

## **Appendix 18 – DCAPP Workshop**

# **CORE STRATEGY ISSUES RAISING CONSULTATION & DRAFT DESIGN CODE FOR DEVIZES**

## **Special Meeting of Devizes Community Area Planning Partnership Sub Groups**

**Council Chamber, Browfort, Devizes  
4.30pm, 4<sup>th</sup> April 2007**

This is a verbatim report of the meeting. There is no attempt to analyse comments made. Throughout the report notes recorded during the meeting are presented in normal type. Additional comments are presented in *italics*.

NB Following the meeting this report was circulated by e-mail to all those who attended the meeting and who requested a copy of the report. Participants were asked if this was an accurate record. Unfortunately one or two e-mail addresses were returned unknown and there was no other means of making contact. Devizes Development Partnership considered the report at their meeting on 14<sup>th</sup> May and endorsed the contents.

At the Devizes Community Area Partnership meeting on 12<sup>th</sup> March it was agreed that a special meeting of the Devizes Community Area Planning Partnership's sub groups should be arranged to discuss the core strategy issues raising consultation documents and a proposed Design Code for Devizes. An invitation to the meeting was circulated to all sub group chairmen who were asked to pass the invitation on to all members of their sub groups. The following people attended:

Mr Roger Chadwick	Devizes Chamber of Commerce (Chairman DCAPP)
Cllr Mrs Winchcombe	Kennet District Councillor (Health & Social Care Sub Group)
Mrs Joan Cole	Health & Social Care Sub Group
Mrs Cath Brown	Devizes Town Council (Transport & Health Sub Group)
Cllr Mr Winchcombe	Wiltshire County Councillor (Transport Sub Group)
Cllr Mr Taylor	Devizes Town Council (Housing & the Built Environment Sub Group)
Cllr Mrs J Giles	Kennet District Councillor (Housing & the Built Environment Sub Group)
Mrs Carol Southall	Community First Rural Housing Enabler (Housing & the Built Environment Sub Group)
Mr Roger Croft	Devizes Development Partnership (Economy Sub Group)
Mr John Gacca	Devizes Development Partnership (Economy Sub Group)
David Watchman	Devizes Development Partnership (Economy Sub Group)
Cllr Mrs Rugg	Wiltshire County Councillor (Education Sub Group)
Daryl Saville-Brown	Town Centre Manager Devizes Development Partnership
Mary Cullen	Community Development Worker Wiltshire County Council
Val Powley	Community Partnership Officer Kennet District Council
Ed White	Head of Forward Planning & Transportation Kennet District Council
Carolyn Gibson	Principal Planning Officer (Forward Planning) Kennet District Council

## 1. Introduction

- Ed White welcomed everyone to the meeting. The purpose of the meeting was:*
- a) *to explore the key issues facing the Devizes Community Area and Devizes in particular over the next 20 years. Issues raised at this stage would be used to inform the content of the core strategy within Kennet's Local Development Framework. The next stage is to prepare a series of policy options for consideration.*
  - b) *to discuss the special characteristics of Devizes to make sure this is reflected in the proposed design code.*

## 2. Discussion Session One : Issues Consultation

- **What are the key issues facing Devizes?**
- **Are there different issues facing the rural areas?**

*The original Agenda circulated before the event anticipated breaking up into themed topic discussions at this point. However, it was agreed at the meeting that there should be an open discussion with everyone involved. Notes were taken during the meeting and recorded under the themes of the environment, community, housing and the economy.*

### **Environment**

Too much traffic

Canal Opportunities

- Agencies work together
- Raise Funds (boat parking fees)

Need better public transport because without it rural areas have to rely on the car.

### **Community**

More accessible theatre

Wharf needs development

- Kennet more proactive
- Get on with it!
- Link to Assize Court for community use

Access to leisure facilities difficult without more public transport

Better use of community buses

### **Economy**

Growing town – no employment – money leaves? (*Statement questioned by others later in discussion*)

Hopton now a thriving industrial location

Opportunities in the future at the Police HQ

Spin off businesses from Swindon but no managed office space for new start ups

Bureau West an opportunity for more employment

Devizes has high youth unemployment (*statement questioned by others later in discussion*)

Availability of land not all – need good IT (broadband) – helps home working – wealth creation

Target the type of employment want to attract and make sure infrastructure is available to support it

Role of marketing

What is the role of the town?

- cultural
- tourism
- services

Low unemployment means recruitment shortages – not enough labour?

### Housing

First time buyer homes – not enough or too much?

Wage to house price ration to high (1:10)

Too much housing or not the right type of housing?

Planning obligations raise house prices and encourage large single homes (affordable housing policy in rural areas)

Exception sites – needed for villages but local objection when sites identified

New tax system may affect small sites

Rented housing needed – 3000 on waiting list

Local people shouldn't have to move out of the district to get a home (cheaper elsewhere)

Improve salaries to help narrow the gap

Mixture of tenure

Land shortage – new allocations for affordable housing

More houses = more commuters because no jobs

### 3. Discussion Session Two : Devizes Design Code

- **What makes Devizes special/different in terms of its buildings, places and streets?**
- **Where are the good examples to follow? And why are they good examples?**
- **Where are areas that distract from the character of the town? And why are they distractions?**

*The original Agenda circulated before the event anticipated breaking up into themed topic discussions at this point. However, it was agreed at the meeting that there should be an open discussion with everyone involved. Notes were taken during the meeting and recorded according to the questions asked above.*

#### Good Examples of Devizes' Character

Market Place  
Old Swan Yard  
The Brittox  
The Ginnel  
Strakers – good example of new build infil

Devizes market was seen as a key feature and the major asset of the town. Flexibility of the Market Place essential – themed activities – develops interest – repeat visits

Keep medieval street patterns

Not a clone town due to independent traders.  
Should not follow example of towns like Chippenham which are dominated by national multiples

Retained 'market town' character  
No 'one size fits all'

Few empty shops  
Owner occupied shops has an effect on viability

Multiples/nationals moving into the town should contribute to maintaining/improving street scene (through planning obligations?)

Shop fronts respect character eg banks in Market Place

"A lot of red brick"

**Problems/Distractions**

Number of charity shops? Are these a problem or do they generate income in the town?

Don't want empty shops.

New Park Street and all the gaps in the frontage

60's buildings eg old post office, Boots, Currys, M&S

Greater control over the appearance of facades in the Market Place is needed.

**Issues**

Encourage a better mix of shops (menswear/ladies wear)

Business start up – encouragement and help required, need to grow local businesses

Need to attract more local retailers – specialists

Parking – essential to attract shoppers

Link use of car parks to economic profile/turnover of shops

New signage for car parks

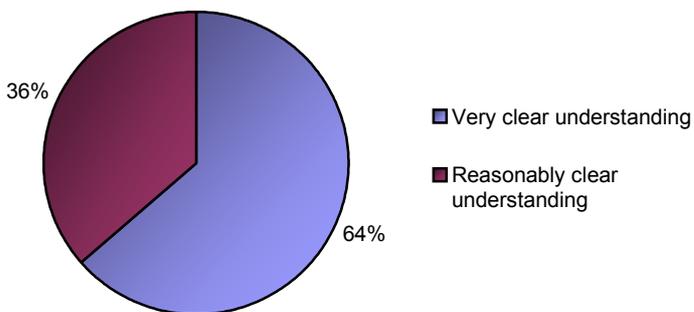
Keep a balance of shops

New Park Street has poor appearance because of the many gaps in frontage development

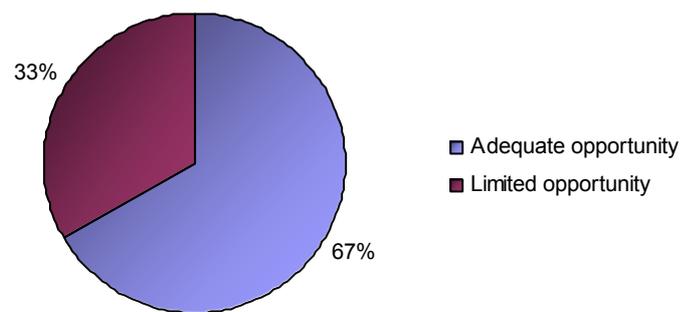
#### 4. Exit Questionnaire

At the end of the meeting participants were asked to complete a short questionnaire about the meeting. These are the comments received.

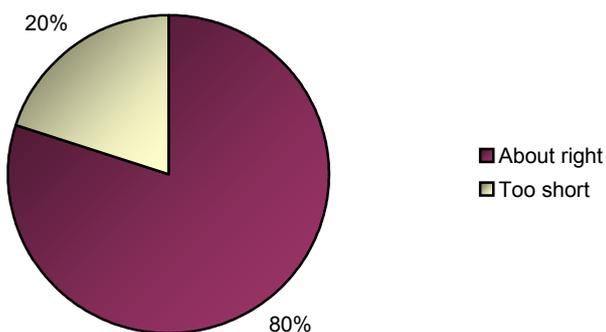
Did the issues papers circulated before the meeting provide you with a clear understanding of the issues?



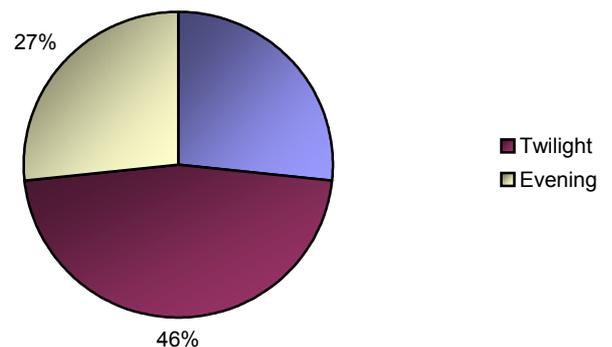
At the meeting did you feel you had adequate opportunities to make your views known?



Do you consider that this event was?



Which of these do you consider to be the most appropriate time for public meetings to be held?



How could we improve future events to allow participants to express their views?

Encouraging more attendance - could the events take place around the villages?
Various meeting times to accommodate different people.
Invite more people to attend who are not directly involved in 3 tier government i.e. Police, Local Business people, young people etc - some people who regularly attend this sort of meeting 'take over' the stage.
Take proposals into wider community e.g. stall at the market on Thursday.
My first meeting - needed more background documentation.
This formula works.
I did not get a copy of the papers
Trial a DVD to be used in conjunction with discussions & to show key examples etc - Has anyone done any street interviews / video to ask local people what they like + follow up?
Perhaps more time.

Annex A – Letter of Invitation



Dear Devizes Sub Group Member,

**Making Places for the Future**  
Core Strategy Issues Raising Consultation  
**Towards a Design Code for Devizes**  
Devizes Town Centre Area Action Plan Consultation

At the Devizes Community Area Partnership meeting on 12<sup>th</sup> March it was agreed that a special meeting of the Devizes Community Area Partnership's sub groups should be arranged to discuss the core strategy issues raising consultation documents previously circulated to members of the partnership. It was also agreed that this would be an opportunity to discuss a proposed Design Code for Devizes.

As a member of a sub group of the Devizes Community Area Partnership I would like to invite you to such a meeting on:

**Wednesday 4th April 2007 at 4.30pm at Browfort Offices, Devizes**

In case you have not previously received information about the current consultations the blueprint for Kennet's future will be set out in a new planning document called the CORE STRATEGY. To begin to consider what the core strategy should contain the Council has prepared a number of ISSUES PAPERS for discussion. Copies of the Issues Papers prepared to begin the debate can be found on the Council's web site using the following link

<http://www.kennet.gov.uk/planning/forward-planning/Core-strategy-issues-paper/corestrategy.htm>.

Information about the proposed Design Code for Devizes can also be found on the Council's web site by using the following link

<http://www.kennet.gov.uk/planning/forward-planning/Devizes%20Design%20Code/devizesdesigncode.htm>.

An Agenda for the meeting is attached.

Yours faithfully

Carolyn Gibson  
Principal Planning Officer, Forward Planning & Transportation

Annex A – Agenda

**CORE STRATEGY ISSUES RAISING CONSULTATION &  
DRAFT DESIGN CODE FOR DEVIZES**

**Special Meeting of Devizes Community Area Planning Partnership Sub  
Groups**

**Council Chamber, Browfort, Devizes  
4.30pm, 4<sup>th</sup> April 2007**

**AGENDA**

1. Introduction
2. Discussion Topic One
3. Discussion Topic Two
  - In relation to (topic) what is the biggest issue facing the Community Area
4. Devizes Design Code debate

The discussion session will focus on your choice from the following topics:

Housing  
Economy  
Environment  
Community

Please note a report of the meeting will be forwarded to everyone who attends