

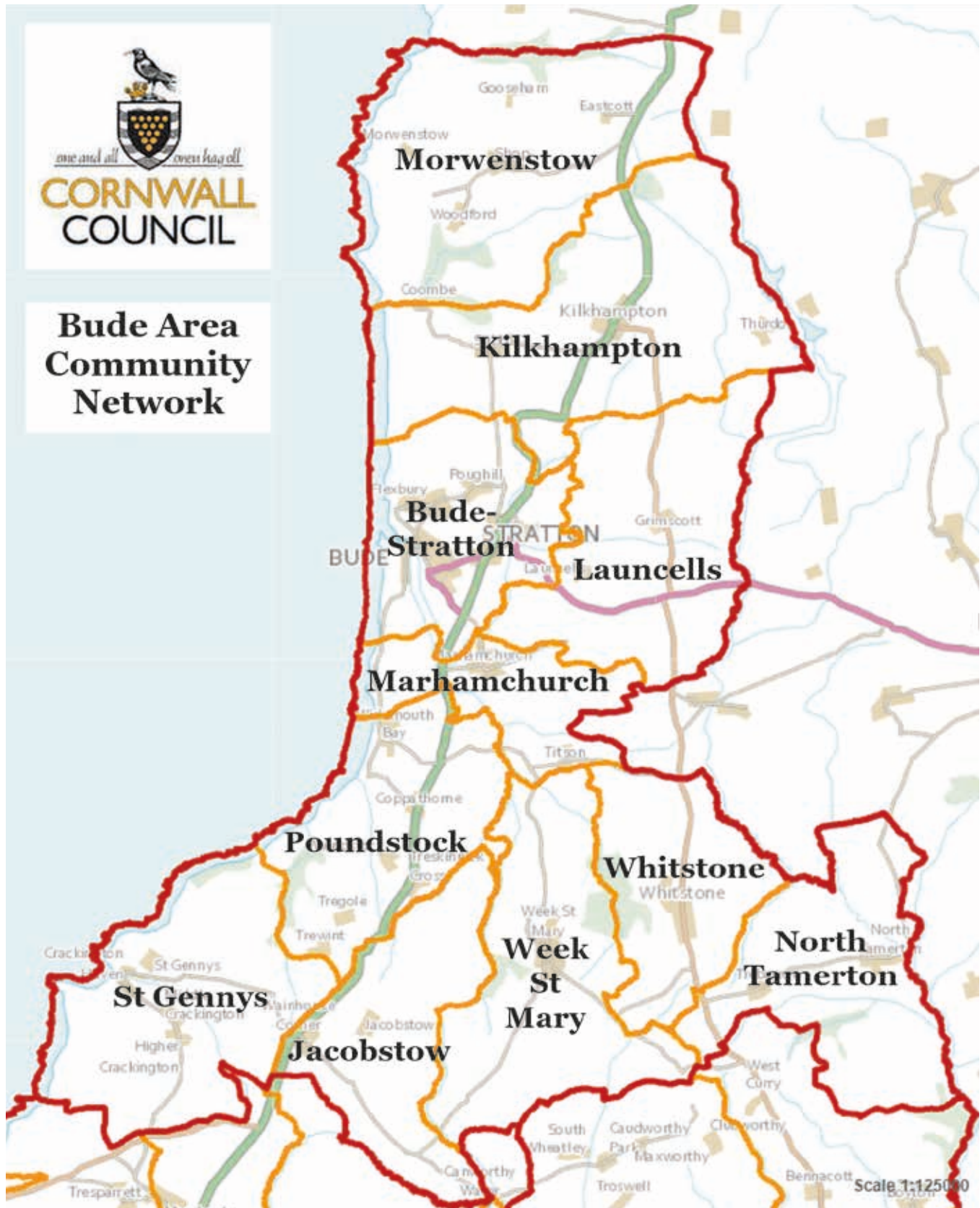
PART 2 **The Action Chapter**

# Gwell

**The community prosperity and wellbeing plan for the Bude area**

NOVEMBER 2021

The term **Bude area** is used to reflect the three-tier structure of this Action Chapter – covering the Bude Area Community Network (within Cornwall Council), the area for which the Bude-Stratton Town Council is responsible (the parishes of Bude, Stratton and Poughill), and a focus on town centre viability by the Bude Town Team.



Cover image courtesy of Clive Buttle  
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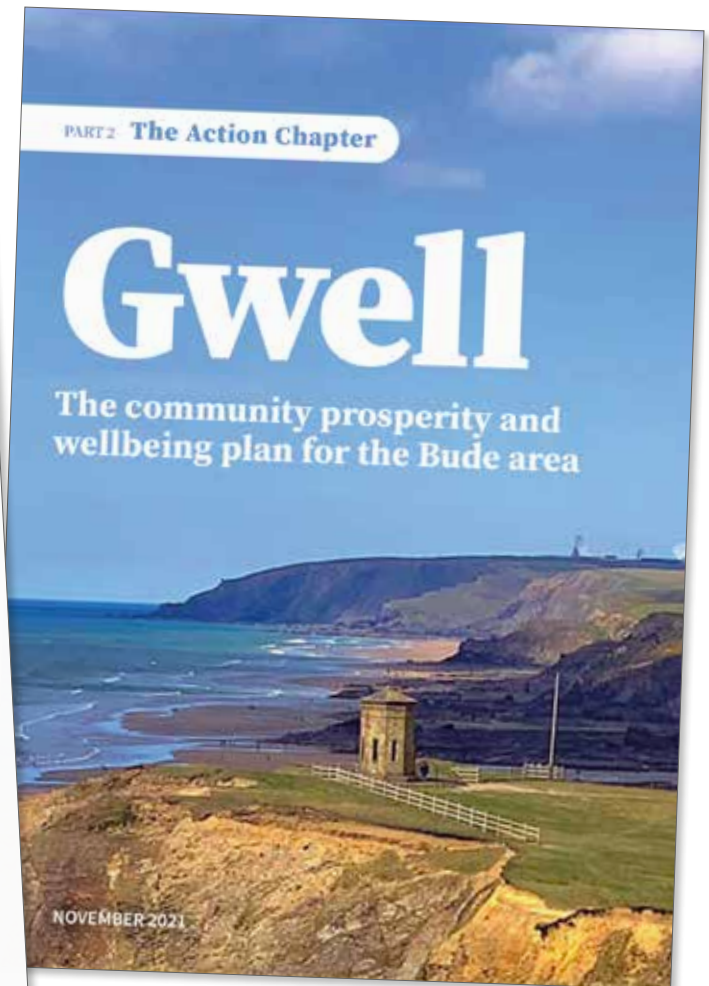
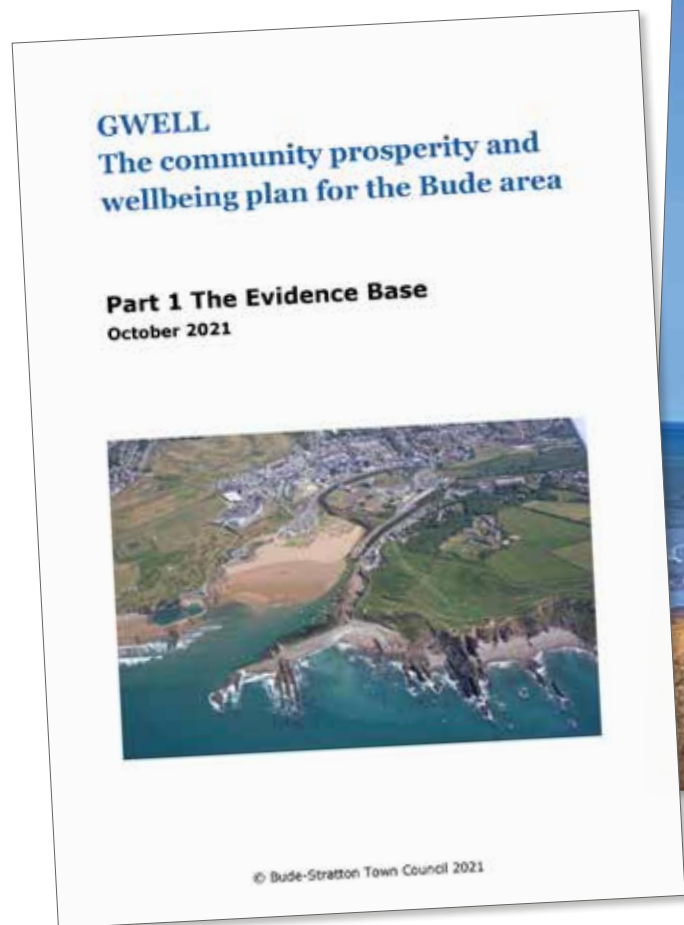


# Introduction

**You will see that this document is titled ‘Gwell – Part 2 The Action Chapter’.**

It is intended to be a stand-alone document to provide a focus for getting things done - and being based on the information in **Part 1 The Evidence Base**.

Both Parts 1 and 2 include the same Foreword.



**Gwell means ‘better’ in the Cornish language.**

Why is this document called ‘Better’? Well, not least because the community prosperity and wellbeing plan for the Bude area is quite a mouthful! But more importantly, it’s called ‘Better’ because ultimately that is what it aims to deliver.

- It revises a previous [Economic Plan for Bude](#) - it aims to be better than that one.
- It acknowledges that we need to be better prepared to face coming environmental challenges.
- It aims to ensure that we are better able to seize economic opportunities.
- It sets a path for us to get better from the mental, physical, and economic impacts of Coronavirus.
- It acknowledges that we need to better reflect the diversity of our communities.
- It aims to deliver what we all want for our children and coming generations – a better future.

# Foreword

**In some respects this plan is a landmark document, developed through partnership working and collaboration.**

Firstly, it's a **three-tier plan** – from macro to micro - covering the Bude Area Community Network (extending from Morwenstow in the north, to St Gennys and North Tamerton to the south); the area of Bude-Stratton including Poughill; and a focus on the vitality of Bude Town Centre.

The idea emerged from a review meeting of the Bude-Stratton Strategic Programme, the schedule to the collaboration agreement signed by Cornwall Council, Bude-Stratton Town Council, Cornwall and the Isles of Scilly Local Enterprise Partnership, and Bude Coastal Community Team.

Secondly the plan was commissioned by Bude-Stratton Town Council and compiled by Bude Coastal Community Team – with extensive consultation with many local organisations and community groups.

This plan is different in that it isn't dated. It may have a publication date, but it's intended to be a living, dynamic, rolling plan which will be reviewed regularly and updated as time passes, and circumstances change.

The format is different too:

- Initially it's in two parts – the first being the **Evidence base** using demographic and other data to form the foundation on which to build. The second part provides the focus – the **Action Chapter** – setting out 'What we can achieve together'.
- It is envisaged that updates will become part three – 'supplements' that reflect progress and incorporate revised demographic data.

## Acknowledgements

Compiling this plan would not have been possible without the many valuable contributions submitted during consultation from too many sources to list. This has helped develop a more cohesive approach than hitherto - a plan that seeks to improve the lives of local people and those who visit the area.

## The value of collaboration

This plan is for everybody who cares about Bude and the surrounding area. If the plan doesn't embrace what you feel needs to be done to improve the prosperity and wellbeing of the local community, please contact your local councillor – parish, town, or Cornwall – with your views.

**This Action Chapter is ‘work in progress’ – being monitored, updated, and improved by each iteration. Contributions are always welcome.**

**Amanda Tame | Mayor**  
Bude-Stratton Town Council



# Executive Summary

## THE LOCAL AREA

- Bude and the surrounding parishes sit on a thin strip of land between the Atlantic Ocean and the Cornish border with Devon. At the sharpest edge of the impacts of climate change, we are more affected by peripherality than anywhere in mainland Britain.
- The area is amongst the most isolated in Cornwall being more than forty-five miles from the large urban centres of Truro, Exeter and Plymouth. The area's isolation and lack of connectivity to centres of employment, healthcare provision and Further Education continue to put us at a disadvantage.
- Climate change, the consequent frequency and intensity of storms, and rising sea levels will further test the resilience of our communities.
- Agriculture is the largest sector in the Bude area, accounting for more than a quarter of all businesses. The hotel and catering sector, and retail sector (which relies heavily on summer trade) employ two fifths of the workforce.

## COMMUNITY NEEDS

- Nearly two thirds of the Bude area population are classed amongst the 20% most deprived in the country with regard to access to housing and the availability of key services.
- 2021 has seen a marked increase in house and rental prices, and the eviction of tenants from rented property by those seeking to convert their housing into holiday accommodation. Without exaggeration it is fair to say we are facing a housing emergency.
- In 2019, the Office for National Statistics ranked Bude as one of the six most deprived towns in Cornwall. More than one third of all children in North Cornwall are living in poverty after housing costs are taken into consideration. Weekly earnings are £100 lower than the England average.
- One quarter of the working-age population have no qualifications, there are fewer people educated to degree level and fewer professionals than the England average.

## COMMUNITY STRENGTHS

- Our Cornish heritage, language and identity give the area its distinctiveness, bind our communities and provide a unique selling point for tourism, culture and businesses.
- Levels of satisfaction and feelings of belonging are consistently reported as higher in the Bude area than on average across England, and people here are also considerably more engaged and more likely to actively participate in community life. Evidence of this can be found in the progressive community environmentalism for which the Bude area now has an enviable reputation.
- A number of national, and indeed international, environmental movements have begun life in Bude.
- The area has a rich and diverse cultural and creative sector including designers, artists, photographers, musicians and BAFTA nominated computer games developers. This sector is ripe for further support to help grow the area's economy.
- Bude has a strong and growing tourism sector – the quality of Bude's tourism offer has been recognised through national awards. Bude has a 'can do' attitude, with almost twice the number of self-employed people than the average across England.

# Executive Summary

## WHAT WE WANT

In consultation undertaken with residents of the Bude area over the past ten years the following issues have been raised most commonly: *housing affordability, access to services, public transport, provision for young people, improvements to infrastructure, better communication, gaining skills and qualifications, sustainability and environmental action.*

## WHAT OTHERS WANT

The following themes most commonly emerge from the strategies, policies and programmes of national and local government: *education/skills/qualifications, enhancing cultural assets, public transport connectivity, public realm improvements, housing, zero carbon.*

## WHAT IS HAPPENING NOW

A range of strategies and project are already in place in the Bude area which seek to deliver social, economic and environmental improvements. These include (but are not limited to): *The Bude-Stratton Neighbourhood Development Plan, Bude-Stratton Strategic Programme, Bude-Stratton Climate Action Plan, Bude Town Team, Bude Climate Partnership Project, Pearl Exchange.*

## WHAT WE CAN ACHIEVE TOGETHER

There are a wide range of projects which could be developed to improve the wellbeing, living standards and environment of people in the Bude area. These projects align with the strategies of national and local government. It is for the wider Bude community to prioritise these projects and to allocate the resources needed to fund and deliver them.



Image courtesy of Bude Tourist Information Centre

# What we can achieve together

**Presented on the following pages are the things that people have said they wanted; how those things align with national/regional strategies; the actions currently taking place to deliver those things; and, what more we might achieve together.**

The implementation of this plan will depend upon a range of organisations (local authorities, agencies, community groups etc) working individually or collectively to determine priorities and to identify necessary funding and human resources.

The Action Chapter sets out the proposals in six distinct groups:

**People**

**Economy**

**Connectivity**

**Infrastructure**

**Development**

**Sustainability**



# People

## 1. Youth provision

Is this a priority for national or local government?

**“It has never been more important to place the wellbeing of future generations at the heart of our plans.”**

Cornwall Council - Cornwall Plan 2020-2050

Is this currently being addressed locally?

BLEND (ages 11-16), Pearl Exchange (ages 18-30), Scouts, Brownies, Bude SLSC Nippers and other groups.

What we can achieve together - by whom, and how, might (more of) this be delivered?

Informed by the findings of the Feasibility Study delivered through the Neetside Community Centre, improved provision could be supported by Bude-Stratton Town Council. Lottery funding has been secured to help deliver more for young people in the Bude area. Further applications for funding could be made.

Images: BLEND Bude Youth Collective | Bude Waveriders Club | Bude Pilot Gig Rowing Juniors Club | Bude Surf Life Saving Club



## 2. Skate park

Is this a priority for national or local government?

**“More assets under local control.”**

Cornwall Council - Localism in Cornwall 2021

Is this currently being addressed locally?

This is a project within the Bude-Stratton Strategic Programme.

What we can achieve together - by whom, and how, might (more of) this be delivered?

Bude-Stratton Town Council/Bude Coastal Community Team/Skateboard community. Among others, Lottery and Biffa Award funding is available to assist with skatepark redevelopment.

Bude Skate Park



Images © Bude Skate Enterprise

## 3. Greater youth involvement in local decision making

Is this a priority for national or local government?

**“We will also encourage young people to become involved with local councils, Cornwall Council and their communities so that they are able to influence decisions which will affect them now and in the future.”**

Cornwall Council - Localism in Cornwall 2021

Is this currently being addressed locally?

Neetside Community Centre-led Youth Feasibility Study.

What we can achieve together - by whom, and how, might (more of) this be delivered?

Bude-Stratton Town Council/Cornwall Council. Build on the work undertaken by Neetside Community Centre and others to ensure greater involvement of young people in local decision making.

## 4. Covered areas/play areas for young people

Is this a priority for national or local government?

“Further investment through local partnerships will be required... in parks, amenity, children’s play, teenage provision (equipped) and allotments.”

Cornwall Council - Open Space Strategy for Larger Towns 2014

“Play Spaces: Preserve & Improve for all. Promote more local control. Provide a graffiti wall.”

Bude-Stratton Neighbourhood Development Plan 2016

Is this currently being addressed locally?

Provision is recommended in Parish Plans and in the Bude-Stratton Neighbourhood Development Plan.

What we can achieve together - by whom, and how, might (more of) this be delivered?

Bude-Stratton Town Council/Parish Councils/Bude Coastal Community Team. Funding should be identified to deliver these facilities.

## 5. Improved community communication

**FUNDING  
SECURED**

**OCTOBER 2021**  
Grant funding obtained.  
Project going forward.

Is this a priority for national or local government?

“We will engage with our communities, to ensure that people are kept effectively informed.”

Cornwall Council - Localism in Cornwall 2021

Is this currently being addressed locally?

Proposals have been developed by a local partnership for an online community directory and events planner.

What we can achieve together - by whom, and how, might (more of) this be delivered?

Bude-Stratton Town Council /Parish Councils/Bude Coastal Community Team/Blanchminster Trust/Cornwall Community Foundation funding.

**FUNDING  
SECURED**

On 14 October 2021 it was confirmed that Bude Coastal Community Team was awarded a grant from the *Places Called Home* programme, a pilot partnership between the National Lottery Community Fund and Ikea Ltd, to set up a web-based directory of local community groups and a linked events calendar.

BCCT is working with Neetside Community Centre to implement this project in the first half of 2022.





## 6. Improve support for volunteering

Is this a priority for national or local government?

**“We will ensure ... that our residents are able to contribute to their communities through volunteering.”**

Cornwall Council - Localism in Cornwall 2021

Is this currently being addressed locally?

The Bude area, and indeed Cornwall generally, enjoy good levels of volunteering amongst the community. However, the majority of services promoting volunteering and supporting volunteers in Cornwall operate at a distance from Bude. There is a need to improve the collation, promotion and management of volunteer opportunities closer to the Bude area. It is likely that the increase in the number of people moving to the area in 2021 will mean greater demand for volunteer opportunities.

What we can achieve together  
- by whom, and how, might  
(more of) this be delivered?

**Neetside Community Centre, Bude-Stratton Town Council and Bude Coastal Community Team could work together to seek the establishment of a drop-in ‘volunteer bureaux’ and a dedicated Volunteering Support Officer position.**

Images: Volunteer groups in the Bude area; 2 Minute Beach Clean | Repair Café | Transition Bude | Blend Youth Collective cleaning Peter Truscott footbridge | Friends of Bude Sea Pool (FoBSP)





# Economy

## 1. Improving skills/qualifications and the provision of further/higher education

Is this a priority for national or local government?

**“Limited access to education, in particular to FE and HE institutions, is severely curtailing opportunities and denting aspirations for young people in some coastal areas...scope for flexible access both to further and higher education, such as online, part-time and distance learning, must therefore be part of the solution.”**

House of Lords Select Committee on the Regeneration of Seaside Towns and Communities - The Future of Seaside Towns 2019

**“Introduce the Lifetime Skills Guarantee to enable lifelong learning through free fully funded Level 3 courses, rolling out employer-led skills bootcamps, and introducing the Lifelong Loan Entitlement.”**

UK Government - Build Back Better 2021

**“Support the unemployed or on low pay to gain skills and training. Ensure that young people living in all parts of Cornwall and Isles of Scilly can access further and higher education.”**

Cornwall & Isles of Scilly Local Enterprise Partnership – Vision 2030

**“Establish workplace training and apprentice schemes”.**

Bude-Stratton Neighbourhood Development Plan 2016

Is this currently being addressed locally?

The Bude Business Voice project has been assisting business by signposting existing skills programmes. The Bude area’s application to the Community Renewal Fund was unsuccessful, but that doesn’t mean that funding should not still be sought from other sources to deliver the projects it proposed – they included: a programme of training for businesses and individuals to improve digital skills; a project to address the rural access to higher education; and a project to raise the skills of those working in the tourism industry.

What we can achieve together - by whom, and how, might (more of) this be delivered?

**Cornwall & Isles of Scilly Local Enterprise Partnership /Cornwall Council/ Bude-Stratton Town Council/Bude Coastal Community Team working with local businesses and individuals. Potential for investment from the Shared Prosperity Fund.**

## 2. Wider range of employment opportunities

Is this a priority for national or local government?

“For some areas, promoting or reinvigorating tourism has been overstated as a solution to local economic challenges. Additional support is needed to recognise, promote and support diversification where a sole reliance on tourism is no longer a viable option.”

House of Lords Select Committee on the Regeneration of Seaside Towns and Communities - The Future of Seaside Towns 2019

Is this currently being addressed locally?

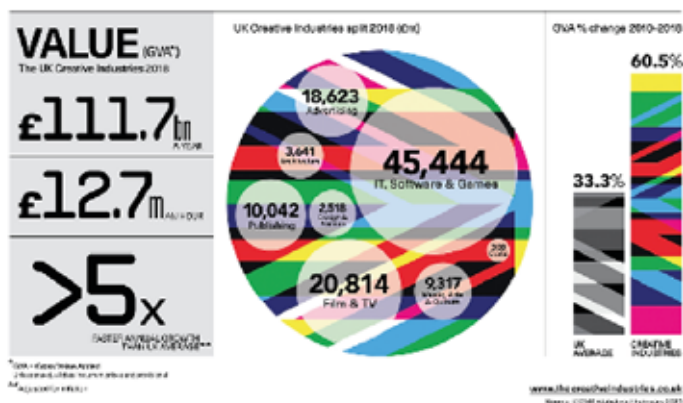
The Bude-Stratton Neighbourhood Development Plan 2016 commits to encouraging “opportunities for economic development and employment over and above the traditional tourist sector”. The ‘Village Works’ programme is being delivered by Inclusion Cornwall. It is a new initiative designed to work at a local level to get the most economically excluded and unemployed better skilled, more confident and with more self-esteem and so make the most of what they have to get into, or back into, work.

What we can achieve together - by whom, and how, might (more of) this be delivered?

Cornwall & Isles of Scilly Local Enterprise Partnership /Cornwall Council/ Bude-Stratton Town Council/Bude Coastal Community Team to work collectively to seek national and regional funding to help create employment opportunities over and above the traditional tourist sector. This could be, for example, through seeking investment in the cultural and creative sector and/or digital/tech sector. Work collectively to encourage the relocation of businesses to the Bude area.



### The UK Creative Industries



Images courtesy of Clive Buttle, Cornwall Council, The Creative Industries

### 3. Establishing a cultural/creative hub

Is this a priority for national or local government?

**“The creative industries have a clear role in supporting seaside towns to diversify their economies and enhance their local cultural assets. Capital investment must be made in the context of its impact on the place generally and be monitored and evaluated accordingly”**

House of Lords Select Committee on the Regeneration of Seaside Towns and Communities - The Future of Seaside Towns 2019

**“Physical hubs have traditionally been a key part of the creative ecosystem – spaces that bring together freelancers and micro businesses, frequently start-ups, in a co-working space with access to shared resources and enabling networking and collaboration.”**

Local Government Association Creative places - supporting your local creative economy 2020

**“Creating hubs - We will continue to support the development, creation and programming of our established and emerging creative hubs across Cornwall — as places for inspiration, productivity, collaboration and the sharing of practice and ideas.”**

Cornwall Council - Manifesto Awenek Kernow – Cornwall’s Creative Manifesto – 2021-2025

Is this currently being addressed locally?

The Bude Creatives group has been established to gauge levels of support amongst the area’s cultural and creative practitioners for the establishment of a hub, and a more coordinated approach to showcasing the cultural and creative industry in the area generally.

What we can achieve together - by whom, and how, might (more of) this be delivered?

**Seek funding to undertake a feasibility study to investigate the potential for establishing a cultural/creative hub in the Bude area. Continue to build the case for establishing a hub and identifying possible sources of funding.**



Image courtesy of Clive Buttle

## 4. Shared, digitally connected office space and digital back-office services

Is this a priority for national or local government?

“Improved digital connectivity presents a significant opportunity to overcome the challenges of peripherality in coastal areas, and would help existing businesses, encourage new businesses, and enable people to work more flexibly from home without the need to commute. Assistance in delivering ultra-fast broadband in seaside towns should be the highest priority for the Government if the regeneration of these areas is to be achieved.”

House of Lords Select Committee on the Regeneration of Seaside Towns and Communities - The Future of Seaside Towns 2019

“By 2050, everyone in Cornwall is digitally included, and Cornwall is one of the best-connected places in the world, making it the natural place to grow great business.”

Cornwall Council Cornwall Plan 2020-2050

Is this currently being addressed locally?

Development of community business hub is a project within the Bude-Stratton Strategic Programme. The Bude Business Voice programme has been gauging support locally for the establishment of a such a resource.

What we can achieve together - by whom, and how, might (more of) this be delivered?

One of the strands of the Bude area’s Community Renewal Fund application was the creation of a Bude Area Digital Node Network – working with local telecoms provision and flexible office / community space providers to establish four digital nodes, each with best broadband connection and between them a high-speed wireless network or ‘mesh’, giving better connectivity for business use. Again, whilst the Community Renewal Fund application was not successful, funds should still be sought from other sources to bring this project to fruition.

Google’s Grace Hopper cable at Crooklets beach



© The Register



## 5. Public realm improvements in Bude town centre

Is this a priority for national or local government?

**“We consider that the restoration and enhancement of the public realm and of cultural heritage assets through capital investment is of paramount importance in supporting the wider economy in seaside towns, and recommend that the Government takes this into account as part of their ongoing review of local authority resources.”**

House of Lords Select Committee on the Regeneration of Seaside Towns and Communities - The Future of Seaside Towns 2019

**“Develop and enhance the Triangle area.”**

Bude-Stratton Town Council Visions and Priorities

Is this currently being addressed locally?

The enhancement of the Triangle (Blanchminster Square) in the centre of Bude is a project within the Bude-Stratton Strategic Programme. It is proposed to “develop a focal point of public open space in the town centre, at the Triangle, where initial proposals include expansion of the existing public open space; and, incorporation of a built area for licenced traders and/or public toilets”.

What we can achieve together - by whom, and how, might (more of) this be delivered?

**Enhancing the Triangle and public realm of Queen Street and Belle Vue Lane are proposals within the bid for funding from the Towns Vitality Fund.**

Bude Triangle – an artist's impression of how the Triangle might look – assuming funding, planning, community support, is in favour.



© Metters & Wellby, Bude

## 6. Business Improvement District/Town Centre Manager

Is this a priority for national or local government?

**“The Government is supportive of Business Improvement Districts and wants to see many more created to help deliver improvements and give businesses a stronger voice in shaping their local area.”**

UK Government - Business Improvement Districts – Guidance and Best Practice 2015

**“Develop the economic vibrancy of town centres.”**

Cornwall & Isles of Scilly Local Enterprise Partnership – Vision 2030

Is this currently being addressed locally?

Bude Coastal Community Team, through the Bude Business Voice programme has been exploring the concept of having a Business Improvement District/ Town Centre Manager for Bude and included presentations from representatives of Business Improvement Districts of other towns in its online Business Focus Group meetings.

What we can achieve together - by whom, and how, might (more of) this be delivered?

**Bude Coastal Community Team/Bude-Stratton Town Council to further explore support and funding for establishing a Business Improvement District.**

## 7. Exploit Bude’s surfing heritage, culture and year-round economy

Is this a priority for national or local government?

**“As we draw an increasing number of international visitors, we’re looking to deepen and diversify our tourism offer, encouraging new and established businesses to grow to meet demand.”**

Cornwall & Isles of Scilly Local Enterprise Partnership – 10 Opportunities – Towards a Local Industrial Strategy 2018

Is this currently being addressed locally?

Bude and surfing are inextricably linked. The Bude Surf Life Saving Club is the earliest established such organisation in the Northern Hemisphere (1953). Newquay might claim to be the country’s surfing capital, but Bude is the original home of the sport in Cornwall. Bude Surf Life Saving Club has trained thousands of lifeguards, many going on to teach sea safety to children in the ‘Nippers’ youth section, or to work the beaches and start careers with the RNLI. During the 2020 Coronavirus pandemic, Surf Club volunteers provided much-needed life guard cover at Bude’s beaches.

During the G7 Summit in Cornwall in 2021, members of Bude Surf Veterans – an organisation working with military veterans, Blue Light service personnel and their families - met with US First Lady Dr Jill Biden to discuss the benefits of surfing for mental health and rehabilitation. The Bude WaveRiders Club is one of the biggest of its kind in Britain - run with passion and positivity by local surfers who want to see a better future for our young people. Bude has some of Britain's best pro-surfers, instructors, kayak paddlers, surfboard shapers,

wetsuit repairers and craftspeople. It has world champion life savers and excellent independent surf shops. It has local surfers who care for the beaches, working hard to ensure they stay clean for themselves and those who come here, because they understand the value of clean, beautiful seas.

What we can achieve together  
- by whom, and how, might  
(more of) this be delivered?

Surfing - along with all ocean and adventure sports that Bude does so well - should be at the centre of our economic future. Surfing brings people to the wider Bude area. It keeps young people from moving away. It supports industry. It keeps people alive. It stands to reason that Bude-Stratton Town Council should support its future, engage with surf schools, clubs, associations, shops and hirers. Surfing, the industries it supports, and the sustainable environment it demands could be a vital key to a greener, brighter future for the Bude area.

An extended season - the holy grail of the tourism industry - could provide employment year-round, keep young people here and support many other businesses locally - shops, pubs, food outlets, accommodation providers.

Could Bude become the Adventure Capital of Britain? Could we be the cold-water hot spot for people learning to surf on our clean uncrowded beaches? Could we sustain ourselves by developing green, sustainable, outdoor tourism?

Images: Bude's Emily Currie winning the Longboard trophy at Boardmasters 2021 | Surfing lessons at Summerlease Beach | View over the beach huts



Photos with the permission of Susan Currie, Skandesign, Clive Buttle

# Connectivity

## 1. Public transport/connectivity improvements

Is this a priority for national or local government?

**“Inadequate transport connectivity is holding back many coastal communities and hindering the realisation of their economic potential. Emphasis should be accorded to isolated coastal communities which are at ‘the end of the line.’”**

House of Lords Select Committee on the Regeneration of Seaside Towns and Communities - The Future of Seaside Towns 2019

**“Transport plays an essential role in allowing people to access employment, education, health services, shopping and leisure, and problems with transport make a significant contribution to a whole range of different types of disadvantage.”**

Local Government Association – Public Health England - Health and Wellbeing in Rural Areas 2017

**“Our vibrant towns and villages are well-connected with safe walking and cycling paths, good quality roads and affordable public transport.... The rail network is never more than half an hour away, and twice as many journeys in Cornwall are made by green and active travel, helping people stay in good health for longer.”**

Cornwall Council - Cornwall Plan 2020-2050 – A Shared Vision for Cornwall’s Future

Is this currently being addressed locally?

Developing a long-term plan to improve the wider Bude area’s connectivity is one of the projects within the Bude-Stratton Strategic Programme. An application for funding towards a feasibility study to investigate the restoration of the train line between Okehampton and Bude was submitted by a partnership of Connect Bude, Bude Climate Partnership and Bude Coastal Community Team in March 2021.

What we can achieve together - by whom, and how, might (more of) this be delivered?

**Bude-Stratton Town Council to work with Cornwall Council, Connect Bude, Bude Coastal Community Team and other local groups and organisations to lobby for improved public transport and connectivity for the wider Bude area.**



## 2. Maintaining and increasing provision of foot and cycle paths

Is this a priority for national or local government?

**“Delivery of a Cornwall-wide walking and cycling trails network including town-wide cycling networks.”**

Cornwall Council – Climate Change Action Plan 2019

**“Accessing nature and active travel – we will establish how we can increase the use of the Public rights of Way Network for active travel and increase the connection and understanding residents have with nature through their ability to access natural spaces in urban, rural and coastal areas.”**

Cornwall Council – Climate Change Action Plan 2019

Is this currently being addressed locally?

Improving current, and creating new, cycle and footpaths has been an issue raised in consultation undertaken by both Bude-Stratton Town Council and Transition Bude. The delivery of a local cycle network by Cornwall Council is a project within the Bude-Stratton Strategic Programme and is already underway. The creation of a new multi-use path at Summerleaze Downs is also a project within the Strategic Programme and funds are being sought to progress it.

What we can achieve together - by whom, and how, might (more of) this be delivered?

**Cornwall Council is progressing the creation of a local cycle network. Bude-Stratton Town Council, Bude Coastal Community Team and the local Parish Councils could work together to create a project to maintain and promote existing footpaths as both a healthy and low carbon means of travel.**

Bude cycle path



Image courtesy of Bude Tourist Information Centre

### 3. Improved access to health care

Is this a priority for national or local government?

**“It is vital that the Government recognises that there is frequently an additional cost of delivering health services in coastal areas, due to higher proportions of older people, the impact of population transience, the prevalence of poor mental health and geographical isolation.”**

House of Lords Select Committee on the Regeneration of Seaside Towns and Communities - The Future of Seaside Towns 2019

Is this currently being addressed locally?

The Bude-Stratton Neighbourhood Development Plan 2016 includes within its Action Chapter the need to provide a new GP Medical Centre for the area. Plans to improve the provision of healthcare in the area have been discussed for some time. Reducing the need for residents to travel long distances to Barnstaple or Plymouth for some health services would have significant social and environmental benefits.

What we can achieve together - by whom, and how, might (more of) this be delivered?

**Cornwall Council/Bude-Stratton Town Council/Bude Coastal Community Team to continue to liaise with health services providers to seek access and service delivery improvements.**

Images: Neetside Surgery | Stratton Medical Centre | Stratton Hospital



Images cropped from Google Street View © 2021 Google

## 4. Create a Community Development post

Is this a priority for national or local government?

“Beyond 2021, the Coastal Community Fund should be focused on projects that aim to encourage sustainable place-based approaches to regeneration... The Fund must be focused on contributing towards long-term change in communities and helping with effective planning and partnership stimulation. It should, in particular, focus on smaller communities.”

“Localism is about supporting the development of and the sustainability of groups and organisations that are focused on supporting their communities.”

Cornwall Council - Gyllyn Warbarth – Together We Can – Localism in Cornwall – The Power of Community - 2020

Is this currently being addressed locally?

Elements of community development work are currently undertaken through various organisations, such as Bude Coastal Community Team, Neetside Community Centre, the Pearl Exchange, Bude Climate Partnership, Cornwall Council and our Parish and Town Councils. However, this work is often project related and therefore lacks sustainability.

Historically, the way in which Bude Coastal Community Team has been funded has meant that its work has been reactive – i.e., delivered when commissioned, and not proactive – actively seeking groups to assist.

What we can achieve together - by whom, and how, might (more of) this be delivered?

Not only would creating a permanent Community Development post help with the planning and funding of projects within the Bude-Stratton Strategic Programme, but it could also provide a resource for those seeking assistance with new projects. If such a post was created, with a publicly accessible ‘shop front’, groups and individuals could drop-in for help with the development, funding and delivery of projects, and with signposting to, and connectivity with, other groups and services. Such a post could help to overcome duplication of effort by having an overview of community activity taking place within the wider Bude area, connecting groups, Councils and issues. The National Lottery Community Fund operates a Partnerships funding programme which aims to support organisations which have come together to help their community thrive. An application could be made to this fund by the partnership of organisations that came together to create and operate the Bude-Stratton Social Action Fund, for example. Once in post, the Community Development worker would be responsible for seeking funding to sustain the position.



# Infrastructure

## 1. Infrastructure to meet population growth

Is this a priority for national or local government?

**“To deliver the highway and sustainable transport infrastructure needed to support the delivery of future housing and economic growth.”**

Cornwall Council - Cornwall Local Plan Strategic Policies 2010-2030 – Bude Community Network Area Objective 6

Is this currently being addressed locally?

The Bude-Stratton Neighbourhood Development Plan expects housing developers to “work closely with regulated infrastructure providers to ensure that the infrastructure requirements arising from their development[s] are fully met”. To a great extent, there is little that the local community/Bude-Stratton Town Council can do to ensure that infrastructure is provided to meet the growth in population.

What we can achieve together - by whom, and how, might (more of) this be delivered?

**Bude-Stratton Town Council must remind Cornwall Council of its Objective 6 commitments within its Local Plan Strategic Policies for the Bude Community Network Area.**

Red post road sign



Photo © North Devon Photography, Shutterstock



## 2. More recreational space in our parishes

Is this a priority for national or local government?

**“The existing green infrastructure network in Cornwall, which is important to recreation, leisure, community use, townscape and landscape quality and visual amenity will be protected and enhanced. Development proposals should contribute to an enhanced connected and functional network of habitat, open spaces and waterscapes.”**

Cornwall Council - Local Plan – Strategic Policies 2010-2030 – Policy 25 Green infrastructure

**“Enhance the quantity and quality of Bude, Stratton, Flexbury and Poughill’s publicly accessible green infrastructure to improve health and wellbeing.”**

Cornwall Council - Cornwall Local Plan Strategic Policies 2010-2030 – Bude Community Network Area

**“Further investment through local partnerships will be required to invest in the existing natural space and to supplement the increases required in Parks, amenity, children’s play, teenage provision (equipped) and allotments.”**

Cornwall Council - Open Space Strategy for Larger Towns 2014

Is this currently being addressed locally?

Our Parish Councils manage, oversee, or are seeking to develop play areas and allotments and other areas of public open space.

What we can achieve together - by whom, and how, might (more of) this be delivered?

**Bude Coastal Community Team can work with the Parishes to develop projects and funding applications to improve existing, and create new, recreational space.**

Poughill Park



Photo courtesy of Bude-Stratton Town Council



Photos courtesy of Clive Buttle

### 3. Protecting our historic and natural environment

Is this a priority for national or local government?

**“We consider that the restoration and enhancement of the public realm and of cultural heritage assets through capital investment is of paramount importance in supporting the wider economy in seaside towns, and recommend that the Government takes this into account as part of their ongoing review of local authority resources.”**

House of Lords Select Committee on the Regeneration of Seaside Towns and Communities - The Future of Seaside Towns 2019

**“Cornwall’s environment is globally renowned due to its location, maritime and geological conditions. With a unique history, Cornwall has outstanding landscapes and growing conditions for a wide range of plant life.....We are absolutely reliant on our environment for our health and prosperity that is why environmental growth is critical, to ensure Cornwall is to be a genuinely sustainable place to live into the future.”**

Cornwall Council - Cornwall’s Environmental Growth Strategy 2015-2065

**“Development in Bude Town Centre will be encouraged which is a) sympathetically designed, b) complements its surroundings; and, c) conserves and enhances the character and heritage of the town.”**

Bude-Stratton Neighbourhood Development Plan 2016-2030 – Policy 15



Is this currently being addressed locally?

Bude-Stratton Town Council is leading a project to relocate the Storm Tower (Pepper Pot) at Compass Point to protect it from the threat of coastal erosion. A charity has been formed to take ownership of the Scheduled archaeological remains of Binhamy Castle in Stratton, and to protect and interpret them for the benefit of the public. Two organisations exist to protect, promote and interpret Bude Canal.

A range of community groups and other organisations operate in the Bude area to protect the natural environment in a number of ways including litter picking, plastic collection, marine mammal rescue, bathing water quality protection, and promoting zero carbon approaches. Several of these organisations are members of the Bude Climate Partnership which is delivering a project funded through the National Lottery Community Fund's Climate Action Fund programme. The project is investigating local factors contributing to climate change and will suggest means to address these.

What we can achieve together  
- by whom, and how, might  
(more of) this be delivered?

**Working collectively, Bude-Stratton Town Council, Cornwall Council, Bude Coastal Community Team, Bude Area Tourist Board and other local organisations could do more to promote and interpret the area's rich historic and natural environment as unique, year-round attractions for visitors. Renewed Town or Area Trails linking sites of historic and natural interest could be produced perhaps themed by period and topography.**

**Investigate potential for funding to restore/repair historic buildings/ townscapes and bring them back into economic use. Establish a Bude-Stratton or Bude Area Civic Society, revise our Conservation Area Appraisals, enforce Conservation Area protections. Continue to work collectively to protect the natural environment and work towards a zero-carbon community network area.**

Images: Bude Sea Pool | Bude canal lockgates



Photos courtesy of Clive Buttle



# Development

## 1. Provision of housing for local people

Is this a priority for national or local government?

“...Government will help more people to own their own home whilst enhancing the rights of those who rent. Laws to modernise the planning system, so that more homes can be built, will be brought forward.”  
Queen’s Speech – May 2021

“There are enough affordable homes for people in Cornwall, including homes for social rent. Many of which are in beautifully designed sustainable communities that people choose to live in, and in exemplary regeneration schemes breathing new life into our historic town centres. The amount of land that is built on remains below the national figure, maximising the amount of green and wild space in Cornwall.”  
Cornwall Council Cornwall Plan 2020-2050 – A Shared Vision for Cornwall’s Future

“To provide for the housing needs of residents of all ages, ensuring there is a range of housing available.”  
Bude-Stratton Neighbourhood Development Plan 2016-2030 – Housing Policy Aim

Is this currently being addressed locally?

Reflecting recent significant growth, one fifth of all the houses in the Bude area have been built since 2000. Yet, there is an unacceptably high level of deprivation in the Bude area with regard to access to housing and the availability of key services. Nearly two thirds of the Bude area population are classed amongst the 20% most deprived in the country in this respect. This suggests that housing that has been built over the past 20 years is not accessible to the majority of local people. It also gives the lie to the notion that increasing the housing stock lowers house prices. A suspension of Stamp Duty and significant levels of relocation to Cornwall as a consequence of the Coronavirus pandemic have exacerbated the situation, pushing house prices and rents yet higher. Housing is the single most commonly raised issue in community consultation undertaken over the past 15 years in the Bude area. If the housing vision outlined in Cornwall Council’s Cornwall Plan 2020-2050 is to be realised, meaningful intervention will be needed. Those unable to afford to live or rent in the Bude area are driven elsewhere to find better paying work and lower housing costs, inevitably impacting our economy.

What we can achieve together  
- by whom, and how, might  
(more of) this be delivered?

There are options available to seek to address the housing crisis which the area faces. Interventions can be made by revising the Bude-Stratton Neighbourhood Development Plan to restrict the sale of new houses to permanent residents, but the full effectiveness of such a policy (which has been introduced in St Ives and Mevagissey) needs careful consideration. Likewise, Neighbourhood Development Plans created individually or collectively by our Parishes could also introduce such restrictions.

Additionally, steps could be taken to seek to establish of Bude Area Community Land Trust. Such Trusts are run by the community to manage housing on behalf of the community. They ensure that the housing they build or manage remains at a price which reflects the purchasing or renting power of people living in the community. Cornwall Community Land Trust has already provided over 200 homes with 150 in the pipeline at locations across Cornwall and the Isles of Scilly, but noticeably, none in the Bude area.

Images: Example of housing | Broadclose development



Image with the permission of Cornwall Council (left), image courtesy of Trewin Design (right)

## 2. Sustainable building

Is this a priority for national or local government?

**“Building new homes isn’t just about bricks and mortar, I want to ensure everyone – including developers – do their bit to protect the environment and give the next generation beautiful, environmentally friendly homes that local communities can support.”**

Housing Secretary Rt Hon Robert Jenrick MP unveiling the Government’s Future Homes Standard Blueprint - 2019

**“To improve our communities through quality building, using housing development to meet local need and drive the regeneration and sustainability of communities, promoting smaller settlements to be centres of employment and services and set an example in design for sustainable living.”**

Cornwall Council – Future Cornwall 2010-2030

Is this currently being addressed locally?

On 5th March 2020, Bude-Stratton Town Council adopted a Climate Action Plan which takes a three-pronged approach to addressing the need for carbon neutrality by 2030:

- The Town Council investigates its own carbon footprint
- The Town Council endorses community environmental organisations in addressing the community’s response to its Climate Emergency Declaration
- The Town Council cooperates with community environmental organisations in helping residents, families, business and other organisations to address climate change

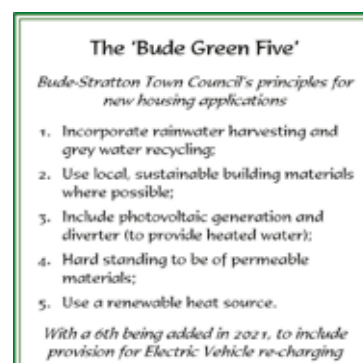
Since publication of the Bude-Stratton Neighbourhood Development Plan, Bude-Stratton Town Council has adopted the ‘Bude Green 5’ development requirements and is eager to include these within a revised Plan.

What we can achieve together - by whom, and how, might (more of) this be delivered?

Through Neighbourhood Development Plans, Councils in the Bude area can insist that developers meet minimum levels of sustainability when building houses. Further community consultation can help to establish those areas which people particularly wish to protect from further development. A Community Land Trust could seek to source the most sustainable materials for the building of its houses.



Photo courtesy of Clive Buttle





# Sustainability



Morwenstow Wind Turbines Photo courtesy of Skandesign

## 1. Community energy provision

Is this a priority for national or local government?

**“Putting communities in control of the energy they use can help maintain energy security and tackle climate change; help people save money on their energy bills; and have wider social and economic benefits.”**

Department for Energy and Climate Change – Community Energy Strategy 2014

Is this currently being addressed locally?

**“Neighbourhood Plans can include policies relating to infrastructure and can be used to identify infrastructure priorities for your area. In relation to energy, you can use your Plan do the following: Identify community owned projects (heat, electricity or energy efficiency) as local infrastructure to be funded (potentially via the Community Infrastructure Levy if there is one in place).”**

Cornwall Council – Neighbourhood Planning – Energy Efficiency and Renewable Energy – A Community Led Approach 2016

Cornwall Council has provided guidance regarding the inclusion of community energy provision within Neighbourhood Planning. 60% of respondents to Transition Bude’s Reimagining Bude Vision Survey 2020 thought that a local community energy group would be a good idea. There does not appear to be any active proposals for the establishment of a community energy group in the Bude area as yet.

What we can achieve together - by whom, and how, might (more of) this be delivered?

**It might be possible working collectively across all of the communities in the Bude area to bring together a community energy group which can begin to investigate how to generate more of our own energy in a sustainable way to further our ambitions to be carbon neutral by 2030.**

## 2. Converting housing to sustainable energy provision and providing insulation

Is this a priority for national or local government?

“Make every home warm, dry, healthy and cheap to run by establishing a whole house retrofit programme supported by a retrofit skills development and apprenticeship programme.... Cornwall’s housing stock contains many solid wall properties which are difficult to treat and current support mechanisms are insufficient to address this issue. The Council and Government could work together to dramatically increase the number of properties that can be retrofitted across Cornwall.”

Cornwall Council – Climate Change Plan 2019

Is this currently being addressed locally?

Between August 2020 and March 2021, the UK Government delivered its ‘Green Homes Grant’ scheme, offering vouchers to homeowners up to a value of £5,000 to make energy efficient improvements. Likewise, in 2020, Cornwall Council embarked upon its Government funded ‘Whole House Retrofit Project’ which will make sustainability improvements to the Council-owned housing stock. Cornwall was one of only three local authorities in the country to received funding for such work. The programme has been delayed by the Coronavirus pandemic.

What we can achieve together  
- by whom, and how, might  
(more of) this be delivered?

Part of the Lottery funded Climate Action Fund project being delivered by the Bude Climate Partnership will seek to investigate ways in which our communities can take steps to lower the carbon footprint of our housing stock. Working collectively, local authorities and community groups could seek funding to assist those least able to afford the necessary upgrades to their heating and insulation.



Attrib info: DoughnutEconomics, CC BY-SA 4.0 <https://creativecommons.org/licenses/by-sa/4.0>, via Wikimedia Commons





Tree planting Photo courtesy of Bude-Stratton Town Council

### 3. Planting more trees

Is this a priority for national or local government?

**“We are putting plans in place to treble woodland creation rates by the end of this Parliament.....We will make sure that the right trees are planted in the right places and that more green jobs are created in the forestry sector.”**  
Department for Environment, Food & Rural Affairs – May 2021

Is this currently being addressed locally?

**“The Forest for Cornwall, initiated by Cornwall Council, is an ambitious tree planting project with the principle aim of fighting climate change. When complete we hope it will cover approximately 8,000 hectares - that's about 2% of Cornwall's land area.”**  
Cornwall Council – Forest for Cornwall Programme webpage

What we can achieve together - by whom, and how, might (more of) this be delivered?

**There are a range of opportunities which can be taken to increase the number of trees in the Bude area. Working with local organisations such as 2 Minute Foundation and Bude Friends of the Earth, our town and parish councils could seek funding to devise a project to encourage people to grow trees on their land.**



## 4. Create a Sustainability & Climate Change post

Is this a priority for national or local government?

“When asked what our residents would like to see changed once the pandemic is over the top four choices were a cleaner environment, closer communities, reduced traffic and more use of walking and cycling and a great appreciation of nature.”

Cornwall Council – Localism in Cornwall – The Power of Community 2021

“Working with the Cornwall Association of Local Councils (CALC) and others we will seek to identify how we can work together optimally on this challenge, reflecting the wishes of the communities and residents we serve. Given the level of interest, that there has been, with a large proportion of town and parish councils declaring climate emergencies, this will be a crucial partnership in ensuring that we can work towards our wider Cornwall ambitions.”

Cornwall Council – Climate Change Plan 2019

“Local environmental groups such as Climate Action Bude have already held public meetings to discuss the community’s response to our Climate Emergency Declaration. The second step of our Climate Action Plan strategy is for the council to provide leadership and work with community-led organisations to develop the next stage of this Climate Action Plan in cooperation with the community.”

Bude-Stratton Climate Action Plan 2020

Is this currently being addressed locally?

Bude-Stratton Town Council declared a Climate Emergency on 5th September 2019 and consequently has developed a Climate Action Plan which outlines steps that will be taken to address climate change. It has also commissioned a Carbon Audit as part of its Climate Action Plan commitment towards reaching carbon neutrality by 2030. Simultaneously, the Bude Climate Partnership is delivering a £200,000 project to investigate the area’s carbon footprint and suggest means of addressing it. There is clearly strong support for community action regarding sustainability and climate change.

What we can achieve together - by whom, and how, might (more of) this be delivered?

Higher and medium tier local authorities have created Sustainability and Climate Change Officer posts. Given the strong support in the Bude area for addressing environmental challenges and the role that Bude-Stratton Town Council has so far taken in this area, there is an opportunity to consolidate the environmental intervention taking place by creating a part or full time Town Council post devoted solely to the issue. The post could also provide guidance and assistance to the parishes within the Bude Area Community Network.

# Conclusion

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As set out in the Foreword, this document is intended to be a living, dynamic, rolling plan which will be reviewed regularly and updated as time passes, and circumstances change.

In some respects, it is 'work in progress' – being monitored, updated, and improved by each iteration.

For each 'action' listed in this document, one organisation (sometimes more than one) is put forward as possibly best placed to take that action forward. These are only suggestions; some initiatives might be progressed by a single organisation, or jointly with a chosen partner; for other topics, it might take the whole community, working collaboratively, to deliver the desired outcome.

Inevitably, achievement of the aspirations in this plan are dependent on the availability of human and financial resources – as well as recognising the need to determine priorities.

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