

**MID DEVON DISTRICT COUNCIL
RETAIL, LEISURE & TOURISM STUDY**

**FINAL
VOLUME 3:
CENTRE HEALTHCHECKS**

Prepared for:

**Mid Devon District
Council**

February 2024

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1. INTRODUCTION

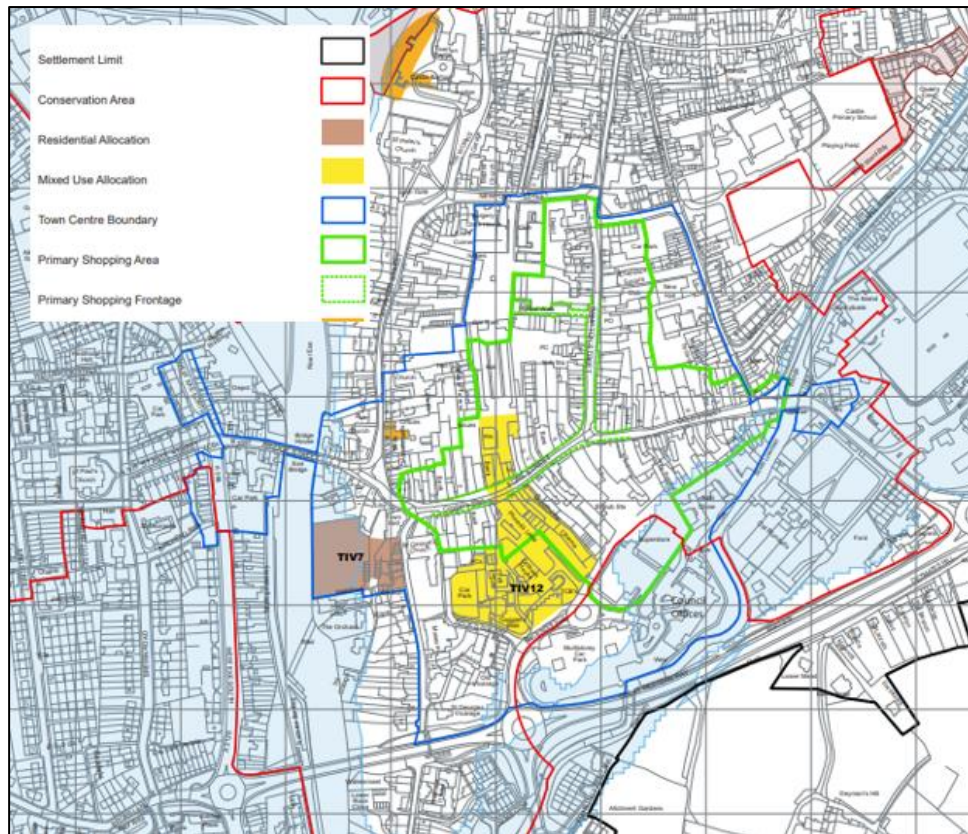
- 1.1 This appendix provides the findings of qualitative assessments of centres in Mid Devon. The Health Check also includes findings from the Household Telephone Interview Survey (HTIS) on consumer behaviour and feedback from stakeholders on opportunities and challenges for some of the centres.
- 1.2 The health check assessments provide an overview of the relative 'health' of the centres by establishing their current vitality and viability based on the key performance indicators (KPIs) set out in the Planning Practice Guidance (PPG). The PPG recommends that health checks are assessed based on the following KPIs:
- Diversity of uses
 - Proportion of vacant street level property
 - Commercial rent yields on non-domestic property
 - Customers' experience and behaviour
 - Retailer representation and intentions to change representation
 - Pedestrian flows
 - Accessibility
 - Perception of safety and occurrence of crime
 - State of town centre environmental quality
 - Balance between independent and multiple stores
 - Barriers to new businesses opening and existing businesses expanding
 - Extent to which there is an evening and night-time economy offer
- 1.3 Local retailer requirements and Zone A rents have been provided for centres where available and were informed by feedback from local commercial agents.
- 1.4 The health check assessments were supplemented by a site visit to each centre, which informed observations on retail and leisure representation and the quality of environment.
- 1.5 The KPIs help to identify the critical Strengths and Weaknesses of each centre; the Opportunities (SWOTS) for future sustainable development and any current and potential Threats to their overall vitality and viability, summarised in the main report (**Section 6**).

2. TIVERTON TOWN CENTRE HEALTH CHECK

Overview

- 2.1 Tiverton is one of the main market towns in the Mid Devon area and is designated as a Town Centre by the local plan. The town itself is located at the confluence of two rivers, the River Exe and the River Lowman, and the A361 road which provides access to the M5 and the railway station.
- 2.2 Tiverton has a historic town centre core within a Conservation Area. The town centre, like many others, faces challenges including the structural changes in the retail sector, competition from out-of-town provision and online shopping. There has been a loss of national stores such Waterstones, Holland and Barrett, Dorothy Perkins (national closure), M&Co (national closure) and a significant loss of banks/ building societies most recently Barclays with Natwest scheduled to close in October 2023. This notwithstanding there is a growing independent sector, notably from Gold Street towards Bampton Street. Mid Devon District Council are currently putting together a Masterplan and investment strategy to regenerate the town centre.
- 2.3 The Primary Shopping Area is largely made up of around three streets: Fore Street, Bampton Street and Gold Street. The Primary Shopping Frontage, as identified in the Policies Map, starts at Coggan's Well, continues up Fore Street (partially stretching out into Gold Street) then turns North on Bampton Street, before ending west along Market Walk. Within the town centre there are two site allocations: TIV7 'Town Hall / St Andrew Street' (a residential allocation) and TIV12 'Phoenix Lane' (a mixed used allocation). There is a small addition to the town centre across the River Exe.
- 2.4 A c.5,700 sqm Tesco Superstore is located just beyond the eastern edge of the town centre border. The store has a large car park along with a click and collect station and electric vehicle (EV) charging points to the front and a petrol station located by the roundabout on Blundell's Road. A Lidl store opened in 2021 just metres away from the Tesco, presenting further competition to the M&S Foodhall within the town centre.
- 2.5 The Council has policies within the local plan to ensure the vitality and viability of town centres like Tiverton, Cullompton and Crediton. Policy S7: Town Centres seeks to protect, enhance and positively manage centres to ensure economic regeneration whilst protecting the heritage of the town. The policy seeks to promote the development of new homes, businesses and offices that will contribute to the vitality and visibility of the town centres.

Figure 2.1: Town Centre Boundary, Primary Shopping Area and Shopping Frontage



Source: Mid Devon District Council, Adopted Local Plan Policies Map

Diversity of Uses

- 2.6 The Goad Category Report for Tiverton is based on a survey dated 13 February 2022. The figure below shows the area covered by Goad. The plan shows the 'footprint' floorspace and the site area without the building lines. Although they do not provide a definitive report of gross or net floorspace in centres, they do provide a useful means of comparison between centres, as all outlets are measured in a consistent manner over time.

Figure 2.2: Tiverton: Goad Defined Area



Source: Experian Goad

- 2.7 Based on the above, the Goad data shows that Tiverton has a total of 249 units and an overall quantum of 34,699 sqm in floorspace. There are 103 Retail outlets which is made up of 77 Comparison Retail outlets and 26 Convenience outlets.

Table 2.1: No. of Units in Tiverton Town Centre

	No. Outlets	% of Total Outlets		Gross Floorspace (sqm)	% of Total Floorspace	
		Tiverton	UK Average		Tiverton	UK Average
Comparison Retail	77	30.92%	26.86%	12,133	34.97%	30.14%
Convenience Retail	26	10.44%	9.28%	4,339	12.50%	15.45%
Retail Services	44	17.67%	15.75%	3,865	11.14%	7.23%
Leisure Services	52	20.88%	25.37%	7,572	21.82%	26.27%
Financial & Business Service	29	11.65%	8.70%	3,865	11.14%	6.55%
Vacant	21	8.43%	13.83%	2,926	8.43%	13.75%
Total	249	100%	100%	34,699	100%	100%

Source: Experian Goad Category Report – February 2022

- 2.8 The total retail floorspace is 16,472 sqm comprising 12,133 sqm comparison goods and 4,339 sqm convenience goods. The number of comparison and convenience outlets is above the UK average (based on all retail outlets across the UK as monitored by Goad). The proportion of comparison floorspace is higher than the UK average, whereas the proportion of convenience floorspace is lower. The comparison offer is diverse and includes Charity Shops, Chemist & Drugstores, Gift shops, Electrical & Other Durable Goods, Hardware &

Household Goods outlets and others. The convenience offer includes Grocers, Supermarkets, Bakeries, Butchers and Markets.

- 2.9 The centre also has a reasonably strong Service sector representation, with 52 Leisure Service outlets, 44 Retail Service outlets and 29 Financial and Business Service outlets (125 outlets in total).
- 2.10 The Leisure Service offer comes in the form of Cafes, Restaurants, Public Houses, Casinos & Betting Offices, Sports & Leisure Facilities amongst others. The Retail Service offer mainly comes from Health & Beauty outlets, Opticians, Dry Cleaners & Launderettes amongst others. Financial & Business Service outlets include Property Service outlets, Retail Banks, Building Societies amongst others.
- 2.11 Financial and Business Service represents 11.65% of the overall outlets, higher than the UK average of 8.70%, Retail Service represents 17.67% of the overall outlets, higher than the UK average of 15.75% and Leisure Service represents 20.88% of the overall outlets, almost 5 percentage points lower than the UK average of 25.37%.
- 2.12 To note on Financial and Business Services, Barclays Bank, NatWest and Halifax Bank have all closed since the time of the Experian Goad Category Report.
- 2.13 The table below shows the food and beverage offer within Tiverton Town Centre. In total there are 38 outlets that make up 4,218 sqm of floorspace. Fast Food & Takeaways have 16 outlets in the centre which is the most outlets and encompasses the most space (1,217 sqm).

Table 2.2: Food & Beverage Units and Floorspace

	No. Outlets	% of Total Outlets		Gross Floorspace (sqm)	% of Total Floorspace	
		Tiverton	UK Average		Tiverton	UK Average
Bars & Wine Bars	3	1.20%	2.25%	399	1.15%	2.38%
Cafes	9	3.61%	5.02%	920	2.84%	2.84%
Fast Food & Take-aways	16	6.43%	6.06%	1,217	3.51%	3.03%
Public Houses	4	1.61%	2.60%	873	2.52%	3.45%
Restaurants	6	2.41%	4.90%	808	2.33%	4.18%
Total	38	15.26%	20.83%	4,218	12.35%	15.88%

Source: Experian Goad Category Report – February 2022

- 2.14 The offer also includes 9 Cafes including the high street chain Costa Coffee on Bampton Street. The restaurant offer is slightly limited to just 6 outlets but there is a mix of cuisines including Indian, Chinese, Greek and Italian. The centre's offer also includes 4 Public Houses and 3 Bars & Wine Bars. Overall, the Food and Beverage offer is decent given the size of the centre.

- 2.15 Tiverton Pannier Market is located within Tiverton Town Centre by the Market Place car park and can be accessed via a pedestrian passage from Fore Street. In a covered setting the market is open most of the week, but with a varying offer on different days. The second-hand goods market runs on a Monday between 8am and 2pm, the mini market runs on Thursday from 8am until 3pm and the general market runs Tuesday, Friday and Saturday between 8:30am and 4pm. The market is closed every Wednesday and Sunday.
- 2.16 Stalls currently include arts & crafts, bakery & cakes, books, clothing, cosmetics & health supplies, fruit & vegetables, hot food & drinks, meat & poultry, phone accessories, plants & flowers, toys and more.

Vacancies

- 2.17 As of January 2022, there were a total of 21 vacant outlets in Tiverton which represents 8.43% of the overall outlets and is lower than the UK average of 13.83%. Vacant floorspace is also lower than the UK average (13.75%) at 8.43% (2,926 sqm) of the total floorspace.
- 2.18 The image below illustrates the vacancies dispersed throughout the town centre. There are no clusters of vacancies. Larger vacant units are located along Fore Street and Gold Street.
- 2.19 Despite the Tiverton vacancy rate being lower than the UK average as of January 2022 (when Experian Goad research was last conducted), there has since been some significant closures including Barclays Bank, Halifax Bank and Holland & Barrett which indicate a somewhat concerning development in the vitality and viability of the centre.

Figure 2.3: Vacancies in Tiverton



Source: Experian Goad, January 2022

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- 2.20 Data provided by the Council indicates a vacancy rate of 8.4% as of October 2023. Although there is a 19-month gap between the Goad survey and the latest Council data, and the Goad survey area will not match up perfectly with the town centre (and will not therefore create a like for like area comparison), the vacancy rates recorded are very similar.

Multiple and Independent Representation

- 2.21 On average there is a good presence and mix of both national multiple and independent outlets in Tiverton Town Centre.
- 2.22 Fore Street and Bampton Street are where the majority of the national multiples can be found, with Fore Street offering mainstream fashion retail in the form of New Look alongside the likes of EE, Boots, Superdrug, Poundstretcher, The Works, WHSmith and Argos. Greggs is located where Bampton Street meets the pedestrian zone of Fore Street, with Costa Coffee, Subway, Timpson and Premier also nearby on Bampton Street.
- 2.23 Elsewhere, Wetherspoons and Ladbrokes betting shop can be found to the west of the River Exe, slightly detached from the hub of the town. An M&S Foodhall with a dedicated car park is located to the south of Fore Street and Gold Street, offering a strong convenience outlet for the town, as well as a small selection of comparison goods and an in-house café.
- 2.24 The presence of high street banks is in decline within the centre as Barclays and Halifax have closed and NatWest is set to close, leaving just Lloyds Bank and Nationwide.
- 2.25 Independent outlets such as Tiverton Music Shop, The Flying Pickle Deli and Bee Pottery help to give the centre a unique and local feel.

Street Markets

- 2.26 Tiverton Pannier Market (mentioned earlier) also hosts events including the Mid Devon jobs fair, evening street food events, Tiverton Farmers' Market and car boot sales. Tiverton Farmers Market is a showcase of local food, drink, producers and makers. It takes place on the first Saturday of every month, the farmers market is situated in the south hall of Tiverton Pannier Market.
- 2.27 The Electric Nights Streetfood is part of Tiverton's Artisan Night Market held at Tiverton Pannier Market on the first Saturday of the month from May to August together with an annual Christmas special.
- 2.28 The market looks to be well-maintained and provides an attractive environment for visitors.

Retailer Requirements

- 2.29 Demand from retailers and leisure operators for representation in a centre is an important indicator of a centre's overall health and viability. The Retailer Requirement List tracks

interest in retail and leisure space from national multiples. The latest published market demand report is set out in the table below:

Table 2.3: Retailer Requirements for Tiverton Town Centre

Recorded Date	Operator	Sector	Min Sqm	Max Sqm
Jan-23	Aldi	Convenience	1,672	2,044
Dec-22	Consol	Retail Service	116	325
			1,788	2,369

Source: The Requirement List, June 2023

- 2.30 As of June 2023, a review of published operator requirements identified two recorded requirements from retail and leisure operators since January 2021, seeking a combined maximum floorspace of up to 2,369 sqm.
- 2.31 It should be noted that these are not necessarily operators seeking representation in the town centre but potentially out-of-centre locations and industrial parks.
- 2.32 It is also possible that these operators are not looking for opportunities in Tiverton specifically, rather they are looking for opportunities in areas similar to and including Tiverton.
- 2.33 Independents do not publish their requirements in the same way and so are harder to identify.

Commercial Rents and Yields

- 2.34 Over recent years the UK Retail sector has experienced a significant number of corporate failures, which has often resulted in Creditor Voluntary Arrangements (CVAs) or Pre-pack Administrations. Retailers and restaurateurs have frequently used these processes to effectively impose lower rentals, turnover rents and flexible leases onto landlords. The upshot of this is rental levels can vary widely, even for identical shops adjacent to each other.
- 2.35 In light of the above and current vacancy rates, solvent retailers often adopt aggressive positions at lease renewal seeking to drive rents down and reduce lease commitments, regardless of comparable evidence.
- 2.36 Tiverton, in common with the majority of town centres therefore has a range of rental levels and lease lengths making assessments of market rental value difficult and rather subjective.
- 2.37 However, based on current insights, we feel a prime rate in the order of £215/sqm (£20/sqft) to £270/sqm (£25/sqft) Zone A is appropriate.
- 2.38 Investment transaction volumes during 2023 have been subdued across most asset classes as a result of high interest rates and both micro and macro-economic uncertainties.
- 2.39 Town centre retail as an asset class has been out of favour for some period of time particularly with institutions and larger investors due to a variety of factors including the

impact of online sales; retailer insolvencies; falling rental levels and the shortening of lease lengths typically to 5 years or less. A variety of factors impact retail investment values, but tenant covenant status and lease length are particularly important hence the decrease in popularity of the asset class.

- 2.40 There has been limited investment activity in Tiverton recently, but auction transactions would suggest a prime retail net initial yield of between 9 and 10%.

Car Parking

- 2.41 The table below lists the parking provision within the town centre. The Multi Storey car park provides the majority of the parking in the centre, followed by Market Place. However, the Tesco Superstore which is located just outside the town centre boundary also provides 300 spaces as customer parking.

Table 2.4: Car Parks in Tiverton Town Centre

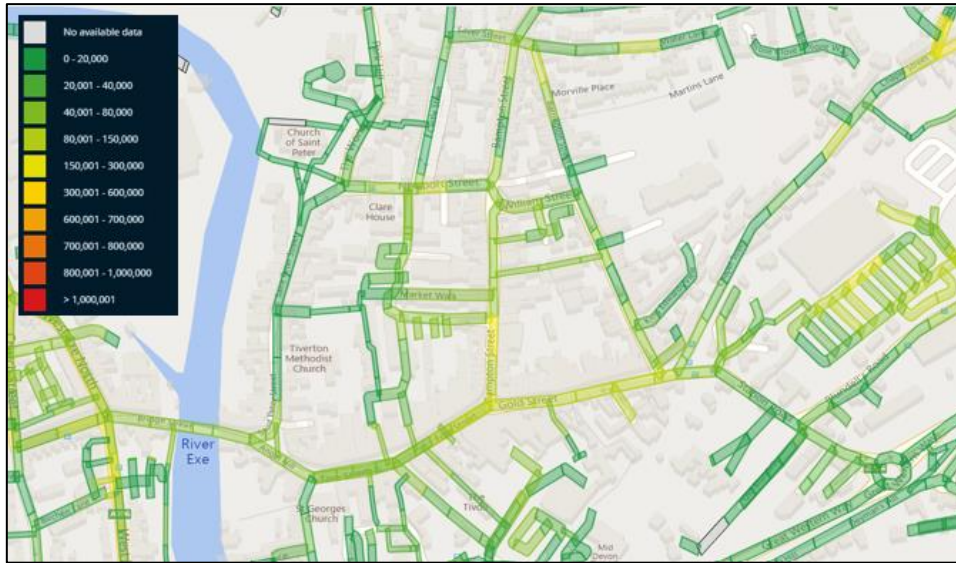
Name / Location	Spaces	Type
William Street	45	Short Stay
Market Place	110	Short Stay
Beck Square	23	Short Stay
Phoenix House	15	Short Stay
Multi Storey	630	Long Stay
Westexe South	47	Medium Stay
Wellbrook Street	27	Long Stay

Source: Mid Devon District Council Car Parking Web Page

Pedestrian Flows

- 2.42 The figure below illustrates the pedestrian heat map for Tiverton Town Centre taken from Datscha in March 2023. The yellow colour indicates that footfall is more concentrated along Bampton Street and Gold Street. This higher level of pedestrian activity continues along Gold Street, nearby to outlets such as The Barber Shop, Specsavers and The Flying Pickle. There are no specific areas with significantly higher levels of concentration, although the highest recorded levels of footfall are along the southern part of Bampton Street.

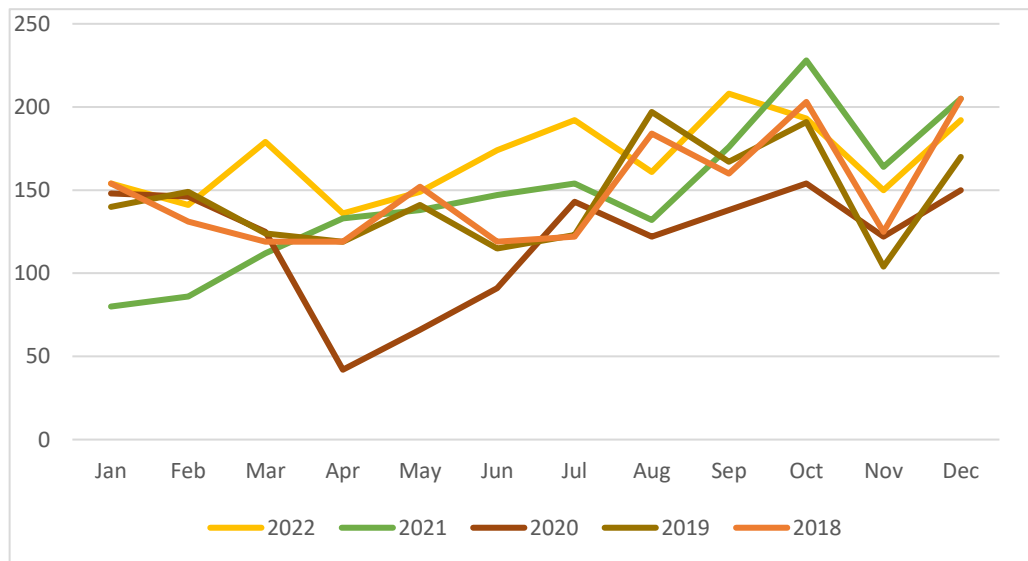
Figure 2.4: Footfall Heat Map



Source: Datscha

2.43 The graph below shows how the levels of footfall in the peak footfall area of Bampton Street have changed over the years, starting back from January 2018. Although the levels are different year-on-year, there are some common trends which are visible, such as relatively consistent levels of footfall until August where footfall increases, decreasing in October and then increasing again in December. The figure also shows the substantial dip in footfall in April 2020, just after the first national lockdown, however footfall has recovered well subsequently.

Figure 2.5: Footfall of Bampton Street Section (2018 – 2022)



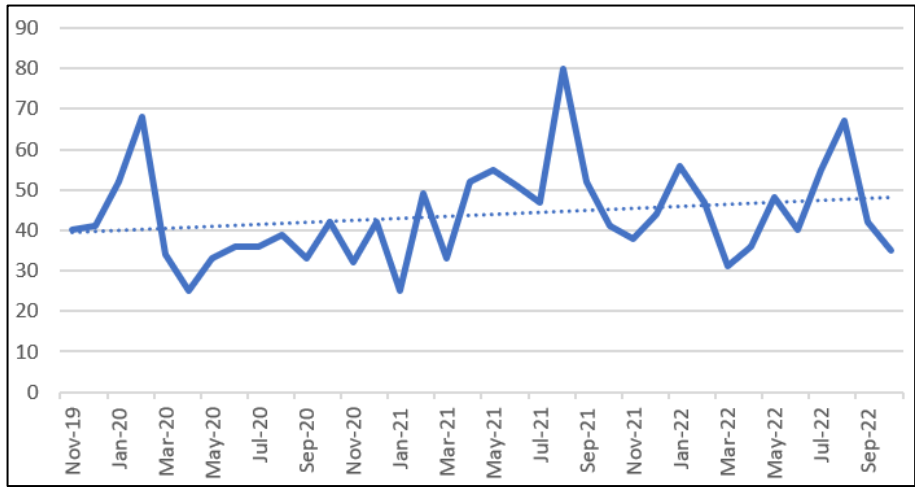
Accessibility

- 2.44 Tiverton Parkway Railway Station is the main train station which services Tiverton and is operated by Great Western Railway and CrossCountry trains. However, the train station is not located within the town centre, nor is it easily accessible from the town centre. Rather, it is located almost 10 kilometres to the east of the town centre. The Great Western Railway provides high-speed service to London Paddington and the CrossCountry service operates services from Scotland and the north of England. The station is both linked to Tiverton and Cullompton by the 373 bus service.
- 2.45 Bus and coach services within the defined town centre boundary include the 343, 348, 349, 352, 353, 398. There are bus and coach services outside the designated boundaries that takes passengers to nearby villages, towns, and cities.
- 2.46 The centre is reasonably well connected through the road network, located just south of the A361 which connects to the M5 and eventually to the M4 at Bristol.
- 2.47 The cycling provision benefits from being on the National Cycle Network Route 3 which also passes Tiverton Parkway Railway Station. Cycling within the centre is feasible but there is a limited number of dedicated spots to park bikes.
- 2.48 Pedestrian accessibility around the town appears to be reasonably good with a mix of footpaths, one-way traffic and pedestrian zones. The town also has on-street parking in parts which contributes to traffic calming measures. The town also provides low raised kerbs and dropped kerbs with tactile paving which benefits those who have mobility impairments. The centre also has a number of zebra crossings and traffic lights which adds to the safety of pedestrians within the centre.

Crime and Safety

- 2.49 A central postcode within Tiverton was used to review total crime data within a ¼ mile radius between November 2019 and October 2022. The figure below outlines the total crime rate month by month within this period, as well as a trendline to show the overall change in criminal activity over the three years.
- 2.50 As can be seen, crime rates in Tiverton have been stable during this time, with a slight increase from an average of around 40 reports per month to almost 50 per month. A clear spike came in August 2021, where 80 crimes were reported.
- 2.51 During this three-year period, the most commonly reported crimes were violence & sexual offences (542 reported incidences), anti-social behaviour (493 reported incidences) and criminal damage & arson (181 reported incidences).

Figure 2.6: Total Crime Incidences, Tiverton, Nov 2019 – Oct 2022



Source: UKCrimeStats

2.52 The figure below shows a heat map representing criminal activity within the same area and for the same period outlined previously. As can be seen, a hotspot exists near to the junction where Bampton Street, Fore Street and Gold Street meet.

Figure 2.7: Crime Heat Map, Tiverton, Nov 2019 – Oct 2022



Source: UKCrimeStats

Town Centre Environmental Quality

- 2.53 The town centre is almost entirely within a Conservation Area and has numerous listed buildings. The centre has architectural variety and styles from the early 18th century, Georgian and Regency Style. Many buildings have been extended, embellished and refurbished. The streets are relatively narrow which add to the market town aesthetic and the successful Pannier Market offers a distinct character to the area, selling fish, meat, fruit and vegetables as well as cooked food. Vehicle access on Gold Street, Bampton Street and the inner middle section of the town centre is seen as a negative contributor to the environmental quality of the centre. Furthermore, the parked cars on the already narrow roads pose safety issues to both drivers and pedestrians and reduce the quality of the environment.
- 2.54 Although the built environment is not uniform and has a wide range of styles, all buildings appear to be in good condition with very little work needed to be done to the buildings. Towards the west of the town centre near the town hall, the streets are wider with a small patch of open space.
- 2.55 Urban greening in this centre could be improved but there are limitations as to what could be done given the narrow streets. Urban greening occurs in the form of trees located mostly on St Peter Street and some planted trees within the middle of the town centre. A handful of outlets have flower displays above them, but this is limited in number. The centre could benefit from changing the use of car parks into public open spaces with green spaces for residents and tourists to rest.
- 2.56 Public furniture provisions include bins and some public benches scattered across the centre. Furthermore, the town greatly benefits from being located on the River Exe and although this is accessible there could also be an opportunity to improve this link as it is currently tired in appearance, stark and only accessible on one side.
- 2.57 In general, the town centre is in good condition, although it currently appears rather stark and hard.

Barriers to Business

- 2.58 The main challenges that businesses currently face include impacts on supply chains, rising cost of supplies, rising operational costs (e.g., energy prices), labour shortages, and the squeeze on household income from the cost-of-living crisis which combined are impacting on business viability and growth potential.

Evening and Night-Time Economy

- 2.59 As Tiverton is one of the larger towns in the Mid Devon District, the evening and night-time economy is expected to be larger in contrast to the neighbouring towns and villages. The

evening economy comprises mainly food and beverage outlets with a selection of restaurants and cafes. The offer also includes the Tivoli Cinema and a couple of sports & leisure facilities. There is a small selection of bars & wine bars, public houses, a single night club and several fast-food outlets. The town also has a handful of social clubs that host small events for members.

2.60 The table below shows a collection of outlets that gives a general idea of opening and closing times, and weekend offer. From this sample it appears that the town centre may lack in weekend economy with many shops closed on Sundays.

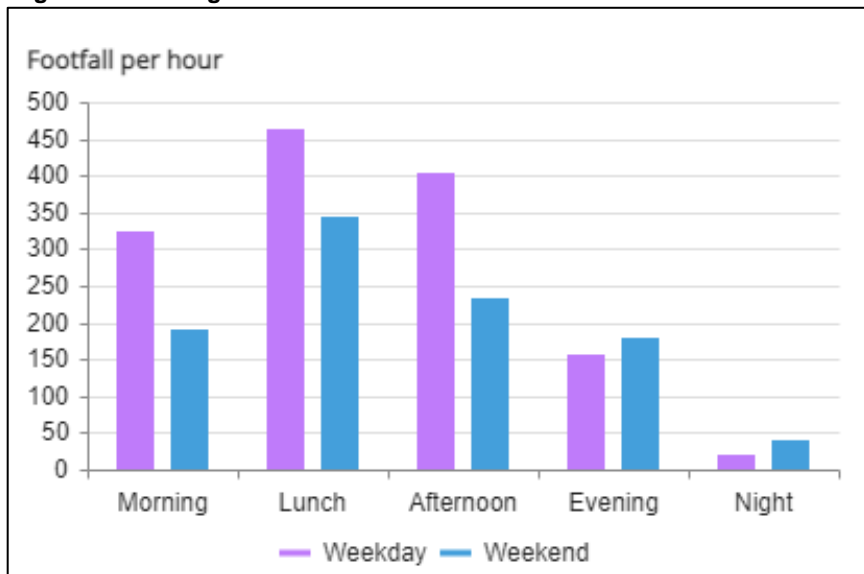
Table 2.5: Selected Outlets / Operators – Operating Times

Retailer Name	Open	Close	Sunday	Type
Tiverton Pannier Market	08:30am	4:00pm	No	Convenience
M&S Simply Food	08:30am	7:00pm	Yes	Convenience
Olek Polish Store	10:00am	6:00pm	Yes	Convenience
Stillmans Butchers	07:00am	4:40pm	No	Convenience
Busy Bee	06:00am	5:00pm	Yes	Convenience
Dominos	11:00am	11:00pm	Yes	Leisure Services
Café Licious	08:00am	5:00pm	No	Leisure Services
Tiverton Steak House	6:00pm	11:00pm	No	Leisure Services
Costa	07:30am	5:30pm	Yes	Leisure Services
The Half Moon	10:00am	11:00pm	Yes	Leisure Services
The White Ball	08:00am	12:00am	Yes	Leisure Services
Ponte Vecchio	12:00pm	10:00pm	Yes	Leisure Services
GW Pack Jewellers	09:00am	4:00pm	No	Comparison
Argos	09:00am	5:30pm	Yes	Comparison
Poundstretcher	09:00am	5:30pm	Yes	Comparison
New Look	09:30am	5:00pm	No	Comparison
Angel Ink Tattoos	09:00am	5:00pm	No	Retail Services
Ivan & Lana Hair and Beauty	09:00am	5:00pm	No	Retail Services
TUI	09:30am	5:00pm	Yes	Retail Services
Golden Scissor	09:00am	5:30pm	No	Retail Services
Nationwide	09:30am	4:30pm	No	Finance Services
Hole & Pugsley Solicitors	09:00am	5:00pm	No	Finance Services
Lloyds	09:00am	5:00pm	No	Finance Services

Source: LSH Research

2.61 The figure below shows footfall is higher during weekdays. The morning, lunch and afternoon footfall levels are strong and although lower, there is a relatively well supported evening footfall count likely as a result of the leisure service provision.

Figure 2.8: Average Footfall Counts

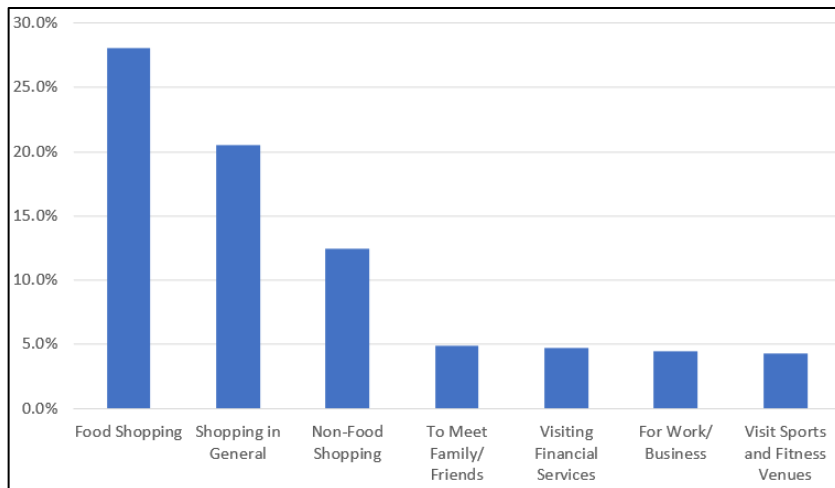


Source: Datscha

Customer Perception

- 2.62 Our assessment of customers' views and behaviours draws on the household survey conducted by NEMS Market Research across the 7 study zones in March 2023.
- 2.63 Apart from helping to identify shopping and leisure patterns across the defined catchment area and zones, the household survey also asked specific questions on customers main reason for visiting each town centre, what they like most about the centres and what improvements (if any) could be made to make them likelier to visit more frequently.
- 2.64 The figure below sets out the main reasons for respondents visiting Tiverton Town Centre. As can be seen, the three most common answers revolve around shopping, with 'Food Shopping' coming out on top with 28.1%.
- 2.65 Away from shopping, 4.9% said that they go into Tiverton Town Centre 'To Meet Family/ Friends', 4.8% mentioned 'Visiting Financial Services', 4.5% visit 'For Work / Business' and 4.3% for 'Sports and Fitness Venues'.

Figure 2.9: Tiverton Town Centre, Main Reasons for Visiting

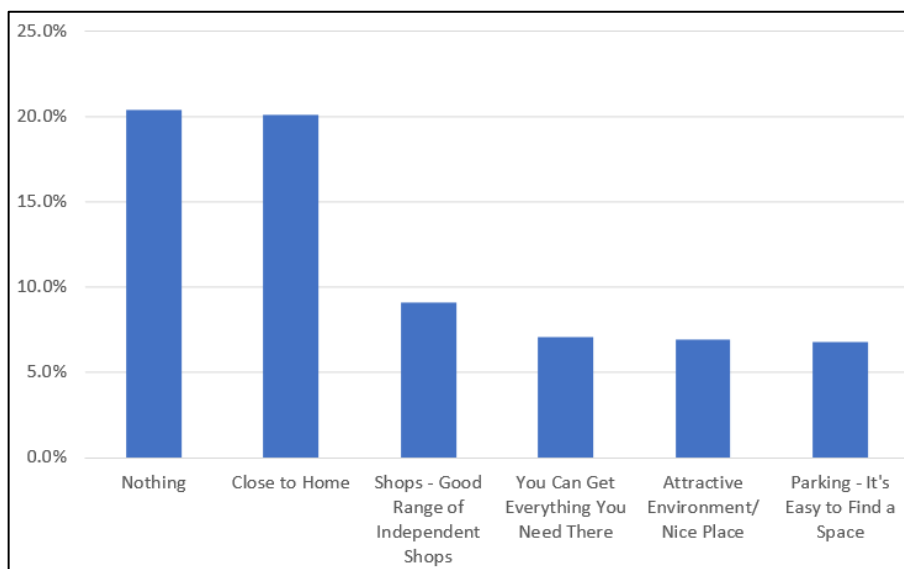


Source: NEMS Household Survey Results

2.66 The Figure below sets out the main things that respondents like about Tiverton Town Centre. The most common answer was 'Nothing' (20.4%), with 'Close to Home' a near second (20.1%).

2.67 The next four most liked things about Tiverton Town Centre are quite varied in theme. 9.1% said that they like the 'Good Range of Independent Shops', 7% feel that they 'Can Get Everything' that they need, 6.9% enjoy the 'Attractive Environment' and 6.8% like that 'It's Easy to Find a Space' when parking their car (making Tiverton the only centre of the three to have parking feature so high on the list of likes).

Figure 2.10: Tiverton Town Centre, Main Customer Likes



Source: NEMS Household Survey Results

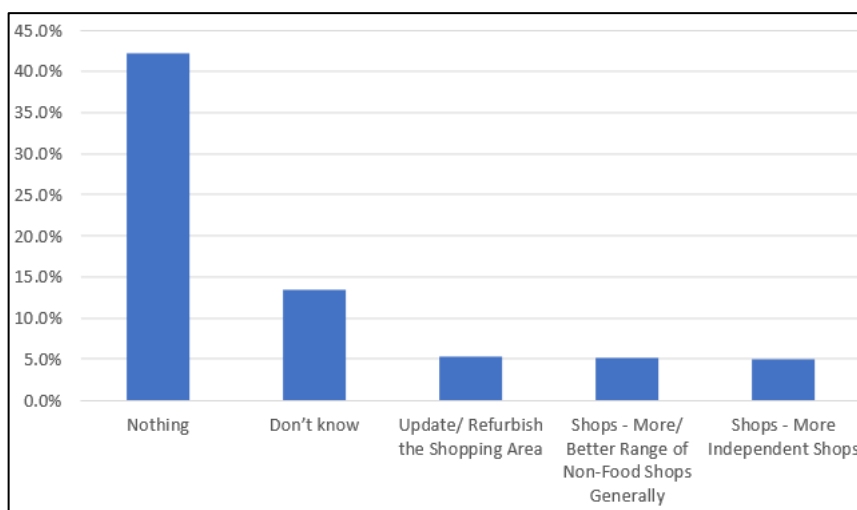
2.68 The Figure below outlines the main areas where respondents believe improvements could be made to Tiverton Town Centre, making them likelier to visit more frequently.

2.69 The top two answers are a positive reflection on the town centre – 42.3% said that there is ‘Nothing’ and 13.5% ‘Don’t Know’.

2.70 Of the constructive/ actionable responses, including the three shown below, the percentages of respondents providing these suggestions is pretty low which suggests that respondents are not particularly concerned with any specific aspects of the centre.

2.71 5.4% stated that the shopping area could be updated or refurbished, 5.1% said that there was potential for more/ better non-food shops and 5% suggested that they’d like to see more independent shops.

Figure 2.11: Tiverton Town Centre, Main Possible Improvements



Source: NEMS Household Survey Results

Conclusion

2.72 Tiverton is the largest town centre in Mid Devon District with the highest number of commercial outlets. Whilst the centre is holding its own within the hierarchy of centres in the District with a lower vacancy rate than the national average and larger provision of outlets and floorspace, there is a need to capitalise on the centre’s historic character and location, especially its linkages with the River Exe. There is therefore the opportunity to promote the centre’s positive attributes including its green / blue heritage and through events and festivals. This will enable the town to its profile further. This will ultimately benefit the town centre economy.

2.73 The town is also experiencing the long-term impacts of wider market trends, including the growth in online shopping, which have been further accelerated by the pandemic. Many of the challenges and opportunities are focused on the negative impacts of vehicle access on

Gold Street, Bampton Street and the inner middle section of the town centre which are seen as a negative contributor to the environmental quality of the centre.

2.74 Overall, it is considered that Tiverton is a vital and viable town centre, but continuous investment and reimagining is critical in order for the town to maintain and strengthen its profile within the District and limit the impact of competition from competing centres and online shopping.

2.75 Overall, the Strengths, Weaknesses, Opportunities, Threats (SWOT) can be summarised as follows:

Strengths
<ul style="list-style-type: none">• The town centre is one of the largest in the district.• Strategic location - highly accessible by road located just south of the A361 which is connected to the M5 which eventually connects to the M4 at Bristol. The train station is nearby and a national cycling route passes through the town centre.• The town centre has a relatively strong comparison retail offer which is slightly above the UK average.• Both the number of commercial outlets and overall quantum of floorspace is representative of the UK average.• The town centre has a strong independent retailer representation which benefits the local economy.• Footfall has recovered well since the national lockdowns and appears to be above pre-pandemic levels in parts. The weekdays have a strong footfall presence.• Good car parking provision.• The town benefits from being closely related to the River Exe, with blue and green infrastructure associated attracting visitors.• The town centre is located within a Conservation Area and benefits from having the historic value associated with this, such as the numerous listed buildings which contributes to the built environment and character.• Core of the town centre is within 10-15 mins walking radius.• Historic Pannier Market is a unique selling point that attracts visitors
Weaknesses
<ul style="list-style-type: none">• The town centre's environmental quality is hard and stark in parts and missing landscaping or other forms of softening.• Tiverton Parkway Station is not in the town and transport is required to access. There is need for clear and improved linkages from the station to the town centre.• The pedestrian environment along the River Exe is not inviting and the river can only be accessed along one side.• Vehicle access on Gold Street, Bampton Street and the inner middle section of the town centre is seen as a negative contributor to the environmental quality of the centre.

- Parked cars on the already narrow roads pose safety issues to both drivers and pedestrians and reduce the quality of the environment.
- Limited EV charging points.
- Weekends have a lower level of footfall and there are numerous stores which close on a Sunday, limiting the weekend retail offer.
- Rising crime rate that needs to be monitored.

Opportunities

- To make better use of the River Exe and to revitalise the town centre which could encourage more visitors.
- Allocations in the town centre which includes residential and as such housing growth could result in an increase in footfall and expenditure into the local economy.
- More promotion as the town is well placed to benefit from tourism, with good transport links, historic built environment and access to the natural environment.
- Implementing outputs from the ongoing Masterplan and investment strategy.
- Implementing a greening strategy for the town centre.
- Improvements needed to public realm (especially greening).

Threats

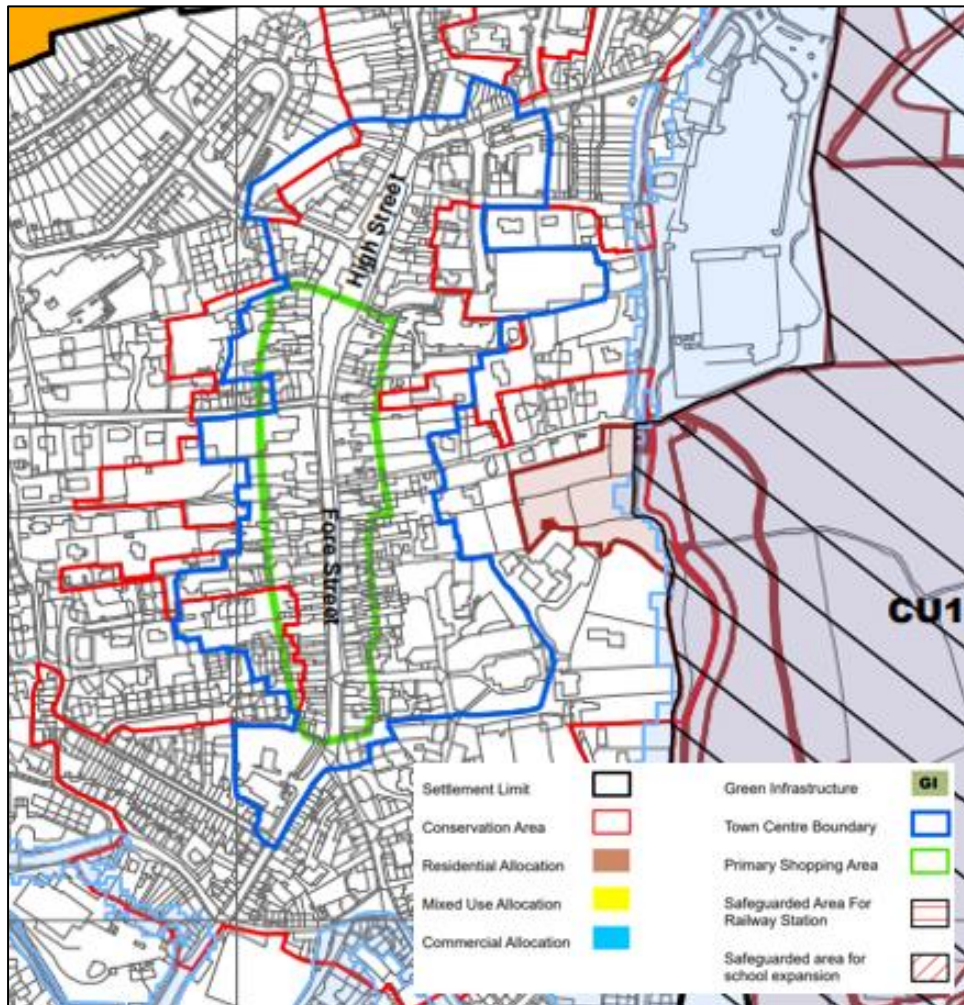
- Further closure of outlets.
- Rising vacancy levels due to national closures and clustering (e.g. Fore Street) creating a divide between the two parts of town.
- Limited market demand from retailers for vacant and/or new space.
- Growth of online shopping impacts on brick-and-mortar shopping.
- Longer term impacts from the pandemic are still to be determined.
- High / increasing business operating costs.

3. CULLOMPTON TOWN CENTRE HEALTH CHECK

Overview

- 3.1 Cullompton is a historic market town, dating back to the 13th Century, located to the southeast of Tiverton, near the Mid Devon District boundary. The M5 runs parallel to the east of the town centre, and the centre itself runs north-south along High Street and Fore Street where retail provision is predominantly focussed. Tesco and Aldi are the two main supermarkets in the town, the former being a significant employer within the town.
- 3.2 The Council has policies within the local plan to ensure the vitality and viability of town centres like Tiverton, Cullompton and Crediton. Policy S7: Town Centres seeks to protect, enhance, and positively manage centres to ensure economic regeneration whilst protecting the heritage of the town. The policy seeks to promote the development of new homes, businesses and offices that will contribute to the vitality and visibility of the town centres.

Figure 3.1: Town Centre Boundary and Primary Shopping Area

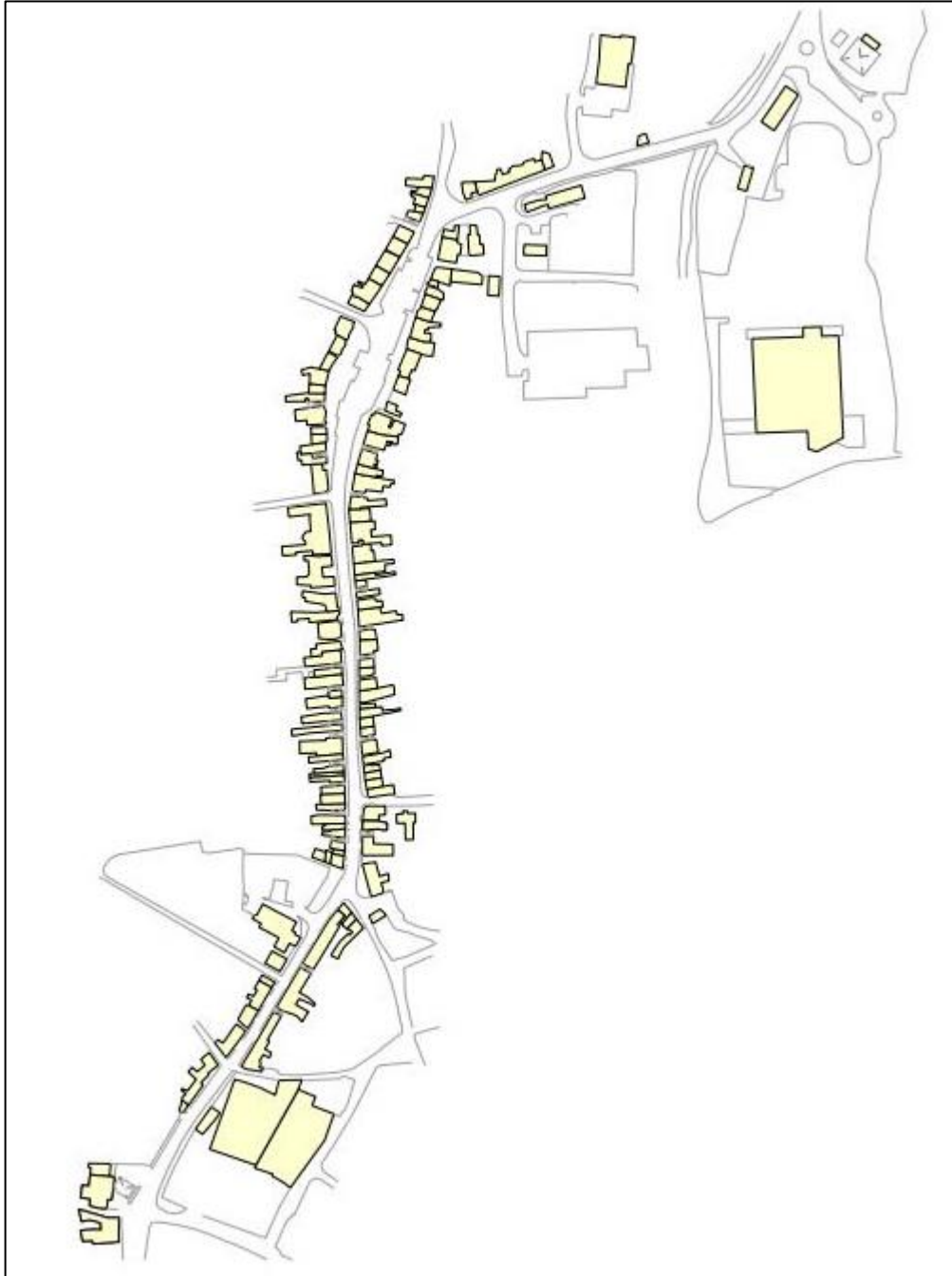


Source: Mid Devon District Council, Adopted Local Plan Policies Map

Diversity of Uses

- 3.3 The Goad Category Report for Cullompton is based on a survey dated 7 January 2022. The figure below shows the area covered by Goad.

Figure 3.2: Cullompton: Goad Defined Area



Source: Experian Goad

3.4 The table below shows that Cullompton has a total of 93 outlets and an overall floorspace quantum of 16,202 sqm. There are 29 Retail (Comparison and Convenience combined) outlets which is made up of 22 Comparison retail outlets and 7 Convenience outlets. The total retail floorspace is 8,937 sqm comprising 3,261 sqm comparison goods and 5,676 sqm convenience goods. The number of retail outlets is slightly below the UK average (based on all retail outlets across the UK as monitored by Goad), whereas the proportion of comparison floorspace is much lower than average (20.13% compared to 30.14%) and convenience floorspace is substantially higher (35.03% compared to 15.45%).

Table 3.1: No. of Units in Cullompton Town Centre

	No. Outlets	% of Total Outlets		Gross Floorspace (sqm)	% of Total Floorspace	
		Cullompton	UK Average		Cullompton	UK Average
Comparison Retail	22	23.66%	26.86%	3,261	20.13%	30.14%
Convenience Retail	7	7.53%	9.28%	5,676	35.03%	15.45%
Retail Services	23	24.73%	15.75%	2,016	12.44%	7.23%
Leisure Services	20	21.51%	25.37%	2,648	16.34%	26.27%
Financial & Business Service	10	10.75%	8.70%	1,245	7.68%	6.55%
Vacant	11	11.83%	13.83%	1,356	8.37%	13.75%
Total	93	100.00%	100.00%	16,202	100.00%	100.00%

Source: Experian Goad Category Report – January 2022

- 3.5 The comparison goods offer is varied meeting residents' day-to-day needs. Outlets include, but are not limited to Chemists, DIY & Home Improvement outlets, Hardware & Household Goods and Men and Women's clothing stores. The convenience offer is slightly less varied given there are only 7 outlets which are the following: 2 Bakeries, 2 Convenience Stores, 1 Butcher and 2 Supermarkets.
- 3.6 The centre also has a strong service sector representation, with 20 Leisure Service outlets, 23 Retail Service outlets and 10 Financial and Business Service outlets (53 outlets in total). Financial and Business Service is least represented, being 10.75% of the overall outlets, higher than the UK average of 8.70%. Retail Service represents 24.73% of the overall outlets, much higher than the UK average of 15.75%. Leisure Service represents 21.51% of the overall outlets, lower than the UK average of 25.37%. The same applies to Service based floorspace with Retail Service and Financial and Business Service having a higher representation of floorspace than the UK average and Leisure Service being much lower.
- 3.7 The Leisure Service offer is slightly limited, but it does include staple options including Public Houses, Restaurants, Cafes and others. There are 23 Retail Service outlets dominated by Health & Beauty (15 outlets). Financial & Business Services has a much wider range including but not limited to Property Services outlets such as estate agents, Legal Service outlets and Employment & Careers outlets. Experian Goad reported no Retail Banks.

- 3.8 The table below shows the food and beverage offer within the Leisure Service sector with a total of 18 outlets and 2,192 sqm of floorspace. Fast Food & Takeaways have the most outlets (7) and floorspace (446 sqm). Bars & Wine Bars and Cafe have the lowest representation with a total of 2 outlets each and around 250 sqm each, both of which are below the UK average.

Table 3.2: Food & Beverage Units and Floorspace

	No. Outlets	% of Total Outlets		Gross Floorspace	% of Total Floorspace	
		Cullompton	UK Average		Cullompton	UK Average
Bars & Wine Bars	2	2.15%	2.25%	260	1.61%	2.38%
Cafes	2	2.15%	5.02%	251	1.55%	2.84%
Fast Food & Take-aways	7	7.53%	6.06%	446	2.75%	3.03%
Public Houses	4	4.30%	2.60%	827	5.10%	3.45%
Restaurants	3	3.23%	4.90%	409	2.52%	4.18%
Total	18	19.35%	20.83%	2,192	13.53%	15.88%

Source: Experian Goad Category Report - January 2022

Vacancies

- 3.9 As of January 2022, there were a total of 11 vacant outlets in Cullompton which represents 11.83% of the overall outlets, lower than the UK average of 13.83%. Vacant floorspace is also lower than the UK average (13.75%) with the 1,356 sqm representing 8.37% of total floorspace.
- 3.10 The town centre's 11 recorded vacancies are illustrated below, and like Tiverton, there are no clusters of vacancies.

Figure 3.3: Vacancies in Cullompton



Source: Experian Goad January 2022

- 3.11 Data provided by the Council indicates a vacancy rate of 13.8% as of October 2023. Although there is a 19-month gap between the Goad survey and the latest Council data, and the Goad survey area will not match up perfectly with the town centre (and will not therefore create a like for like area comparison), the vacancy rates recorded are similar.

Multiple and Independent Representation

- 3.12 Of the 93 outlets in Cullompton town centre, 11 are national multiple retailers and 82 are independents, making it a strong independent led centre in terms of unit occupation. Floorspace occupation shows a more even split however, with the national multiples accounting for around 7,637 sqm of the outlet space compared to 8,566 sqm for the independents.
- 3.13 The sector split of the key national retailers and leisure operators can be seen in the table below. These 11 outlets include Premier, Nisa Local, Costa Coffee, Boots Pharmacy and Coral betting shop.

Table 3.3: Retail Multiple Representation

Sector	No. of Outlets	% of Total Outlets
Comparison Retail	3	27%
Convenience Retail	3	27%
Retail Service	3	27%
Leisure services	2	18%
Financial & Business Service	0	0%
Total multiples	11	100%

Source: Experian Goad Category Report – January 2022

Retailer Requirements

- 3.14 Demand from retailers and leisure operators for representation in a centre is an important indicator of a centre's overall health and viability.
- 3.15 The Retailer Requirement List tracks interest in retail and leisure space from national multiples. As of June 2023, there are no retailers seeking a location in Cullompton, primarily because of the size of the town which does not attract the multiple retail sector.
- 3.16 Independents do not publish their requirements in the same way and so are harder to identify.

Street Markets

- 3.17 Cullompton Farmers' Market is located on the High Street and runs on the second and fourth Saturday of each month, from 9:30am to 12:30pm.
- 3.18 Approximately 15 local producers can be found at the market. The stalls include plants, organic vegetables, meats, jams & jellies, fruit juice, dairy produce and more.

Commercial Rents and Yields

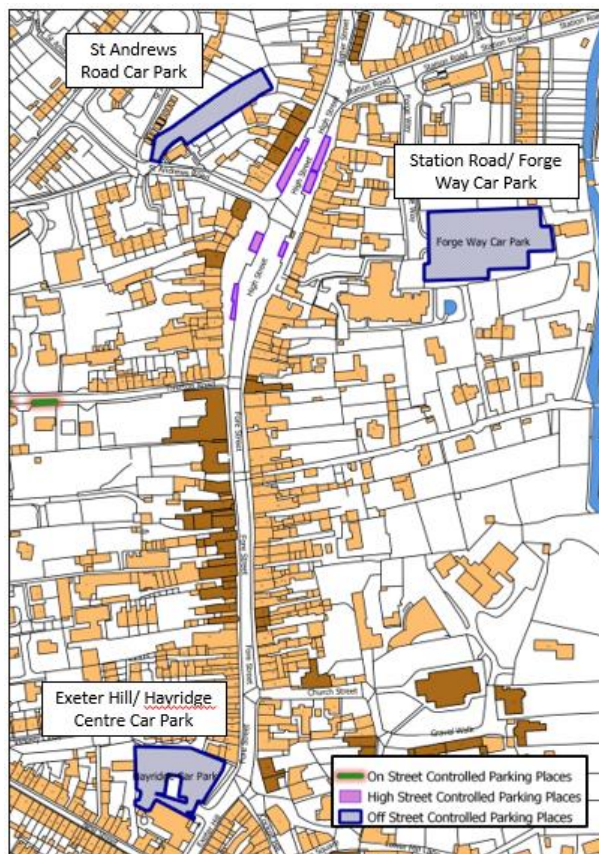
- 3.19 We have not been able to identify any recent open market rental or investment evidence for High Street or Fore Street given the limited size of the market and its domination by local independents. With small market towns like Cullompton there are typically a higher-than-average number of freehold owner occupiers, and the transactional markets are more akin to residential than commercial markets in larger towns such as Tiverton.
- 3.20 Based on current insights, we are of the opinion that the primary areas are being rented at circa £160/sqm (£15/sqft) Zone A which concurs with similar rental levels we would expect to see in small market towns such as Cullompton which typically range from £160/sqm (£15/sqft) – £215/sqm (£20/sqft) Zone A.

- 3.21 A similar scenario exists with regards to the investment market with limited true investment grade stock and therefore we have not identified any transactions albeit our records suggest a freehold vacant possession sale in 2021 with a capital value of circa £1,080/sqm (£100/sqft) – £1,290/sqm (£120/sqft).
- 3.22 We would suggest that if a well let retail investment came to market within the primary core, a net initial yield of 9 -11% would be appropriate.

Car Parking

- 3.23 There are three main car parks in Cullompton:
- Station Road/ Forge Way – 112 spaces (Long Stay)
 - St Andrews Road – 49 spaces (Short Stay)
 - Exeter Hill/ Hayridge Centre – 53 spaces
- 3.24 The Tesco Superstore also provides additional customer only parking with approximately 350 spaces. Due to the narrow nature of the High Street, there is limited on-street parking available.

Figure 3.4: Cullompton Town Centre Car Park Map

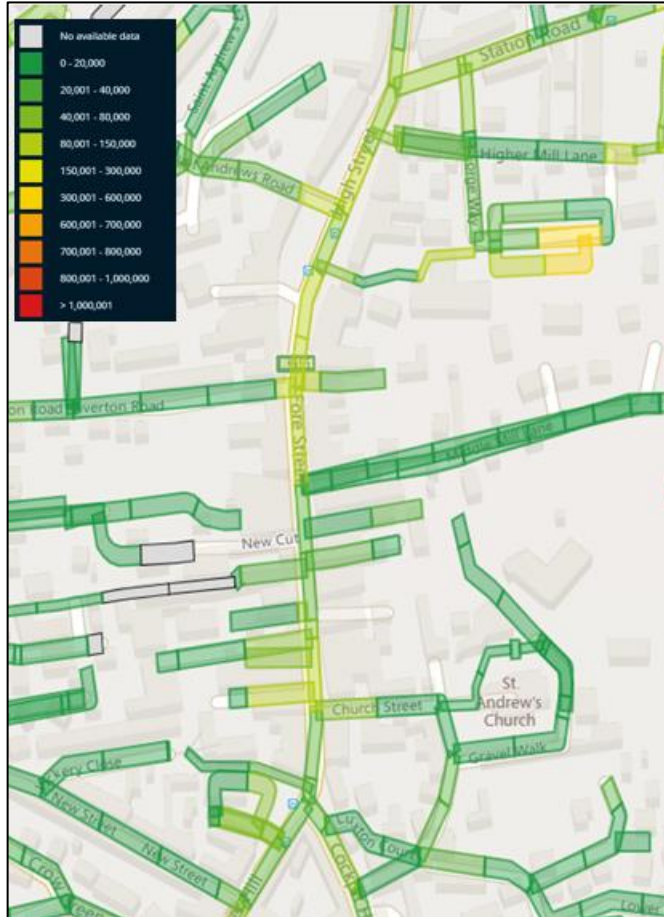


Source: Cullompton Town Council

Pedestrian Flows

3.25 Footfalls levels are predominantly more focussed along High Street and Fore Street, although there are high concentrations of footfall noticeable south of Higher Mill Lane at the Station Road Car Park.

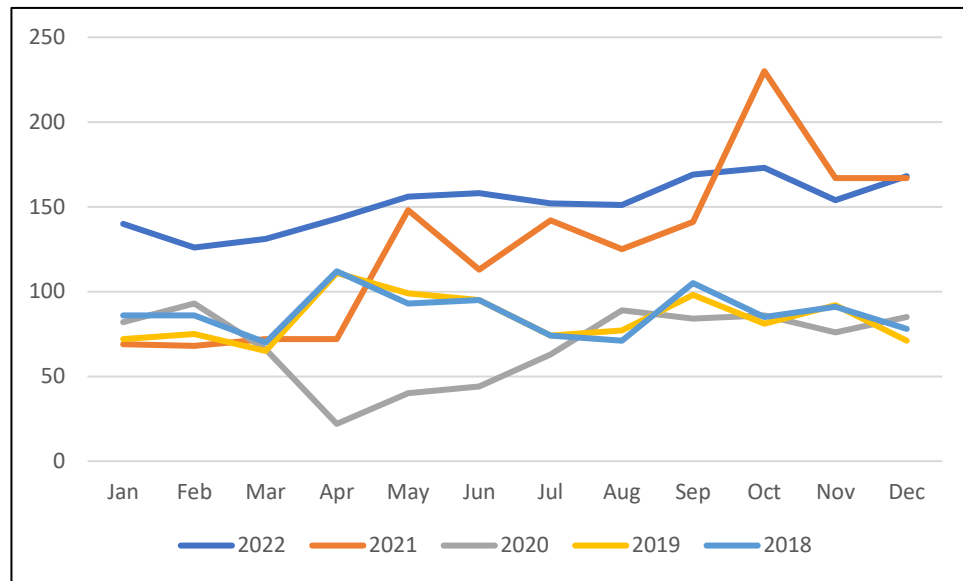
Figure 3.5: Footfall Heat Map



Source: Datscha

3.26 The figure below is a graphical representation of the footfall levels along a section of Fore Street, just off Tiverton Road. It shows that 2018 and 2019 had very similar levels of footfall. Footfall then dipped substantially in 2020 due to national lockdowns and subsequently increased significantly in April 2021, peaking in October. Since then, 2022 shows footfall has increased compared to 2018 and 2019, remaining consistent throughout the year, indicating a strong post-pandemic recovery.

Figure 3.6: Footfall of Fore Street Section (2018 – 2022)



Source: Datscha

Accessibility

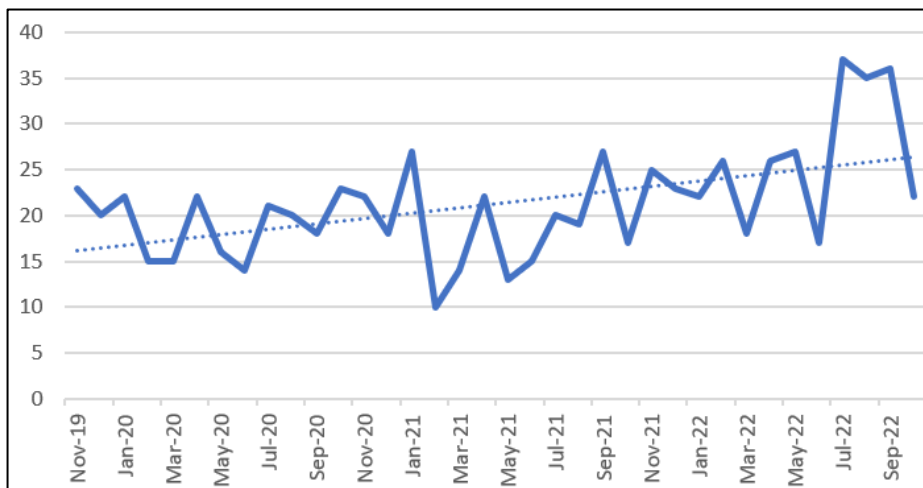
- 3.27 The main form of access to the centre is via the M5. There are a number of country roads going into the centre from all directions of Cullompton, therefore cycling to the centre from nearby villages and towns to Cullompton is feasible.
- 3.28 The width of the road network varies; at the top part of High Street the road network is wider but in some sections on Fore Street it does become narrower. However, there are extensive traffic safety mechanisms including a 20mph speed limit, speed bumps and zebra crossings. There is a cluster of on street parking found on the top of High Street but there are also a number of pay and display car parks within the town centre. However, the centre lacks spots/areas to safely store bikes.
- 3.29 Walking within the centre is feasible with pavements found on both sides of the road. The pavement does get narrower in parts, particularly on Fore Street. In some parts the kerb is dropped and there is tactile paving.
- 3.30 Cullompton railway station closed in the 1960s, so it does not currently have an operating railway line to the town. However, Mid Devon District Council has committed to reopening Cullompton Train Station as part of a wider project to improve accessibility within the subregion. The station is currently on track to be reopened in 2025.
- 3.31 The centre does have coach and bus services going to and from Tiverton and Exeter as well as to other parts of Cullompton and nearby towns and villages.
- 3.32 Due to heavy traffic along the High Street, plans for a relief road have been made in an attempt to improve accessibility of all types within the town centre by diverting a significant

amount of vehicles elsewhere. The relief road has planning permission but awaits the necessary funding.

Crime and Safety

- 3.33 A central postcode within Cullompton was used to review total crime data within a ¼ mile radius between November 2019 and October 2022. The figure below outlines the total crime rate month by month within this period, as well as a trendline to show the overall change in criminal activity over the three years.
- 3.34 As can be seen, crime rates in Cullompton have risen during this time, with average monthly crime incidences going from just above 15 per month to over 25. Despite a low of 10 crimes reported in February 2021, rates have peaked in more recent times with 35 reported crimes or more in July, August and September 2022.
- 3.35 During this three-year period, the most commonly reported crimes were violence & sexual offences (320 incidences reported), anti-social behaviour (174 incidences reported) and criminal damages & arson (69 incidences reported).

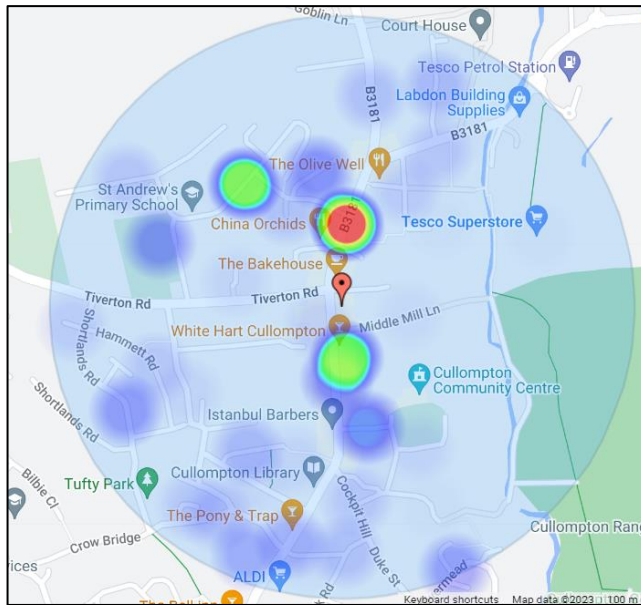
Figure 3.7: Total Crime Incidences, Cullompton, Nov 2019 – Oct 2022



Source: UKCrimeStats

- 3.36 The figure below shows a heat map representing criminal activity within the same area and for the same period outlined previously. As can be seen, a hotspot of reported crime has taken place near to where St Andrews Road meets High Street.

Figure 3.8: Crime Heat Map, Cullompton, Nov 2019 – Oct 2022



Source: UKCrimeStats

Town Centre Environmental Quality

- 3.37 The overall environmental quality of the centre is good. The northern part of the high street is tree-lined and contributes to the soft and pleasant boulevard style-built environment. Although this decreases towards the southern end, where the road narrows, it is a good example of how to soften a large public space. The roads and streets are well maintained with no visible signs of rubbish or litter on the floor. There are no signs of graffiti or decay.
- 3.38 The town centre is historic with many of the buildings having unique architectural designs which creates a picturesque scenery. The buildings look well maintained though with the historic buildings there are signs of degradation with the requirement of restoration. In 2022, the centre received a grant of up to £1.1m from Historic England and matched with support from Mid Devon District Council, Devon County Council, and Cullompton Town Council, to help regenerate Cullompton Town Centre through the High Streets Heritage Action Zone (HAZ) programme. This project aims to unlock the potential of the centre to aid economic, social and cultural recovery.
- 3.39 Urban greening in the town centre is limited. Trees are found in the open area near the junction between St Andrews Road and High Street.
- 3.40 Public furniture comes in the medium of bus stops with and without shelter, public benches, and bins. Public benches are only found on the junction between Exeter Hill and Fore Street or on High Steet.

-
- 3.41 As outlined in the Mid Devon Local Plan 2013 – 2023, air quality in the town centre is poor, likely as a result of the traffic congestion issues in the area that are also flagged within the local plan. Having been declared an Air Quality Management Area in 2006 an Air Quality Action Plan was subsequently published to set out measures intended to improve the issue.
- 3.42 The aforementioned relief road will not only help to improve general accessibility and environmental quality in the town centre but will also be a key component in improving the air quality, providing it gets the required funding.
- 3.43 Overall, the environment is of a good standard, but the attractive environment is diminished due to the busy road passing through the town which results in noise, fumes and dirt from heavy traffic.

Barriers to Business

- 3.44 The main challenges businesses currently face include impacts on supply chains, rising cost of supplies, rising operational costs (e.g., energy prices), labour shortages, and the squeeze on household income from the cost-of-living crisis which combined are impacting on business viability and growth potential.

Evening and Night-Time Economy

- 3.45 The evening and night-time offer mainly comes from the public houses, fast food & take aways and bars & wine bars. The centre has no cinema, social clubs, gyms or bingo halls.
- 3.46 The table below shows a collection of operators across multiple categories throughout the town centre which provides a general overview of the opening and closing times and weekend offer.

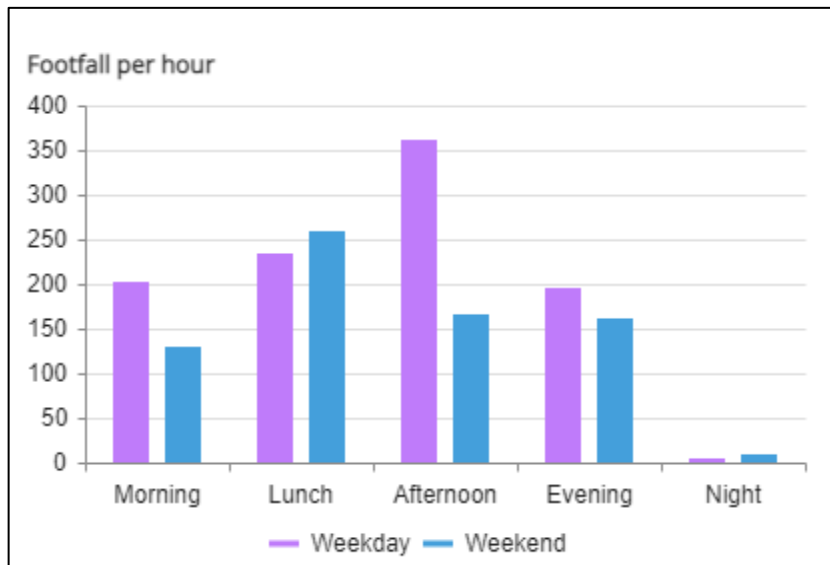
Table 3.4: Selected Outlets / Operators – Operating Times

Retailer Name	Open	Close	Sunday	Type
Tesco Superstore	06:00am	12:00am	Yes	Convenience
ALDI	08:00am	10:00pm	Yes	Convenience
Versey's Butcher	07:00am	5:00pm	No	Convenience
Nisa	07:00am	10:00pm	Yes	Convenience
Premier	07:00am	11:00pm	Yes	Convenience
The Market House Inn	11:00am	11:00pm	Yes	Leisure Services
China Orchids	5:00pm	10:00pm	Yes	Leisure Services
The Lime Tree	08:30pm	5:00pm	No	Leisure Services
The Bakehouse	09:00am	4:30pm	No	Leisure Services
Nosh	09:00am	2:00pm	No	Leisure Services
Costa	08:00am	4:00pm	Yes	Leisure Services
Moments	09:30am	4:00pm	No	Comparison
Culm Florist	08:30am	5:00pm	No	Comparison
Exeter Trophyman	09:00am	5:00pm	Yes	Comparison
Abide Maids	09:30am	4:30pm	No	Comparison
Fudge's Wool	09:30am	4:00pm	No	Comparison
13 Lives	10:30am	5:00pm	No	Comparison
The Barber Shop	08:30am	5:30pm	No	Retail Services
Osteo and Physio	09:00am	7:30pm	No	Retail Services
Pure Hair	09:00am	5:30pm	No	Retail Services
Coral	08:30am	7:00pm	Yes	Retail Services

Source: LSH Research

- 3.47 The figure below shows that the weekday economy is stronger in comparison to the weekend. The lunch time and evening economy is similar during weekdays and weekends, but footfall during weekdays is significantly higher than weekends in the mornings and afternoons.

Figure 3.9: Average Footfall Counts

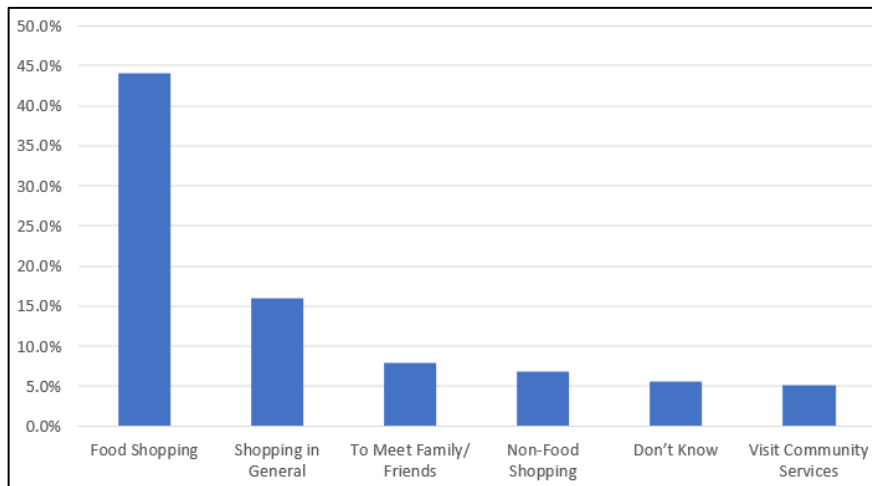


Source: Datscha

Customer Perception

- 3.48 Our assessment of customers' views and behaviours draws on the household survey conducted by NEMS Market Research across the 7 study zones in March 2023.
- 3.49 Apart from helping to identify shopping and leisure patterns across the defined catchment area and zones, the household survey also asked specific questions on their main reason for visiting each town centre, what they like most about the centres and what improvements (if any) could be made to make them likelier to visit more frequently.
- 3.50 The figure below sets out the main reasons for respondents visiting Cullompton Town Centre. As can be seen, the most common response by far is 'Food Shopping', with 44.1% of respondents giving this as a reason for their visits. Shopping as a theme dominates the most common responses, with 'Shopping in General' mentioned by 16% and 'Non-Food Shopping' the fourth most common reason given (6.8%).
- 3.51 Away from shopping, 'To Meet Family/ Friends' (7.9%) and to 'Visit Community Services' (5.2%) also feature in the top 6 reasons for respondents going into the town centre.

Figure 3.10: Cullompton Town Centre, Main Reasons for Visiting

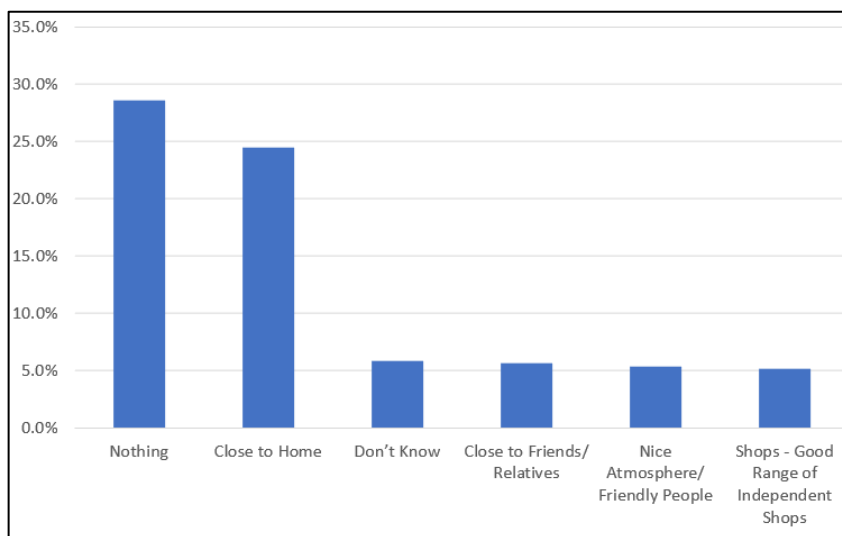


Source: NEMS Household Survey Results

3.52 The figure below sets out the main things that respondents like about Cullompton Town Centre. The most common answer was 'Nothing' (28.6%), with the fact that it is 'Close to Home' coming second (24.5%). This paints a slightly less positive picture when compared to Tiverton and Crediton.

3.53 Almost 6% of respondents didn't know what they liked about Cullompton Town Centre, whilst 'Close to Friends/ Relatives', 'Nice Atmosphere/ Friendly People' and 'Shops – Good Range of Independent Shops' were provided by roughly 5% each. These relatively low rates of responses to the positive features of the town indicates that the centre lacks a strong, attractive image with those that visit.

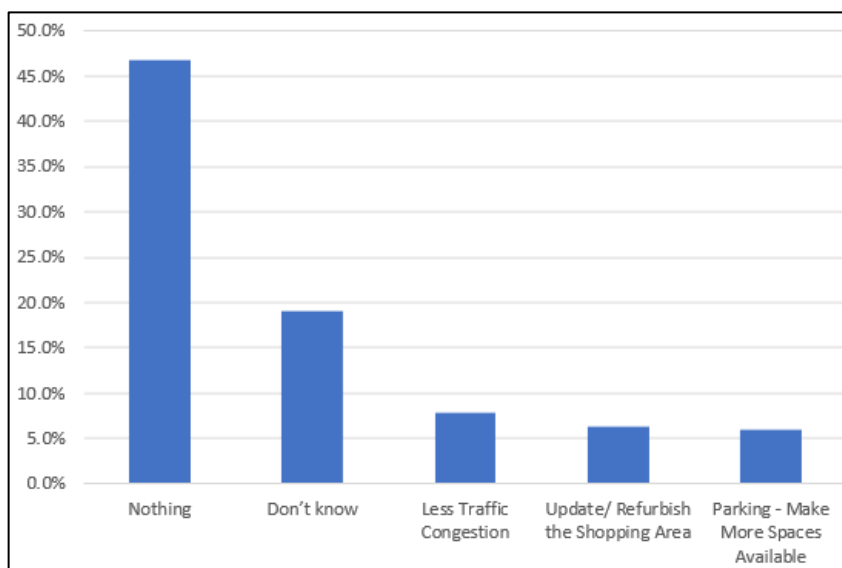
Figure 3.11: Cullompton Town Centre, Main Customer Likes



Source: NEMS Household Survey Results

- 3.54 The figure below outlines the main areas where respondents believe improvements could be made to Cullompton Town Centre, making them likelier to visit more frequently.
- 3.55 The top two answers are a positive reflection on the town centre – nearly half of respondents said ‘Nothing’ (46.7%) and (19.1%) answered with ‘Don’t Know’, suggesting that they have no prominent/ pressing issues or concerns with the centre.
- 3.56 The third and fifth most common responses relate to the accessibility of the town centre – ‘Less Traffic Congestion’ (7.8%) and ‘Parking – Make More Spaces Available’ (5.9%). An ‘Update/ Refurbish of the Shopping Area’ was suggested by 6.4% of respondents.

Figure 3.12: Cullompton Town Centre, Main Possible Improvements



Source: NEMS Household Survey Results

Conclusion

- 3.57 Cullompton is a relatively small, compact and attractive historic market town. It benefits from its strategic location and is well connected to national road network. The centre also benefits from a good mix of independent businesses, and its market also makes an important contribution to the town’s offer. The centre has comparatively lower level of vacancies. It has a limited comparison goods offer, although this is typical for a centre of its size and role in the hierarchy. Like many centres in the UK of a comparable size, there is limited published market demand for representation in the centre. The town is benefitting from new investment and development in the form of a new railway station and HAZ funding. This will aid in raising the profile and vitality of the centre to both to locals and tourists. The town is considered to be a vital and viable centre that is performing well as a day to day retail and service centre for surrounding catchment residents.
- 3.58 Overall, the Strengths, Weaknesses, Opportunities, Threats (SWOT) can be summarised as follows:

Strengths

- The centre is highly accessible via the M5.
- Compact and attractive historic town.
- The town centre has a strong retail service sector.
- The provision of comparison and convenience retail meets day to day needs of the local catchment.
- There is a strong convenience retail offer, particularly in relation to floorspace - Cullompton has 20%+ floorspace than the UK average.
- There is a regular street market (Wednesday) and a regular weekend farmers' market.
- The centre's retail provision is primarily independent led in terms of outlets.
- The town centre also benefits from a strong footfall presence, especially during the weekdays and in the afternoon. Footfall has bounced back well post-pandemic.
- The northern part of the town centre is leafy with a tree-lined road which resembles a boulevard and is an attractive environment.
- The town centre is within a Conservation Area and boasts a number of listed buildings which contribute to the town centre character.

Weaknesses

- Heavy traffic has a negative impact on shopping environment – including poor air quality, and dirty facades and shopfronts.
- Low provision of EV charging points.
- Historic buildings degrading and requiring restoration.
- No cycle paths.
- Compared to the weekdays, the level of footfall on weekends appears to be much lower.
- The town at present does not have a train station which weakens its connection and accessibility to other places.
- Leisure Services have substantially less floorspace than average and over half of the F&B floorspace comprises pubs and fast-food takeaways.

Opportunities

- Recipient of High Streets Heritage Action Zone monies to regenerate town centre.
- The proposed relief road has the potential to improve general accessibility as well as environmental quality within the town centre.
- Reintroduction of the train station for Cullompton which will make the centre more accessible.
- Provision of bike racks / cycle ways.
- Like Tiverton, there is an opportunity to improve the street scene, perhaps making it safer and more attractive for pedestrians, particularly towards the south end.
- Opportunity to restore degrading historic buildings.
- Urban greening should be encouraged.
- Improvements / upgrades to the public realm.

Threats

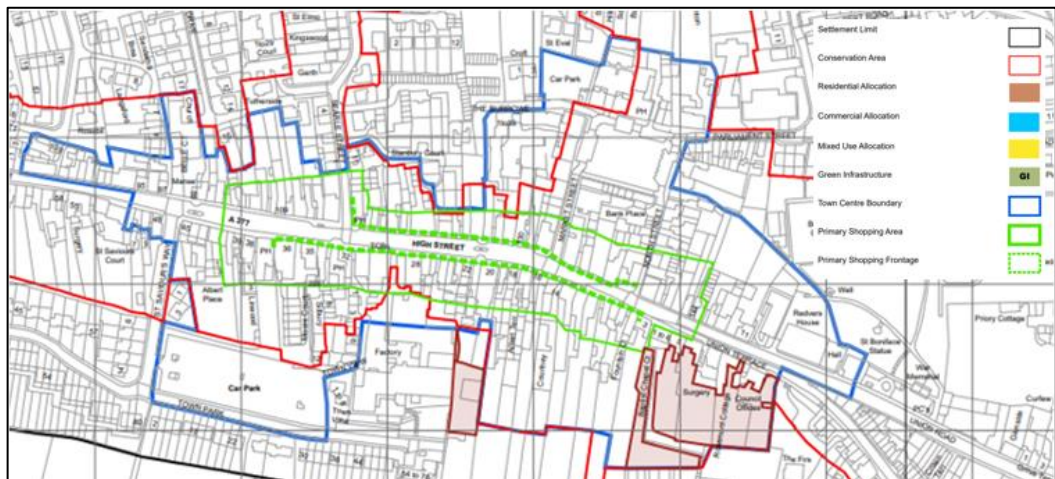
- The traffic and congestion appear to be a growing issue and could impact people wanting to visit the town centre.
- Growth of online shopping impacts on brick-and-mortar shopping.
- Longer term impacts from the pandemic are still to be determined.
- The edge-of-centre convenience offer (Tesco) potentially draws people out of the centre.
- High/ increasing business operating costs.
- Limited market demand from retailers for new space.

4. CREDITON TOWN CENTRE HEALTH CHECK

Overview

- 4.1 Crediton, like the other centres in the District, is a market town located within a Conservation Area. It is 11km (7 miles) northwest of Exeter and the River Creedy runs just to the east of the town. The town has a railway station with services to Exeter and north Devon, although there have recently been campaigns in support of extending the rail network from Crediton, Barnstaple and Bideford parish councils. The town centre itself has a busy road, the A377, running through it.
- 4.2 Crediton is the birthplace of St. Boniface, one of the founding fathers of the Christian Church in Europe. There is a National Shrine of St. Boniface at the St. Boniface Catholic Church c.650m (0.4 miles) east of the town centre. He is the patron saint of Devon, Germany and the Netherlands and attracts pilgrim visitors to the area who can take in the associated heritage and history including a statue, a sculpture and the Boniface trail.
- 4.3 The Council has policies within the local plan to ensure the vitality and viability of town centres like Tiverton, Cullompton and Crediton. Policy S7: Town Centres seeks to protect, enhance, and positively manage centres to ensure economic regeneration whilst protecting the heritage of the town. The policy seeks to promote the development of new homes, businesses and offices that will contribute to the vitality and visibility of the town centres.

Figure 4.1: Town Centre Boundary, Primary Shopping Area and Shopping Frontages



Source: Mid Devon District Council, Adopted Local Plan Policies Map

Diversity of Uses

- 4.4 Data provided by the Council which represents research carried out in October 2023 identifies 105 retail and leisure units within Crediton. Comparison Retail accounts for the highest percentage with 35 outlets representing 33.3% of all outlets in the centre which is higher than the UK average (26.9%) (based on all retail outlets across the UK as monitored by Goad). The offer includes but is not limited to pharmacies, clothing stores, book shops, charity shops and jewellers. Comparison Retail also accounts for the highest percentage of floorspace within the centre (31.3%).
- 4.5 The second highest representation by category is from Leisure Services which has 21 outlets, which is 20% of the overall offer (below the UK average of 25.4%). The offer includes restaurants, cafes, pubs and takeaways.
- 4.6 Retail Services accounted for 18 outlets in the centre representing 17.1% of all outlets in the centre which is a slightly higher representation compared to the UK average. The offer includes beauty salons, barbers, hairdressers, opticians amongst others. The proportion of Retail Services floorspace in Crediton Town Centre is also higher than the UK average.
- 4.7 There were 11 Convenience Retail outlets identified which represents 10.5% of all units, broadly in line with the UK average.
- 4.8 There were 13 Financial & Business outlets identified which is a higher representation compared to the UK average, 12.4% compared to around 8.7%. The offer includes the high street retail bank Lloyds Bank (although now planned to close in July 2024), solicitors, estate agents amongst others.

Table 4.1: Number of Units in Crediton Town Centre

	No. Outlets	% of Total Outlets		Gross Floorspace (sqm)	% of Total Floorspace	
		Crediton	UK Average		Crediton	UK Average
Comparison Retail	35	33.3%	26.9%	4,115	31.3%	30.1%
Convenience Retail	11	10.5%	9.3%	1,801	13.7%	15.5%
Retail Services	18	17.1%	15.8%	1,502	11.4%	7.2%
Leisure Services	21	20%	25.4%	3,133	23.8%	26.3%
Financial & Business Service	13	12.4%	8.7%	1,648	12.5%	6.6%
Vacant	7	6.7%	13.8%	954	7.3%	13.8%
Total	105	100.00%	100.00%	13,153	100.00%	100.00%

Source: Mid Devon District Council Data, October 2023

- 4.9 The table below highlights the Food & Beverage offer within the town centre with 20 outlets identified. There is variety of choice within the current provision giving Crediton a strong leisure offer relative to its size. The proportion of units in the centre that make up the food and beverage offer is similar to what can be seen for the UK average.

Table 4.2: Food & Beverage Units and Floorspace

	No. Outlets	% of Total Outlets		Gross Floorspace (sqm)	% of Total Floorspace	
		Crediton	UK Average		Crediton	UK Average
Bars & Wine Bars	1	1%	2.3%	230	1.7%	2.4%
Cafes	6	5.7%	5.0%	855	6.5%	2.8%
Fast Food & Take-aways	6	5.7%	6.1%	581	4.4%	3%
Public Houses	2	1.9%	2.6%	362	2.8%	3.5%
Restaurants	5	4.8%	4.9%	936	7.1%	4.2%
Total	20	19%	20.9%	2,964	22.5%	15.9%

Source: Mid Devon District Council Data, October 2023

Vacancies

- 4.11 Data provided by the Council indicates a vacancy rate of 6.7% as of October 2023. This is less than half the UK average (13.8%), which indicates that the centre is flourishing at present with an interesting and eclectic mix of occupied outlets.
- 4.12 To note, the Wetherspoons unit, which was vacant as of October 2023 re-opened under new management in December 2023. The short turnaround between closure and re-opening is a good indication that the centre is healthy and investable.

Multiple and Independent Representation

- 4.13 Whilst Crediton is an independent led town centre, there are a handful of national multiples along the High Street. Convenience offers come from Tesco Express and SPAR, with leisure services of Costa Coffee and Betfred. Boots and Lloyds Bank can also be found, both within the primary shopping area of the town.
- 4.14 Independent outlets such as Boka gift shop, Cox Butchers of Crediton and The Bookery book shop strengthen the sense of community and localness in the area, whilst making the High Street a unique place to attract those living in the surrounding areas to visit.

Retailer Requirements

- 4.15 Demand from retailers and leisure operators for representation in a centre is an important indicator of a centre's overall health and viability.
- 4.16 The Retailer Requirement List tracks interest in retail and leisure space from national multiples. The latest published market demand report is set out in the table below:

Table 4.3: Retailer Requirements for Crediton Town Centre

Recorded Date	Operator	Sector	Min Sqm	Max Sqm
May-23	Lidl	Convenience	1,672	2,415
Feb-23	Savers	Comparison	186	325
Jan-23	Aldi	Convenience	1,672	2,044
Oct-22	Toolstation	Comparison	255	557
			3,785	5,341

Source: The Requirement List, June 2023

- 4.17 As of June 2023, a review of published operator requirements identified four recorded requirements from retail and leisure operators since January 2021, seeking a combined maximum floorspace of up to 5,341 sqm.
- 4.18 It should be noted that these are not necessarily operators seeking representation in the town centre but potentially out-of-centre locations and industrial parks.
- 4.19 On that note, Lidl have recently (July 2022) had their plans for a new store permitted in an out-of-town centre location. The site is on the playing fields by Commercial Road, approximately 1km (0.6 miles) east of the town centre. With plans for over 100 parking spaces, this is going to provide an accessible and competitive convenience offer that will rival similar existing retailers in the area. This will likely mean that Aldi are no longer interested in the area.
- 4.20 It is also possible that these operators are not looking for opportunities in Crediton specifically, rather they are looking for opportunities in areas similar to and including Crediton.
- 4.21 Independents do not publish their requirements in the same way and so are harder to identify.

Street Markets

- 4.22 Crediton Farmers' Market is held in the Town Square on Market Street, just off the High Street in the centre of the town. The market runs on the first and third Saturday of every month.
- 4.23 Around 10 local producers regularly trade at Crediton Farmers' Market, with stalls selling fruit & vegetables, vegetarian & vegan food, wild local game, cakes & other baked goods, fish, dairy produce and more.

Commercial Rents and Yields

- 4.24 Our research suggests that the primary retail rental tone reflects circa £215/sqm (£20/sqft) Zone A which matches assessments from the Valuation Office Agency for business rates purposes.
- 4.25 There is a good owner occupier market within the town with capital values for small shops with upper parts likely to exceed £1,080/sqm (£100/sqft). Indeed, The General Sir Redevers Buller Public House was recently on the market on freehold vacant possession basis and is under offer to another hospitality occupier.
- 4.26 There is a limited investment market in the town given most units are not typically investment grade stock although a prime unit on the High Street came to market off a guide price of 7.69%. Typically, we would expect a yield profile of 9-11% although residential income from upper parts might improve the yield profile.

Car Parking

- 4.27 Car parking provision is as follows:
- High Street (also known as St Saviour's Way) – 190 spaces (long stay)
 - Market Street – 27 spaces (medium stay)
- 4.28 On-street parking can be found along High Street with a maximum stay of 45 minutes between 8am and 6pm from Monday to Saturday. This will be of great convenience to those wishing to visit the centre briefly for various quick needs.

Pedestrian Flows

- 4.29 The figure below illustrates the concentrations of footfall throughout the town centre. Although footfall levels are relatively evenly dispersed, the area towards the west end of the centre has a noticeably higher level of footfall, indicated by its yellow colour. This area is near the Wetherspoon's, Tesco Express and Ernest Jackson office and factory which will contribute to the higher levels of footfall.

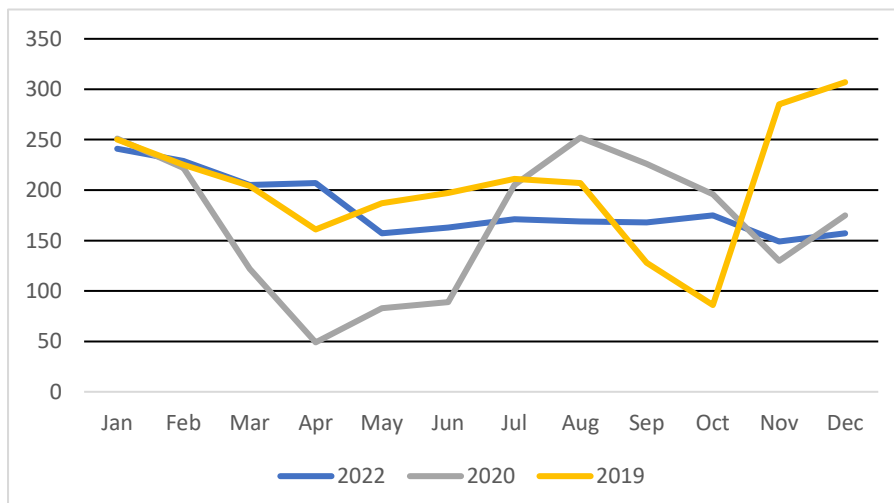
Figure 4.2: Footfall Heat Map



Source: Datscha

- 4.30 The area mentioned above has been further analysed, breaking down the footfall levels per month for 2019 (pre-pandemic), 2020 (during the pandemic) and 2022 (post-pandemic).
- 4.31 It shows the dip during the first national lockdown in 2020 with a gradual climb into the summer months, falling back off again towards the end of the year when tighter COVID-19 restrictions were implemented.
- 4.32 Footfall started strong in 2022, but whilst it showed more stability than 2019, it often lagged pre-pandemic levels, particularly towards the end of the year. This should be monitored.

Figure 4.3 Footfall of High Street Section (2019, 2020 and 2022)



Source: Datscha

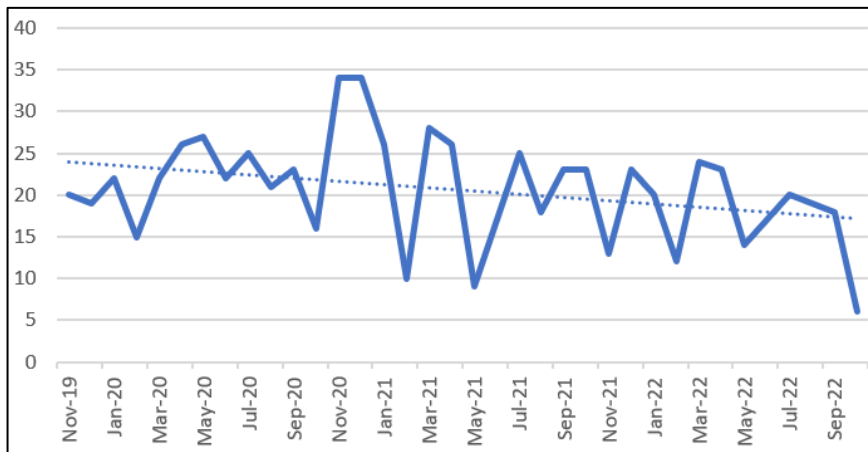
Accessibility

- 4.33 Much like the other major towns in the District, Crediton is also located in a rural area. Crediton railway station is located approximately 0.8km south of Crediton, near Fordton. Although the railway station is not located within the designated town centre boundaries, the station is considered one of the main transport methods to the town. Services provided by Great Western Railway run up to twice an hour with connections to Exeter, Barnstaple and Okenhampton.
- 4.34 The centre has a strong bus network that connects Crediton to those in other towns and villages in the Mid Devon area. Examples include but are not limited to the following:
- 369 - Exeter City Centre - Crediton - Morchard Bishop, services run Monday to Saturday, 5 times a day
 - 5/ 5A/ 5B - Exeter Bus Station - Crediton - Okenhampton, services run regularly throughout the day Monday to Saturday from early until late, with a reduced service on a Sunday
- 4.35 The A377 and Crediton High Street can become heavily congested at peak times and is used by HGVs and commercial farm vehicles, which can make it intimidating for cyclists and pedestrians.
- 4.36 On-street parking is found on both sides in parts of the High Street as well as side roads. Cycle parking stands are limited in number but they are found across the High Street.
- 4.37 The width of pavements across the High Street varies and with passing traffic can be intimidating for pedestrians. There are traffic light stops with tactile paving and dropped kerbs to provide aid to those with disabilities or pushchairs. The centre also has island crossings which allows pedestrians to safely cross from one side of the street to the other. There do not appear to be any other traffic calming measures.

Crime and Safety

- 4.38 A central postcode within Crediton was used to review total crime data within a ¼ mile radius between November 2019 and October 2022. The figure below outlines the total crime rate month by month within this period, as well as a trendline to show the overall change in criminal activity over the three years.
- 4.39 As can be seen, crime rates in Crediton have steadily declined during this time. From a peak of 34 in November and December 2020, reported crime has since been as low as 10 in February 2021, 9 in May 2021 and 6 in October 2022.
- 4.40 During this three-year period, the most commonly reported crimes were violence & sexual offences (261 reported incidences), anti-social behaviour (239 reported incidences) and criminal damage & arson (87 reported incidences).

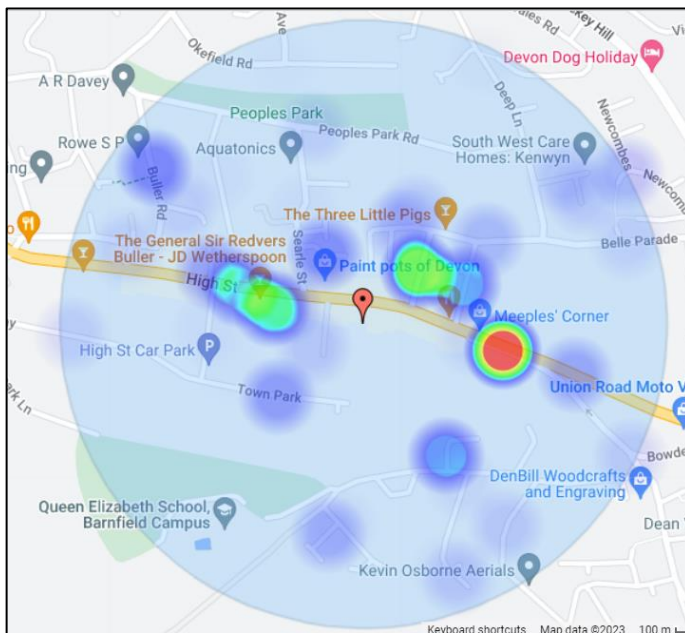
Figure 4.4: Total Crime Incidences, Crediton, Nov 2019 – Oct 2022



Source: UKCrimeStats

4.41 The figure below shows a heat map representing criminal activity within the same area and for the same period outlined previously. As can be seen, a hotspot of reported crimes can be found to the eastern side of the centre, near to Crediton Methodist Church.

Figure 4.5: Crime Heat Map, Crediton, Nov 2019 – Oct 2022



Source: UKCrimeStats

Town Centre Environmental Quality

4.42 Crediton town centre is located within a Conservation Area and has many listed buildings throughout, of notable architectural interest along Market Street and Parliament Street. Newcombes Meadow play park on the edge of the town centre provides a vital green lung. Buildings look to be well maintained and taken care of in the main, however there has been

a persistent issue of vandalism to the public toilets at the top of Newcombes Meadow, which the Town Council have looked to rectify, but as a result of further damage, they are currently closed.

- 4.43 The road network and the pavement look to be clean and tidy with no visible rubbish or litter found on the ground.
- 4.44 The town centre has a public open square found on the junction of Parliament Street and Market Street where trees and a handful of public tables are found for people to rest. Other public furniture includes sheltered bus stops, bins and benches.
- 4.45 Urban greening is fairly limited on the main High Street with just a very small number of trees. Along the High Street many of the lamp posts have hanging baskets on them and some of the outlets have placed boxed plants and hedges.
- 4.46 Overall, the town centre appears to be in a very good condition with very little negative environmental implications found. The key area of detraction is the passing traffic through the town centre that contributes to congestion, pollution and can be intimidating for pedestrians.

Barriers to Business

- 4.47 The main challenges businesses currently face include impacts on supply chains, rising cost of supplies, rising operational costs (e.g., energy prices), labour shortages, and the squeeze on household income from the cost-of-living crisis which combined are impacting on business viability and growth potential.

Evening and Night-Time Economy

- 4.48 The evening and night-time economy comprise mainly of restaurants, takeaways, public houses and cafes. The table below details some of the outlets that the town centre has to offer. This includes a general overview of the opening and closing times. It is evident from the list below that the town does not appear to have a strong weekend economy.

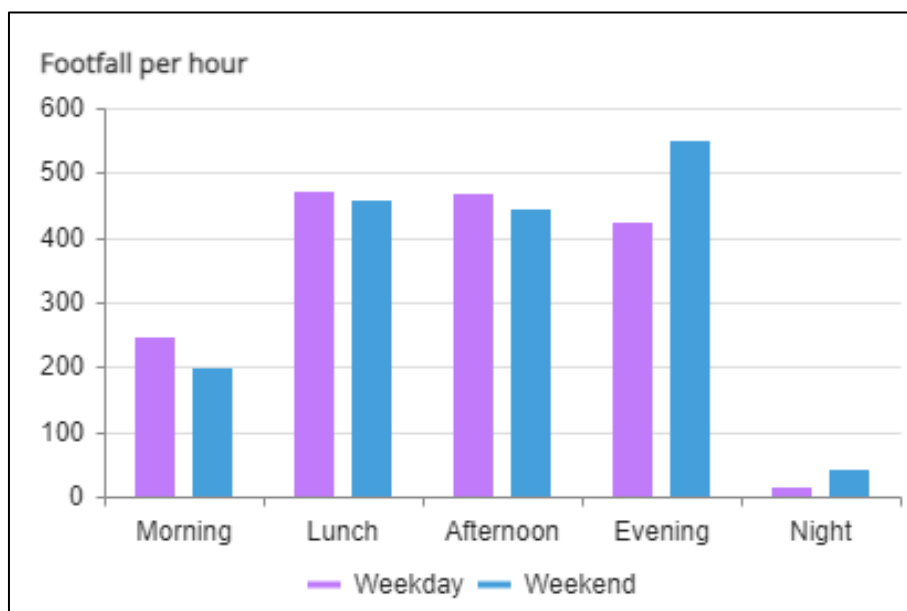
Table 4.4: Selected Outlets / Operators – Operating Times

Retailer Name	Open	Close	Sunday	Type
Chef's Choice	11:30am	9:30pm	No	Leisure Services
The General Sir Redvers Buller	08:00am	1:00am	Yes	Leisure Services
Yummy Tummy Thai	2:00pm	10:00pm	Yes	Leisure Services
Costa	07:30am	5:30pm	Yes	Leisure Services
Tesco Express	06:00am	10:00pm	Yes	Convenience
Cox Butchers	07:00am	5:00pm	No	Convenience
Four Season	08:30am	5:00pm	No	Convenience
Grape & Grain Wine Merchants	10:00am	5:00pm	No	Convenience
SPAR	06:00am	10:00pm	Yes	Convenience
Adam's Home Hardware	09:15am	5:30pm	No	Comparison
Crediton Independent Bed Company	09:00am	5:00pm	No	Comparison
The Bookery	09:30am	5:00pm	No	Comparison
British Red Cross	09:00am	5:00pm	No	Comparison
Revive Beauty and Hair	09:00am	4:00pm	No	Retail Services
Good Luck Tattoo	10:00am	5:30pm	No	Retail Services
Hair @ 97	09:00am	5:00pm	No	Retail Services
The Barber Shop	09:00am	5:00pm	No	Retail Services

Source: LSH Research

4.49 The figure below shows that footfall is very strong throughout the entire week and is particularly strong in the evenings on a weekend.

Figure 4.6: Average Footfall Counts

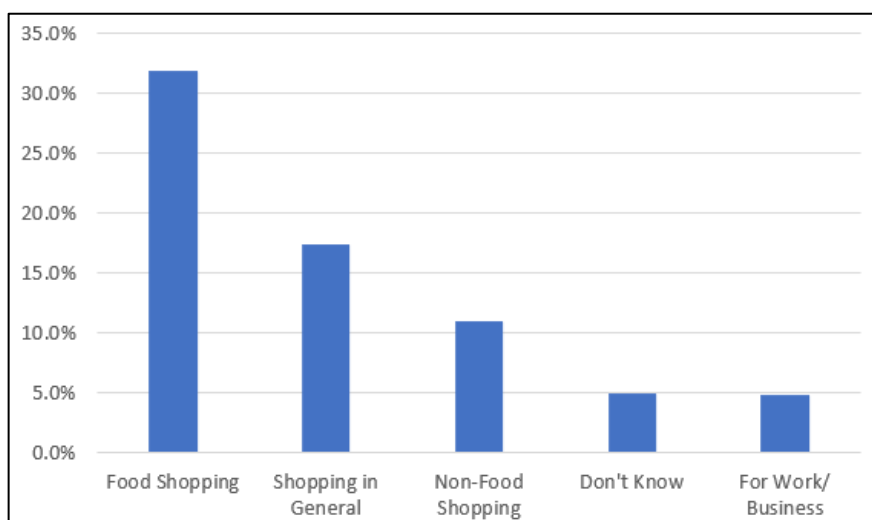


Source: Datscha

Customer Perception

- 4.50 Our assessment of customers' views and behaviours draws on the household survey conducted by NEMS Market Research across the 7 study zones in March 2023.
- 4.51 Apart from helping to identify shopping and leisure patterns across the defined catchment area and zones, the household survey also asked specific questions on customers main reasons for visiting each town centre, what they like most about the centres and what improvements (if any) could be made to make them likelier to visit more frequently.
- 4.52 The figure below sets out the main reasons for respondents visiting Crediton Town Centre. As can be seen, the three most common answers revolve around shopping, with 'Food Shopping' coming out on top with 31.8%, followed by 'Shopping in General' (17.4%) and 'Non-Food Shopping' (10.9%).
- 4.53 Away from shopping, 'Don't Know' (4.9%) and 'For Work/ Business' (4.8%) were fourth and fifth respectively in reasons why respondents visit Crediton Town Centre.

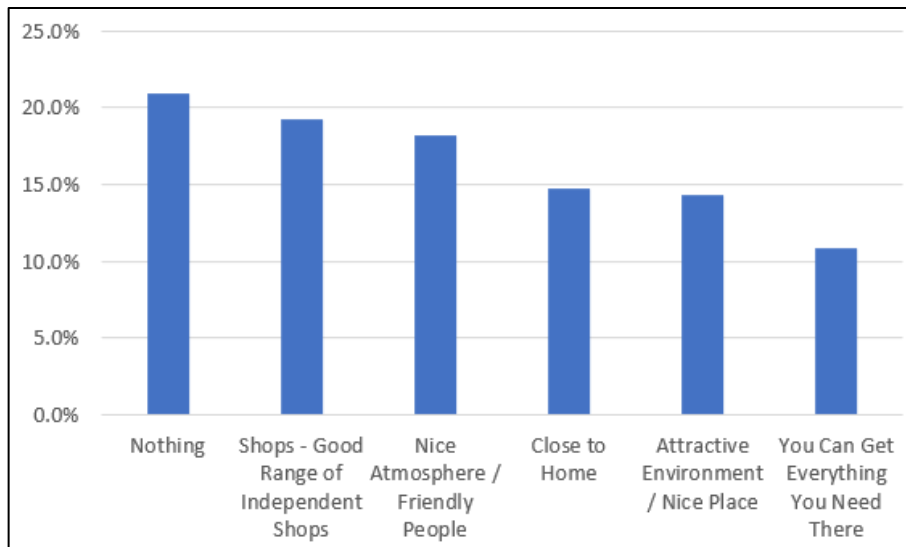
Figure 4.7: Crediton Town Centre, Main Reasons for Visiting



Source: NEMS Household Survey Results

- 4.54 The Figure below sets out the main things that respondents like about Crediton Town Centre. Although the most common answer was 'Nothing' (20.9%), several positive responses were commonly given – 'Shops – Good Range of Independent Shops' (19.2%), 'Nice Atmosphere/ Friendly People' (18.2%), 'Attractive Environment/ Nice Place' (14.3%) and 'You Can Get Everything You Need There' (10.9%).
- 4.55 'Close to Home' was the fourth most common answer with 14.7% of respondents providing this answer.

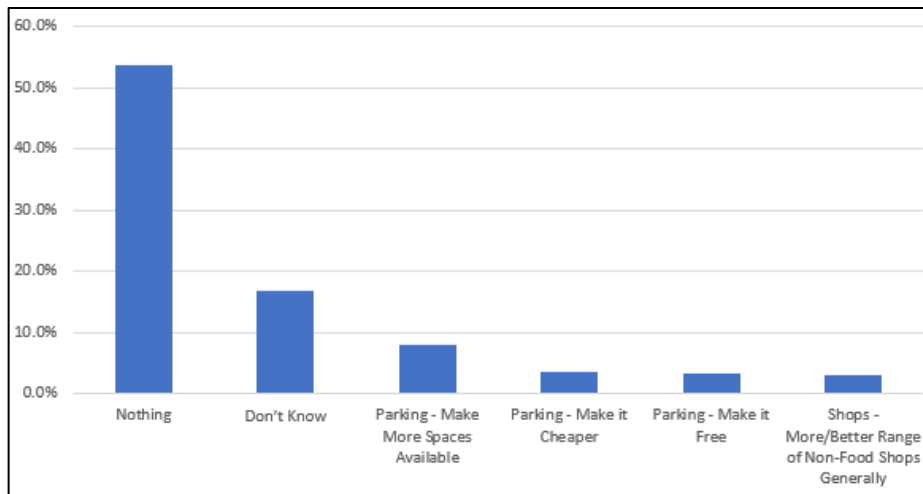
Figure 4.8: Crediton Town Centre, Main Customer Likes



Source: NEMS Household Survey Results

- 4.56 The Figure below outlines the main areas where respondents believe improvements could be made to Crediton Town Centre, making them likelier to visit more frequently.
- 4.57 The top two answers are a positive reflection on the town centre – over half of respondents said 'Nothing' (53.6%) and 16.9% answered with 'Don't Know', suggesting that they have no prominent/ pressing issues or concerns with the centre.
- 4.58 Of the actual possible improvements given, parking can be seen as a clear theme, with 'Make More Spaces Available', 'Make it Cheaper' and 'Make it Free' all within the top 5 responses. The 6th most common response was 'Shops – More/ Better Range of Non-Food Shops Generally', which was given by just 3% of customers.

Figure 4.9: Crediton Town Centre, Main Possible Improvements



Source: NEMS Household Survey Results

Conclusion

4.59 Crediton, like the other centres in Mid Devon District, is a market town. Whilst compact it is a healthy, vital and viable centre. The retail and town centre offer is relatively good for a town of its size and is mainly supported by independent businesses. It provides a good range of retail and service uses for a centre of its size and meets the needs to meet day-to-day requirements of the local catchment people. The environmental quality is very good and streets and shop fronts are well maintained. The night and evening economy is limited but is good for a centre of its size and catchment. Overall, Crediton appears to meet the needs of the local people and visitors and is considered to be a vital and viable town centre.

4.60 Overall, the Strengths, Weaknesses, Opportunities, Threats (SWOT) can be summarised as follows:

Strengths
<ul style="list-style-type: none"> • The town centre has a strong comparison offer along with a strong independent economy. • The town centre has a nearby train station which contributes to the accessibility of the town. • The town centre is within a Conservation Area and boasts a number of listed buildings which contribute to the town centre's character. • The vacancy rate in the centre is low (6.7%) when benchmarked against comparable town centres and the UK average (13.8%).
Weaknesses
<ul style="list-style-type: none"> • The town centre is more disconnected in terms of accessibility by car. • Limited weekend options as there appear to be many stores which close on Sundays.

Opportunities

- To improve the street scene which could help showcase the historic urban fabric.
- To build upon the tourism that comes from the town's connections to St Boniface. Pilgrimage visitors are beginning to return post-pandemic.

Threats

- Growth of online shopping.
- Longer term impacts from the pandemic are still to be determined.
- The out-of-centre convenience offer (Tesco Superstore and upcoming Lidl store) likely draws people out of the centre.
- High/ increasing business operating costs.

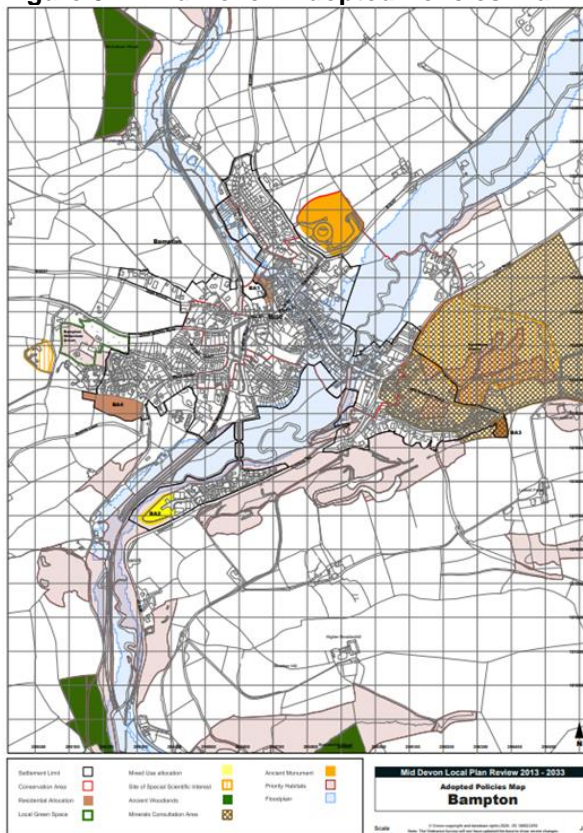
5. RURAL CENTRES

- 5.1 This section sets out a high-level review of the health of the rural centres within the District. This is primarily based on our desktop analysis and on-site observations.

BAMPTON

- 5.2 Bampton is located roughly 10km north of the town of Tiverton, with the Devon-Somerset County border running within 10km of the town from north-west to east. The A396, connecting Tiverton and Dunster, leads up from Tiverton and then to the east of Bampton. South Molton Road and Tiverton Road connect the A396 to Bampton.
- 5.3 The map below outlines the adopted policies for Bampton. A conservation area covers the centre along with areas just outside, including an ancient monument site (highlighted in orange). Areas that are classed as conservation areas are noted to have special character or a certain quality that needs to be protected and enhanced. Three sites have been identified for residential development – one to the west of the centre, just north of Ballhill Lane, another to the east of the centre, south of Old Tiverton Road and finally one directly north of Newton Square, central to Bampton. A site located between the B3227 and the River Bathern has been identified for mixed-use development.

Figure 5.1: Mid Devon Adopted Policies Plan: Bampton



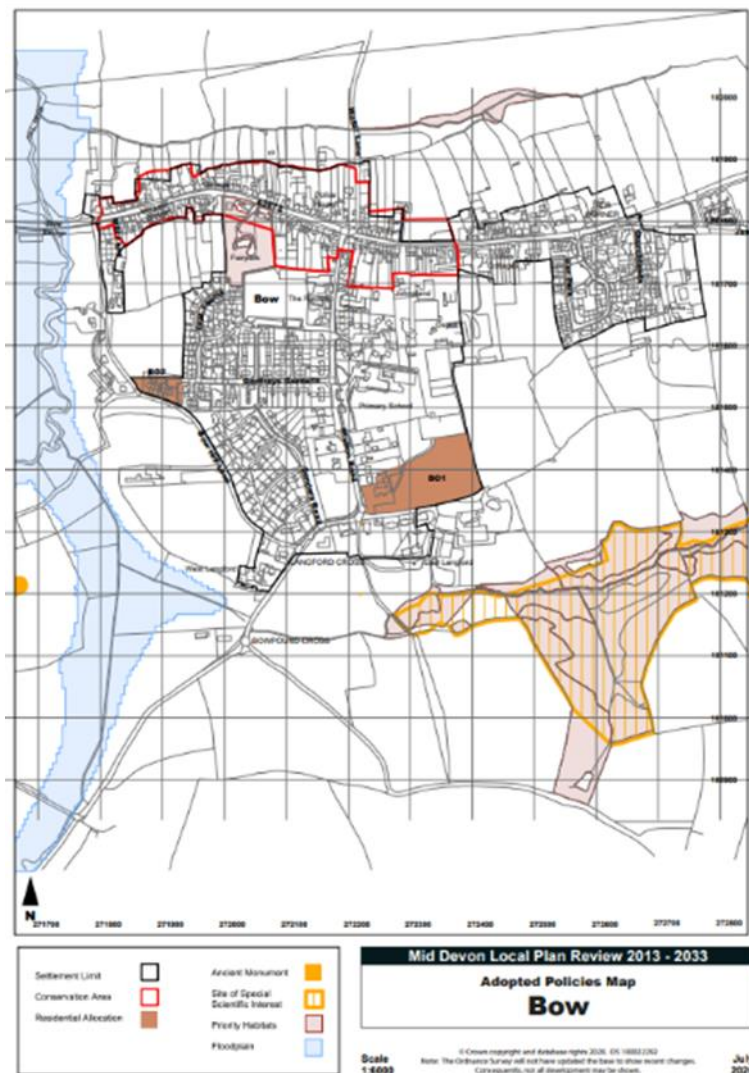
Source: Mid Devon District Council

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- 5.4 Commercial outlets include SPAR (two outlets) (Convenience Store), Bampton Fresh (Fruit and Veg Store), Post Office, Bampton Butchers, The Quarrymans Rest (Pub), Bridge House (Pub with Guest Rooms), The Swan (Pub and B&B), Spelt (Restaurant), Toucan Café Bistro (Restaurant), Bampton Fish Bar (Takeaway), Heron House (B&B), Weston House (B&B), Six on Castle (Coffee Shop and Hotel), Seddons (Estate Agents), Springfield Antiques (Antique Shop), The Laundry Room (Laundry) and The Salon (Hairdressers).
- 5.5 Other amenities include: The Whitewater Clinic (Physiotherapy and Wellbeing Clinic), Bampton Pharmacy, Barnhaven Care Home, Live in Care (Care Home), Bampton GP Surgery, Bampton Primary School, Bampton Community Hall, Children’s Play Park and St Michael’s Church. The Bampton Fair, running since 1258, takes place on the last Thursday of October every year with market stalls stocking local produce, street entertainment, live music and a funfair.
- 5.6 The centre has commercial outlets including convenience stores, evening and night-time economy serviced outlets including public houses, restaurants and a takeaway. Overall, the centre meets the day-to-day needs of the local people through the variety of commercial outlets and the community outlets.

BOW

- 5.7 Bow is a small village and parish in Mid Devon located c.11km to the west of Crediton. The A3072 feeds through the town from east to west and is where most of the local amenities can be found. To the east, the A road leads to Copplestone, where the A377 can be joined, and Copplestone train station is located with services to Exeter and Barnstaple. The village itself is served by bus services which also run to Exeter and Barnstaple.
- 5.8 The map below outlines the adopted policies for Bow. A conservation area is located in the northwest of the village. Areas that are classed as conservation areas are noted to have special character or a certain quality that needs to be protected and enhanced. Two sites have been identified for residential development – one to the east of Station Road and a smaller site to the west side of Godfreys Gardens. A large site of special scientific interest can be found to the southeast of Bow.

Figure 5.2: Mid Devon Adopted Policies Plan: Bow



Source: Mid Devon District Council

- 5.9 Commercial Outlets include: The Co-operative (Convenience Store), The White Hart (Pub), Bow Garage – Jeff Denford (Vehicle Repairs), Tile Kingdom (Tile Shop), Bow Garden and Aquatic Centre, Mid Devon Caravans (Caravan Dealership) and Vennlake (Glamping Lodges).
- 5.10 Other amenities include: Bow Community Primary School, Bow Village Hall, Bow Medical Centre, Bow Congregational Church, Bow St Bartholomew Church and Bow Gospel Hall.
- 5.11 Overall, the centre serves a localised catchment meeting the needs of the local community with the provision of a convenience outlet and a range of community uses.

BRADNINCH

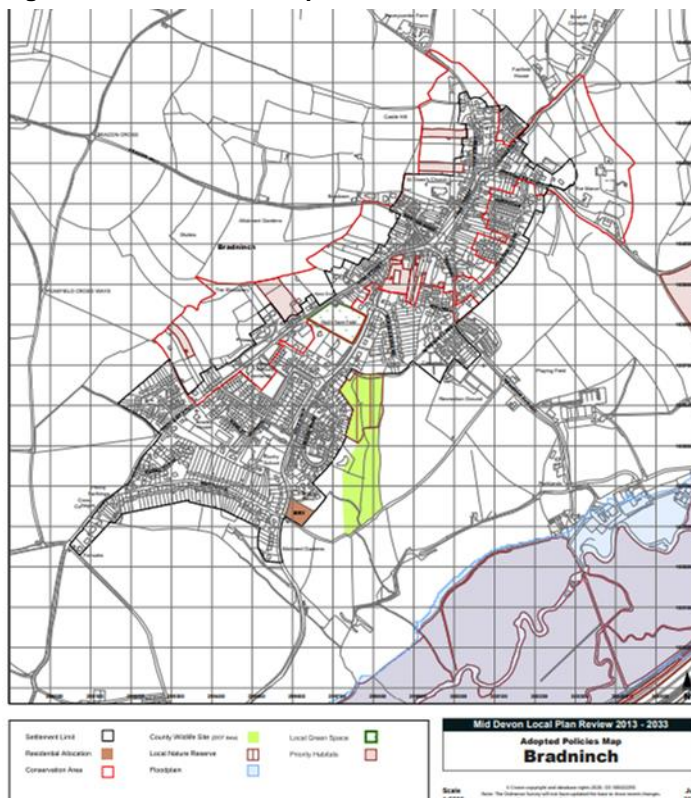
- 5.12 Bradninch is located to the east of Devon around 3.5km southwest of Cullompton and roughly 14km northwest of the city of Exeter. The M5 runs to the east and can be accessed via the nearest junction at Cullompton. The motorway leads south to Exeter and north to

Taunton, Bridgwater and beyond. A train line runs through Cullompton and to the east of Bradninch, however, the nearest station can be found at Tiverton Parkway, c.10.5km northeast of Bradninch. Direct and regular services to Exeter St. Davids and Bristol Temple Meads can be joined here. Bradninch is served by a bus service which offers another way to travel to and from Exeter to the south and Cullompton and Tiverton to the north.

5.13 West End Road which becomes High Street, Fore Street and then Cullompton Hill is the main road that runs diagonally through the centre from southwest to northeast and is the focal point of most of the amenities and services.

5.14 The map below outlines the adopted policies for Bradninch. A conservation area covers a large part of the centre. Areas that are classed as conservation areas are noted to have special character or a certain quality that needs to be protected and enhanced. A site has been identified for residential development to the southern edge of Bradninch, east of Hele Road. A county wildlife site can also be seen, highlighted yellow.

Figure 5.3: Mid Devon Adopted Policies Plan: 5.13 Bradninch



Source: Mid Devon District Council

5.15 Commercial outlets include: SPAR (Convenience Store), Post Office, The White Lion (Pub), Castle Hotel (Pub) and Love Hair (Hairdresser).

5.16 Other amenities include: The Duchy School (Academy School), Duchy Pre-school and Playgroup, Bradninch Youth and Community Centre, Parish Church of Saint Disens, Bradninch Baptist Church, Bradninch Doctors Surgery, Children's Play Park, Bradninch

Football Club, Bradninch and Kentisbeare Cricket Club, Bradninch Tennis Club and Bradninch Bowling Club.

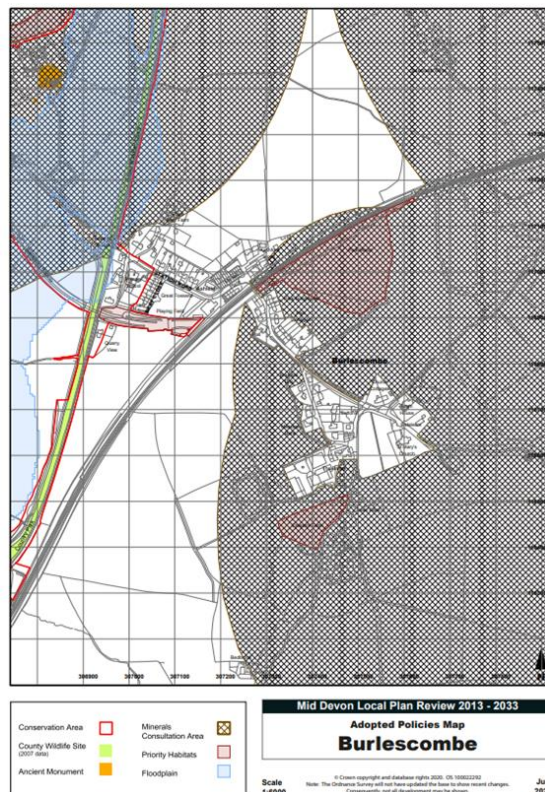
- 5.17 Overall, the centre is healthy and meets the needs of its local catchment with a convenience offer and a range of community provision.

BURLESCOMBE

- 5.18 Burlescombe is a small Mid Devon village just over 2km southwest from the Somerset border and c.7.5km from the Somerset market town of Wellington. The A38 runs to the east of the centre and can be accessed via the main road that runs through the village. The A38 can be used to travel west towards Tiverton and northeast towards Wellington. It also leads to the M5 which then heads south to Exeter and north to places such as Taunton and Bridgwater. A railway line runs through the village, underneath the vehicle bridge where Park Cottages meets Market Place. The nearest station to access this line is Tiverton Parkway c.4km southwest of Burlescombe. Rail services here run directly and regularly to Exeter St. Davids and Bristol Temple Meads. A limited bus service runs through the village and serves Culmstock and Hemyock to the east and Bampton and Tiverton to the west.

- 5.19 The map below details the adopted policies for Burlescombe. A floodplain and conservation area exist to the west of the village. Areas that are classed as conservation areas are noted to have special character or a certain quality that needs to be protected and enhanced.

Figure 5.4: Mid Devon Adopted Policies Plan: Burlescombe



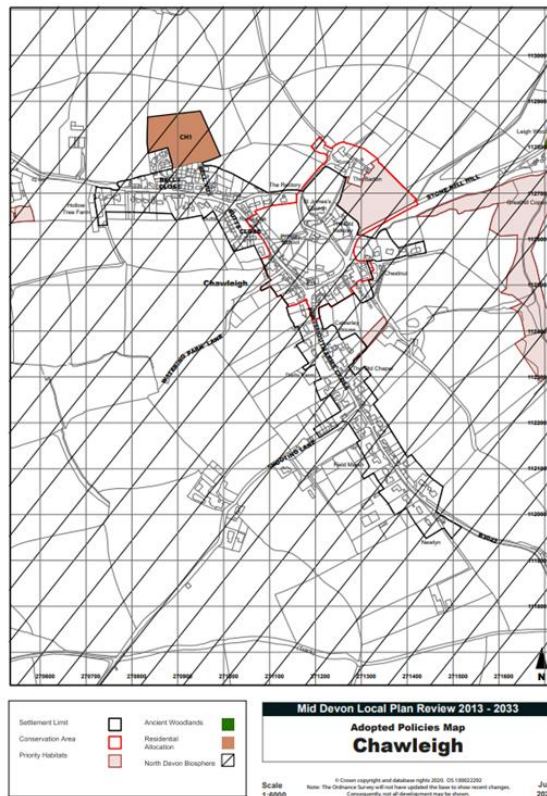
Source: Mid Devon District Council

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- 5.20 Commercial outlets include: Burlescombe Motors (Vehicle Repairs) and K4S Ltd (Chiller and Air Conditioning Specialists).
- 5.21 Other amenities include: Burlescombe Primary School, Burlescombe and Westleigh Community Centre, Children's Play Park and St Mary's Church.
- 5.22 Overall, the centre does not have retail provision and is primarily underpinned by other commercial and community uses.

CHAWLEIGH

- 5.23 Chawleigh is a village that sits centrally within Devon, c.3km southeast from the market town of Chulmleigh. The A377 runs to the west of the village and can be accessed via the B3042. At the point at which the B3042 meets the A377, Eggesford train station can also be found. The A road leads south to Exeter via Crediton and north to Barnstaple via Bishop's Tawton. Great Western Railway services from Eggesford train station run direct to Barnstaple and Exeter. Bus services operate along the B3042, running through Chawleigh village and can be used to reach destinations such as Barnstaple, Chulmleigh, Lapford and Exeter.
- 5.24 The map below outlines the adopted policies for Chawleigh. A conservation area exists to the east of the B3042, encompassing the Church, both pubs and the sports field and the children's play park. Areas that are classed as conservation areas are noted to have special character or a certain quality that needs to be protected and enhanced. A site identified for residential development can be found north of Belle Vue. Areas of priority habitats can be found to the east of Chawleigh village.

Figure 5.5: Mid Devon Adopted Policies Plan: Chawleigh



Source: Mid Devon District Council

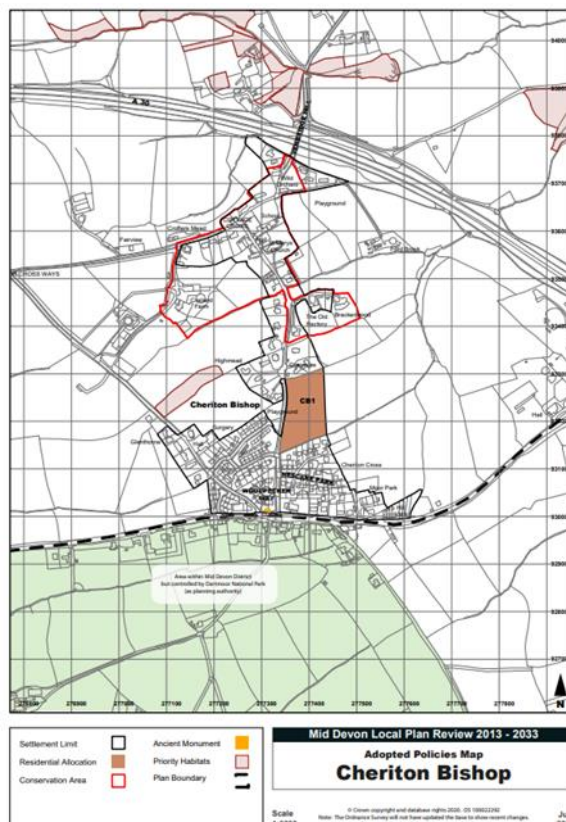
- 5.25 Commercial outlets include: Post Office, Chawleigh Village Store, The Royal Oak Inn (Pub and Hotel), The Earl of Portsmouth (Pub) and Blue Fox Glade Target Sports (Sporting Goods Shop).
- 5.26 Other amenities include: St James Church, Milly's Day Nursery and Pre-School, Sports Field and Children's Play Park.
- 5.27 Overall, the centre has a good environment with basic retail provision and supported by leisure uses (two public houses).

CHERITON BISHOP

- 5.28 Cheriton Bishop is a village located on the northern border of Dartmoor National Park with a population of less than 700 inhabitants and is around 16km away from the city of Exeter. The village is split into two sections with the first half near the A30 where a handful of dwellings are found and then the main village that connects the two via Church Lane. The village is surrounded by green fields, trees, hedges and farmland.
- 5.29 The buildings in the village are of traditional design and the more recent buildings are in keeping with traditional architectural design. The centre has a small number of outlets that provide services, goods and jobs for the local people.

- 5.30 Public transport is provided by the 6A,173 and the 670 bus services. Travelling to the centre via car and cycling would be seen as the viable options due to the road network that goes into the centre and around it.
- 5.31 Adopted policies of Cheriton Bishop are shown below. It shows a conservation area in the top half of the village. Areas that are classed as conservation areas are noted to have special character or a certain quality that needs to be protected and enhanced. This could be due to the architectural styling of buildings, or they may have historic importance. The map also shows a section for residential allocation in between the two parts of the centre on the right-hand side of Church Lane.

Figure 5.6: Mid Devon Adopted Policies Plan: Cheriton Bishop



Source: Mid Devon District Council

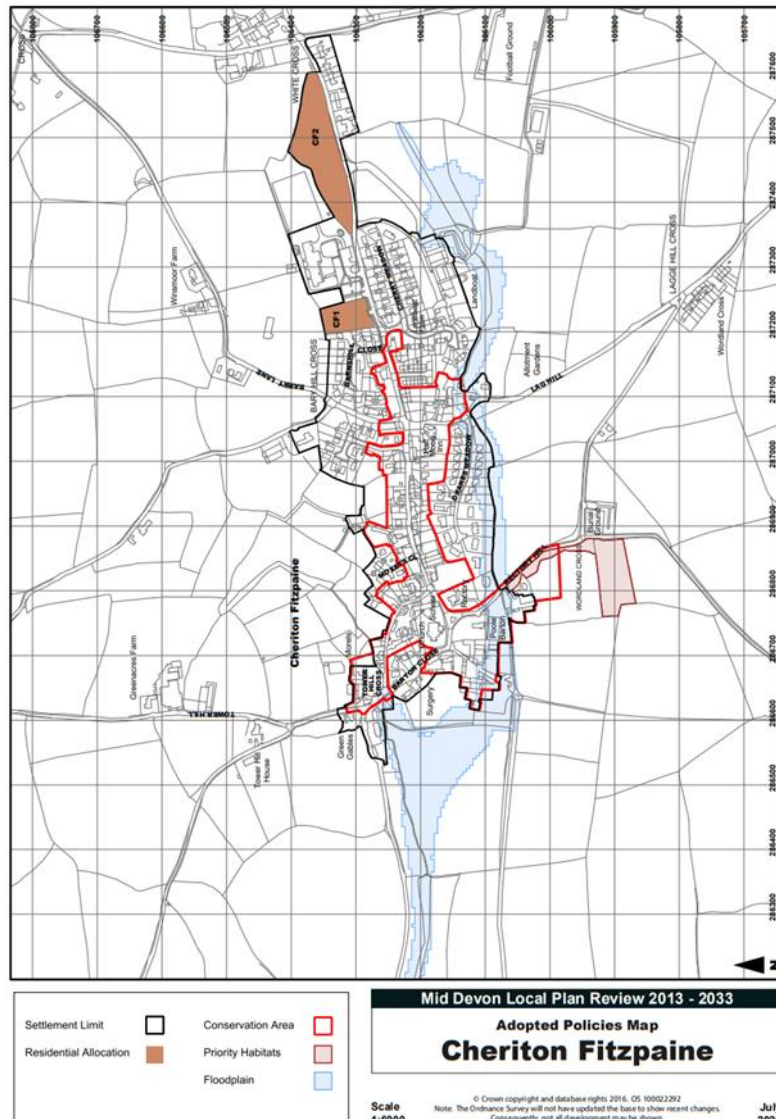
- 5.32 Commercial outlets include: Post Office, The Old Thatch Inn (Public House)
- 5.33 Other Amenities include: Crofter's Mead Scouts (Scouts Club), Cheriton Bishop Playgroup (Nursery), St Mary's Medieval Parish Church, Cheriton Bishop Primary School, Cheriton Bishop & Teign Valley Practice (GP), The Hog Hospital (Wildlife Rescue Service), Cheriton Bishop Village Hall, Devon Young Farmers Club (YMC)
- 5.34 Cheriton Bishop is a historic market town and it is one of the smaller villages. Community uses primarily dominate provision and there is limited commercial provision.

CHERITON FITZPAINE

5.35 Cheriton Fitzpaine is a village located 6.4km from the northeast of Crediton town and is noted to have several historical buildings including the longest thatched house in England. The village is a linear shape. The village is surrounded by untouched green fields and farmland with many country roads going in and out of the centre from all sides which allows individuals to cycle and drive into the village. Public transport is provided by the 346, 675, 870 and 678 bus services.

5.36 The map below outlines the adopted policies for the Cheriton Fitzpaine village. A large section of the west side of the village is within a conservation area. Areas that are classed as conservation areas are noted to have special character or a certain quality that needs to be protected and enhanced. This could be due to the architectural styling of buildings, or they may have historic importance.

Figure 5.7: Mid Devon Adopted Policies Plan: Cheriton Fitzpaine



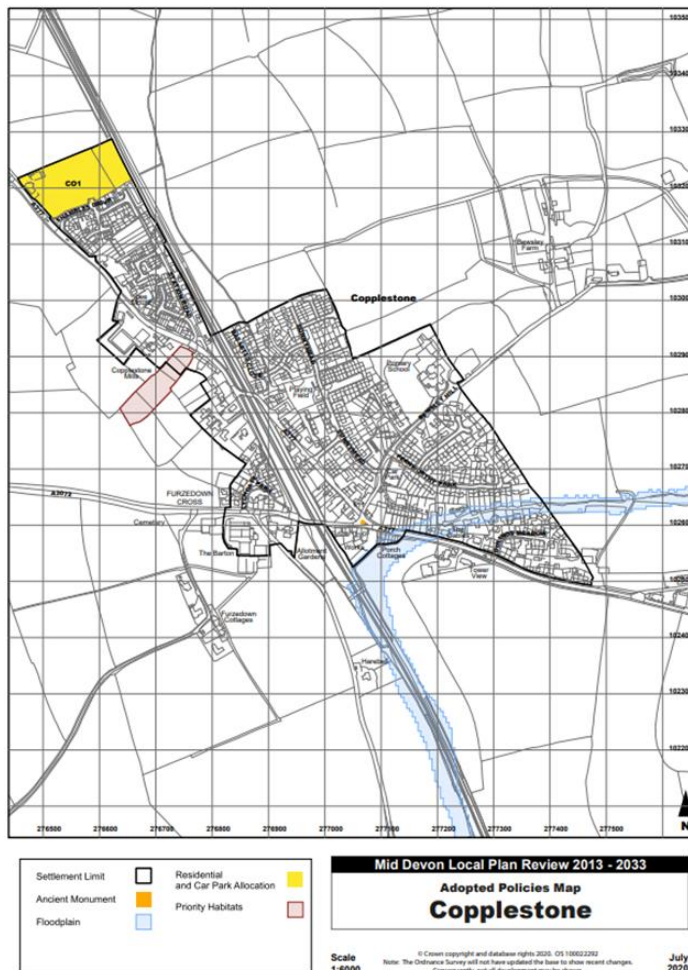
Source: Mid Devon District Council

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- 5.37 Commercial outlets include: The Ring of Bells (Public House), Cheriton Fitzpaine Community Shop (Convenience Store), Half Moon Inn (Public House), Post Office.
- 5.38 Other Amenities include: Cheriton Fitzpaine St Matthew Church, Cheriton Fitzpaine Primary School, Cheriton Fitzpaine Parish Hall (Community Centre).
- 5.39 Overall, the centre serves its immediate residential catchment. There is limited commercial provision however there are good transportation links to nearby towns and villages.

COPPLESTONE

- 5.40 Coplestone is a village roughly 8km away from Crediton and has the A377 going through the village that leads to Exeter. This makes the centre accessible via car and cycling as there are many other minor road and country roads that go into the village. The village has a railway station (Coplestone Railway Station) that is run by Great Western Railway. Bus services (5 and 647) are also present in the village. The village is surrounded by green fields, trees and other forms of greenery as well as farmland.
- 5.41 The map below outlines the adopted policies from the local plan. The map identifies a section north of the village for residential and car park allocation and a single ancient monument near Porch Cottages.

Figure 5.8: Mid Devon Adopted Policies Plan: Coplestone



Source: Mid Devon District Council

- 5.42 Commercial outlets include: Exeter & Devon Cremations, Post Office, Polaris Crediton KJ Stoneman and Co (ATV Dealer), Just Gels (Nail Salon), Surf Shop, Courtneys Garage (car mechanics), Coplestone Farm Shop
- 5.43 Other amenities include: Coplestone Methodist Church, Coplestone Primary School, Hopwood Community Centre (aged care home)
- 5.44 Coplestone has its own train station which makes it more accessible than other villages and towns in the Mid Devon District area. Overall, both commercial and community provision is limited.

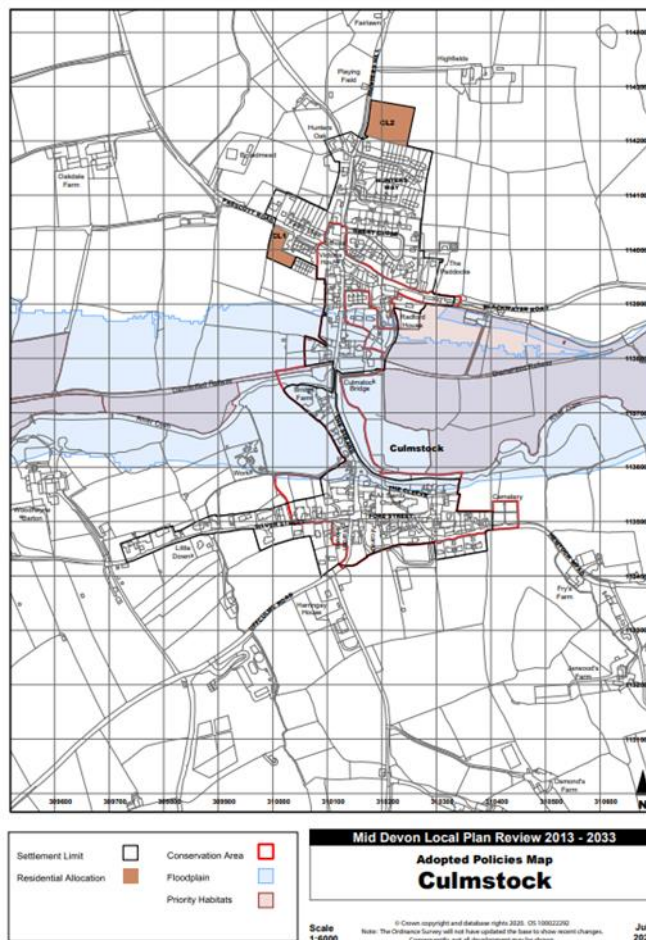
CULMSTOCK

- 5.45 Culmstock is a village 8km from Tiverton town and roughly 11.3km northeast of Cullompton. The village is situated both sides of the River Culm's banks and is connected by an old stone bridge. The village is shaped like an upside-down 'T' and is one of the larger villages in the Mid Devon area. Much like other villages, Culmstock is surrounded by green fields, farmland,

trees, hedges and the River Culm. The village does not contain a train station but is serviced by the number 20 and 697 bus routes.

- 5.46 The map below highlights that the town is within a conservation area that covers majority of the southern half of the village, the middle part of the village where Culmstock Bridge is located and goes further up north to Culmstock Primary School. Areas that are classed as conservation areas are noted to have special character or a certain quality that needs to be protected and enhanced. The map also highlights both the section in Valley View and Hunters Way as sites for residential allocations.

Figure 5.9: Mid Devon Adopted Policies Plan: 5.46 Culmstock



Source: Mid Devon District Council

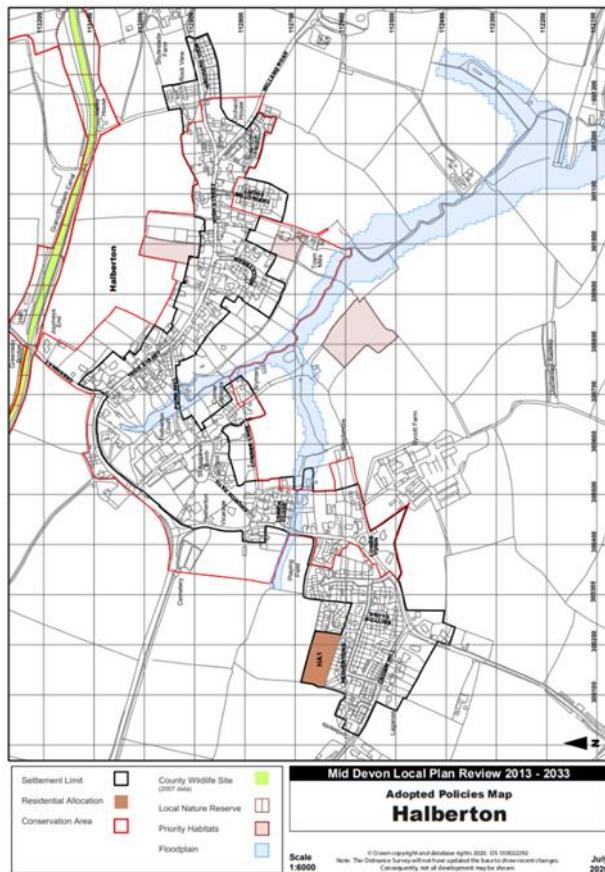
- 5.47 Commercial outlets include: The Culm Valley Inn (B&B, Restaurant, Pub), The Strand Stores (Café/Deli), Hawkins Gordon (Vehicle Repair Shop), Culmstock Garage (Vehicle Repair Shop).
- 5.48 Other amenities include: Culmstock Primary School, Culmstock Village Hall, Culmstock All Saints Church

-
- 5.49 Culmstock has minimal commercial provision. Its residential catchment benefits from its close proximity to the larger scale provision at Tiverton. Future residential development may necessitate additional local provision and offer depending on scale of development.

HALBERTON

- 5.50 Halberton is one of the larger villages in the Mid Devon area and is located 4.8km from Tiverton and roughly 9.7km from Cullompton. Much like other village profiles in the Mid Devon area, Halberton is also located in a remote area of Mid Devon and is surrounded by farmland, green fields, trees, other forms of vegetation and is situated along the Grand Western Canal.
- 5.51 The village is between both the M5 and the A361 which allows for car access to the village. Furthermore, several country roads go through the village which makes it more accessible via car but also allows cycle access. Notably, Blundell's Road/ Post Hill/ High Street is a direct road from Halberton to Tiverton town centre. Public transport within the village comes in the form of bus services 1, 373 and the X22 coach.
- 5.52 The map below identifies adopted policies for the Halberton village. The majority of the village is within a conservation area starting from a section of Lower Town to Orchard House whilst encompassing the bulk of the village, as well as extending outside the village's settlement limit. Areas that are classed as conservation areas are noted to have special character or a certain quality that needs to be protected and enhanced. An area has been allocated for residential development on Pethertons near Crown Hill and a large section of the village is within the Grand Western Canal floodplain.

Figure 5.10: Mid Devon Adopted Policies Plan: Halberton



Source: Mid Devon District Council

- 5.53 Commercial outlets include: Halberton Court Farm Shop, The Swans Neck Café, Undercover Golf (Indoor Golf Course), The Hickory Inn (Public House)
- 5.54 Other amenities include: Halberton Pre School, Halberton Primary School, St Andrew's Church, Halberton Village Hall
- 5.55 Halberton is one of the larger centres in the Mid Devon District area, but with limited commercial provision. The centre is 4.8km away from the larger scale provision at Tiverton town which has a larger town centre and retail offer.

HEMYOCK

- 5.56 Hemyock is one of the larger villages in the Mid Devon area and is the largest village on the Blackdown Hills which is an area designated as an Area of Outstanding Natural Beauty (AONB). Hemyock is approximately 17.7km from Cullompton town, 12.9km from Honiton and 8km from the Somerset town of Wellington. The town is surrounded by farms, hedges, trees and green fields. The village does not have a train station, but public transport comes in the form of the 697 and 20 bus services. There are 5 major country roads that go into the village, these include Culmstock Road, Cornhill, High Street, Fore Street and Station Road.

The centre is accessible via driving and cycling. The village contains the 14th century ancient monument (as highlighted in the adopted policies plan below) - Hemyock Castle is currently open for the public and is a Grade II listed scheduled monument.

Figure 5.11: Mid Devon Adopted Policies Plan: Hemyock



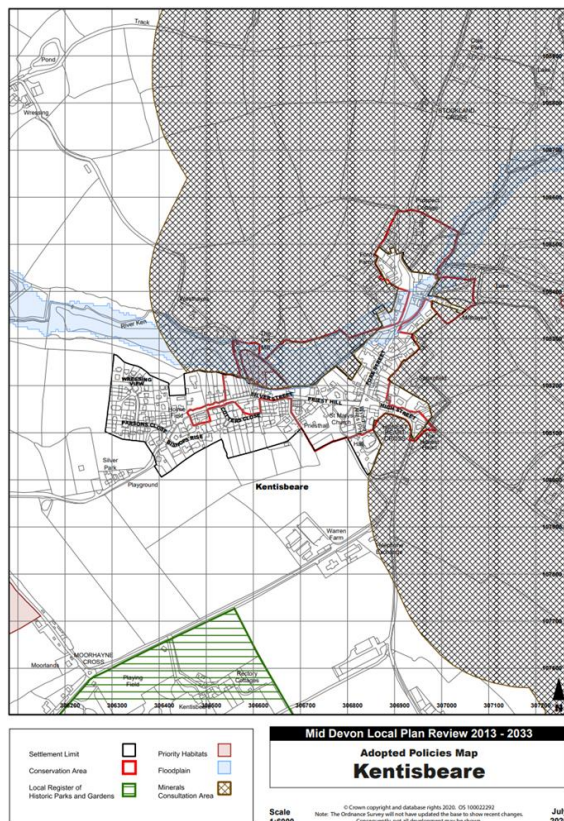
Source: Mid Devon District Council

- 5.57 Commercial outlets include: Paint Monkey (Vehicle Repair Shop), Redwoods Travel (Bus and Coach Company), Dobles of Hemyock (Vehicle Repair Shop), SPS Hair Design (Hairdresser), SPAR (Convenience Store), Ploversfield Bed and Breakfast (B&B), The Catherine Wheel (Public House), Hemyock Post Office & Convenience Store.
- 5.58 Other amenities include: The Blackdown Healthy Living & Activity Centre (Charity Organisation that acts as a nursery, care for the elderly, holds exercise classes and other forms of care), Martha Price Osteopath (Osteopath), The Garages (Community Centre), The Blackdown Practice (General Practitioner), Hemyock Primary School, St Mary's Church, Hemyock Baptist Church, Hemyock Village Hall, Hemyock Tennis Club (Tennis Club), Hemyock FC (Football Club),
- 5.59 Overall, the centre is supported by a range of community provision and the commercial retail; provision is convenience led serving its immediate catchment.

KENTISBEARE

- 5.60 Kentisbeare is one of the smaller villages in the Mid Devon area located roughly 8km from Cullompton town and roughly 27.4km away from the city of Exeter. The village is predominately surrounded by green fields, farmland, trees and a small forest near Silver Wood. The River Ken flows through the village. Country roads go through the village which makes it accessible for cycling and driving. Public transport comes in the form of buses, mainly routes 694 and the 350.
- 5.61 The map below shows the adopted policies for the village of Kentisbeare. More than half of the village is within a conservation area that starts from Silver Street to Ford Farm near the River Ken. The village is surrounded by a 'Minerals Consultation Area' and a 'Local Register of Historic Parks and Gardens' is found outside of the settlement limit near Moorhayne Cross.

Figure 5.12: Mid Devon Adopted Policies Plan: Kentisbeare



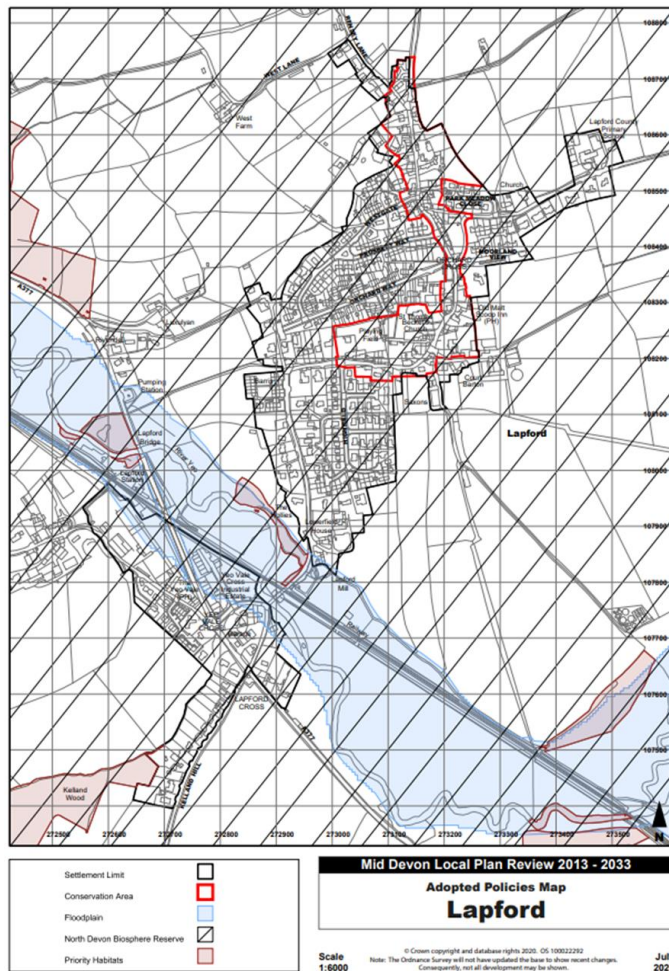
Source: Mid Devon District Council

- 5.62 Commercial outlets include: The Wyndham Arms (Public House), Kentisbeare Village Shop.
- 5.63 Other amenities include: Church of St Mary, Kentisbeare Village Hall, Kentisbeare C of E Primary School.
- 5.64 Kentisbeare is one of the smaller villages in the Mid Devon District area with limited provision of commercial and community uses.

LAPFORD

- 5.65 Lapford is a village located in Mid Devon situated within the rural countryside of Devon and is approximately 19.3km away from the city of Exeter and roughly 16km from the town of Crediton. The village has a rich history and historic significance along with containing three churches including the church of St Thomas of Canterbury a Grade I listed building. Lapford is known for its natural beauty as it is situated in a picturesque part of Mid Devon known for its meadows and ancient woodlands.
- 5.66 Lapford village has a unique settlement line given that the village is split into two halves. The first half has the A377 going through the village and contains Lapford train station which is run by Great Western Railway and has hourly services to nearby villages and towns. The other half of the village is settled north of the river's tributary where most of the residential developments are located. As the village has a main road going through it (A377) along with many minor country roads, the village is accessible by cars and cyclists. Public transport is provided by the number 5 and 325 bus services. As mentioned previously, Lapford also contains a tributary of some of the major rivers and is in close proximity to a forest.
- 5.67 The map below shows the adopted policies for Lapford village. The village has designated a conservation area that encompasses the area from St Thomas Becket's Church up to Orchard Cross then to the furthest part of the village where the designated settlement limit border is found. Areas that are classed as conservation areas are noted to have special character or a certain quality that needs to be protected and enhanced. The village has a floodplain that mostly covers where the village is split into two sections near the railway line.
- 5.68 Mid Devon District Council received an application from Lapford Parish Council to designate Lapford County Parish as a Neighbourhood Area in July of 2023. Following a public consultation, it was granted this status in September 2023.

Figure 5.13: Mid Devon Adopted Policies Plan: Lapford



Source: Mid Devon District Council

- 5.69 Commercial outlets include: Rose Removals (Removal Company), Lapford Cross MOT Service Centre & Car Sales (Vehicle Repair Shop), SPAR (Convenience store and Petrol Station), Physio Works with Green Massage Therapy (Physical Therapy Clinic), The Old Malt Scoop Inn (B&B/ Restaurant)
- 5.70 Other amenities include: St Thomas of Canterbury Church, Lapford Congregational Church, Lapford Community Primary School & Nursery, Lapford Community Church
- 5.71 As with other rural centres in the District, Lapford has limited commercial provision (primarily convenience led) serving the local catchment.

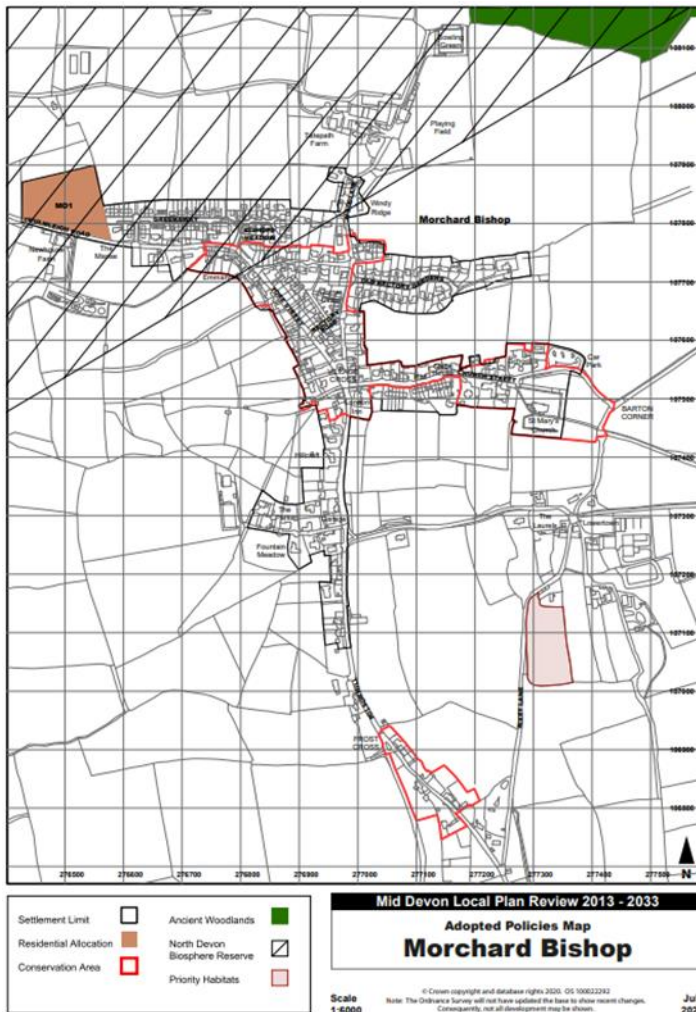
MORCHARD BISHOP

- 5.72 Morchard Bishop is a village in the district located roughly 12.9km from Crediton and around 16km from the city of Exeter. The village is located in the scenic countryside of rural Devon surrounded by farmland, woodlands, hills and hedges. The village is serviced by the 369

bus. The centre is accessible via driving and cycling as there are several country and minor roads going in and out of the village.

5.73 The map below identifies the adopted policies for the village of Morchard Bishop. The map outlines two areas that have been designated as a conservation area. The first conservation area is located in Frost Cross on Polson Hill. The second conservation area covers a larger section of the village which can be viewed from the map below. Areas that are classed as conservation areas are noted to have special character or a certain quality that needs to be protected and enhanced. The map also identifies a section on Chulmleigh Road as a residential allocation.

Figure 5.14: Mid Devon Adopted Policies Plan: Morchard Bishop



Source: Mid Devon District Council

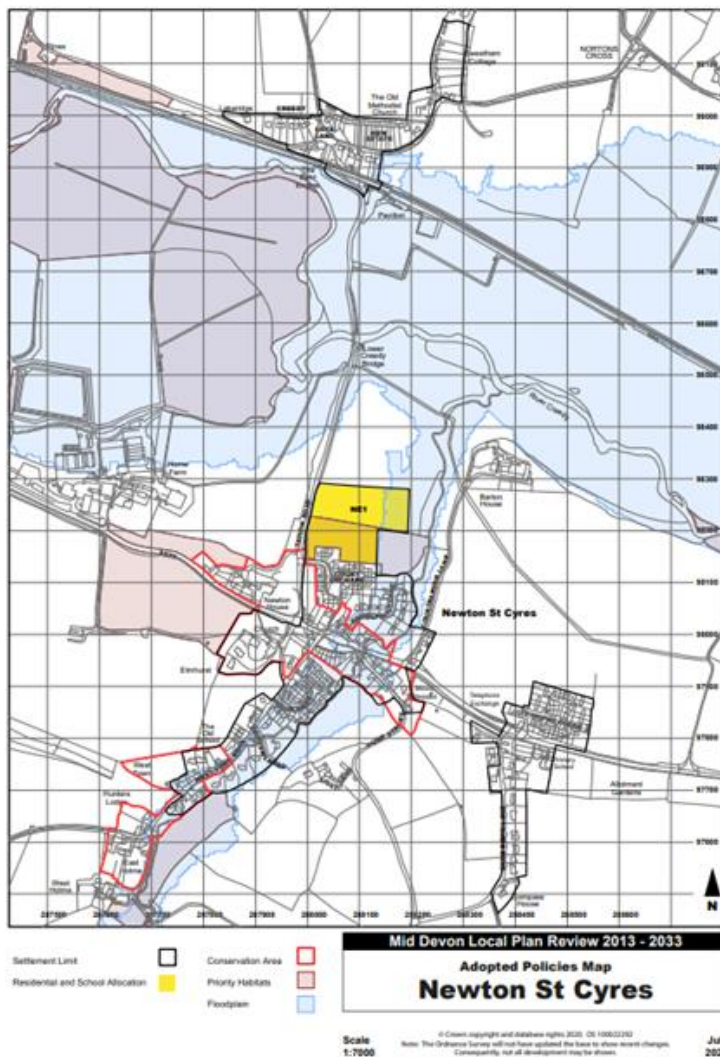
5.74 Commercial outlets include: Polson Hill Garage (Vehicle Repair Shop), Morchard Bishop Bowling Club, The London Inn (Public House), Church Street Stores & Take Away (Convenience Store and Takeaway), Post Office.

- 5.75 Other amenities include: Ringash Methodist Church Circuit, Emmanuel Methodist Church, Morchard Bishop Parish Council Building, Morchard Village Hall, Ridge House Residential Home (Assisted Living Residence), Morchard Bishop C of E Primary School, Morchard Bishop Preschool, St Mary Morchard Bishop (Church), Morchard Bishop Surgery (GP).
- 5.76 The rural centre is underpinned by a range of community provision with the convenience store catering for the day to day needs of its immediate catchment.

NEWTON ST CYRES

- 5.77 Newton St Cyres is a village located in Mid Devon approximately 6.4km northwest of Exeter and roughly 6.4km from the town of Crediton. The village is situated on both sides of the A377 where it crosses the Shuttern Brook, a tributary of the River Creedy. Much like other villages in the district, Newton St Cyres is also surrounded by green fields, farm lanes, trees, other forms of greenery and tributaries of the nearby rivers. The village has good transportation provisions including its own railway station (Newton St Cyres train station) that is operated by Great Western Railway. Public transport also includes bus provision through routes 5, 369 and 647. As the village is split by the A377, car access to the village is possible, country roads allow for cycle access to the village.
- 5.78 The map below highlights the adopted policies for the village of Newton St Cyres. A space has been allocated near Station Road for residential development and a school. The majority of the village is within the River Creedy floodplain. The village contains two conservation areas. The first encompasses a section of West Town Road which is the only section within the settlement limit. The second conservation area is located on the same side of the village and goes from the development of Newton House in the West to Mount Pleasant in the East. Areas that are classed as conservation areas are noted to have special character or a certain quality that needs to be protected and enhanced. Mid Devon District Council received an application from Newton St Cyres Parish Council to designate the village as a Neighbourhood Area in October of 2021. Following a public consultation, it was granted this status in December 2021.

Figure 5.15: Mid Devon Adopted Policies Plan: Newton St Cyres



Source: Mid Devon District Council

- 5.79 Commercial outlets include: Post Office, Belluno (Restaurant), Quicke's Farm Shop (Farm Shop), Quicke's Cheese Shop, The Beer Engine (Microbrewery)
- 5.80 Other amenities include: Newton Nippers Preschool, Newton St Cyres Parish Hall, Church of St Cyr & Julitta, Newton St Cyres Primary School, Muddy Boots Childcare (Nursery School), Newton St Cyres Tennis Club,
- 5.81 The centre's commercial offer is primarily convenience led supported by commercial leisure and a range of community uses.

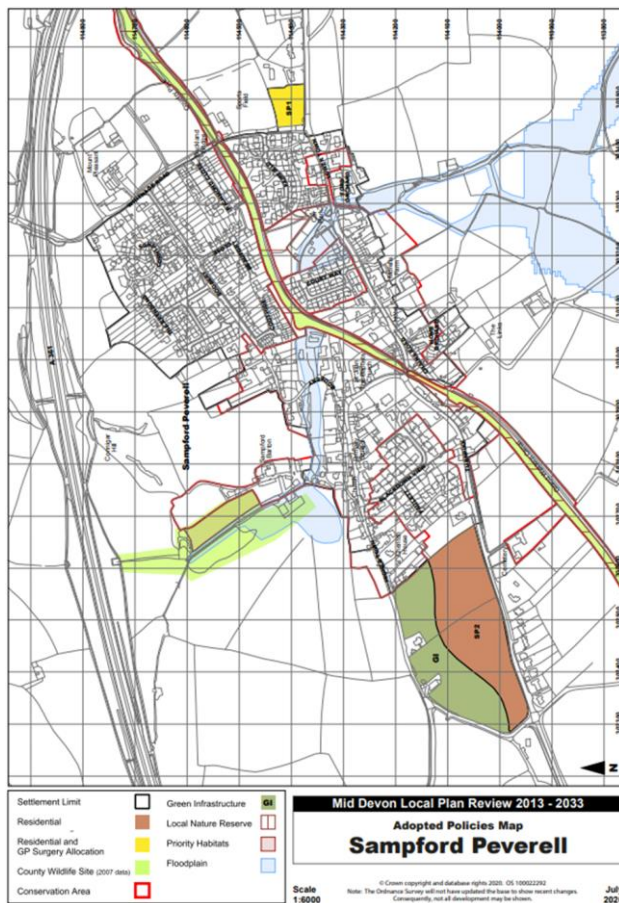
SAMPFORD PEVERELL

- 5.82 Sampford Peverell is one of the larger villages in the Mid Devon area and is located 9.7km from Tiverton. The village is situated within scenic landscapes, hills, farmland and green fields. The village is split in half by a tributary of the Grand Western Canal and the banks of the tributary can be accessed by a public footpath in some parts of the village. The village is located in close proximity to the A361 and it is also connected via a number of country roads

leading to nearby towns and villages which makes the village accessible via bikes. Public transport within the settlement boundaries comes in the form of the 1 and 373 bus services. Tiverton Parkway train station which Great Western Railway and CrossCountry operate trains through is near to the village but not within the settlement boundaries.

5.83 The map below highlights the adopted policies for the village of Sampford Peverell and it shows most of the village to be within conservation areas. Areas that are classed as conservation areas are noted to have special character or a certain quality that needs to be protected and enhanced. This could be due to the architectural styling of buildings, or they may have historic importance. A section by Cheriton House near Higher Town has been designated for 'Green Infrastructure' development. The land just below Turnpike has been designated for residential development. A 'Residential and GP Surgery' allocation has been allocated on the border of Sampford Peverell Playing Fields.

Figure 5.16: Mid Devon Adopted Policies Plan: Sampford Peverell



Source: Mid Devon District Council

5.84 Commercial outlets include: Manleys B&B (B&B), Anipalz (Dog Day Care), The Globe Inn (Public House), Alex and Co (Hairdressers), Post Office, SPAR (Convenience Store), Sampford Peverell Tennis Club

- 5.85 Other amenities include: Sampford Peverell Methodist Church, Sampford Peverell Primary School, St John the Baptist (Church), Sampford Peverell (Village Hall), Sampford Peverell Surgery (GP)
- 5.86 Sampford Peverell is a historic village with a convenience store and a range of community uses.

SANDFORD

- 5.87 Sandford village is one of the smaller villages in the Mid Devon area and is located roughly 3.2km north of Crediton. Sandford has a handful of country roads leading to other villages and towns and therefore is accessible via driving and cycling. Public transport comes in the medium of the 369 and 679 bus services.
- 5.88 The map below illustrates the adopted policies of Sandford village. It is evident that a large section of the village is within a conservation area. Areas that are classed as conservation areas are noted to have special character or a certain quality that needs to be protected and enhanced. Land has been identified for residential development between Park House and Brady Close. Part of the village is within a floodplain.

Figure 5.17: Mid Devon Adopted Policies Plan: Sandford



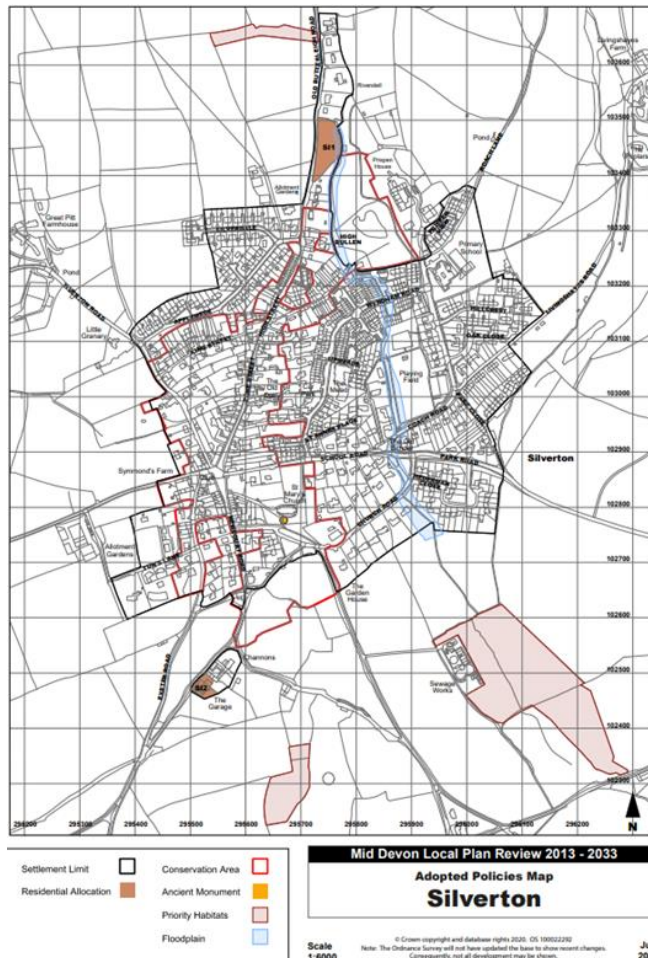
Source: Mid Devon District Council

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- 5.89 Commercial outlets include: The Lamb Inn at Sandford (Hotel), Hillside B&B, Post Office, Community Store
- 5.90 Other amenities include: Summerhayes Residential Home (Assisted Living Residence), Sandford (St. Within) Church, Sandford School (Primary School), Sandford Parish Hall (Village Hall)
- 5.91 Sandford rural centre has a limited commercial offer, primarily convenience led with a community store.

SILVERTON

- 5.92 Silverton is one of the larger villages in the district located roughly 9.7km from the town of Cullompton and 12.9km from the city of Exeter. The village is well connected to nearby villages and towns by country roads and has direct access to the city of Exeter via the A396. The village is therefore accessible via cycling and driving. Public transportation comes in the medium of the number 355 bus service.
- 5.93 The map below highlights the adopted policies for Silverton village. The village has conservation area designations mainly on the left-hand side of the village and a section on High Bullen. Areas that are classed as conservation areas are noted to have special character or a certain quality that needs to be protected and enhanced. The local authority has allocated two sites for residential allocation. The first is in 'The Garage' and the other is located near Old Butterleigh Road. St Mary The Virgin Church has been designated as an 'Ancient Monument'.
- 5.94 Mid Devon District Council received an application from Silverton Parish Council to designate the whole parish area as a Neighbourhood Area in March of 2014. Silverton Parish Council were subsequently granted their request for the designation of Silverton Neighbourhood Area in July 2014.

Figure 5.18: Mid Devon Adopted Policies Plan: Silverton



Source: Mid Devon District Council

- 5.95 Commercial outlets include: SPAR (Convenience Store), Silverton Barber Shop (Hairdressers), Silver Linings (Jewellery Shop), The Silverton Inn (B&B, Public House and Restaurant), Twenty Twenty Property (Estate Agents), The Lamb Inn (Public House), Flixx Hair & Beauty (Hairdresser), CCS Aesthetics (Cosmetic Dentist).
- 5.96 Other amenities include: St Mary The Virgin (Church), Wyndham House Surgery (GP), Silverton Community Hall, Silverton Primary School, Silverton Evangelical Church.
- 5.97 Silverton is one of the larger rural centres in the Mid Devon area and much like other villages, has historic heritage. The commercial offer is more varied with both convenience and retail service provision.

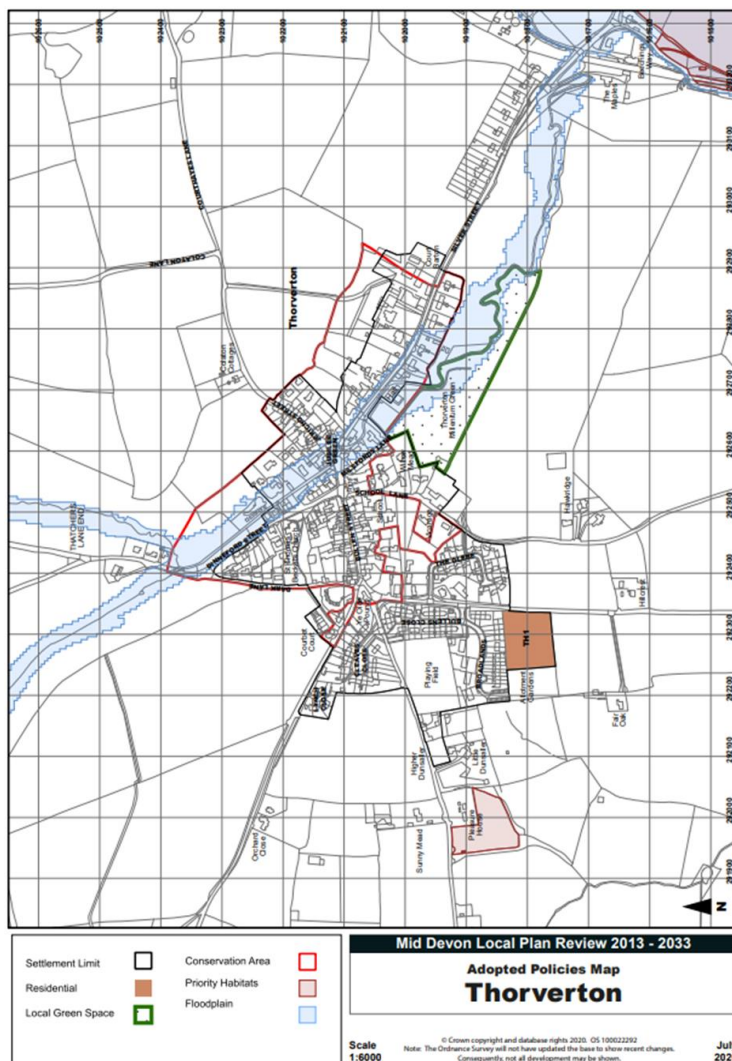
THORVERTON

- 5.98 Thorverton is one of the smaller villages in the Mid Devon area. It is located roughly 1 mile from the River Exe, approximately 12.9km from Exeter and circa 11.3km from Crediton town. Thorverton is surrounded by farmland, open green fields, trees and other forms of vegetation. There are several country roads going through the village that lead to other

villages, towns and the city of Exeter via School Lane. This allows the village to be accessed via cycling and driving. Public transport comes in the medium of the number 355, 675 and the 678 bus services.

5.99 The map below illustrates the adopted policies for Thorverton village. A large section of the village is within a conservation area. The designation mostly encompasses the East of Jubilee Green, whilst covering areas from Dark Lane to Milford Lane. Areas that are classed as conservation areas are noted to have special character or a certain quality that needs to be protected and enhanced. Land by the Allotment Gardens has been allocated for residential development. Thorverton Millennium Green has been allocated as 'Local Green Space'. The village is within the tributary's floodplain.

Figure 5.19: Mid Devon Adopted Policies Plan: Thorverton



Source: Mid Devon District Council

5.100 Commercial outlets include: Thorverton Sub Post Office, The Exeter Inn (Public House), The Thorverton Arms (B&B), Berry Dairy General Store.

5.101 Other amenities include: Thorverton FC (Football Club), Thorverton Baptist Church, St Thomas of Canterbury, Brandich Town Council (Town Hall), Redlands Primary Care (GP), Thorverton Primary School, Thorverton Village Hall.

5.102 Thorverton is comparatively small with limited commercial provision and a range of community uses.

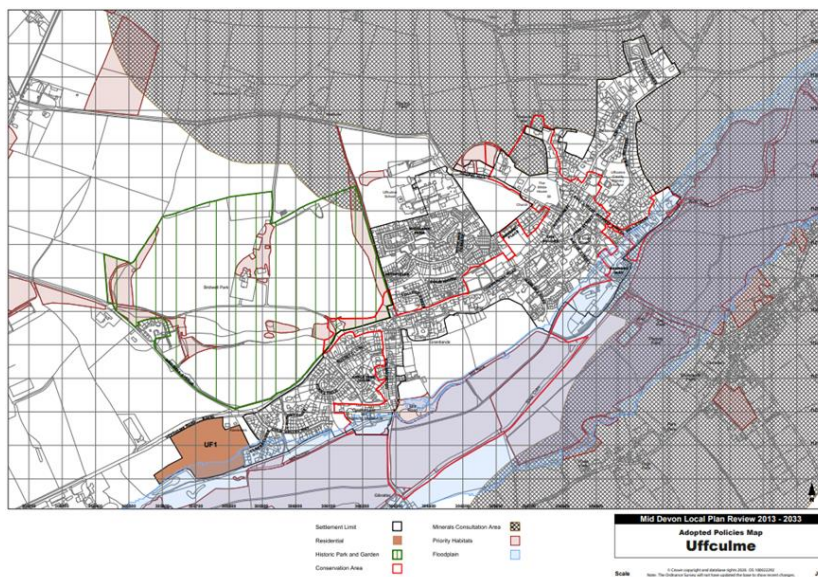
UFFCULME

5.103 Uffculme is located close to the Blackdown Hills and is one of the larger villages in the Mid Devon area with a much larger population. The distance between Uffculme and Cullompton is roughly 9.6km. The village is surrounded by other villages and settlements and is in close proximity to the M5. It also has a number of country roads going through the village. The village is accessible via driving and cycling. The village is surrounded by green fields, farmland, public parks, trees and the River Culm and its tributaries go through the village and around it.

5.104 Public transport within the village comes through bus and coaches. These include the number 1, 373 and the X22. It should be noted that Tiverton Parkway station is less than 6.4km distance from Uffculme village but it is not within the settlement boundaries.

5.105 The map below illustrates the adopted policies of Uffculme. It is evident that the majority of the village has been designated as a conservation area. Areas that are classed as conservation areas are noted to have special character or a certain quality that needs to be protected and enhanced. Land by Uffculme Road has been designated for residential development. Land surrounding Bridwell Park has been designated as 'Historic Park and Garden', north of the village has been designated as 'Minerals Consultation Area'.

Figure 5.20: Mid Devon Adopted Policies Plan: Uffculme



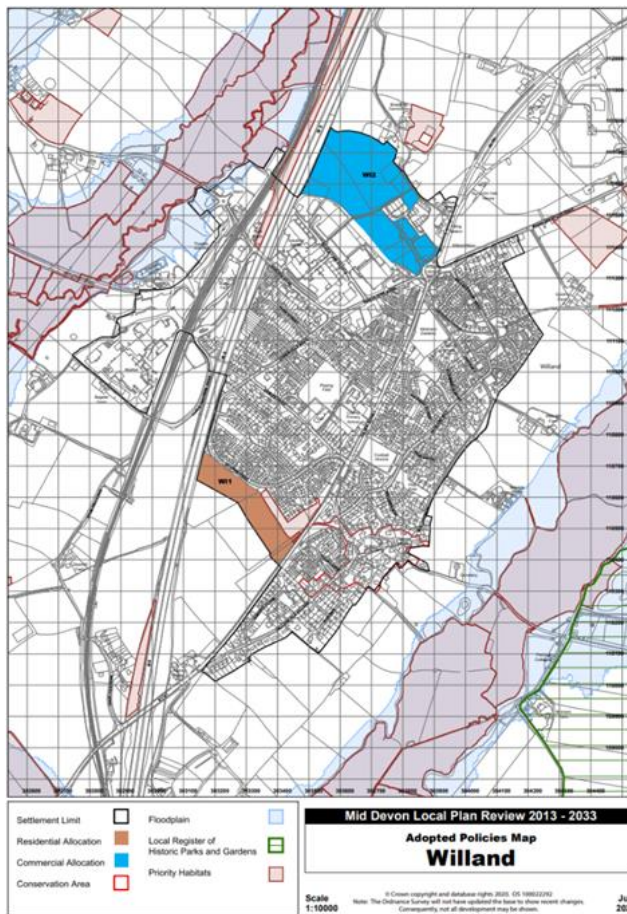
Source: Mid Devon District Council

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- 5.106 Commercial outlets include: Grist Mill Café Bar (Café), Post Office, Uffculme Mens Club (Bar/Members Club), Uffculme Bowling Club, Ozzy's Fish & Chips, The Ostler Inn, NISA Local (Supermarket), No.11 (Coffee Shop), The Vale Veterinary Centre (Vets)
- 5.107 Other amenities include: Coldharbour Mill (Museum), Uffculme URC Church, Uffculme Surgery (GP), Uffculme School, St Mary's Church, Uffculme Village Hall, Kingwood Children Uffculme (Nursery), Uffculme Baptist Church, Uffculme Library, Uffculme Primary School, Uffculme Pre School & Playgroup.
- 5.108 As a comparatively larger rural centre, its commercial offer is more varied with both convenience and retail service provision. Community uses are varied and underpin the amenities available.

WILLAND

- 5.109 Willand is one of the larger villages in the district and has the largest population out of all the settlements in Mid Devon outside of the three market towns (Tiverton, Cullompton and Crediton). Willand is roughly 19km from Exeter and 3.2km from Cullompton town. The village is adjacent to the M5 and is connected to the B3181 as it goes right through the village along with a number of country roads which makes the village accessible via driving and cycling. The village can be accessed via public transport, served by bus routes 1, 373 and X22.
- 5.110 The map below shows the adopted policies for Willand village. Land surrounding St Mary's Church and The Manor House is within a conservation area. Areas that are classed as conservation areas are noted to have special character or a certain quality that needs to be protected and enhanced. Land adjacent to Meadow Park has been allocated for residential development. Land adjacent to the M5 near Braddons Farmhouse has been allocated for commercial uses. The Council received a Neighbourhood plan from Willand Parish Council, but due to changes in the boundaries the consultation period is still ongoing, and the plan has not been adopted yet.
- 5.111 Mid Devon District Council received an application from Willand Parish Council in March 2023 to designate the New Willand Parish Boundary area as a Neighbourhood Area which was subsequently approved in June 2023.

Figure 5.21: Mid Devon Adopted Policies Plan: Willand



Source: Mid Devon District Council

- 5.112 Commercial outlets include: The Hair Lounge (Hairdressers), ESSO (Petrol Station/ Convenience store), Bluebell (Restaurant), Post Office, OneStop (Convenience Store), Fry Station (Fish & Chips), F & M Autocare (Vehicle Repair Shop), Hyland Car Sales (Car Dealer), Co-op Food (Convenience Store), Halfway House (Public House)
- 5.113 Other amenities include: Churches Together in Devon, St Mary's Church, The Gables Nursery, Willand Health and Community Centre, Willand Pharmacy, Willand Village Hall, Willand Pre-School, Willand Methodist Church, Willand School (Primary), Somerville House (Assisted Living Residence)
- 5.114 Willand is also one of the larger rural centres and has a varied commercial offer comprising both convenience and service retail.

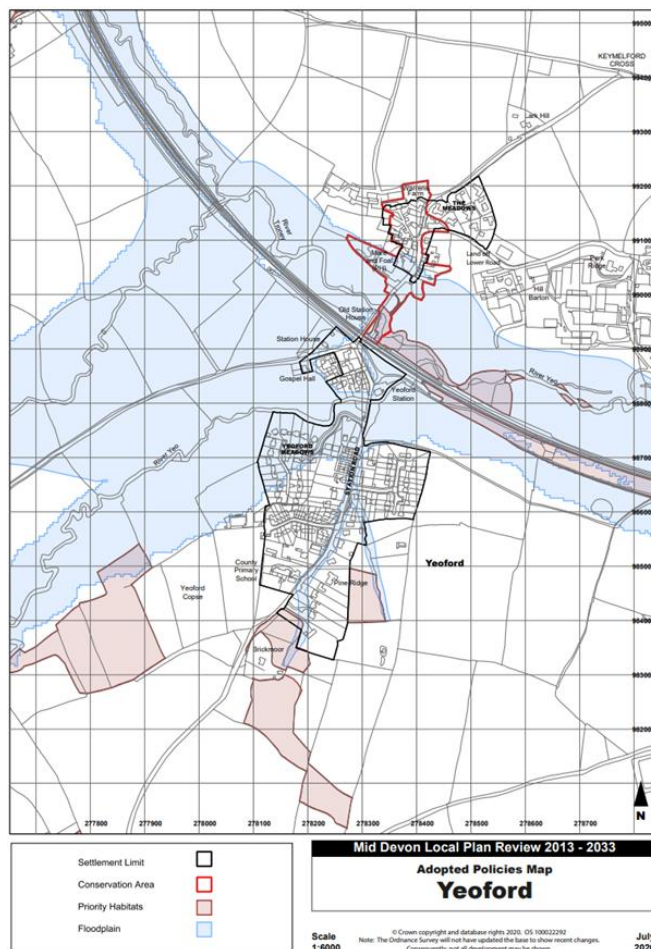
YEOFORD

- 5.115 Yeoford is one of the smaller villages in the Mid Devon area, it is roughly 8km from Crediton town. The village is located within scenic countryside and is intersected by the Rivers Troney and Yeo. A number of country roads make it accessible via cycling and driving. Although the village is smaller in contrast to other villages in Mid Devon, Yeoford has its own train station (Yeoford Station) which runs Great Western Railway services. Public transport also includes

bus provisions through the 669 and the 677. The village is surrounded by green fields, hedges, trees and a forest by Yeoford Community Primary School as well as the rivers.

5.116 The map below highlights the adopted policies for the village. Yeoford has one conservation area that starts from Old Station House to Warrens Farm. Areas that are classed as conservation areas are noted to have special character or a certain quality that needs to be protected and enhanced.

Figure 5.22: Mid Devon Adopted Policies Plan: Yeoford



Source: Mid Devon District Council

5.117 Commercial outlets include: The Duck at Yeoford (Public House), Hunterswood Riding School (Horse Riding School).

5.118 Other amenities include: Yeoford Community Primary School, Yeoford Community Hall, Sweetpeas Early Years Provisions (Nursery).

5.119 Yeoford centre is one of the smaller rural centres with limited commercial and community provision.

SUMMARY

5.120 The preceding analysis has shown that the Rural Centres serve the needs of their immediate local catchments, and their primary function is for convenience retailing. These centres are

not reliant on national multiples and overall support a mix of independent retailers and leisure businesses.

Table 5.1: Rural Centres: Summary of Provision

	Rural Centre	Convenience Provision	Comparison Provision	Commercial Leisure Provision	Community Provision
1	Bampton	✓	✓	✓	✓
2	Bow	✓	✓	✓	✓
3	Bradninch	✓			✓
4	Burlescombe			✓	✓
5	Chawleigh	✓	✓	✓	✓
6	Cheriton Bishop			✓	✓
7	Cheriton Fitzpaine	✓		✓	✓
8	Copplestone		✓		✓
9	Culmstock	✓		✓	✓
10	Halberton	✓		✓	✓
11	Hemyock	✓		✓	✓
12	Kentisbeare	✓		✓	✓
13	Lapford	✓		✓	✓
14	Morchard Bishop	✓		✓	✓
15	Newton St Cyres	✓		✓	✓
16	Sampford Peverell	✓		✓	✓
17	Sandford	✓		✓	✓
18	Silverton	✓		✓	✓
19	Thorverton	✓		✓	✓
20	Uffculme	✓		✓	✓
21	Willand	✓		✓	✓
22	Yeoford			✓	✓

