

# Charmouth Parish Plan 2010



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## Summary

Charmouth Parish Council at its meeting of March 2009 commissioned a Parish Plan for the village. The concept of Parish Plans was launched with the publication of the Rural White Paper "Our Countryside the Future" in November 2000. The Council aims for the Plan were to:-

- Consult as widely as possible with the members of the Charmouth Community in order to identify their current local concerns on a range of subjects;
- Give them the opportunity to have a say about their aspirations for the future of the village;
- From this consultation prepare the Parish Plan and an appropriate Action Plan.

## Introduction

Any Parish Plan must identify the matters of importance to the residents of the Parish so that they can have a voice in how the village should develop. This Plan reflects these views and seeks to preserve, enhance and develop our Parish so as to maintain our prosperity, well being and quality of life. It will also be an essential tool to advise our Parish, District and County Councils about our social, economic and environmental concerns, so that local and area plans and decisions take our needs into account.

It is based on information gathered from meaningful consultation and community involvement, and identifies which parts of their way of life people value. It also highlights some local problems and ways to solve them and reflects the direction in which people want the community to develop in the future.

The plan will be used by the Parish Council to implement the recommendations: as a reference document for the Local Area Plans for the neighbouring towns of Bridport and Lyme Regis and the Community Plan for West Dorset. It will also be of value to service providers to ensure that the needs of local people are recognised through direct action or through changes in policy.

## Charmouth Parish

The village of Charmouth is situated on the West Dorset Coast in southwest England. The name Charmouth derives from the ancient *Cernemude* - the mouth of the (river) Cerne.

The name of the village was first given in the Domesday Book 1086. It is probable that the name represented a far wider area at the time. The river is now too narrow for navigation but there might have been a small harbour at its mouth. The primary activity at the time concerned the production of salt. The Street, the main road through the village, is of pre-

Roman origin, an ancient route, runs from the east to Axmouth, the southern end of the Fosse Way.

The Street rises steeply from the river to the west, with linear settlement along its length. From the centre of the village modern development follows a road running south to the coast. From the centre westward, the historic developments continue to an ancient major junction with roads both to Axminster and Lyme Regis. The Street is defined as a conservation area because of the mixed historical structures ranging from the early 16<sup>th</sup> to late 19<sup>th</sup> century.

The village is unique in that it was a planned medieval community with the 13<sup>th</sup> century boundaries defined by a wall to the north and formerly an earth bank at the southern limit. This containment was divided into burgage plots that still form property boundaries to this day. In recent times, the shops have developed in the centre: the building consisting of 1930 structures that house a basic range of services to the community.

In recent years the village has grown; the demands for development within South West Dorset Development Plan have had an impact upon the character of the village. Much of the construction has answered the needs for second homes and retirement property. The effect of these demands has caused such an increase in house prices that the younger generation and existing residents cannot compete in the local housing market.

Charmouth is situated in an area defined as an Area of Outstanding Natural Beauty. To the west and east of the village is ringed by hills, pastures and woodlands. To the south within 300m, there are amenity beaches on a coast now designated as a World Heritage Site. It is a world famous geological coastline, rich in fossils of the Lower Jurassic for which Charmouth is renowned. There are also a number of conservational designations for flora, fauna and marine life in the immediate area.

The current population of the village is 1320 but expands considerably in the summer months with the holiday makers. There is a wide range of facilities that cater for the visitors including caravan and camping areas within the village and the immediate area.

## **The Consultation Process**

Run with the support and assistance of Charmouth Parish Council, and having taken advice from Dorset Community Action a staged approach was taken to the preparation of this Plan.

Firstly with the support of both our District and County Councillors and the Dorset Association of Parish and Town Councils and West Dorset District Council's Community Planning Officer funding was sought and provided by Dorset County Council through the Dorset Strategic Partnership. A programme for the venture was prepared and a Steering Group formed consisting of two Parish Councillors and five members of the community.

This consultation and fact finding was achieved firstly by the holding of a “Launch Day Event” in June 2010 when parishioners were invited to list their concerns on a variety of topics by writing them on “Post-it” notes; some 600 people attended.

A questionnaire was then delivered to every house in the village in December 2010. The questions were drafted to further develop the concerns expressed at the Launch Day.

A separate questionnaire was prepared for young people aged between 8 and 18 years and in acknowledgement of the importance of tourism to the local community and economy, summer visitors were also asked to give their views on tourism and Charmouth as a tourist destination.

Local businesses were also asked for their views and concerns in a separate survey.

41 Young people completed their questionnaire. Around 75 visitors were interviewed. 14 out businesses out 19 consulted responded to a questionnaire prepared and circulated to its members by The Charmouth Traders Association.

Around 1230 adult questionnaires were delivered and 528 people responded (43%). The response compared favourably with the turnouts for the most recent County and European elections (43.22%) and the most recent Parish Council Election held in 2007 (46.17%).

Given this and the wider age range being consulted (8 years and upwards) the Plan will have captured a fair representation of the views of the whole community.

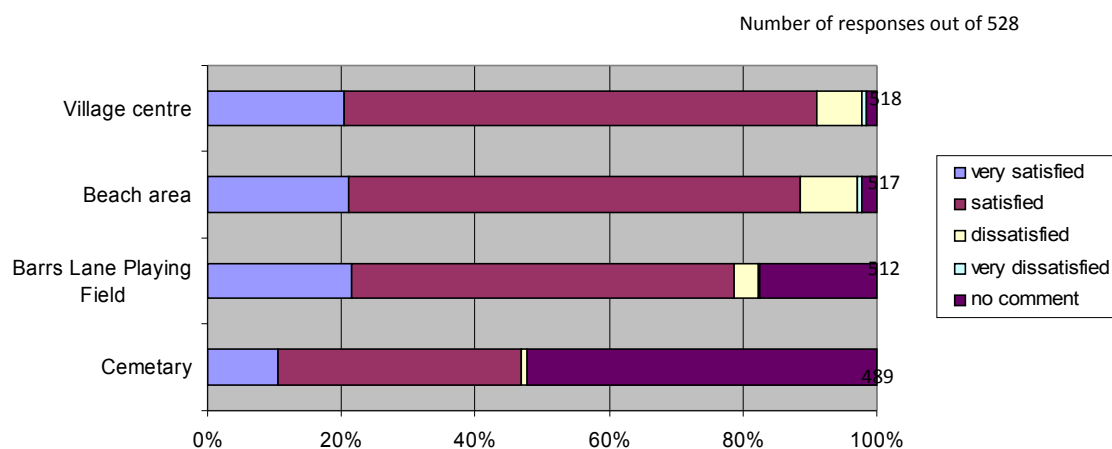
## **Questionnaire Analysis**

In the pages that follow all the questions are analysed for both the main and youth questionnaires. Individual computer files have been downloaded from “Survey Monkey” (an online analysis system) with the full detail of the results, and analyses has been made by age and gender and why people live in the village. A significant number of households completing the main version decided to have two people (and sometimes three) complete one questionnaire, sharing the same responses but indicating differences for the profile questions, e.g. age and gender. Judgments had to be made by those entering the data to allow for these situations.

The written summaries below combine ‘very satisfied’ and ‘satisfied’ ratings to describe overall satisfaction and ‘dissatisfied’ and ‘very dissatisfied’ ratings when describing level of overall dissatisfaction. It is helpful to see ‘no comments’ because this together with the number of no responses indicates levels of awareness of the issues raised in the survey. However, where there are large numbers of ‘no comments’, the written analysis takes this into account to give a truer picture of satisfaction levels from those that did indicate their views. These charts and comments are the proceeds of the First Level analysis which took no account of either the age or gender of the respondent. Other analytical work on these bases was undertaken.

# Adult Questionnaire

Q1 How satisfied are you with the way the following are maintained?



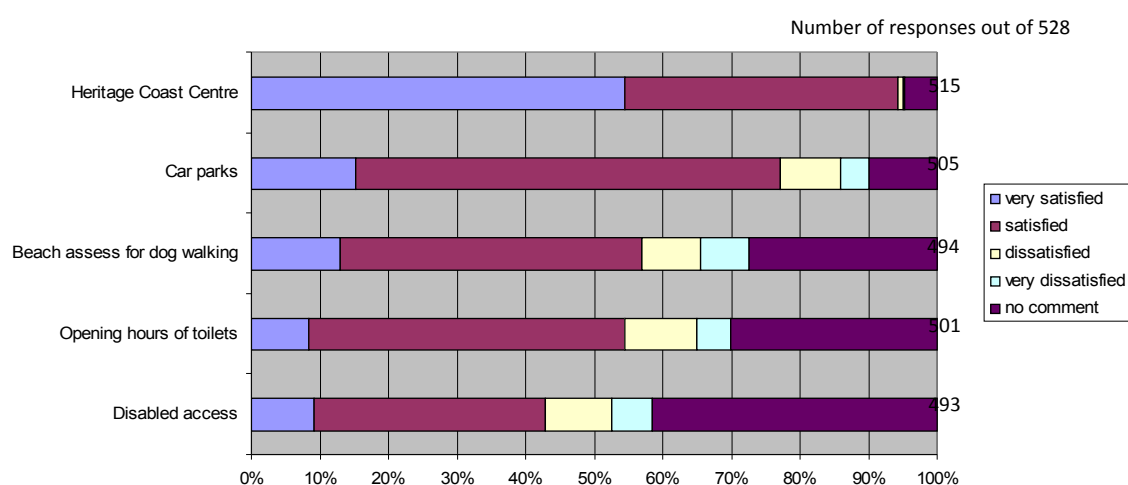
There is an extremely high level of satisfaction with the way the village centre, beach area and Barrs Lane Playing Field are maintained. Combining very satisfied with satisfied, these three areas ranked 91%, 89% and 79% respectively. These questions were answered by most of the survey participants. A question about Barrs Lane playing fields was also asked on the young people’s questionnaire

Considering the cemetery, 234 people responded to this question. Not surprisingly many chose ‘no comment’ as they would not have had a basis on which to make a judgment. However of those replying, overall satisfaction is very high – 98%.

	<b>satisfied</b>	<b>dissatisfied</b>
The village centre	91.2% (472)	7.4% (38)
Beach area	88.6% (458)	9.1% (47)
Barrs Lane playing field	78.7% (403)	3.9% (20)
Cemetery	46.8% (229)	1.0% (5)

## Q2 How satisfied are you with the following amenities at Charmouth Beach?

More detailed questions were asked about people’s views of amenities at the beach.



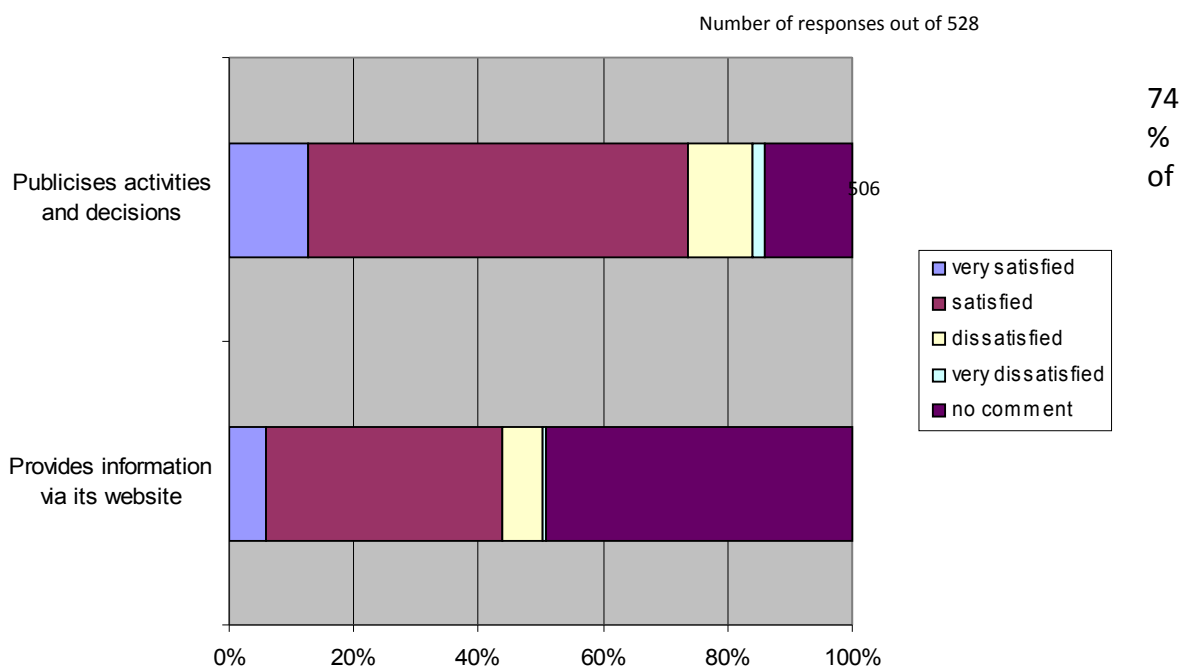
Given that the survey showed that 87% were pleased with the beach area, it was useful to learn more about their views on the specific facilities provided there. The Heritage Coast Centre topped the popularity list polling 94% of respondents – even having a 55% very satisfied rating. This could also indicate a high level of pride in this centre. Car parks at the beach showed a 77% satisfaction level and next came beach access for dog walking (57%) and opening hours of toilets (55%). Disabled access had a large number of respondents choosing ‘no comment’. Of those who did respond, 73% - or 211 out of 288 people – were satisfied or very satisfied with access for the disabled.

Note that Question 11 asked about toilet facilities in the village centre and 61.6% indicated satisfaction with them.

	<b>satisfied</b>	<b>dissatisfied</b>
Heritage Coast Centre	94.4% (486)	1.0% (5)
Car parks	77.2% (390)	12.9% (65)
Beach access for dog walking	56.9% (281)	15.6% (77)
Opening hours of toilets	54.5% (273)	15.4% (77)
Disabled access	42.8% (211)	15.6% (77)



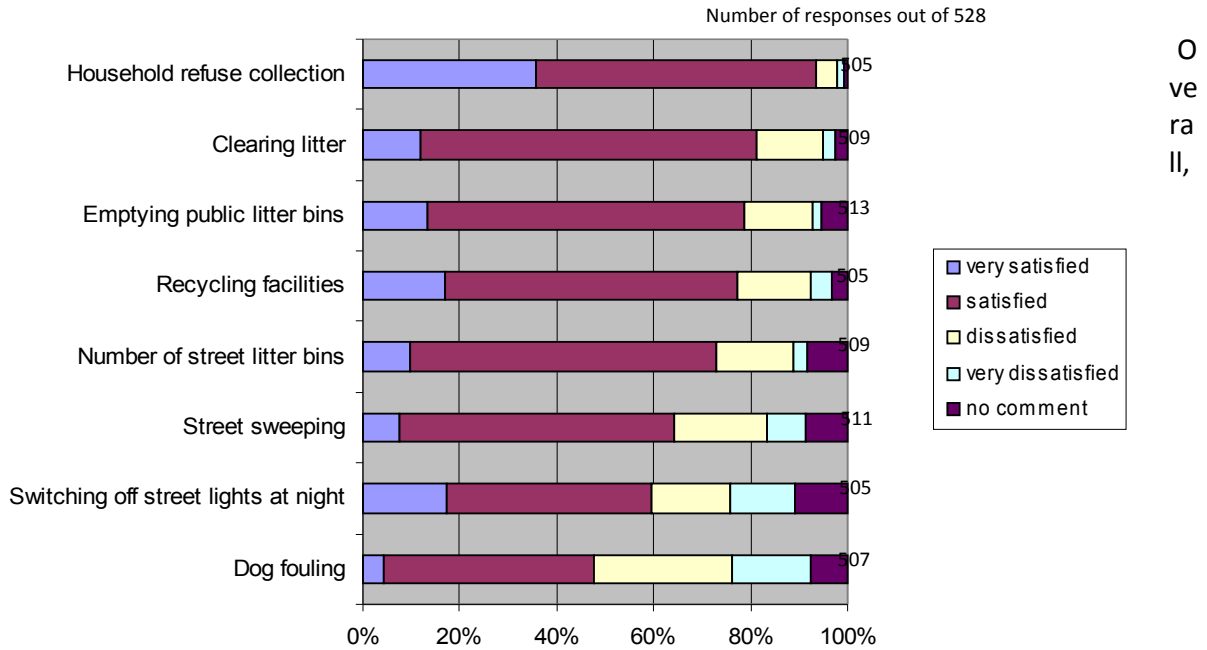
### Q3 How satisfied are you with the way the Parish Council.....



those surveyed were positive about the way the Council publicises its activities and decisions. This was particularly so with the older members of the community. Considering the web site, however, there were considerable numbers ticking no comment, and this fairly evenly across all age groups. Of those who did offer an opinion, 86% were satisfied with the information provided on the web site.

	<b>satisfied</b>	<b>dissatisfied</b>
Publicises its activities and decisions	73.5% (372)	12.5% (63)
Provides information via its website	41.9% (211)	6.9% (33)

### Q4 Environment: how do you feel about the management of the following?



survey respondents indicated positive scores on the management of the above showing levels of 60% satisfaction and above, with one exception dog fouling. On this question, 48% of the sample was satisfied and 45% expressed dissatisfaction with the management of dog fouling. This is clearly a matter in need of attention.

Note that the subject of dogs was included in Question 2 (*see page 4*) regarding allowing dogs on to the beaches. In that case 78% of those replying felt beach access was satisfactory versus 22% expressing dissatisfaction, with quite a large group not answering the question. There were also a number of written comments concerning both fouling and access.

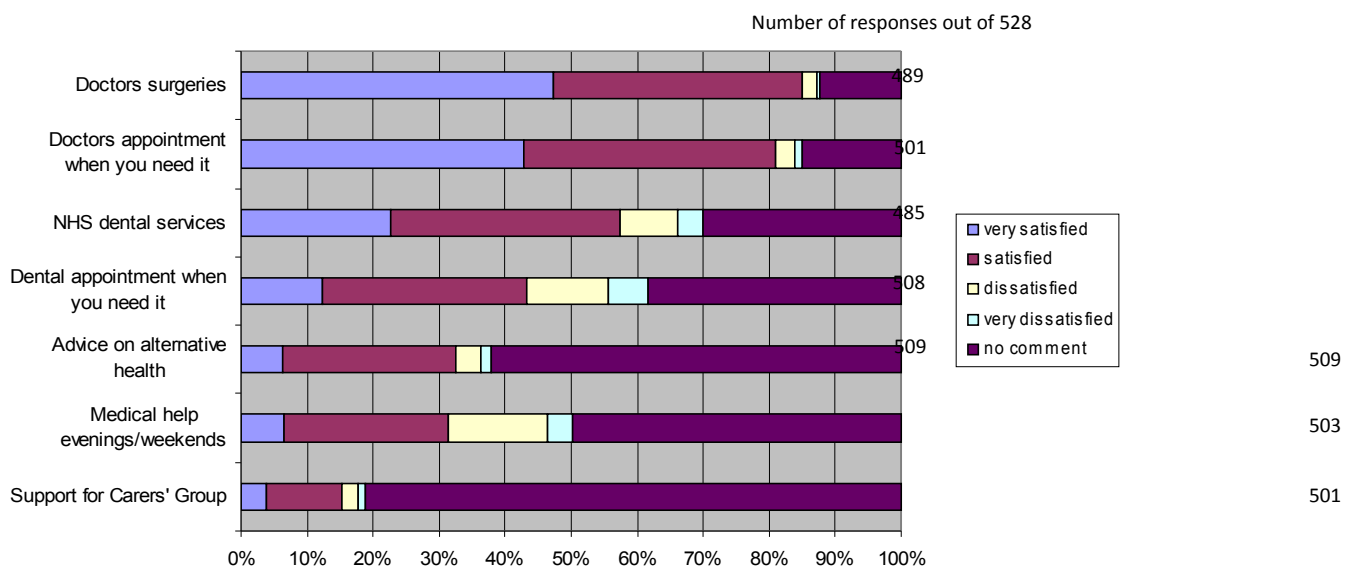
The question of switching off street lights at night merits some attention. Although 60% expressed satisfaction, 30% were dissatisfied with switching them off.

Street sweeping and recycling facilities are two other areas worth looking at. Although both registered positive scores on the satisfaction index, 27% were not happy about street sweeping and 19% showed dissatisfaction with recycling facilities.

	<b>satisfied</b>	<b>dissatisfied</b>
Household refuse collection	93.6% (473)	5.8% (29)
Clearing litter	81.2% (420)	16.2% (27)
Emptying public litter bins	78.8% (404)	15.9% (82)
Recycling facilities	77.2% (390)	19.4% (98)
Number of street litter bins	73.1% (372)	18.7% (95)
Street sweeping	64.2% (328)	27% (138)
Switching off street lights at night	59.4% (300)	29.7% (150)
Dog fouling	47.7% (242)	44.6% (226)

503

Q5 Health: how satisfied are you with the provision in Charmouth? <sup>501</sup>



Looking at doctors' surgeries (85%) and availability of appointments (80.9%), there was a high degree of satisfaction, and with a high response rate, suggesting that most respondents were users of or had knowledge of the two surgeries in the village.

Surprisingly there was high level of "no comments" for the remaining questions however the last three topics might not be of great concern to most people. Regarding dental care; of those able to comment, 82% were satisfied with the provision of dental services in the village. When it came to feelings about the availability of appointments, satisfaction was

lower at 70% leaving 30% of those replying expressing dissatisfaction. It should also be born in mind that not everyone uses the Charmouth Dental practice.

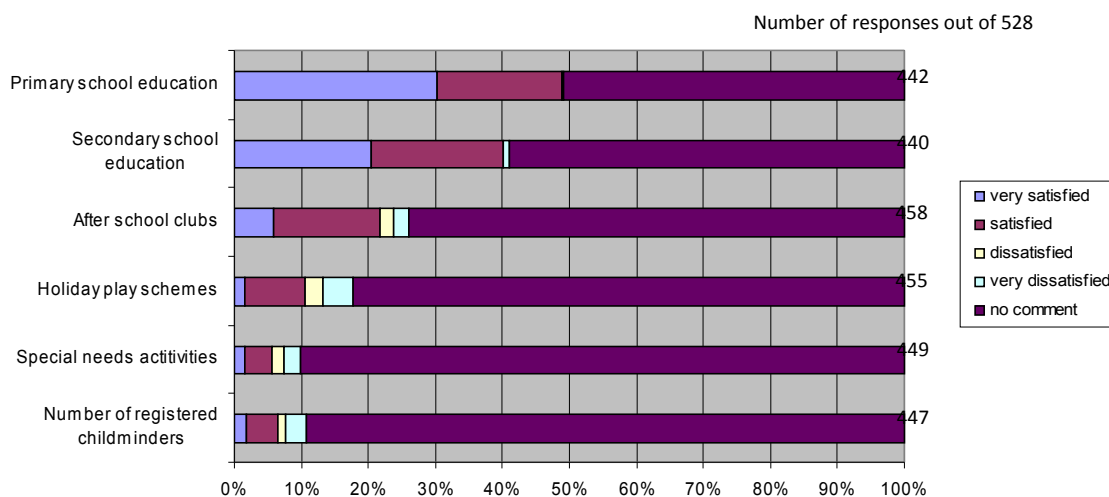
Advice on alternative health scored well. 185 people responded to this question and a high 86% were satisfied with advice they received.

Medical help at evenings/weekends had a more mixed response. Although there was a 63% satisfaction level from the 251 who replied, 37% of them were not satisfied with the service available.

Finally, the Carers' Group; There was a large number of no comments, but taking these into account, shows that of those responding, 80% (74) were pleased with the Group. Only 18 respondents noted dissatisfaction.

	<b>satisfied</b>	<b>dissatisfied</b>
Doctor's surgeries	85% (432)	2.6% (13)
Doctor's appointment when you need it	80.9% (412)	3.9% (20)
NHS dental services	57.3% (288)	12.7% (64)
Dental appointment when you need it	43.3% (217)	18.4% (92)
Advice on alternative health	32.5% (159)	5.3% (26)
Medical help evenings/weekends	31.4% (157)	18.8% (94)
Support for Carers' Group	15.2% (74)	3.7% (18)

## Q6 Young People and Children: how satisfied are you about the provision of the following?



There was a large number of 'no comment' to this question, probably due to the fact that the majority of people completing the survey are elderly residents who would not have first hand knowledge of these topics related to young people and so felt unable to indicate a view. In fact the analysis of responses based on "parental" age groups shows that in respect of primary and secondary education the 30-39 year group registered a satisfaction level of 69.3% and the 40-59 groups 70.4

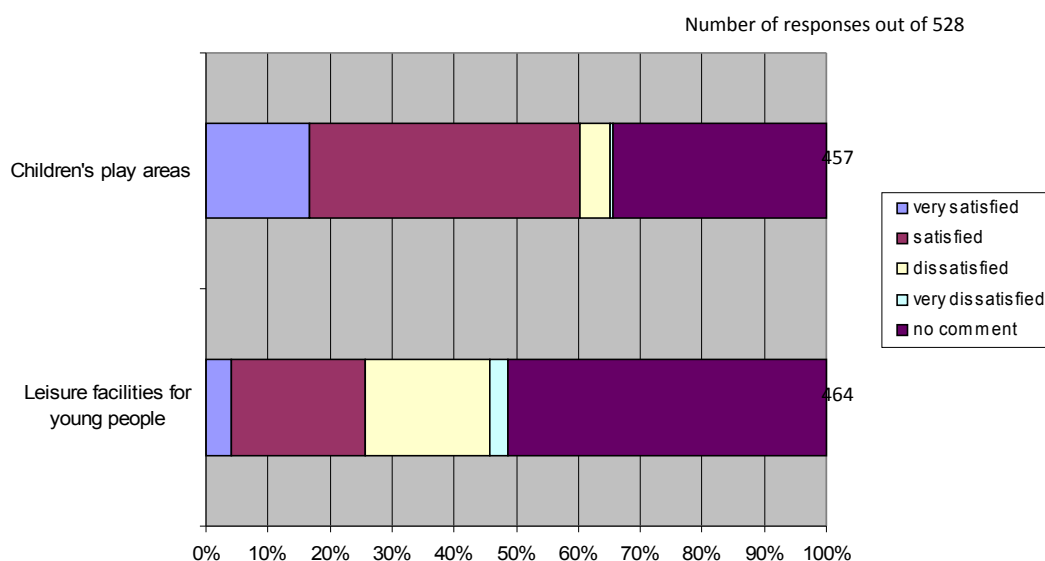
Holiday Play Schemes: of those answering, 47 were satisfied compared to 32 dissatisfied, a split view. It is suggested that perhaps holiday play schemes are limited or that they are not sufficiently well publicised.

Special Needs Activities: 25 indicated satisfaction compared to 18 dissatisfied. However whilst 90% of respondents registered no comment, those needing such activities should be provided for.

Number of registered childminders: 29 were satisfied and 18 dissatisfied. Those 18 might indicate that there is scope to encourage more childminders in the village.

	<b>satisfied</b>	<b>dissatisfied</b>
Primary school education	48.9% (224)	0.2% (1)
Secondary school education	40.2% (183)	0.9% (4)
After school clubs	21.8% (98)	4.2% (19)
Holiday play schemes	10.5% (47)	7.2% (32)
Special needs activities	7.3% (25)	4.1% (18)
Number of registered childminders	6.6% (29)	4.1% (18)

### Q7 Sport and Leisure: How satisfied are you with the following?



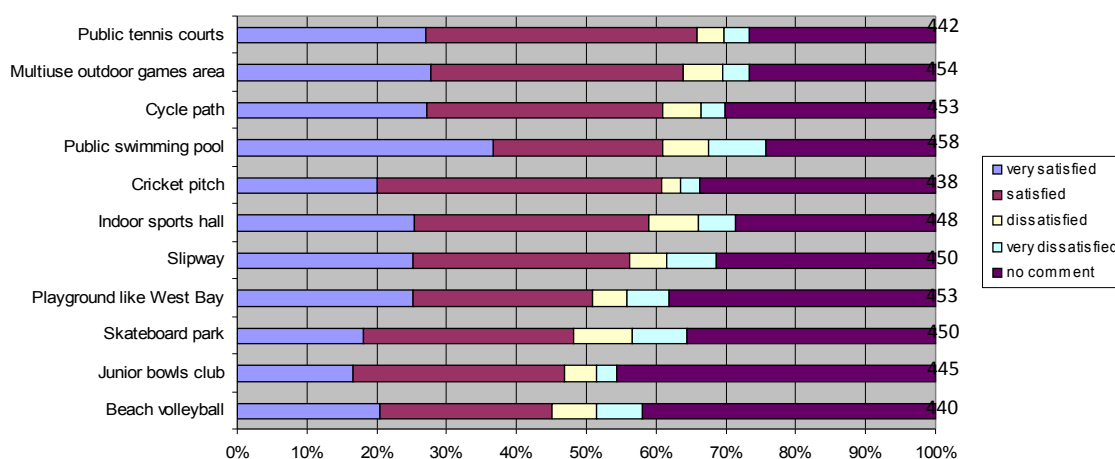
There were a high number of respondents who offered no comment on either topic however this does appear to be related just to the older age groups.

However, 60.3% were satisfied with children’s play areas and this number includes a high percentage of older people with knowledge of the play areas, perhaps those entertaining the young, e.g. grandparents. The age base analysis shows a high level of satisfaction for the Play Area from the parenting age groups but a less positive view about leisure facilities for young people at large. Clearly the provision of leisure facilities for young people gives rise for concern

	<b>satisfied</b>	<b>dissatisfied</b>
Children’s play areas	60.3% (280)	5.3% (25)
Leisure facilities for young people	25.6% (117)	22.9% (105)

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454  
453

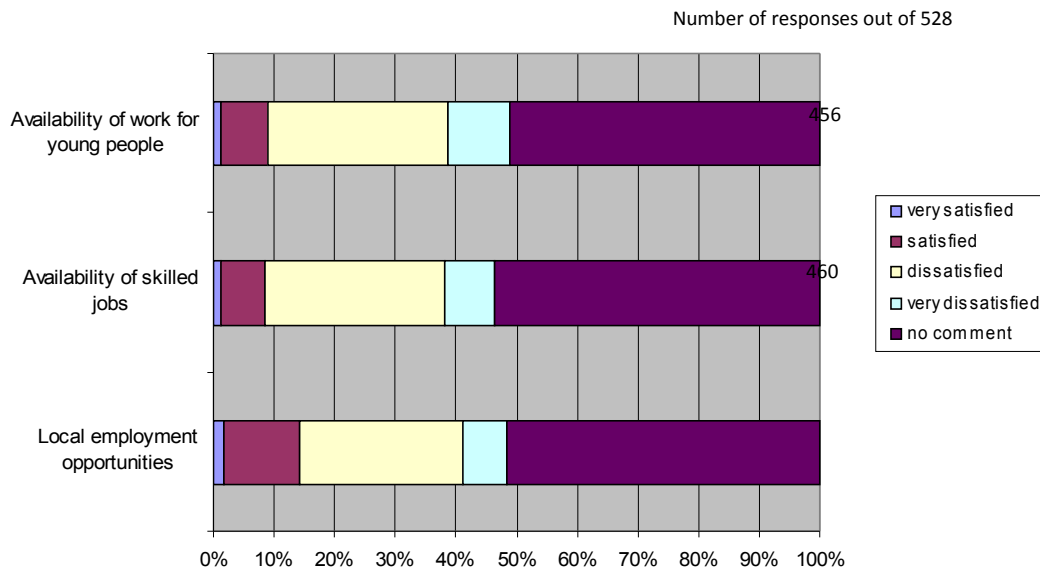
### Q8 Sport: How would you feel about the following being offered in Charmouth?



Of the total 528 questionnaires returned, there was a high level of respondents who skipped this question or answered 'no comment'. However it is not surprising that although most small villages have none of these facilities, their availability would be extremely welcome. Therefore, whilst they do show which would be more popular than others, these results do need to be used carefully. The table above shows that the most popular suggested new sports facilities would be tennis courts, an outdoor games area, a cycle path, public swimming pool, a cricket pitch and indoor sports hall.

	<b>satisfied</b>	<b>dissatisfied</b>
Public tennis courts	65.8% (291)	7.4% (33)
Multi use outdoor games area	63.9% (290)	9.4% (43)
Cycle path	61.0% (276)	8.8% (40)
Public swimming pool	60.9% (279)	14.9% (68)
Cricket pitch	60.7% (266)	5.4% (24)
Indoor sports hall	58.9% (264)	12.5% (56)
Slipway	56.2% (253)	12.4% (56)
Playground for older children like West Bay	51.0% (231)	10.9% (49)
Skateboard park	48.2% (217)	16.2% (73)
Junior bowls club	46.9% (209)	7.4% (33)
Beach volleyball	45.0% (198)	13% (57)

Q9 Employment: How satisfied are you with the provision of the following?

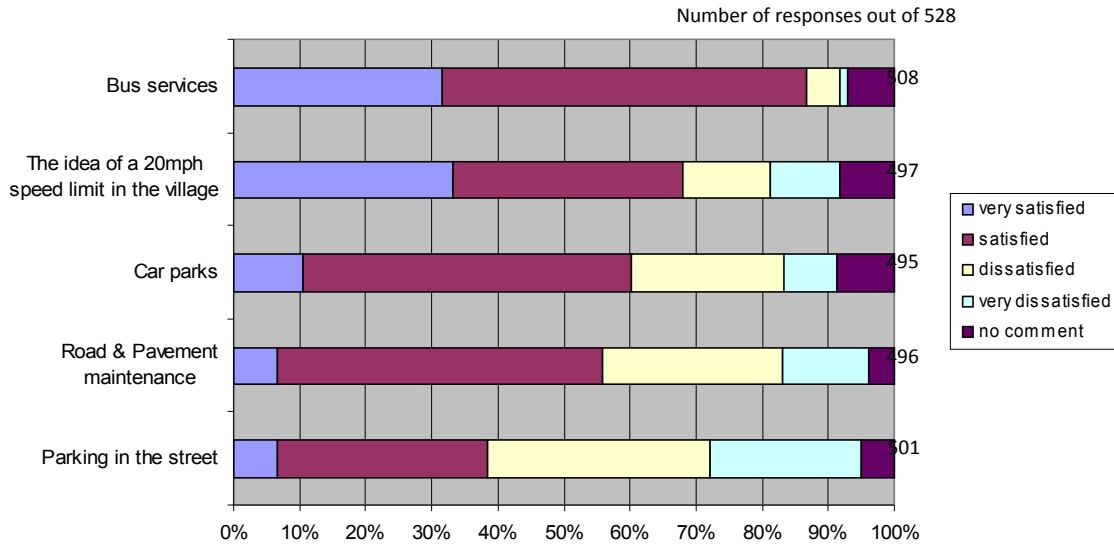


There were again high levels of no

comment and no reply to the question. However, of those replying, the levels of dissatisfaction are notable: 39.9% for availability of work for young people; 37.9% availability of skilled jobs and 34.4% were dissatisfied with the number of local employment opportunities. However when examining the replies on an age basis a majority in the younger age groups were satisfied with the local employment opportunities but most dissatisfied with the lack of skilled job opportunities and the availability of work for young people.

	<b>satisfied</b>	<b>dissatisfied</b>
Local employment opportunities	14.1% (65)	34.4% (158)
Availability of work for young people	9.0% (41)	39.9% (182)
Availability of skilled jobs	8.5% (41)	37.9% (174)

**Q10 Traffic and Transport: how satisfied are you with the following?**



Without a doubt, respondents are very satisfied with bus services in Charmouth- 86.8%.

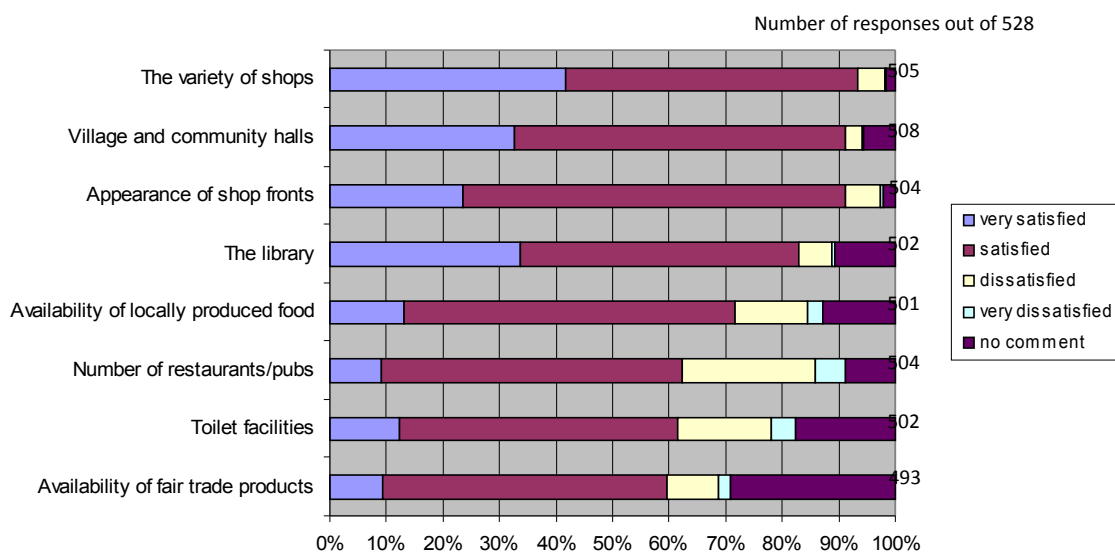
The introduction of a lower speed limit would be popular with 68% of respondents. A majority of 60.2% of respondents were satisfied with the village’s car parks, 60.2% and with road and pavement maintenance 55.9%. While these are significant majorities the levels of dissatisfaction gives rise for concern and should be acknowledged.

It should be noted that Question 2 also sought views on the car parks at Charmouth beach. In this case there was a high degree of satisfaction expressed – 77.2% - compared with 12.9% indicating dissatisfaction with parking facilities there.

It is clear that the subject of parking in the street is of concern to many people – 56.5% said they were dissatisfied. Of these a notable 38.5% indicated that they were satisfied with street parking. Elsewhere at Question 17; 54.7 percent expressed dissatisfaction with the way that illegal parking is handled and the lack of enforcement of the parking restrictions. Attempts to improve this have been made through PACT but needs to be addressed again with the responsible authority.

	<b>satisfied</b>	<b>dissatisfied</b>
Bus services	86.8% (441)	6.1% (31)
The idea of a 20mph speed limit in the village	68.0% (338)	23.8% (118)
Car parks	60.2% (298)	31.1% (154)
Road and pavement maintenance	55.9% (277)	40.3% (200)
Parking in the street	38.5% (193)	56.5% (283)

## Q11 Shopping: how satisfied are you with the following?

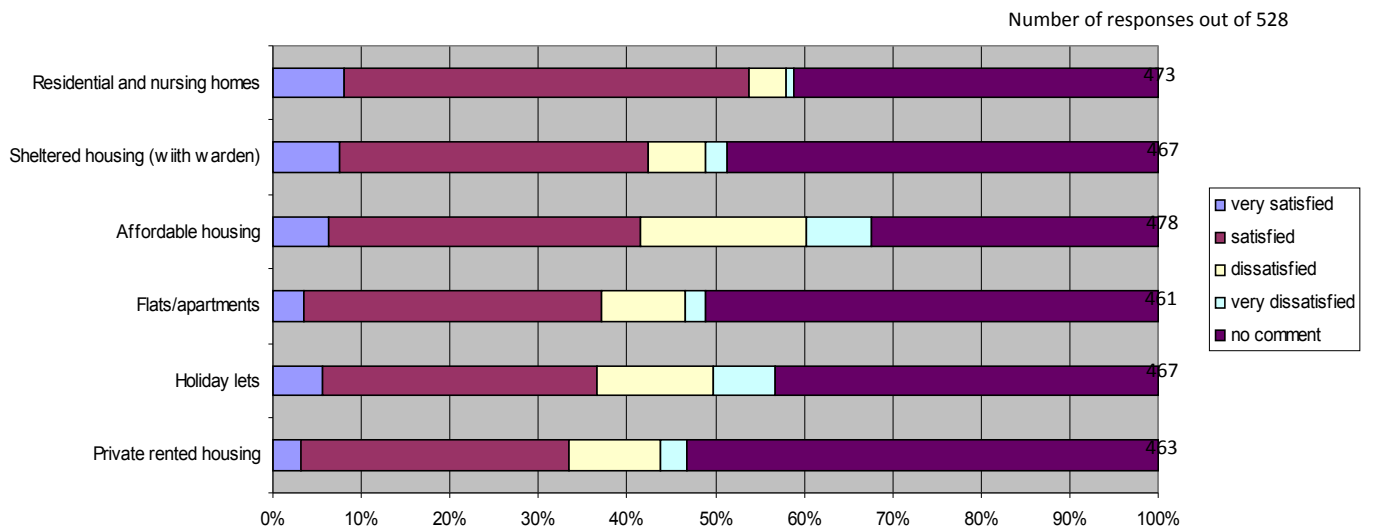


This question elicited very high levels of satisfaction from the survey participants. For a small village, residents are very appreciative of the shops on their doorstep (93.3%) and their overall appearance (91.1%). And with 91.4% expressing satisfaction with the village and community halls, respondents recognised the value to the community of these amenities.

With the library scoring highly it is sad that once again our library's existence is threatened.

	<b>satisfied</b>	<b>dissatisfied</b>
The variety of shops	93.3% (471)	5.2% (26)
Village and community halls	91.4% (464)	3.2% (16)
Appearance of shop fronts	91.1% (459)	6.7% (34)
The library	83.1% (417)	6.4% (32)
Availability of locally produced food	71.7% (359)	15.6% (78)
Number of restaurants/pubs	62.3% (314)	28.8% (145)
Toilet facilities	61.6% (309)	20.7% (104)
Availability of fair trade products	59.6% (294)	11.1% (55)

**Q12 Housing: how satisfied are you with the provision of the following?**



Again, there were high levels of ‘no comment’ within the 486 respondents who answered some aspects of this question which together with those who did not complete the question at all leads to the conclusion that not everyone felt able to comment on the various items.

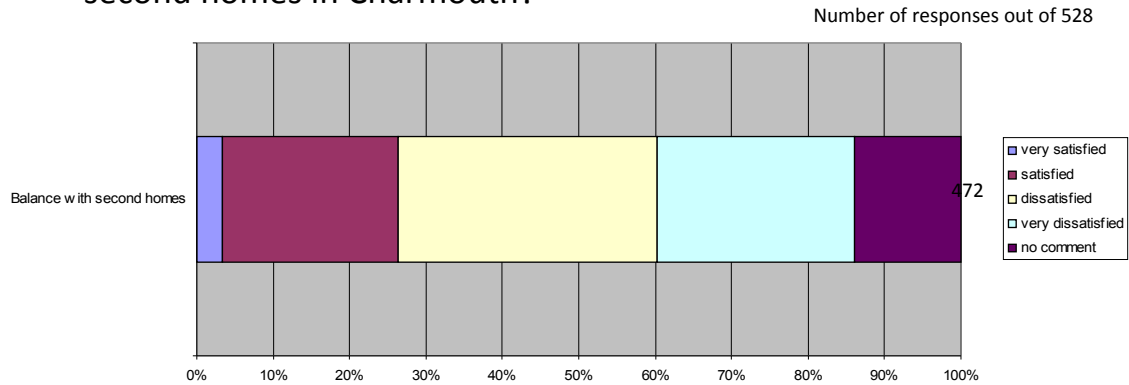
Residential and nursing homes scored 53.7% satisfaction with a low level of dissatisfaction expressed. Dissatisfaction levels to be noted were for the provision of affordable housing (26.1%) and holiday lets (20.2%). Regarding holiday lets there might be some confusion whether provision meant there were too many or too few although residents have complained in the past about the disposal of refuse from these properties.

Whilst a majority appeared to think that there was sufficient affordable housing, it was not a substantial majority and when taking into account the views of the traders and would-be employers the need for such housing must still be real albeit not acute.

	satisfied	dissatisfied
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Residential and nursing homes	53.7% (254)	4.6% (24)
Sheltered housing (with warden)	42.4% (198)	9.0% (42)
Affordable housing	41.4% (198)	26.1% (125)
Flats/apartments	37.1% (171)	11.7% (54)
Holiday lets	36.6% (171)	20.2% (94)
Private rented housing	33.4% (155)	13.4% (62)

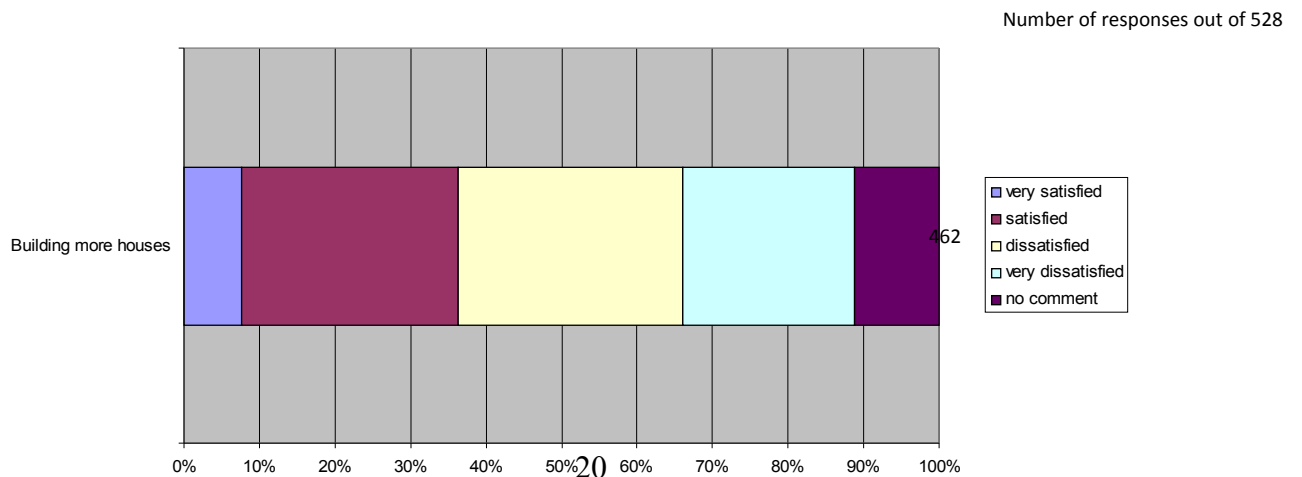
**Q13 Housing: how do you feel about the balance between locally owned homes and second homes in Charmouth?**



Almost all the 472 participants answering this question had a view – 59.7% expressing dissatisfaction compared to 26.3% saying they were satisfied with the balance between locally owned homes and second homes. It should perhaps be noted that owners of second homes might not have been present in the village and able to take part in the survey which was completed in the month of December.

	<b>satisfied</b>	<b>dissatisfied</b>
Balance with locally owned homes & second homes in Charmouth	26.3% (124)	59.7% (282)

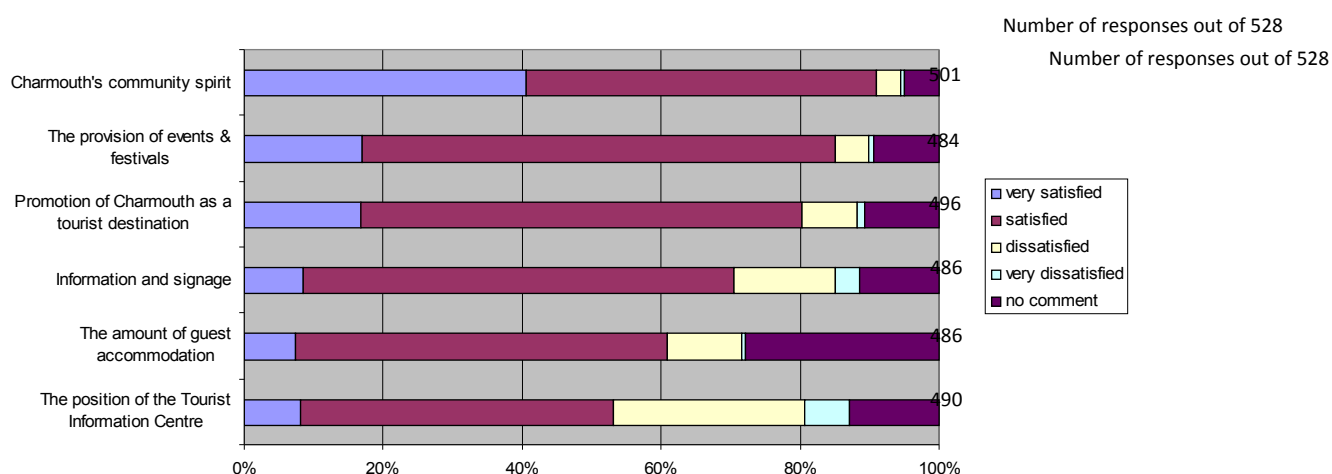
**Q14 Housing: How do you feel about the building of more houses in Charmouth?**



Although 52.4% expressed dissatisfaction about building more houses in Charmouth, a significant number 36.4% (168) said they would be satisfied with more houses. There appeared to be useful information in the written comments on the questionnaires to take into account.

	satisfied	dissatisfied
Building more houses in Charmouth	36.4% (168)	52.4% (242)

### Q15 Community: how do you feel about the following?



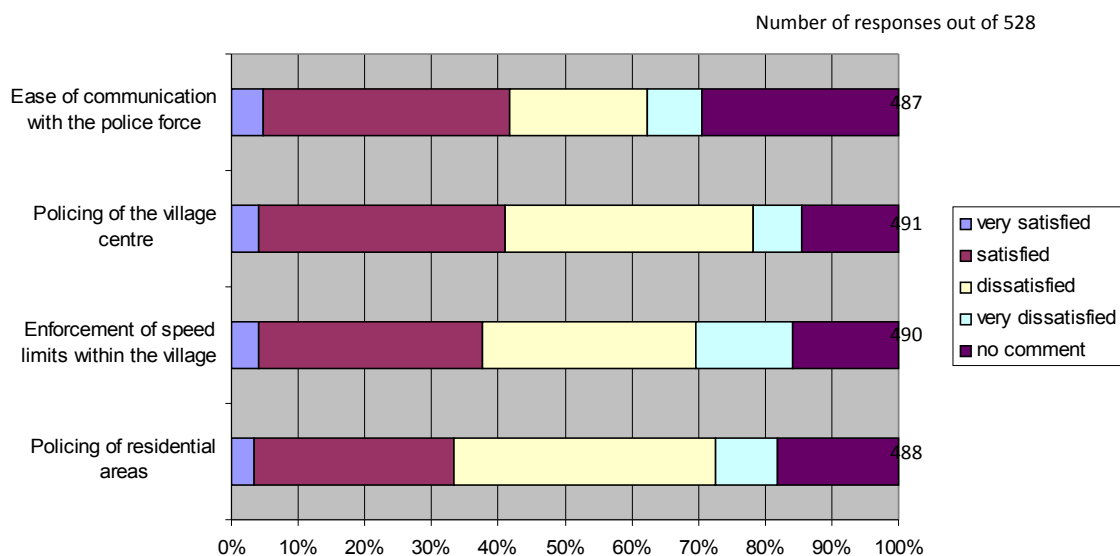
Without a doubt, participants were extremely satisfied with Charmouths' community spirit (91%) and of those 40.5% were 'very satisfied'. Charmouth is an extremely popular place to be. Linked to this were high levels of satisfaction shown for the provision of events and festivals in the village – 85.1%.

The remaining questions all scored over 50% for satisfaction with 80.2% of participants showing satisfaction with the promotion of Charmouth as a tourist destination.

However levels of dissatisfaction should be noted for the position of the Tourist Information Centre (34.1% - 167 respondents) against and 53.1% satisfied with the location. Reading the written comments to this question could provide more background on these scores.

	<b>satisfied</b>	<b>dissatisfied</b>
Charmouth's community spirit	91% (456)	4.0% (20)
The provision of events & festivals	85.1% (412)	5.4% (26)
Promotion of Charmouth as a tourist destination	80.2% (398)	9.1% (45)
Information and signage	70.5% (343)	17.9% (87)
The amount of guest accommodation	60.9% (296)	11.3% (55)
The position of the Tourist Information Centre	53.1% (260)	34.1% (95)

## Q16 Crime: what do you think about the following?

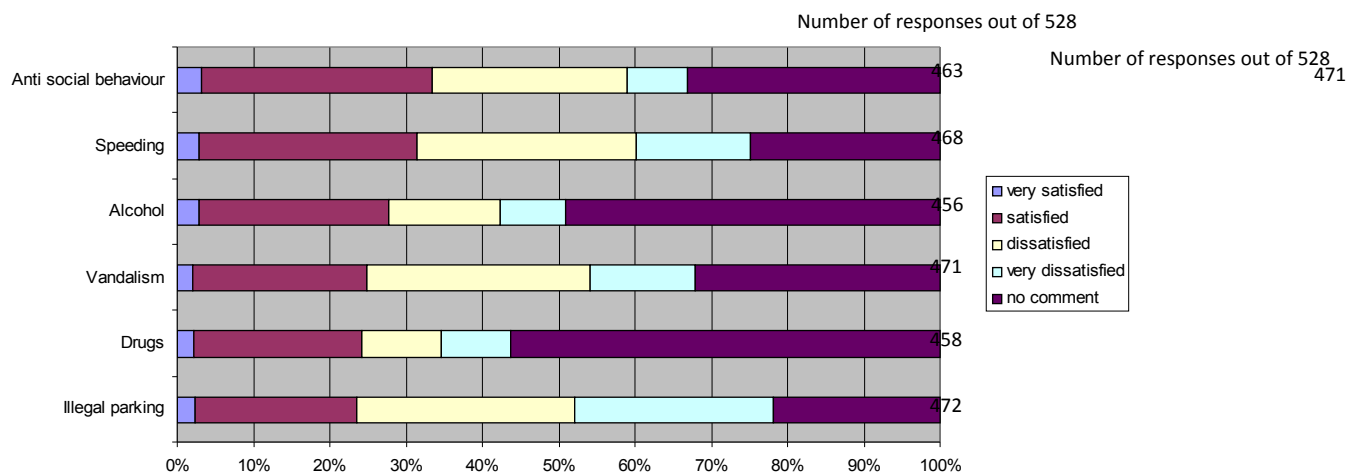


These responses in general show a serious level of dissatisfaction with the provision of policing in the village. Least dissatisfaction (28.9%) was shown in reply to the question on communication with the police force. Further discussion with the Constabulary or The Police Authority is recommended.

The results might serve as a benchmark against which future surveys could be made to investigate movements in attitudes over time.

	<b>satisfied</b>	<b>dissatisfied</b>
Ease of communication with the police force	41.7% (203)	28.9% (141)
Policing of the village centre	41.0% (201)	44.6% (219)
Enforcement of speed limits within the village	37.6% (184)	46.5% (228)
Policing of residential areas	33.4% (163)	48.3% (236)

**Q17 Crime: How satisfied are you with the way the following are managed?**



The results show the highest levels of dissatisfaction with the management of illegal parking (54.7%) which is not the responsibility of the police. All of the other matters are and again it indicates that policing in the village could be improved. It is important however to note that there were high levels of no comment suggesting that a lot of respondents did not feel they had levels of awareness to enable them to answer the questions. However some aspects raised strong levels of dissatisfaction and should be brought to the attention of the Police.

	<b>satisfied</b>	<b>dissatisfied</b>
Anti social behaviour	33.4% (155)	33.5% (155)
Speeding	31.4% (147)	43.8% (205)
Alcohol	27.7% (126)	23.3% (106)
Vandalism	24.8% (117)	43.1% (203)
Drugs	24.3% (111)	19.5% (89)
Illegal parking	23.5% (111)	54.7% (258)

## Youth Questionnaire for the 8-18's

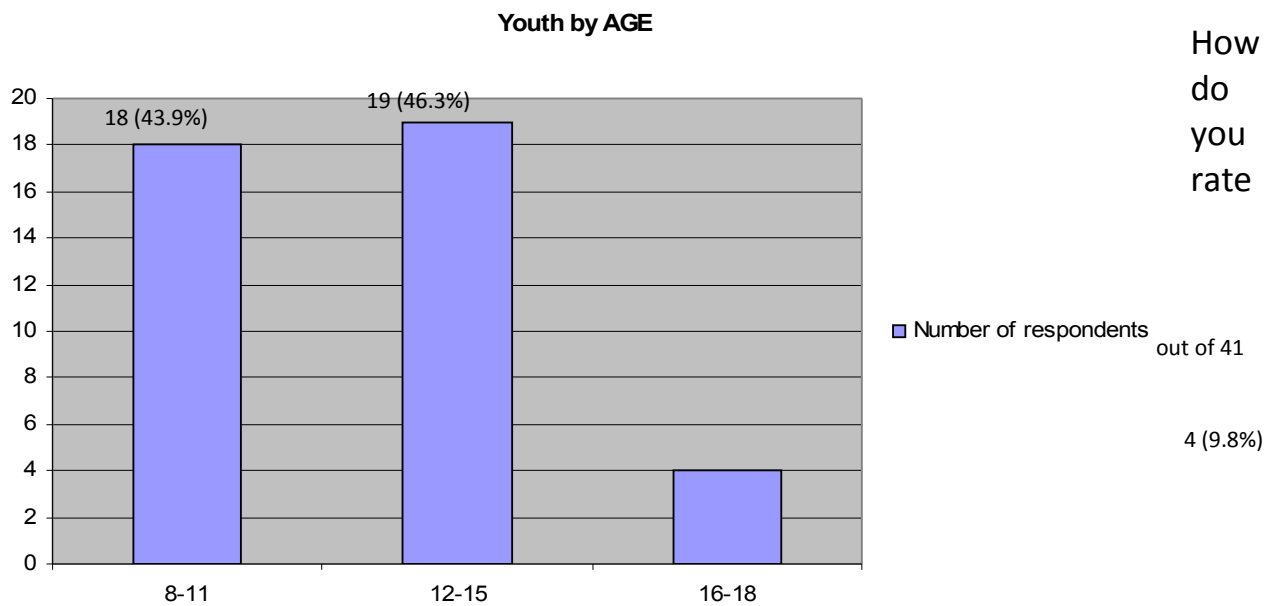
41 young people completed a questionnaire. In the survey as a whole, households with a total of 93 children in them completed the questionnaire, 77 of which were between the ages of 6 to 18. The response rate – 41 - for this group is therefore on the low side.

### GENDER

17 (41.5%) were female and 24 (58.5%) were male.

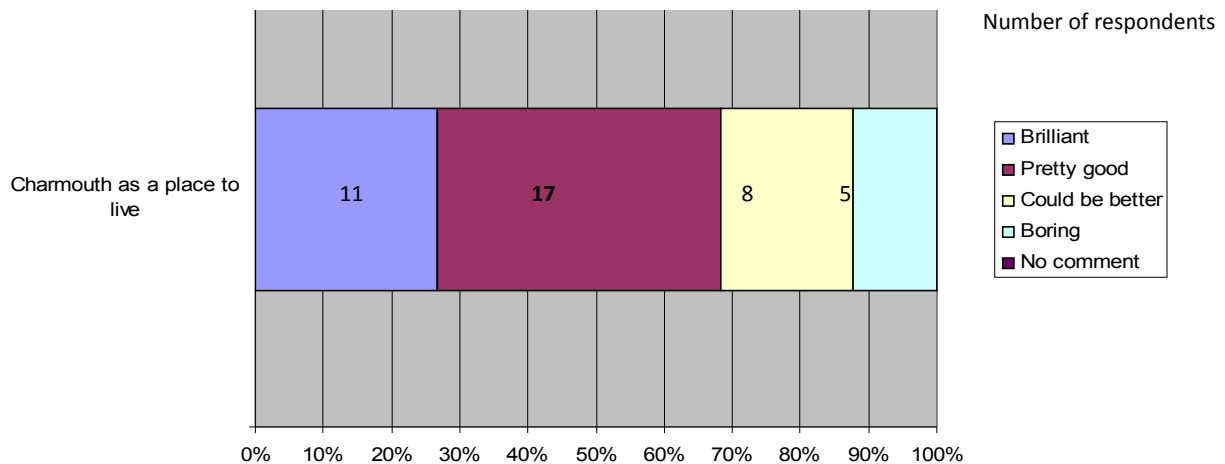
### AGE

Three age groups were identified. 37 of the respondents were aged between 8 and 15.

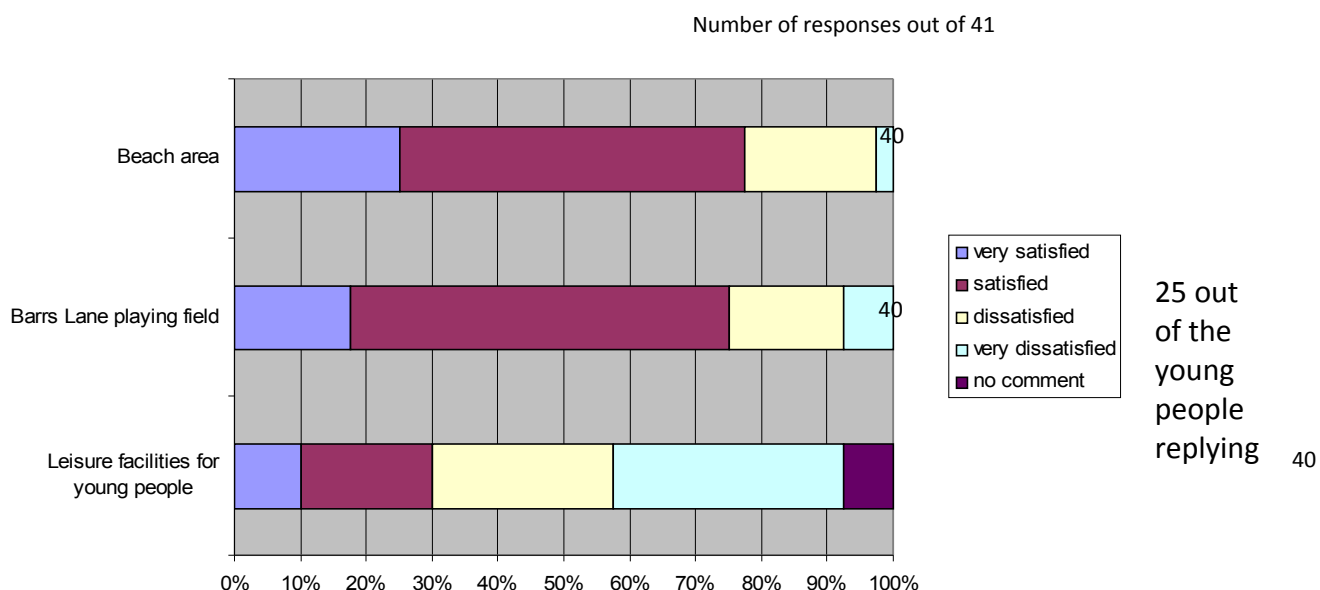


### Charmouth as a place to live?

As a group, the young people were positive about living in Charmouth with 28 (68.3%) of them saying 'pretty good' or 'brilliant'.



## Q1 What do you think about the following?

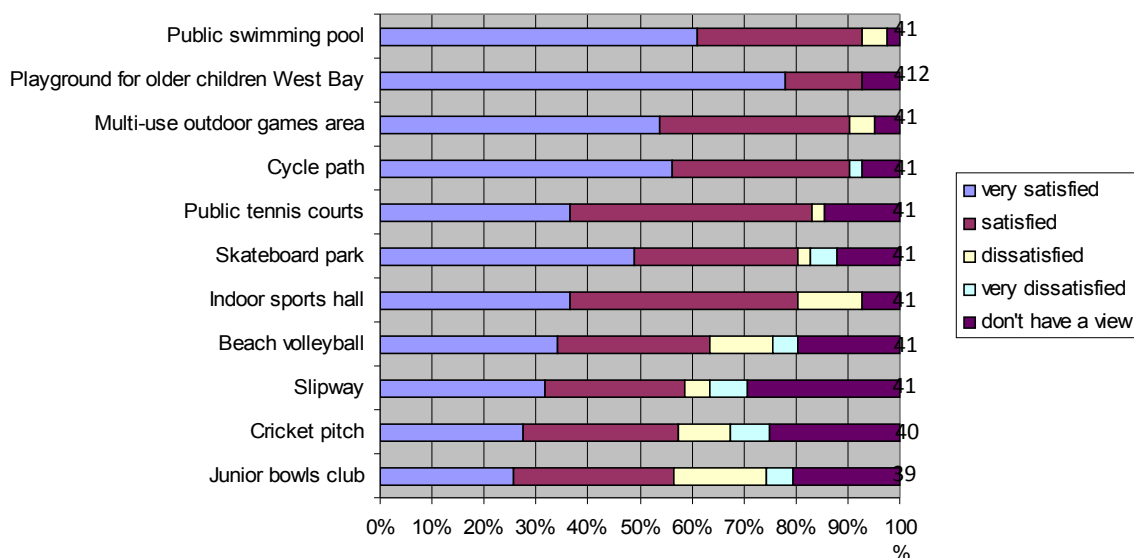


indicated they were not satisfied with leisure facilities provided for them. In Question 2 (see page 21) they were asked about a range of new activities and amenities and their answers could provide some insight into which would be the most popular.

In contrast, the responses were positive to questions on the beach area (31 satisfied) and Barrs Lane playing field (30 satisfied). Adults answering the main questionnaire were also asked about views on these two areas and they shared an equally positive outlook. However both old and young expressed dissatisfaction as to the general availability of facilities for young people.

	<b>satisfied</b>	<b>dissatisfied</b>
Beach area	77.5% (31)	22.5% (9)
Barrs Lane playing field	75% (30)	25% (10)
Leisure facilities for young people	30% (12)	62.5% (25)

## Q2 How would you feel about the following being offered in Charmouth?



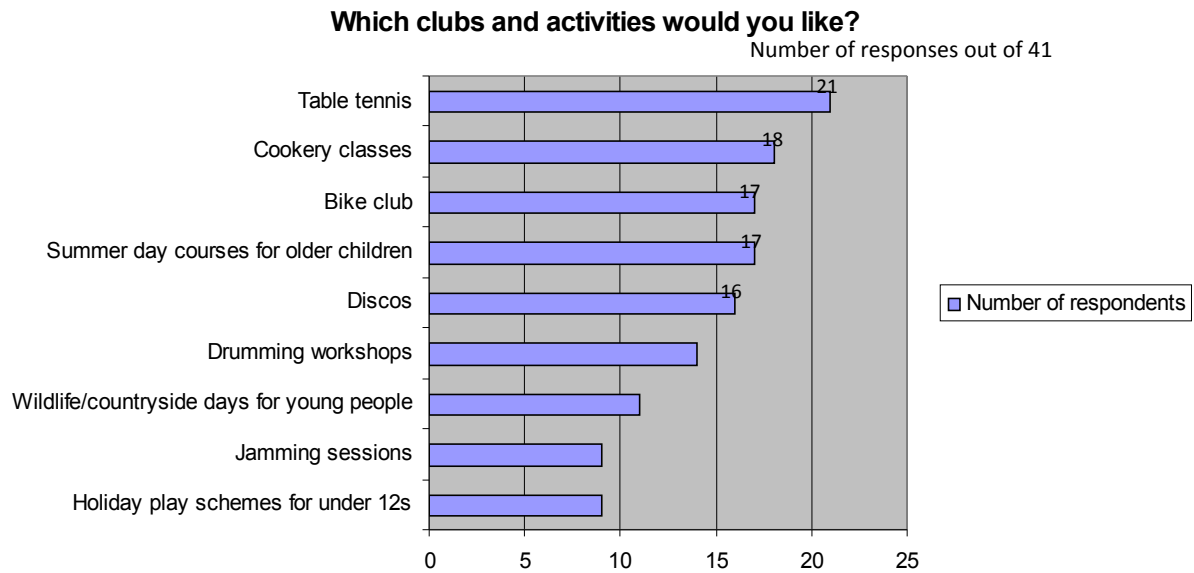
Clearly there are some popular choices for new facilities in the village – seven of which are scored at 80% and above. Respondents were less keen only on four ideas: beach volleyball, a slipway, a cricket pitch and a junior bowls club.

Adults were asked the same questions. ) Their top three ranked choices were tennis courts (65.8%), outdoor games area (63.9%) and a cycle path (61%). Looking at the top three choices by young people, only the multi-use outdoor games area is a match with the adults. A swimming pool and a playground like the one at West Bay lead the list for the younger group. As noted against Question 8 of the adult questionnaire these responses should be treated as a guide to popularity.

	satisfied	dissatisfied
Public swimming pool	92.7% (38)	4.9% (2)
Playground for older children like one at West Bay	92.6% (38)	0% (0)
Multi-use outdoor games area	90.3% (37)	4.9% (2)
Cycle path	90.2% (37)	2.4% (1)
Public tennis courts	82.9% (34)	2.4% (1)
Skateboard park	80.5% (33)	7.3% (3)
Indoor sports hall	80.5% (33)	12.2% (5)
Beach volleyball	64.4% (26)	17.1% (7)
Slipway	58.5% (24)	12.2% (5)
Cricket pitch	57.5% (23)	17.5% (7)
Junior bowls club	56.4% (22)	23.0% (9)

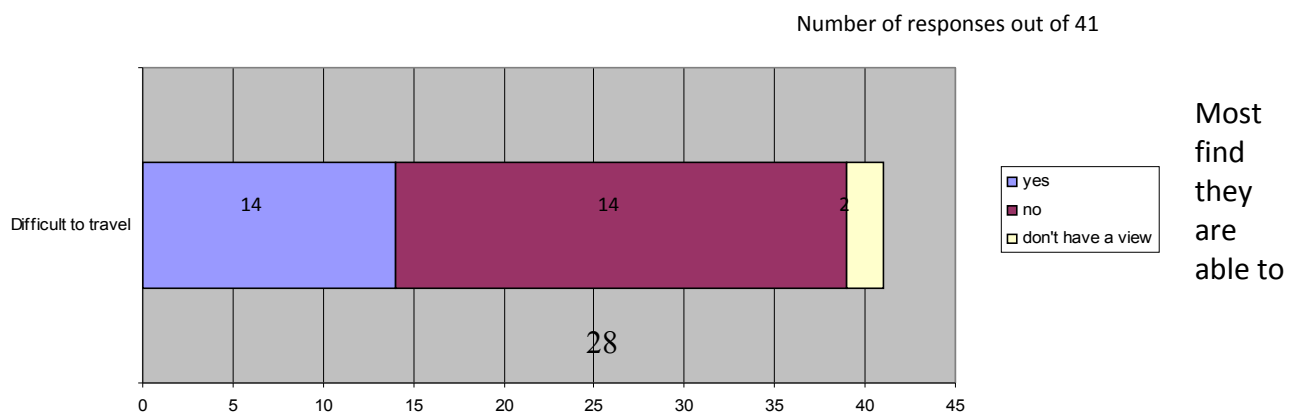
14  
11  
9  
9

Q3 Which clubs and activities would you like to take part in if they were available?  
(Can tick more than one)



Because the numbers of respondents are small, the results above are shown by number rather than percentage. Six participants skipped this question altogether. Whilst the more adult activities appealed to the oldest age group, the age of the respondents did not appear to have greatly influence their choices.

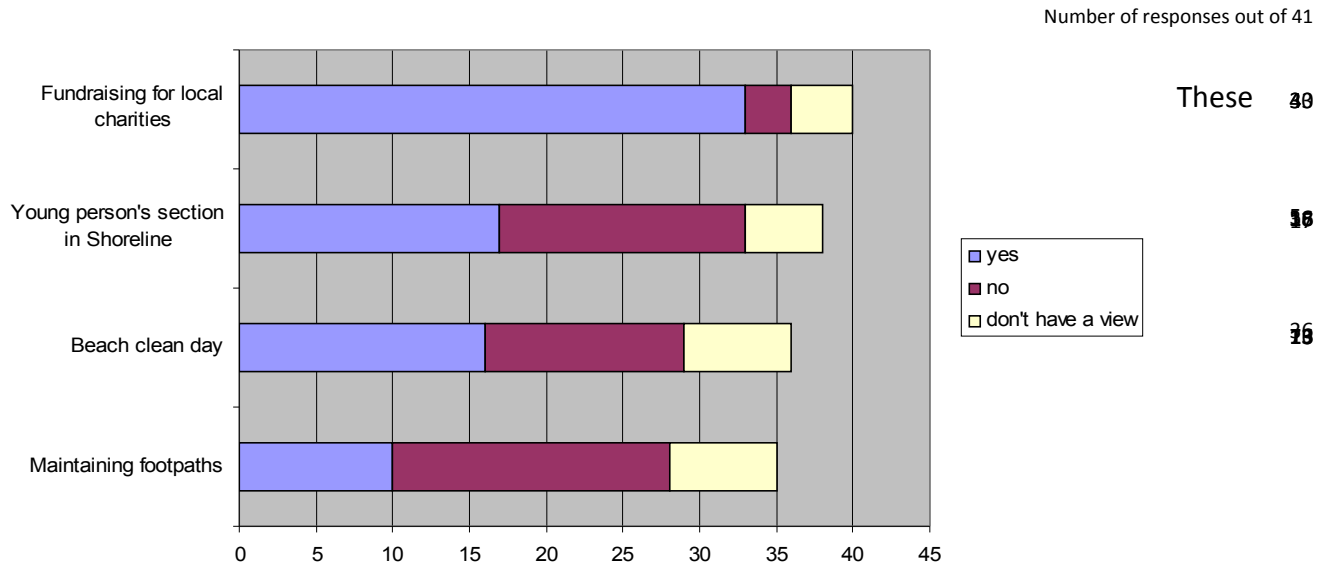
Q4 Do you find it difficult to travel to activities outside the village?



travel outside the village for activities, but the 14 that don't could be an indicator that a significant group do find it difficult. It may be that parents are able to drive them without relying on public transport. The availability of transport where a family car is not available needs to be investigated. Fourteen out of forty one is significant in the 21<sup>st</sup> century

18

Q5 Would you be prepared to help with any of the following?



questions give an idea of numbers of young people taking part in the survey who would be interested in specific activities. There are willing volunteers in the group, especially for fundraising for local charities. An analysis of the results by age could give some clues as to the age groups of those expressing interest in helping.

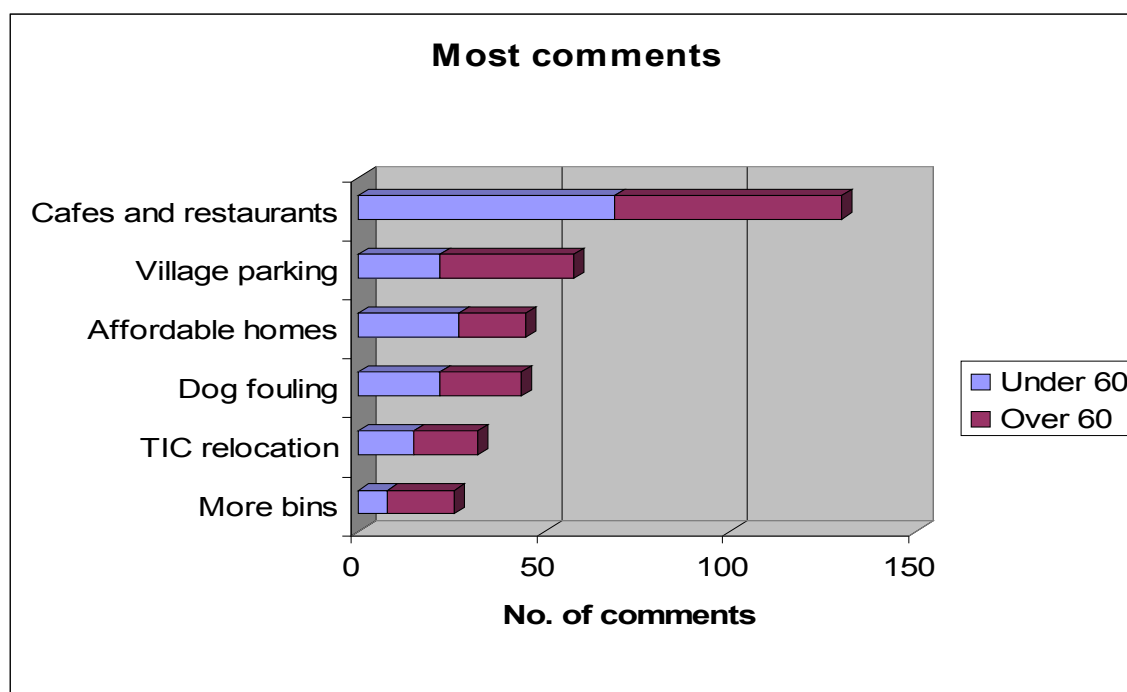
## **Parish Plan – Comments**

Exactly 300 people filled in at least one Comments box, about 60% of all respondents.

Many filled in several boxes making a total of 467 comments in all.

We should take these seriously as people spent much more time thinking about and writing them than ticking the boxes in the questionnaire.

Perhaps we can gain the overall strength of feelings regarding topics by firstly looking at those topics that attracted the most comments, and these are analysed by age (under 60 vs. over 60).



### **Cafes and Restaurants**

There were a surprising number of comments regarding Charmouth's cafes and restaurants – 130 in all, spread across all age groups.

There are two types of comments:

1. Many people would like to see what they call a "mid-price restaurant" in Charmouth. There appears to be a gap in the market which is ripe for exploitation.
2. The Beach Café's current opening hours are a frustration to many residents. Evening opening in the summer and winter opening would clearly be very much welcomed, as would a more varied menu.

### **Parking near shops**

There were 58 different comments made about the lack of parking near the shops. These included the amount of illegal parking and parking on pavements as people 'popped' to the shops. The majority of the comments (36) were made by the over-60 age group, at least some of whom would use the village centre more if parking was available. The problem is particularly acute during the summer season.

### **Affordable housing**

There were 45 comments made in favour of more affordable homes with 7 against. Homes for families were requested by a few. This was an issue more often mentioned by the under-60 age group.

There were a number of comments bemoaning the excessive number of second homes in Charmouth.

### **Dog fouling**

Clearly a very emotive issue, with many complaints made about owners not cleaning up after their dogs. Barrs' Lane is a particular bad spot, some people requested a dog warden. On the subject of beach access for dogs, opinion is divided, with 18 wanting more restrictions and 6 happy with the current rules.

More dog mess bins were requested by several respondents.

### **Tourist Information Centre relocation**

32 respondents would like to see the Tourist Information Centre relocated. Most people thought that somewhere in the beach area would be the best location while a couple suggested the library.

### **More bins**

26 respondents requested more street litter and/or dog mess bins.

### **Other comments**

**Street lights** - There were several comments regarding street lights though the recent problems with lights going on and off confused the issue. There were a few comments made about the dimness of the new lights in The Street, and a majority did not want the lights turned off at night.

**WC near shops** – 7 people requested toilets near the shops

**Fireworks** – 5 respondents would like to see fireworks in Charmouth on November 5<sup>th</sup> rather than having to go to Lyme.

**Recycling** – Not everyone is aware that the recycling facilities have been replaced and there were 18 requests for plastic recycling. 4 respondents would like to see recycling bins at the beach.

**Beach toilets** – There were 8 complaints about the state of the beach toilets and 11 people would like to see them open in the evenings.

**Buses** – 4 people bemoaned the lack of buses from Bridport after 9.30pm

**Library** – 9 people would like to see the library open longer hours.

**Beach disabled access** – 11 respondents in the over-60 category would like to see better disabled beach access.

## **And finally...**

There were a lot of very positive general comments made about Charmouth, e.g. 'wonderful' 'a joy' 'great place to live' 'we love Charmouth' 'lovely, friendly village'. There may be negatives but there are also a lot of positives!

## **Households with Children**

Question 21 of the Adult Questionnaire asked about the number and age of children living in households. In the survey there were 45 households identified with 93 children living in them between the ages of 0 – 18 years old.

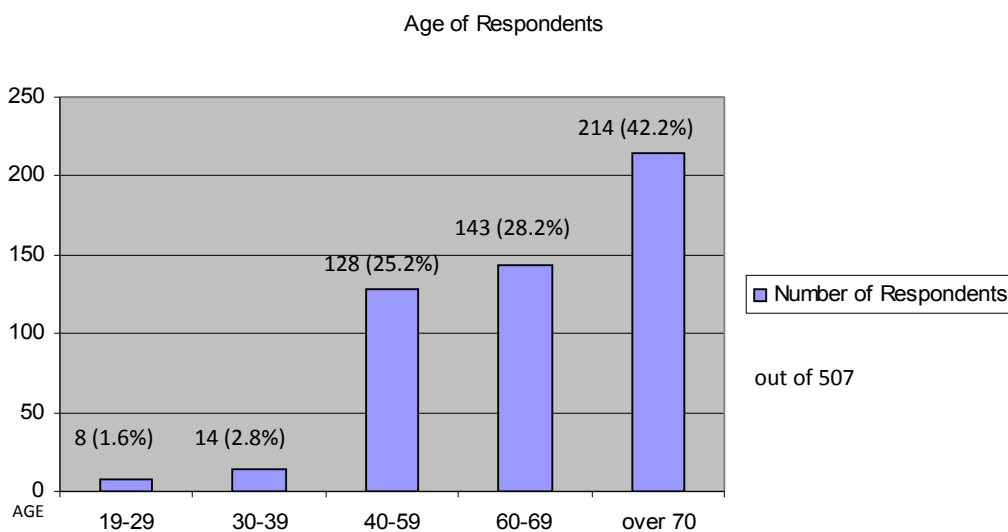
Number of children in the 45 households

Age range	0-5 years	6-11 years	12-18 years
Number	16	36	41

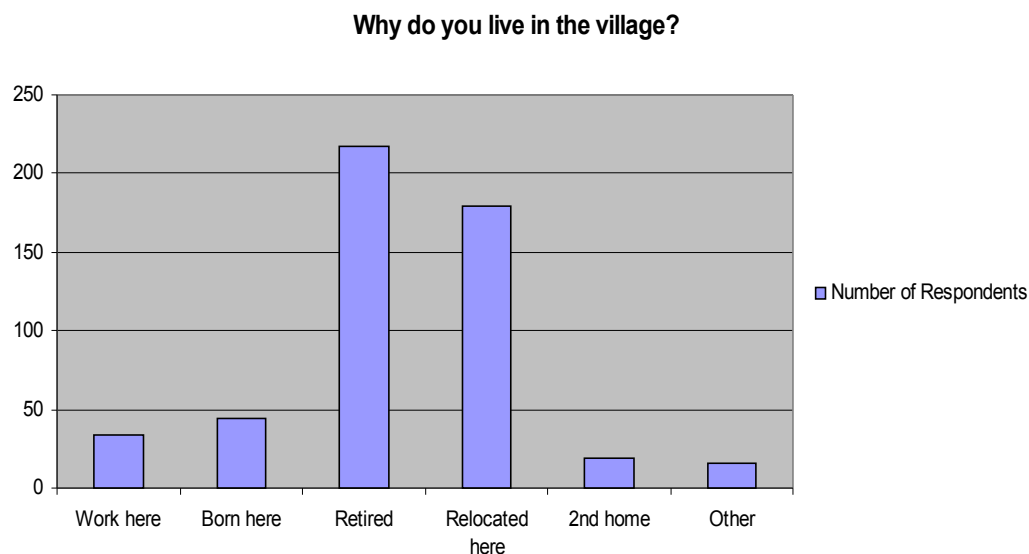
## **Profile of Survey Respondents**

**Gender:** 54.7% were female and 45.3% were male

### **Age**



Notably 70.4% of respondents were 60 and over, with 42.2% over the age of 70.



## Visitor Survey

During the busy summer holiday period in 2010, a sample of visitors were asked to complete a brief questionnaire relating to their stay in or their visit to Charmouth.

There were nine questions in total which follow. This Questionnaire was not subject to detailed analysis through “Survey Monkey” but has been reviewed to assess the flavour of the responses. The total number of people interviewed was 75. The results show without any doubt that Charmouth is a most popular holiday destination and is likely to continue to be so.

### Q1. How did you travel here?

As would be expected virtually everyone travelled to Charmouth using their own car there were a couple who were on cycling holiday.

### Q2 How long are you staying?

The length of stay varied but of the people questioned most stayed for between 1 and 2 weeks.

	Numbers	%
Day Visit	4	5.33
2 to 4 Days	23	30.66
5 to 6 Days	17	22.66
1 to 2 Weeks	26	34.66
2 Weeks +	5	6.66

**Q3 What accommodation are you staying in?**

The most popular form of accommodation was camping and caravanning.

	<b>Numbers</b>	<b>%</b>
Hotel/B&B	3	4.00
Self Catering	6	8.00
Campsite/Caravan	60	80.00
With friends locally	4	5.33
Live in nearby town or village	2	2.66

**Q4 Are you visiting as.....?**

Visitors fell into family groups or couples which reflects the nature of Charmouth as a rural seaside village.

	<b>Numbers</b>	<b>%</b>
An organised tour	0	0.00
A group of family or friends	29	38.66
A couple	41	54.66
An individual	5	6.66

**Q5 How did you first hear about Charmouth and the Jurassic Coast?**

This question produced the most satisfying result for Charmouth as a holiday destination with most people having previously visited the village and many on several previous occasions.

	<b>Numbers</b>	<b>%</b>
Information Leaflets	2	2.66
Internet	5	6.66
Word of mouth	9	12.00
Previous Visit	46	61.33
National Media	0	0
Other: Friends & Family	9	12.00
Caravan Club	4	5.33

**Q6 What is the main purpose of your visit?**

Many people identified more than one reason for their visit therefore no attempt to show percentages is shown. It also shows that if the choices related to fossil hunting, the Heritage Coast Centre and the Jurassic Coast are taken together then clearly geology and palaeontology are the reasons most people come to Charmouth

	<b>Numbers</b>
Fossil Hunting	17
Visiting the Heritage Coast Centre	20
Visiting the Jurassic Coast	18
Walking/hiking	24
Beach	32
Camping and Caravanning	32

**Q7 How do you rate the local shops, pubs, cafes and restaurants?**

These figures clearly show a high degree of satisfaction with the shops, pubs, cafes and restaurants.

	<b>Numbers</b>	<b>%</b>
Excellent	18	24.00
Good	38	50.66
Average	16	27.33
Poor	3	4.00
Very Poor	0	

**Q8 How would you rate Charmouth and your visit overall?**

Clearly Charmouth scores highly with our visitors in terms of satisfaction with their holiday experience.

	<b>Numbers</b>	<b>%</b>
Excellent	35	46.66
Good	33	44.00
Average	7	9.33
Poor	0	0
Very Poor	0	0

**Q9 How likely are you to come back to Charmouth again?**

These answers along with those in response to question 8 will be of reassurance to the local businesses and to the Parish Council

	<b>Numbers</b>	<b>%</b>
Definitely	34	45.33
Very Likely	30	40.00
Possibly	10	13.33
Unlikely	1	1.33

# The Business Perspective

## **Background**

A business questionnaire was distributed to all members of The Charmouth Traders Association. The majority of members responded, covering a wide range of Charmouth businesses, including retail, service, and professional and other business types. Despite the different business types there are several issues that attract majority support and these form the basis of this paper. There are two aspects – local people and visitors to Charmouth. However, all of these proposals would benefit both sectors.

## **Parking**

Parking near the shops is an issue that urgently needs to be addressed. Many local people want to use the village shops but often cannot park near them. Visitors to the village also cannot park near the shops and as a result many never leave the beach area. In addition, there is not enough coach parking and the existing spaces are difficult for drivers to get into.

## **Housing**

The provision of affordable housing would help local families stay in the village and also provide employees for local businesses. In addition, local retailers would benefit from increased all-year-round trade – this trade is currently declining, putting these businesses at risk.

## **Employment opportunities**

There is a need for non-seasonal businesses providing all-year-round employment.

### **Facilities and attractions**

Charmouth attracts a great many visitors in the holiday season but there is a lack of attractions to keep them in the village on rainy days. The provision of arts and craft workshops would greatly benefit the village.

The lack of a mid-price bistro-style restaurant is damaging Charmouth's overall attraction as a holiday destination and would also be welcomed by locals.

### **Summary**

Charmouth is a very popular village with both residents and visitors. Much of its charm is that it is relatively undeveloped. Our proposals can be implemented in a way that retains Charmouth's individuality while improving the attractiveness of the village to all. The gradual loss of homes to second homeowners is damaging the village shops and, if measures are not taken, will eventually lead to Charmouth becoming a ghost village in the winter, much as Lyme Regis is becoming.

It is accepted that these solutions are not necessarily easy to achieve, but if enough resolve is found most, if not all, could be implemented over the ten year plan horizon.



# Charmouth Village Plan - Business Questionnaire

Overall 14 questionnaires were returned - a good response

## Business types

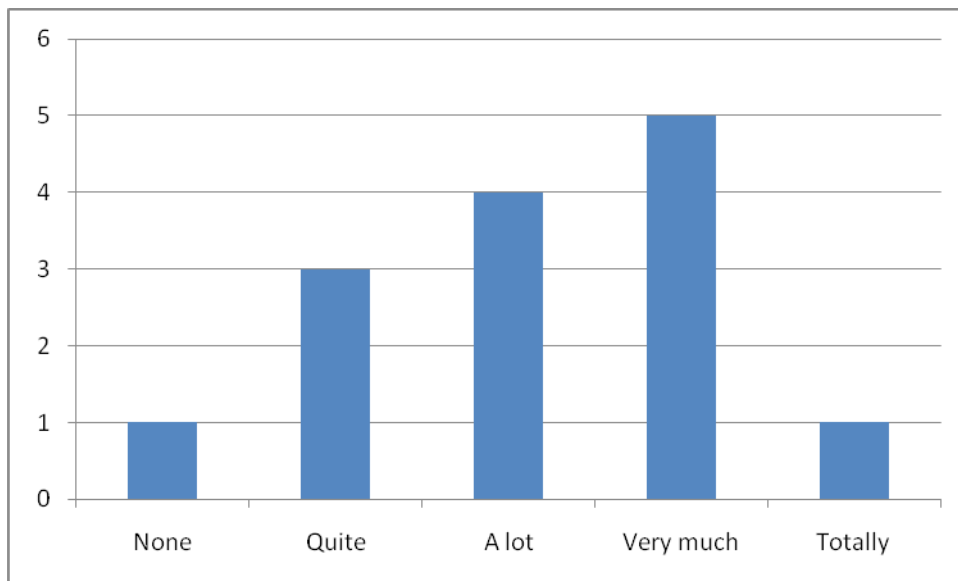
A good cross section of businesses are represented

- 9 Service, 6 Retail, 1 Professional, 1 Industrial and 1 Distribution

(Some businesses cover more than 1 category)

## Seasonality

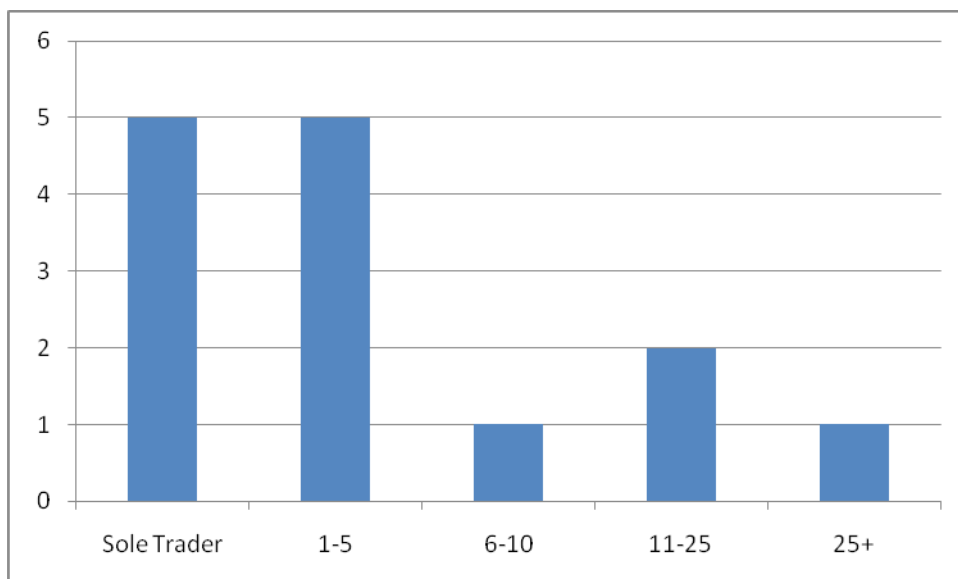
Nearly all businesses are seasonal, with the majority claiming A lot/Very much/Totally



## Employees

A range of sizes, with most people employed living in the village.

The 14 businesses covered employ nearly 100 people.

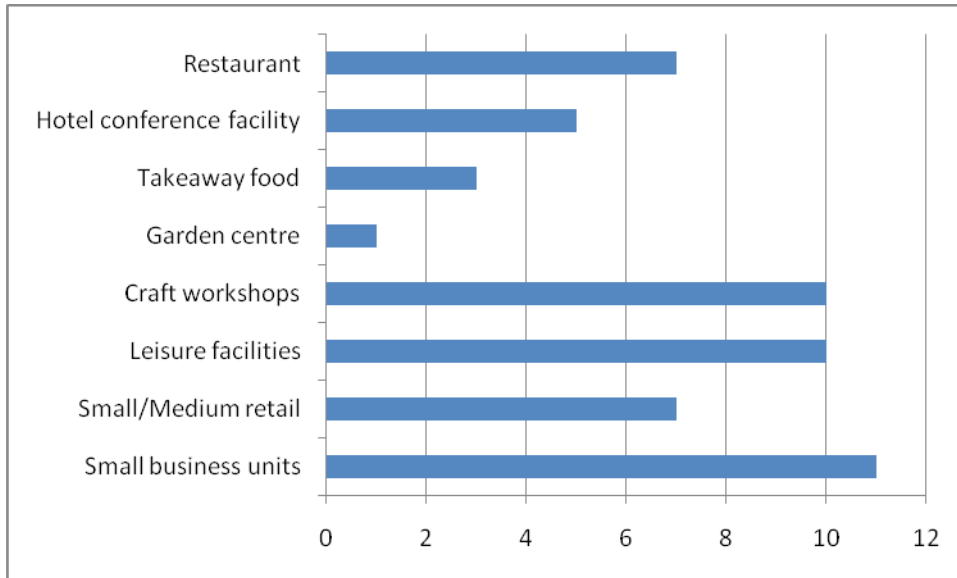


### **Development and business opportunities**

Quite a consensus here. No-one wants a large industrial site or a supermarket, and a majority would like to see developments that includes small business units, small/medium retail, craft workshops and leisure facilities.

Seven respondents would like to see a mid-priced restaurant option in the village and five, a hotel/conference facility.

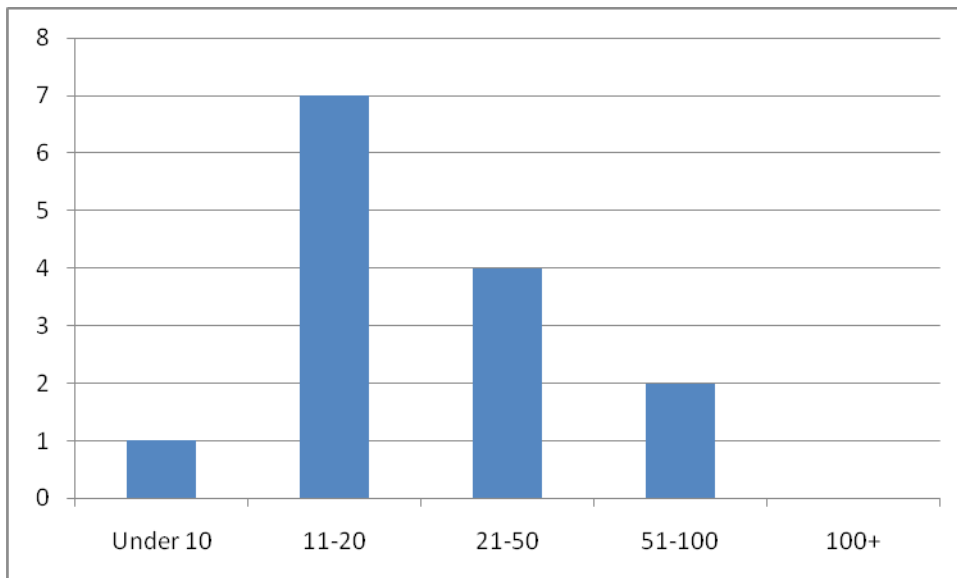
Two themes here - more for tourists to do in the village and more local employment.



### **Extra homes**

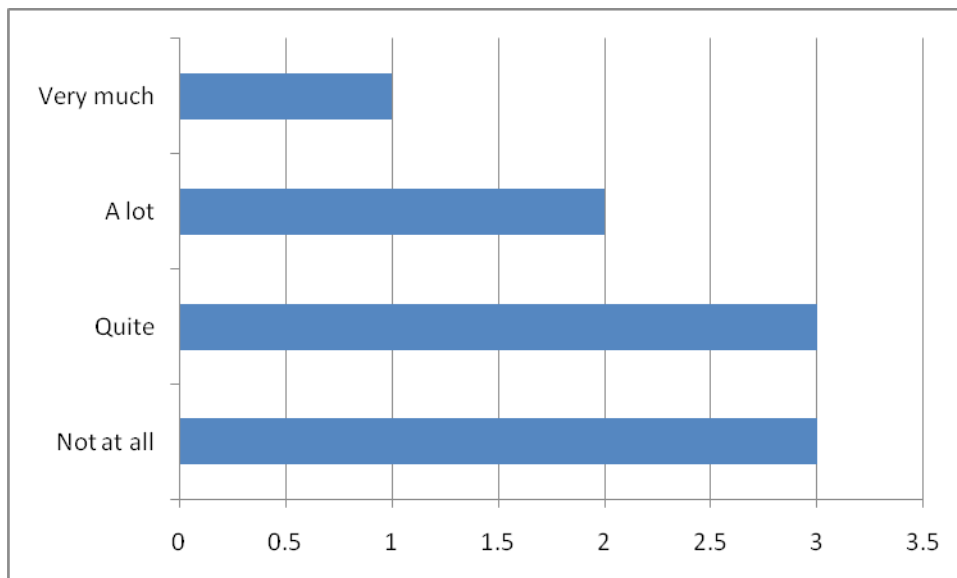
Most respondents want to see more homes built in Charmouth, with the majority in the 11-50 range.

This may be linked to the recruitment problems below.



## **Problems with recruitment**

Taking out the five sole traders, the nine remaining businesses have varying levels of recruitment problems, though generally the more employees the bigger the problem.



## **Constraints to development**

Given that there are several types of businesses covered in different locations in the village, analysis is complicated, but ranking the issues in order of concern gives the following:

1. Parking (a major concern for all the retailers surveyed)
2. Local or District Council
3. Planning
4. Local residents
5. Staffing

Problems with the lack of adequate coach parking was spontaneously mentioned by four respondents.

## **Other issues**

These sections of the questionnaire have not been analysed:

- e-commerce (most businesses do not use this at all)
- Local training needs (only five businesses had needs)
- Broadband (very mixed response)

# CHARMOUTH PARISH PLAN 2010

## ACTION PLAN

### Adult Questionnaire

Item	Action	Parish Plan Page No	Initiate Action	Responsible Organisation and Partners to the Action	Suggested solution	Timescales
1	Take steps to reduce the incidence and nuisance of dog fouling.	6	Parish Council	Parish Council	More Dog Bins and Education	Short Term
2	Improve Street Cleaning	6	Parish Council	West Dorset District Council	Promote with WDDC	Medium Term
3	Try to improve medical cover on weekends and evenings cover by	7	Parish Council	Local NHS	Discussion with Local GP's	Medium Term
4	Improve off street parking facilities	8	Parish Council	West Dorset District Council	Discussion and Publicity	Medium Term
5	Improve Special Needs Activities	8	LAPS	West Dorset District Council	Discussion and Publicity	Long Term
6	Develop leisure facilities for young people	9	Parish Council	WDDC & Children's Groups	Joint Approach	Medium Term

## CHARMOUTH PARISH PLAN 2010 ACTION PLAN

Item	Action	Parish Plan Page No	Initiate Action	Responsible Organisation and Partners to the Action	Remarks	Timescales
7	Make allowance in future district plans for more land for light industry	11	Parish Council	West Dorset District Council		Long Term
8	Impose 20mph speed limit in main thoroughfares	12	Parish Council	Dorset County Council		Medium Term
9	Enforce local parking restrictions more effectively	12	Parish Council	West Dorset District Council		Short Term
10	Extend opening hours of Public Toilets	4	Parish Council	West Dorset District Council		Short Term
11	Increase the number of affordable homes	14	Parish Council	WDDC Housing Associations		Long Term

## CHARMOUTH PARISH PLAN 2010 ACTION PLAN

Item	Action	Parish Plan Page No	Initiate Action	Responsible Organisation and Partners to the Action	Remarks	Timescales
12	Relocate Tourist Information Centre	16	Parish Council	Regional Tourist Board		Medium Term
13	Improve levels of local policing to restore public confidence and increase visibility on the streets	17-18	Parish Council	Local PACT and Dorset Police		Short Term

## CHARMOUTH PARISH PLAN 2010 ACTION PLAN

### Young Peoples Questionnaire

Item	Action	Parish Plan Page No	Initiate Action	Responsible Organisation and Partners to the Action	Remarks	Timescales
1	Encourage the improvement in the leisure facilities available for young people	20	Parish Council	Youth Groups/Dorset Community Action/West Dorset District Council		Medium Term
2	Improve travel and transport for young people to attend out of village activities.	22	Parish Council	Youth Groups, County and District Councils		Medium Term

## **Acknowledgements**

Thanks are due to the members of the Steering Group for their hard work over a very long time – Linda Crawford, Tony Johnstone, Jane Morrow, Debra Peters, Richard Salisbury, Phil Tritton, and Keith Lander as Chairman and Editor.

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Tessa Greenaway and the Members of Bridport Local Area Partnership

Col. Geoffrey Brierley – Councillor Dorset County Council

David Newson – Councillor West Dorset District Council

Maria Clark – Community Planning Officer West Dorset District Council

Dorset Association of Parish and Town Councils

Thanks must also go to the people of Charmouth for their support, and for making the community what it is.



