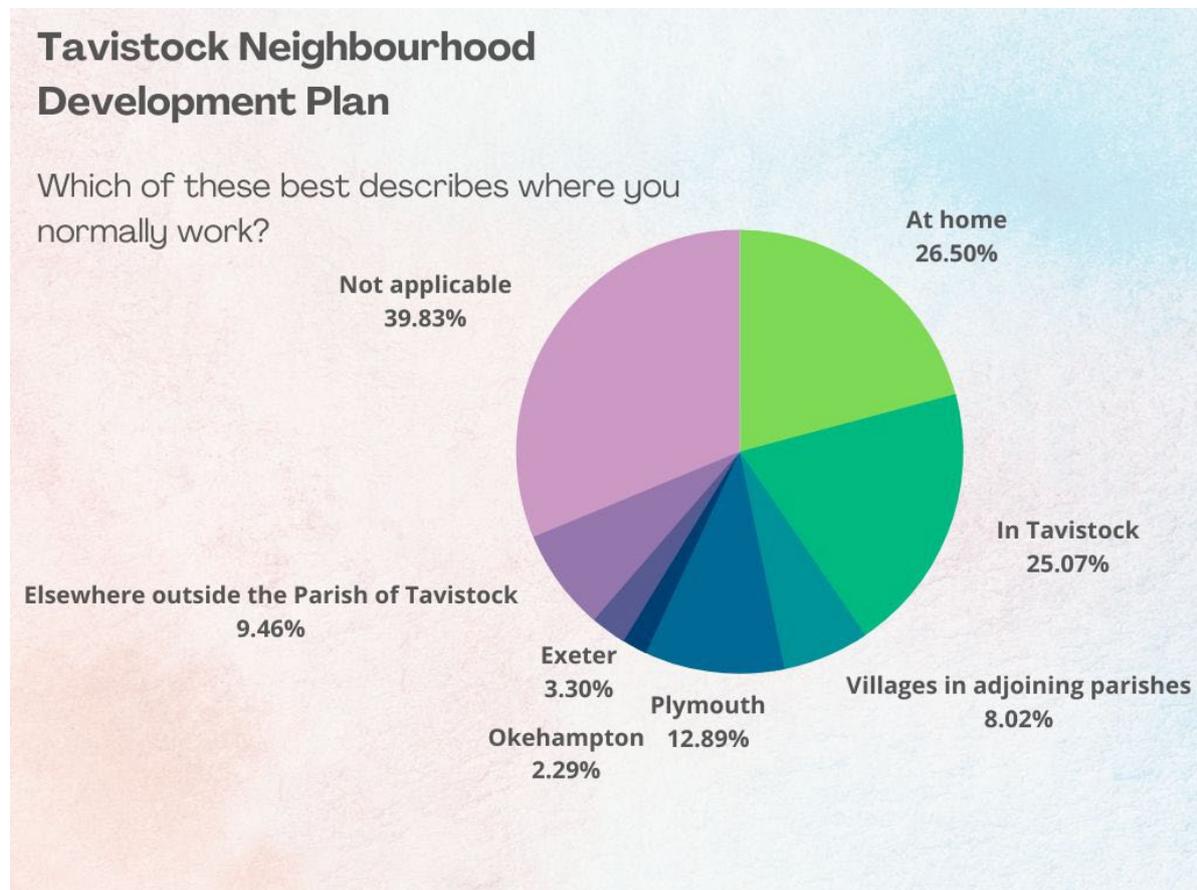


Figure 18: Where participants normally work.

With an answer rate of 83% the results indicate that around 33% of people work within Tavistock or in the villages in adjoining parishes compared to around 27% working elsewhere. Worth to note is that 26.5% are working from home. 18.6% have ticked more than one box; among those most respondents have indicated that they are normally working at home and in Tavistock.

## Conclusion of the consultation

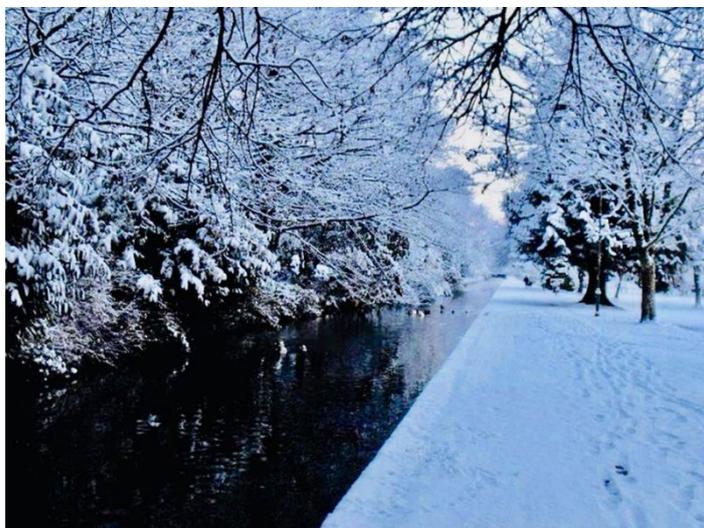
In summary this consultation has given the insights that households in Tavistock parish believe that:

- **Environment**, including sustainability, green spaces and renewable energy is of importance, which the plan should take into consideration across all policies.
- **Affordable housing**, including housing for residents and encouraging fewer second homes, is of importance.
- **Transport**, including reinstating the railway to Okehampton, Exeter and Plymouth, encouraging less traffic on the roads and improving cycling and walking ways, is of importance.

To the question; “*what do you value about living and working in Tavistock?*” key themes which emerged from the comments of the residents are:

- Community spirit and friendliness
- Close to nature
- Heritage and historical environment
- Good shops, restaurants and local amenities

Many respondents expressed that they believe Tavistock is a great town, a town which has friendly residents and a community feel. The town also has a great location between bigger cities as well as being close to Dartmoor. Tavistock town centre is full of history and heritage which is unique, as well as a good range of local independent shops, restaurants and local amenities which provide the residents with what they want and need. Among the comments there are also suggestions for improvements to ensure that the town is keeping its unique character but also becomes more sustainable.



## Appendix A: Neighbourhood Development Plan

The Localism Act 2011 sets out how communities are able to get more involved in planning for their areas – specifically around creating plans and policies to guide new development, and in some cases granting planning permission for certain types of development. Neighbourhood Planning is a new way for communities to develop a shared vision and decide the future of the places where people live and work. It is a way to promote development, whilst giving local communities greater ownership over plans and policies that affect their area.

### What is a Neighbourhood Development Plan?

It gives us, the residents of Tavistock and surrounding areas, a say on:

- how the community develops
- how our land will be used
- how we can protect what's important to us.

### Why should we care?

We can address topics everyone is talking about locally, in the pub, at home and on social media:

- affordable housing
- community infrastructure
- protecting green spaces.

This is the first time that Tavistock has an opportunity to gather parish-level evidence about key topics that affect the future of our community like:

- specific housing needs
- transport capacity and local commutes
- business vacancy/floorspace availability.

**If we don't have a neighbourhood plan, decisions about these topics will continue to be made without local input that must be taken into account once the plan is adopted.**

An adopted neighbourhood development plan has the same status as the Joint Local Plan in the determination of planning applications. This is how Tavistock gets a say in the early stages of a planning application's development as well as the option to support or object to a proposal through the Town Council.

**BUT there is some 'small print': it's got to be realistic.**

A neighbourhood plan can't:

- stop development
- allocate a new NHS dentist
- build a new school
- determine where traffic management is located.

From the responses, we'll

- gather your top priorities to include in the plan
- create a vision for the plan based on those priorities;
- gather evidence and ask for more details related to those priorities.

A neighbourhood plan may take two years or more to complete. It must fit within the National Planning Policy Framework and the Joint Local Plan for West Devon Borough Council, Plymouth City Council and South Hams District Council. The plan covers the period up to 2034 (in line with the Joint Local Plan), however, it must be reviewed every 4/5 years. Once the plan is adopted it will have the same status as the Joint Local Plan in the determination of planning applications.



Further information about Neighbourhood Planning can be found on the following website:

**Make a plan, make a difference:** <http://www.neighbourhoodplanning.org/>

The remit of the Neighbourhood Plan Steering Group (Steering Group) is to undertake and oversee the process of developing the Neighbourhood Plan. Tavistock Town Council has appointed Councillors to support the Neighbourhood Development Plan process as well as community sourced volunteers representing various sectors including business, volunteering and heritage.

The Steering Group decided to engage the services of the Catalyst consultancy team at DCT to provide the expertise and objectivity needed to undertake the process of community engagement and data analysis for the initial community survey.

For further information about the future Tavistock Plan please visit the following website:

**Tavistock Plan:** <https://tavistockplan.info/>

### **Catalyst and Devon Communities Together**

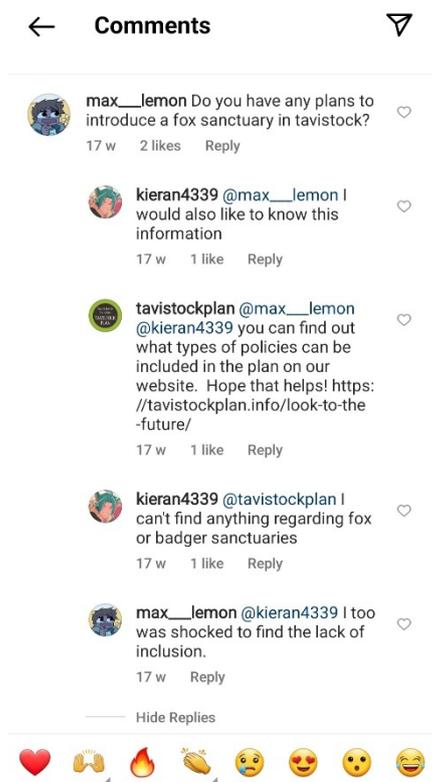
Catalyst is the in-house consultancy service provided by Devon Communities Together (DCT), which is a charity that has worked to support Devon's rural communities for over 60 years. In recent years, Catalyst and Devon Communities Together have provided support to over 60 town and parish council steering groups that have been working on producing a Neighbourhood Plan for their area.

## Appendix B: Consultation with young people

The consultation with young people has showed that they have similar concerns and transport is a top priority for both sets of respondents. There were three presentations to young people at Tavistock College as well as one session at the Youth café. In total there were over 300 students age 16 plus at the college events and another 50 at the Youth café between 13-18. Young people would like to see the following in the community;

- Live music venues
- Night clubs
- Train station
- A new skatepark
- Affordable clothes shops
- Bowling alley
- Temporary ice rink for Christmas and festivals
- More attraction for young people for example shops for young people

Some young people also engaged on our Instagram by commenting to query if there were any plans to introduce a fox sanctuary;



## Appendix C: Public meetings

The following public meetings took place between July 2021 and July 2022.

Date	Venue	No of Attendees
13/07/2022	Steering Group, Council Chamber	9
27/06/2022	Steering Group, Council Chamber	9
13/04/2022	Public Meeting, Tavistock Library	10
09/03/2022	Public Meeting, Whitchurch Community Hall	23
09/02/2022	Public Meeting, Tavistock College	33
12/01/2022	Hybrid Public Meeting, Tavistock Guildhall and Virtual	21
08/12/2021	Public Meeting, Stannary Brewing CO., Tavistock	26
02/12/2021	Steering Group, Virtual	7
13/11/2022	Public Consultation, Tamar Energy Fest, Butchers Hall	19
10/11/2022	Public Meeting, The Red and Black Club, Tavistock	50
29/09/2021	Steering Group, Virtual	8
04/08/2021	Steering Group, Council Chamber	7
08/09/2021	Steering Group, Virtual	10
21/07/2021	Steering Group, Council Chamber	9

You can find the full meeting minutes from each meeting here; [Minutes and Notes of Meetings - Tavi Plan \(tavistockplan.info\)](#) For consultation events, please see Methodology, Survey Development & Engagement from page 12-14.

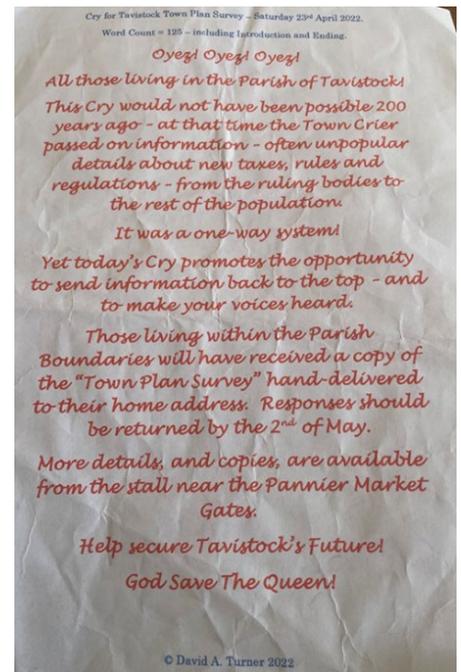


## Appendix D: Town Crier

On Saturday the 23<sup>rd</sup> of April there was a Town Cry for Tavistock Town Plan Survey, the Town Crier was engaged to produce a unique town cry about the survey. The Town Cry was also promoted live on social media from the farmer's market; [Tavistock... - Tavistock Neighbourhood Development Plan | Facebook](#)

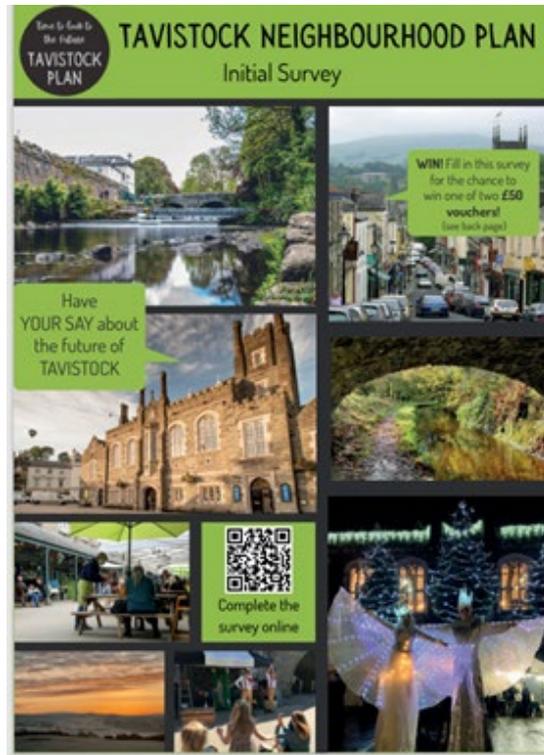
To quote the Cry;

***“This Cry would not have been possible 200 years ago – at that time the Town Crier passed on the information – often unpopular details about new taxes, rules and regulations – from the ruling bodies to the rest of the population. It was a one-way system! Yet today’s Cry promotes the opportunity to send information back to the top – and to make your voices heard.”***



## Appendix E: Booklet

The below booklet was created and distributed to 6,100 households around Tavistock Town and Parish.



**What is a Neighbourhood Development Plan?**

It gives us, the residents of Tavistock and surrounding areas, a say on:

- how the community develops
- how our land will be used
- how we can protect what's important to us.

**Why should we care?**

We can address topics everyone is talking about locally, in the pub, at home and on social media:

- affordable housing
- community infrastructure
- protecting green spaces.

This is the first time that Tavistock has an opportunity to gather parish-level evidence about key topics that affect the future of our community like:

- specific housing needs
- transport capacity and local commutes
- business vacancy/floorspace availability.

If we don't have a neighbourhood plan, decisions about these topics will continue to be made without local input that must be taken into account once the plan is adopted.

An adopted neighbourhood development plan has the same status as the Joint Local Plan in the determination of planning applications. This is how Tavistock gets a say in the early stages of a planning application's development as well as the option to support or object to a proposal through the Town Council.

**BUT there is some 'small print': it's got to be realistic.**

A neighbourhood plan can't:

- stop development
- allocate a new NHS dentist
- build a new school
- determine where traffic management is located.

From your responses to this survey, we'll:

- gather your top priorities to include in the plan
- create a vision for the plan based on those priorities;
- gather evidence and ask for more details related to those priorities.

We'd like your input on the next stage too. The more people involved, the better chance there is of making this a brilliant plan for Tavistock.



A neighbourhood plan may take two years or more to complete. It must fit within the National Planning Policy Framework and the Joint Local Plan for West Devon Borough Council, Plymouth City Council and South Hams District Council.

The plan covers the period up to 2034 (in line with the Joint Local Plan) however it must be reviewed every 4/5 years. Once the plan is adopted it will have the same status as the Joint Local Plan in the determination of planning applications.

Please complete the following short survey ...

This survey is designed for one person to fill in. If you'd like another paper copy, please contact us via the details on the back or visit the Visitor Information Centre in Tavistock Guildhall. Alternatively, please take the online survey using the link on the front cover.

1. Please provide the first 5 digits of your post code. (i.e. PL19 9)

2. Why do you live in Tavistock?

3. The Neighbourhood Development Plan can provide detail on a range of topics. Remembering that there are also national and local policies in place; please indicate below if you think the plan should contain policies on each of these topics. Tick as many as you wish.

*Relating to the development of local housing:*

- |   |   |
|---|---|
| a. <input type="checkbox"/> Affordability             | e. <input type="checkbox"/> Type of housing                         |
| b. <input type="checkbox"/> Renewable energy          | f. <input type="checkbox"/> Location or distribution of development |
| c. <input type="checkbox"/> Sustainability            | g. <input type="checkbox"/> Second homes/holiday homes              |
| d. <input type="checkbox"/> Housing quality of design | h. <input type="checkbox"/> Footpaths                               |

*Relating to the natural environment and landscape designations:*

- |   |   |
|---|---|
| a. <input type="checkbox"/> Wildlife/biodiversity | d. <input type="checkbox"/> Parks               |
| b. <input type="checkbox"/> Landscape             | e. <input type="checkbox"/> Trees and woodlands |
| c. <input type="checkbox"/> Open spaces           |   |

*Relating to the development and use of the Town Centre, Employment and Historic Environment:*

- |  |   |
|--|---|
| a. <input type="checkbox"/> Town Centre              | d. <input type="checkbox"/> Visitor attractions           |
| b. <input type="checkbox"/> Economy or jobs          | e. <input type="checkbox"/> Heritage/historic environment |
| c. <input type="checkbox"/> Types of businesses/uses | f. <input type="checkbox"/> Public spaces                 |

*Relating to Community Infrastructure and Transport:*

- |  |   |
|--|---|
| a. <input type="checkbox"/> Cycling and walking routes       | d. <input type="checkbox"/> Transport or connection |
| b. <input type="checkbox"/> Recreation or leisure facilities | e. <input type="checkbox"/> Education or skills     |
| c. <input type="checkbox"/> Community facilities             |   |

Other topic(s) - please specify below:

4. Thinking of the topics in question 3, what do you value about living and working in Tavistock?

5. What do you think could be improved about living in Tavistock? Please prioritise each topic below. You may give the same priority to more than one topic.

<i>Relating to the development of local housing:</i>				
	Top priority	Mid priority	Low priority	No priority
a. Affordability .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Renewable energy .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Sustainability .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. Housing quality of design .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. Type of housing .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. Location or distribution of development .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g. Second homes/holiday homes .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h. Footpaths .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Other, please specify:

<i>Relating to the natural environment and landscape designations:</i>				
	Top priority	Mid priority	Low priority	No priority
a. Wildlife/biodiversity .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Landscape .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Open spaces .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. Parks .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. Trees and woodlands .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Other, please specify:

*Relating to the development and use of the Town Centre, Employment and Historic Environment:*

	Top priority	Mid priority	Low priority	No priority
a. Town Centre .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Economy or jobs .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Types of businesses/uses .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. Visitor attractions .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. Heritage/historic environment .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. Public spaces .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Other, please specify:

*Relating to Community Infrastructure and Transport:*

	Top priority	Mid priority	Low priority	No priority
a. Cycling and walking routes .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Recreation or leisure facilities .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Community facilities .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. Transport or connection .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. Education or skills .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Other, please specify:

6. Based on your previous answers, what do you think are the top three priorities for improving Tavistock?

1.

2.

3.

7. Given the freedom to choose, what ideas do you think the Neighbourhood Development Plan should be considering?

cont. overleaf

Q7. cont.

What area is included in the plan?

Please tell us about yourself to help us understand the viewpoints of different sections of the community.

8. In what ways do you occupy or own property in Tavistock? (tick more than one if applicable).

Home owner	<input type="checkbox"/>
2nd home owner	<input type="checkbox"/>
Tenant/lodger	<input type="checkbox"/>
Landlord	<input type="checkbox"/>
Landowner	<input type="checkbox"/>
Living with family	<input type="checkbox"/>
Business owner	<input type="checkbox"/>
None of the above	<input type="checkbox"/>

9. What age are you?

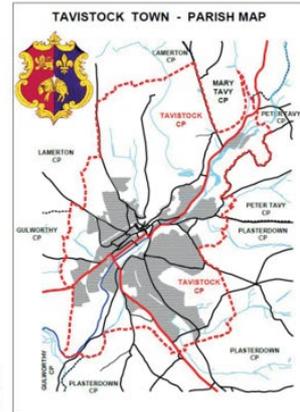
Under 18	<input type="checkbox"/>
18 - 29 years	<input type="checkbox"/>
30 - 44 years	<input type="checkbox"/>
45 - 64 years	<input type="checkbox"/>
65 - 74 years	<input type="checkbox"/>
75-84 years	<input type="checkbox"/>
85+	<input type="checkbox"/>

10. Which of the following apply to you? (tick all that apply)

In education	<input type="checkbox"/>
In work	<input type="checkbox"/>
Looking for work	<input type="checkbox"/>
Retired	<input type="checkbox"/>
Unpaid carer	<input type="checkbox"/>
Not working because of disability	<input type="checkbox"/>
Caring for children	<input type="checkbox"/>
Volunteering	<input type="checkbox"/>
Other (please specify below)	<input type="checkbox"/>

11. Which of these best describes where you normally work? (please tick all boxes which apply) If you are temporarily working from home due to Covid-19, please tell us your normal place of work.

At home	<input type="checkbox"/>
In Tavistock	<input type="checkbox"/>
Villages in adjoining parishes	<input type="checkbox"/>
Plymouth	<input type="checkbox"/>
Okehampton	<input type="checkbox"/>
Exeter	<input type="checkbox"/>
Elsewhere outside the Parish of Tavistock	<input type="checkbox"/>
Not applicable	<input type="checkbox"/>



The Parish of Tavistock is everywhere within the dotted line as marked on the map on the right.



Thank you very much for completing this survey.

PLEASE RETURN COMPLETED QUESTIONNAIRES BY 02/05/2022 TO:  
'FREEPOST DEVON COMMUNITIES TOGETHER' (please ensure you use all caps)

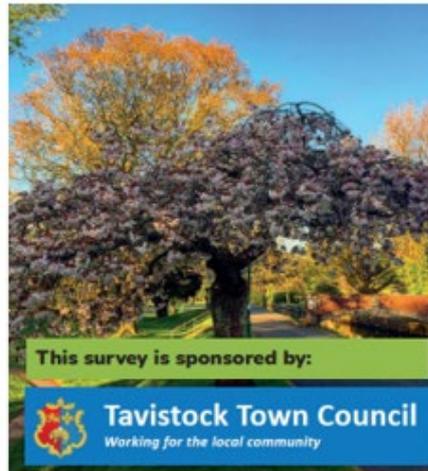
OR DROP OFF AT ONE OF THE FOLLOWING LOCATIONS:

- Visitor Information Centre, Tavistock Guildhall, Tavistock, PL19 0AE
- Tavistock Library, The Quay, Plymouth Rd, Tavistock PL19 8AB
- Whitchurch Post Office, 234 Whitchurch Rd, Tavistock PL19 9DQ

**FIND OUT MORE ABOUT THE TAVISTOCK NEIGHBOURHOOD DEVELOPMENT PLAN:**

Please visit our website, send us an email, follow us on social media or visit Town Council office (see address at the bottom of this page).

-  <https://tavistockplan.info>
-  01822 613529 (Town Council Office)
-  @TavistockPlan
-  @TavistockPlan
-  Tavistockplan@gmail.com



As a thank you for taking the time to fill in this survey, we are offering you the chance to enter a prize draw to win £50 voucher for a grocery shop or a £50 Tavistock gift card.

If you would like to be entered into the draw, please fill in your details below. This is not mandatory and you are welcome to leave this blank.

**WIN** one of two £50 vouchers!

- Name .....
- Phone number .....
- Email address .....

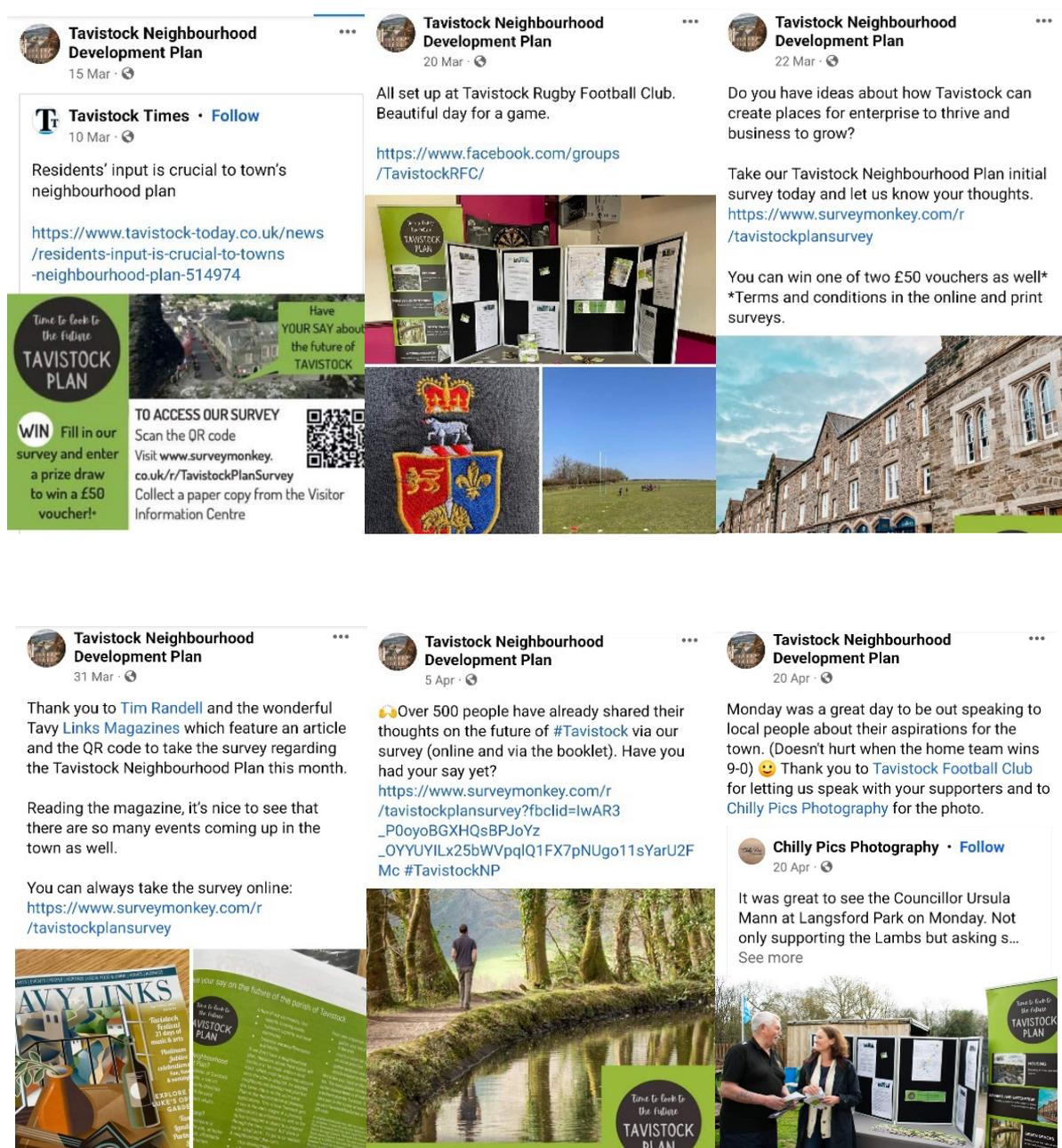
Prize draw T&C: Two winners (for the £50 Tavistock gift card or £50 grocery shop voucher) will be drawn at random from all eligible entries and will be notified by 01.06.22. The data you provide will be held securely for the purposes of the prize draw, after which it will be securely destroyed. On receipt of your entry, your personal data will be separated from your survey answers and thereafter your survey answers will remain anonymous. No cash equivalent. Prize may not be transferred.



Throughout the consultation information was shared with the community via social media channels, mainly on Twitter and Facebook. Devon Communities Together in combination with the Steering Group have created and issued a total of over 35 pieces of content across Facebook and Twitter related to this Neighbourhood Plan consultation.

Please see below some social media content which has gone out from early March 2022 to early May 2022.

Facebook: <https://www.facebook.com/TavistockPlan/>



Instagram: <https://www.instagram.com/tavistockplan/>

**tavistockplan**  
Tavistock

1/2

4 likes

**tavistockplan** First surveys delivered! Crease Lane, Buctor Park, Uplands and part of Callington rd. Finished by the light of the 🌄

18 March

**tavistockplan**  
Tavistock Town Hall

3 likes

**tavistockplan** All setup in the town all for University of the Third Age. #tavistocktownhall #u3a #tavistockplan

6 April

Twitter: <https://twitter.com/Tavistockplan>

**Tavistock NDP**  
@Tavistockplan

Our volunteers were in Bedford Square next to the lovely Rob from the @RangerDartmoor @dartmoornpa @GoDartmoor who built bird boxes next door! Lots of people picked up a survey today. Remember you can complete the survey online: [surveymonkey.com/r/tavistockpla...](https://surveymonkey.com/r/tavistockpla...)



17:36 · 02 Apr 22 · Twitter for iPhone

**Tavistock NDP**  
@Tavistockplan

Thank you to the wonderful Tavy @Linksmagazines for sharing an article on the Tavistock Neighbourhood Plan survey this month. It's nice to see that there are so many events coming up in the town as well! You can always take the survey online [surveymonkey.com/r/tavistockpla...](https://surveymonkey.com/r/tavistockpla...) #TavistockNP



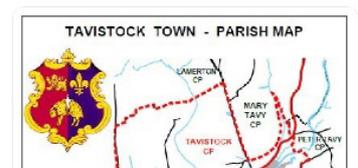
14:03 · 04 Apr 22 · Twitter Web App

**Tavistock NDP**  
@Tavistockplan

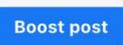
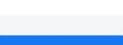
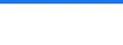
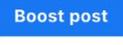
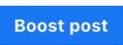
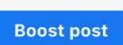
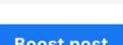
Final week to take the Tavistock Neighbourhood Plan survey! So far 21% of respondents live in PL19 0, 29% in PL19 8 & 39% in PL19 9. Do you live within the boundaries below? Take the survey today! Like/share to let us know!

[surveymonkey.com/r/tavistockpla...](https://surveymonkey.com/r/tavistockpla...)

You could win a £50 voucher!



## Insights from Facebook Posts showing reach and engagements;

23/04/2022 12:03	 Tavistock Neighbourhood Development Plan was live.			775		84 19		
23/04/2022 10:59	 We're all setup outside the Tavistock Pannier Market and			1.7K		40 9		
20/04/2022 19:01	 Do you think Tavistock should celebrate the past and protect our			223		3 5		
20/04/2022 10:05	 Monday was a great day to be out speaking to local people about their			143		3 4		
19/04/2022 18:24	 Tavistock Neighbourhood Plan 13th April 2022 steering group and public			60		3 0		
18/04/2022 14:44	 All setup at Tavistock Football Club for their game at 3pm against			2.2K		42 21		
13/04/2022 11:50	 Tavistock Neighbourhood Plan - Agenda for tonight's meeting -			48		0 0		
12/04/2022 12:29	 Have you shared your thoughts about the future of Tavistock? Let			58		0 0		
09/04/2022 10:33	 Today's an ideal day to see all of the wonderful activities in town and pick			2.8K		107 46		
09/02/2022 17:27	 Tavistock Neighbourhood Development Plan was live.			1.6K		154 29		
10/01/2022 06:28	 Tavistock Neighbourhood Development Plan updated their			165		0 1		
09/01/2022 16:58	 Tavistock Neighbourhood Plan - 12 January 2022 Zoom Meeting -			2K		72 14		
19/12/2021 17:49	 Tavistock Neighbourhood plan - 2021 review -			2.1K		70 22		
04/12/2021 11:05	 Aspirations for the future... - <a href="https://mailchi.mp/eb2c841f082a/tim">https://mailchi.mp/eb2c841f082a/tim</a>			4.1K		367 92		
21/11/2021 16:51	 Did you miss the meeting on Wednesday? Come along to the			160		1 0		
13/11/2021 09:47	 Did you miss the meeting on Wednesday? Come along to the			2.6K		112 35		
10/11/2021 20:55	 So tonight was our first public meeting. Thank you to everyone			3.9K		555 99		

Insights from Twitter Posts showing reach, engagements and some highlights:

- 33 engagements and 930 impressions on March 21<sup>st</sup>
- 455 impressions on April 2<sup>nd</sup>
- In total over 4,900 impressions

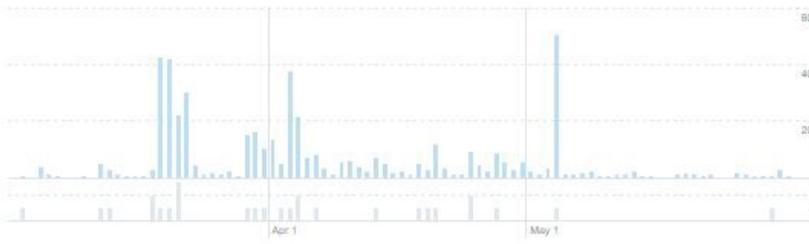
	<b>Tavistock NDP</b> @Tavistockplan · Mar 30 What services and facilities do you think Tavistock needs to meet the needs of our community? Take our Tavistock Neighbourhood Plan initial survey today and let us know your thoughts. <a href="https://surveymonkey.com/r/tavistockpla...">surveymonkey.com/r/tavistockpla...</a> You could win 1 of 2 £50 vouchers! #TavistockNP <a href="https://pic.twitter.com/Nctr7U5DMP">pic.twitter.com/Nctr7U5DMP</a> <a href="#">View Tweet activity</a>	122	3	2.5%
	<b>Tavistock NDP</b> @Tavistockplan · Mar 29 Are you passionate about Tavistock's natural environment? Take our Tavistock Neighbourhood Plan initial survey today and let us know your thoughts: <a href="https://buff.ly/3L8AR1x">buff.ly/3L8AR1x</a> . You could win 1 of 2 £50 vouchers! #TavistockNP <a href="https://pic.twitter.com/bqeBKUsDTW">pic.twitter.com/bqeBKUsDTW</a> <a href="#">View Tweet activity</a>	142	5	3.5%
	<b>Tavistock NDP</b> @Tavistockplan · Mar 21 We've really arrived now with the survey on the corner of @TavistockTHall @TavistockTC <a href="https://pic.twitter.com/rX2jSRdlh">pic.twitter.com/rX2jSRdlh</a> <a href="#">View Tweet activity</a>	930	33	3.5%
	<b>Tavistock NDP</b> @Tavistockplan · Mar 21 6100 surveys started being delivered this weekend with the help of a large group of community volunteers. Keep track of which neighbourhoods we've finished on our Facebook page! <a href="https://pic.twitter.com/WJqNJPAzMm">pic.twitter.com/WJqNJPAzMm</a> <a href="#">View Tweet activity</a>	42	0	0.0%
	<b>Tavistock NDP</b> @Tavistockplan · Apr 4 Thank you to the wonderful Tavy @Linksmagazines for sharing an article on the Tavistock Neighbourhood Plan survey this month. It's nice to see that there are so many events coming up in the town as well! You can always take the survey online <a href="https://surveymonkey.com/r/tavistockpla...">surveymonkey.com/r/tavistockpla...</a> #TavistockNP <a href="https://pic.twitter.com/6zr1XJFXUa">pic.twitter.com/6zr1XJFXUa</a> <a href="#">View Tweet activity</a>	164	2	1.2%
	<b>Tavistock NDP</b> @Tavistockplan · Apr 3 What ideas do you think the Neighbourhood Development Plan should be considering? Take our survey today: <a href="https://surveymonkey.com/r/tavistockpla...">surveymonkey.com/r/tavistockpla...</a> You can #win one of two £50 vouchers as well! Already taken the survey? Share this post with #TakenTheTavistockNP Survey 🙌 #TavistockNP #Tavistock <a href="https://pic.twitter.com/4krFTLrPJ2">pic.twitter.com/4krFTLrPJ2</a> <a href="#">View Tweet activity</a>	132	6	4.5%
	<b>Tavistock NDP</b> @Tavistockplan · Apr 2 Our volunteers were in Bedford Square next to the lovely Rob from the @RangerDartmoor @dartmoorpa @GoDartmoor who built bird boxes next door! Lots of people picked up a survey today. Remember you can complete the survey online: <a href="https://surveymonkey.com/r/tavistockpla...">surveymonkey.com/r/tavistockpla...</a> <a href="https://pic.twitter.com/A6r1OeZMsN">pic.twitter.com/A6r1OeZMsN</a> <a href="#">View Tweet activity</a>	446	26	5.8%
	<b>Tavistock NDP</b> @Tavistockplan · Mar 31 Do you think Tavistock should celebrate the past and protect our heritage for the future? Take our Tavistock Neighbourhood Plan initial survey today and let us know your thoughts. <a href="https://surveymonkey.com/r/tavistockpla...">surveymonkey.com/r/tavistockpla...</a> You can win one of two £50 vouchers as well!* #TavistockNP <a href="https://pic.twitter.com/vjfuOrimop">pic.twitter.com/vjfuOrimop</a> <a href="#">View Tweet activity</a>	171	3	1.8%

# Tweet activity

Mar 2 - May 31, 2022

Export data

Your Tweets earned **4.9K impressions** over this 91 day period



**YOUR TWEETS**  
During this 91 day period, you earned **53 impressions per day**.

Tweets | Top Tweets | Tweets and replies | Promoted | Impressions | Engagements | Engagement rate

Tweets	Impressions	Engagements	Engagement rate
 <b>Tavistock NDP</b> @Tavistockplan · May 29 Tavistock Neighbourhood Development Plan - update, May/June 2022 - mailchi.mp/5edbf8f1eaae/t... View Tweet activity	52	5	9.6%
 <b>Tavistock NDP</b> @Tavistockplan · May 4 Thank you to everyone who took the initial survey! Find out the results by following via the website <a href="http://tavistockplan.info">tavistockplan.info</a> or by signing up for our email updates. <a href="http://pic.twitter.com/vOLrbBr0hu">pic.twitter.com/vOLrbBr0hu</a> View Tweet activity	25	2	8.0%
 <b>Tavistock NDP</b> @Tavistockplan · Apr 27 Final week to take the Tavistock Neighbourhood Plan survey! So far 21% of respondents live in PL19 0, 29% in PL19 8 & 39% in PL19 9. Do you live within the boundaries below? Take the survey today! Like/share to let us know! <a href="http://surveymonkey.com/r/tavistockpla...">surveymonkey.com/r/tavistockpla...</a> You could win a £50 voucher! <a href="http://pic.twitter.com/lBerPwZ0Gz">pic.twitter.com/lBerPwZ0Gz</a> View Tweet activity	407	11	2.7%

## Engagements

Showing 91 days with daily frequency



On average, you earned **0 link clicks per day**



## Appendix G: Respondent case studies

### Case study 1

We interviewed Jane, one of the respondents of the survey, who lives within walking distance to the town centre as well as to the green spaces and has lived in Tavistock on and off for 30-35 years. She first came to Tavistock in 1981 for work, then moved away briefly before coming back. These days she has put down roots in Tavistock and some of her family have moved back to the town with their own children because they really value what Tavistock has to offer.

#### ***Why was it important for you to take the survey?***

She describes that it was important for her because *“I am quite concern about the challenges that are facing us locally and globally. Particularly with reference to the climate emergency and the challenges and changes which are happening such as the pandemic and the extreme weather events”*. She thinks it is really important we plan carefully for the future so that we can be a more resilient community. She continues; *“I really love the local community and I love shopping in the local shops. I can see opportunities with the population growing with the developments, but I can see that the new housing is not being built to a particularly high environmental standard. Traffic is placing an enormous stress on the road system. Responding to this survey is my way of making my voice heard.”*

#### ***How has Tavistock changed over the years?***

Jane believes that there is a lot more that the town has to offer nowadays, partly because of the diversity of the population. There is a wide range of students who have mixed together at the community college which is, to her, one good example of how the schools bring people together. She thinks that the town is more appealing these days to both newcomers and tourists and that there is so much to do and see. *“Visually the town centre has a sense of place. You can see that the square is the centre of the town, and you can get a sense of the history. It is a busy place with a lot going on”*. For newcomers and tourists Jane would recommend that they;

- walk through the meadows and along to the river
- have a look at the historic buildings in the town centre
- visit the local independent shops, pubs, cafes and restaurants

One unexpected change which she is reflecting on is the impact the pandemic had on people. As people after the pandemic were less confident to visit big city centres many people instead visited market town like Tavistock. She said; *“If I am feeling a bit down, I walk down into town and I take a wander around the shops, charity shops and the bookshops and I feel happy afterwards.”*

***It sounds like you have a passion for green spaces, the environment and sustainability?***

Jane explains that she has a passion for green spaces, the environment and sustainability. She says that she is terrible worried for the future, and she really appreciate what the green spaces has to offer as she loves walking. Some of the walks she goes on takes her through some of the new housing developments which incorporates green spaces and where some have kept some of the larger trees that were on the fields that pre-existed before the estate were built. She would like to see this more incorporated as new housing estates are being built together with really good pathways and cycleways giving good access to the town centre, which will hopefully encourage people who lives on these estates to walk or cycle. Also, there used to be two train stations which were closed in the 1960s with the Beeching cuts hence there are no train service in Tavistock today. The railway station which recently opened in Okehampton is a step in the right direction. Jane describes that *“My husband and I, we recently left our home on foot with our backpacks, caught the bus to Okehampton railway station and then took the train to London, all on public transport. An absolutely beautiful route in springtime.”* She would love to see a railway station open in Tavistock which will connect Tavistock to Okehampton, Exeter and Plymouth.

***What is the greatest challenge for Tavistock?***

Apart from the climate, the ecological climate and the ecological emergency, it is the cost of living, states Jane. There are a lot of angry young people around and she can see some antisocial behaviour on the increase, and she has a lot of sympathy for young people as funding for youth services have been cut and young people having a hard time because of poverty. Also, Covid and the pandemic which did highlight that there are inequalities and showcased that it exists everywhere. On the other hand, the pandemic also highlighted that there is an enormous amount of goodwill in the community.

## Case study 2

We interviewed Paul, one of the respondents of the survey, he has lived in Tavistock for just over 1 year; he and his family have really enjoyed their first year in Tavistock. He moved to the town during the pandemic after thinking of moving for some time with his family including his wife and his mother-in-law, however, he has visited Tavistock many times before as he previously lived in Saltash.

### ***Why was it important for him to take the survey?***

It was a fantastic opportunity to put forward his point of view and it was important for him to put forward his point of view as other would do the same and it may be of interest to showcase different array of thoughts. Paul believes that if you don't share your thoughts and put forward your comments then it would be difficult in the future to have any sort of criticism.

During his first year in Tavistock, he believes it has been terrific but also difficult due to the challenges of the pandemic. He loves the town, the history, the heritage, the facilities and everything that the town has to offer. He works in Plymouth and the drive to and from work each day is quite a drive however he has adapted really well and the drive is really pleasurable as it gives him time to relax. Paul describes his journey as beautiful as he drives across the countryside and across the moor.

*"Tavistock is the gift that keeps on giving as there is always more and more things to do."* During their first year they have discovered lots of facilities and lots of places to visit. The town itself provides great variety and there are plenty of independent shops. He really enjoys walking around the park and alongside the river. The town offers a great amount of history and heritage and some interesting facts including a good local information centre as well as blue plaques on buildings which inspired him to do some extra research. Whilst doing this extra research he also discovered a fascinating fact that during the Second World War President Eisenhower had visited one of the historical buildings in Tavistock to inspect the American troops, today this building is an old people's home. There is so much more to discover of the town, this hidden history is there to be discovered. *"When you learn more about the heritage of where you live, it connects you even more and you potentially develop some respect for the area of where you live."* He believes that it is of importance to connect with the place that one is living in. However, there is also a balancing act sometimes as the town need to adapt to modern times, but it would

be great if the history and heritage of the town could be retained in the process of modernisation.

### ***What is the greatest challenge for Tavistock?***

Paul explains that there are a number of challenges, obviously with the pandemic that has squeezed everybody's budgets which will have an effect on people's daily lives. Local businesses would also have a financial challenge as there would not be so much money around. He hopes that Tavistock would be able to make sure the town looks nice and tidy as well as to maintain the variety of shops that they got and for the people to support these local businesses to try and maintain the high street as well as the services they have got including the recreational facilities around the town.

One benefit of moving into the area has been the services which are operating in the town, including the doctors and the local surgery which are really, really good according to Paul and a lot better than where he was before. He believes that it is really important to support local facilities and local shops. For example himself and his family are doing their Christmas shopping in the town to support these local businesses. He describes that *"there is really something nice to go into the town and getting that personal touch to a gift and certainly in Tavistock you get that when you go into the pannier market which has a huge selection of goods."*

For Paul the best things with Tavistock are;

- the heritage
- the facilities
- the environment, the countryside including the moor and local villages

Finally, he states that people have different thoughts and ideas, and he thinks it is a really important opportunity to share these thoughts and ideas as there are clever people out there who can make a contribution and who will have different perspectives which combined will be able to make a huge difference to the future of the town. It is important to remember that *"We are all a community, we are individuals of course, but we got to share this town and try to make the best of it. Not only survive but to thrive and take the opportunity to contribute whenever we can"*.

## Appendix H: Volunteer case studies

### Case study 1

We interviewed Sharon, one of the volunteers in the Tavistock Neighbourhood Development Plan project.

#### ***Please describe your involvement in this project.***

Sharon took part in the first meeting, where a lot of other people turned up to express an interest to be involved. At this first meeting she remembers that; *“They were very clear about what this process was able to do and what things it could not.”* She then attended a second meeting to contribute to the discussions on what should be featuring in the survey and thereafter, attended the third online meeting. This meeting only the core members of the project team joined in, and others were invited to take on an observer role and to ask questions at the end.

#### ***As a volunteer, did you feel involved and listened to throughout the process?***

Yes, she felt listen to and she felt able to contribute to the process by giving her opinions. Sharon continues; *“There was a strong emphasis on the consultation and trying to involve people”*. She explains that during the second meeting the participants were given another similar survey where the questions were cut up and their task was to think about the different questions and themes. However, because the questions were all cut up and not in a context, she found it harder to make judgment within the set timeframe that they were given. This task could have been done differently, in her opinion, to ensure the session were more efficient. However, the intention and to have a similar survey to look at was good.

#### ***Were there any things you might change about the way the meetings were delivered?***

Sharon would change the task from the second meeting, instead of cutting the questions up she would have presented the survey as it was. Given the time frame she would have asked the participants to contextualise the survey to get their head around the questions more effectively. On the other hand, she understands that the

intention of the task was to create more active learning by involving the participants by comparing the questions with themes.

The third meeting took place online, due to covid. This meeting was livestreamed from the Council office and those who expressed interest were able to participate in an observer role. At the end of the meeting, they were able to ask questions. Sharon said from her point of view this set up did not work well; *“I felt really detached from what was going on”*. Thereafter she disengaged more from this process, this was a personal decision as although the themes which was address are important to her, she is not a political person.

***Was there anything you particularly appreciated about the meetings or your own participation?***

*“I did really appreciate [...] the commitment to involve and to consult people, [...] there was a real commitment to outreach and making sure different voices were heard. I thought that was a really good sign of the values underpinning what was being done”*. Sharon said that during the meetings it showed that there was a proactiveness in terms of how they were planning to reach different voices. She recalls that there was lot of talk of how to reach the voices of the younger people in this process and how to get them involved in the process as well as reaching them with the survey. Sharon felt listened to in the process and she was fully able to voice her opinions. In particular, the chair of the Steering Group was very effective of managing those kinds of interactions.

***Finally, what motivated you to stay involved?***

She was involved in the beginning when she attended the meetings however, she then stepped away from the process as she felt detached. Sharon is now engaged again as she was asked to be involved on the steering committee as it was recognised that she has a background in environmental studies, local landscape and history. She hopes that she can bring value to this project with regards her previous academic environmental experience and attention to data and text detail.

## **Case study 2**

We interviewed Linda, she was one of the volunteers in the Tavistock Neighbourhood Development Plan project.

**Please describe what role you had in this project.**

Linda attended one meeting, she wanted to attend more however the meeting times clashed with other commitments. As the steering group were looking for people who were interested and willing to be involved, she volunteered however she did not have a specific role. The meeting she joined was very interesting and well attended. The Chair of the meeting was trying to ensure that the survey would be widely known about. The Chair was asking the attendees for suggestions regarding different community groups. A lot of different people had links to different groups in Tavistock, she recalls that Rotary, Whitchurch school and the U3A were mentioned. In the first half of the meeting they collected all these various groups and thereafter asked the attendees for volunteers to interact with each of the identified groups to ensure that the information and the survey were reaching the wider community. The aim was to get as wide a range of groups as possible, including all ages. She remembers that it was important to try to get young people involved, as it is usually easier to get responses from the older population in Tavistock. The purpose of the meeting was to come up with a plan on how to publicise the survey to all groups and all ages; Linda thought *“this was very successfully done”*.

**As a volunteer, did you feel involved and listened to throughout the process?**

Yes she did. Many of the attendees already volunteer in different ways and capacities, and it is in her experience that *“most volunteers tend to be quite outspoken [...] most volunteers do it because they have an opinion about things which they are happy to share”*. She mentioned that there were a real mix of people attending the meeting and Linda thought that it was very inclusive and that they all got to raise their voice and had the opportunity to share their opinion.

**Were there any things you might change about the way the meetings were delivered?**

No, she felt it was very well handled and that it was very inclusive. Linda thought it was a good meeting, everybody was able to be involved, exchanges took place

and it did foster good communication.

**Was there anything you particularly appreciated about the meetings or your own participation?**

There was nothing she could think of, and regarding her own participation she expressed her opinions once or twice. As she had not attended the previous meetings she offered to volunteer in the future when the survey was live. There was a discussion on how to reach the community and it was agreed that there would be a presence in Bedford Square on a number of Saturdays - Linda said she was happy to help out, so she took part on one of these Saturdays. It was a Saturday for two- three hours to inform and talk to the community about the survey. It was a sunny but a cold day, however she found



it interesting as there was *“a variety of people who came and expressed their opinion and wanted more information. Some people who did not live in Tavistock but hoped to move to the town. Some people who did not think it would achieve anything obviously you try your best to explain to them that the point of the survey was to get people’s opinions to come up with a plan.”*

**Finally, what motivated you to stay involved?**

She attended one meeting and then offered to stay involved by volunteering, she also volunteers for Citizen Advice, she gave a couple of dates and was asked to attend the day on Bedford Square. She enjoyed the day and the opportunity to talk to the community. She continues *“I learnt a lot from listening to Ursula she was the deputy mayor at the time and was able to talk to various people with her in-depth knowledge”*. It was important to make people realise that they can say something and that there is somebody listening, once they understand that people are listening, they are more likely to say something, she states.

Linda finished the interview by saying *“Tavistock, is such a beautiful town and it is small and perfectly proportioned and I hope it will continue to be that way.”* She hopes people know and appreciate Tavistock for what it is and would hope the town will grow in a sustainable way which suits all age groups in the community.