

TOWN CENTRE CONSULTATION RESPONSE

Introduction

East Devon District Council are consulting on the town centre in Cranbrook until 10 November 2023. This report sets out the Town Council's draft responses to the consultation questions.

PART 1 OF THE CONSULTATION

Question 1

This first question is about buildings which East Devon District Council and other public organisations already plan to build. Which are most important to you? Sort from most to least important.

1. Health and wellbeing centre (including GP surgery)
2. Town hall
3. Youth centre
4. Children's centre
5. Fire station
6. Library
7. Leisure centre and swimming pool

Question 2

How important to you are other facilities that may be suitable for Cranbrook town centre?

Please rate each of these facilities from not important at all (1) to very important (5).

Town square – can hold events, markets and is a place for people to sit and meet: **5**

Wider range of shops: **3**

Places to eat – restaurants and cafés: **5**

Bars and pubs: **4**

Cinema: **1**

Housing for older or vulnerable people: **3**

Temporary/adaptable spaces – for shops, crafts, food, work: **5**

Small workshops: **2**

Work hub with hot desks: **4**

Live/work units – where people can live and run a business: **3**

Do you have any other ideas of things you would like to see in the town centre?

The Town Council had been in conversations with the East Devon New Community partners and East Devon District Council in the past regarding the location of the Town Council's town centre building The Tillhouse and its location on TC2 opposite the town square and set back from Tillhouse Road so that a smaller public open space on TC2 to the south of The Tillhouse building can form a complementary part of the town square south of Tillhouse Road. The Town Council would like to preserve that location and the complementary part of the town square.

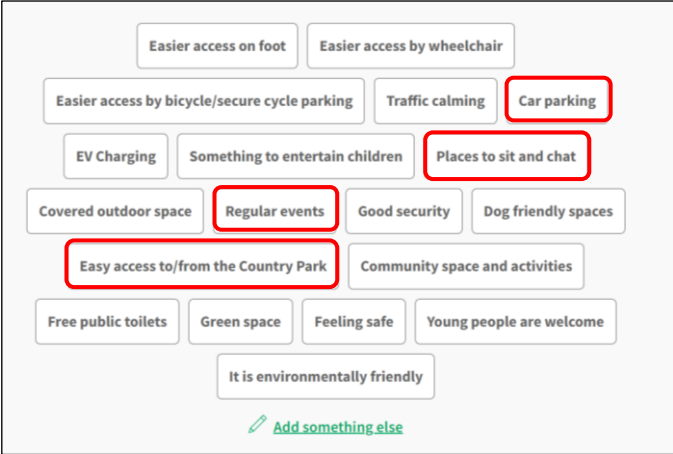
The Tillhouse building will also include the Country Park Officer accommodation and a direct pedestrian link from the building to the Country Park would be advantageous.

Infrastructure/units to support the service economy, e.g. hairdressers, to provide services which cannot be purchased online.

The Town Council is concerned that the survey does not allow for any qualification of response to the above question. For example, the leisure centre and swimming pool are linked and whatever weight is applied to one is automatically applied equally to the other. A leisure centre is far more important than a swimming pool. There are swimming pools in Exeter and the cost of a pool in Cranbrook is not achievable. Therefore, the inability to deliver a pool will constrain the delivery of the leisure centre if they remain linked – and it is not possible for the respondent to separate the two. The Town Council would place a leisure centre much higher than a swimming pool.

Question 3

As the town centre develops, what would make it more likely for you to visit the town centre? Select up to 5 options.



Add something else: Infrastructure/units to support the service economy, e.g. hairdressers, to provide services which cannot be purchased online. It is not possible to comment on how public toilets should be provided and East Devon District Council will likely assume that if the Town Council support this facility, the Town Council will assume responsibility for those – which is not the case. A library and the supermarket could be the location of public toilets just as easily as a Town Council building.

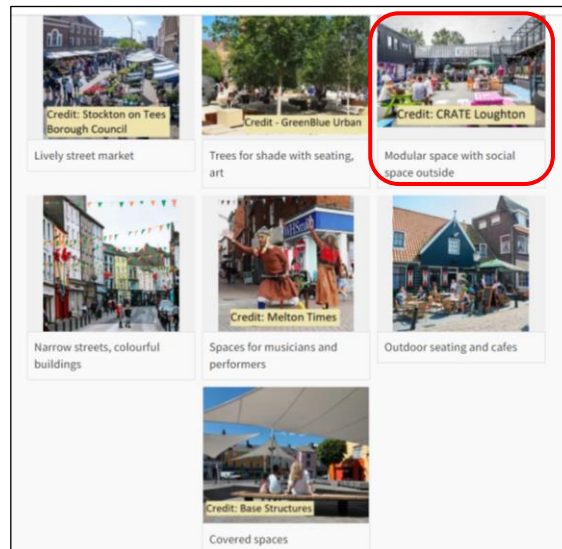
How often are you likely to visit the town centre? Select one option.

- Daily**
- 2-3 times a week
- Weekly
- Occasionally

Question 4

These last questions are about town centres and features that you like. Cranbrook town centre won't entirely replicate any of these places which you mention or highlight but we want to understand what it is which makes you enjoy a town centre.

Which of these pictures of town centres do you prefer? Select up to three options.



What do you like most about your favourite image?

Modern and 21st century infrastructure which would set Cranbrook apart from its neighbouring towns and the city of Exeter – provide a unique selling point (USP) for Cranbrook.

PART 2 OF THE CONSULTATION

What kind of things would you shop for/visit in the town centre? Select one or more options.

Add something else: **Work**

What times of day would you most likely use the following facilities? Please select all which apply.

	7am - 12 noon	12 noon - 2pm	2pm - 6pm	6pm - 9pm	Outside these hours	N/A
Library	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Leisure Centre	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Health and Wellbeing Hub (including a GP surgery)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Children's Centre	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Youth Centre	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Town Hall	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Cinema	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Cafes and restaurants	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Bars and Clubs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Specialist shops	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Supermarket	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Do you support the idea of a Cranbox style development in the town centre? **Yes**

Do you have anything else to add about Cranbox? **The Town Council had been in discussions with East Devon District Council in the past regarding the delivery of Cranbox and remains very keen to do so. The Town Council would be very happy to consider again how we can work in partnership to deliver this asset which the Town Council believes will attract visitors to the town and a unique selling point (USP) for Cranbrook. The Town Council would be very happy to consider delivering, owning, managing and maintaining the asset.**

About markets

Weekly, or permanent market spaces offers opportunities for businesses to sell goods to local people, with very little overhead. It is ideal for small-scale arts and craft producers, and food retailers. Depending on the demand from local residents, the market could operate in the evenings, weekends, or with a permanent presence.

A space for a small market is included with the town square that is being built at the moment between Tillhouse Road and the supermarket, but there are opportunities for including further space on other land.

This next set of questions ask you about the types of market you would like to see.

What types of market would you like to see?			
Turn your device horizontal - for a better experience			
	Yes	No	Don't know
Permanent general market	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
General market one or two days a week	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Farmers market - mainly food (once a week)	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Craft market (once a week)	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Antiques market (once a week)	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Street food market (once a week)	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
A mix of market types on different days of the week	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

Are there other types of market that you would like to see in Cranbrook? **No**

About Cranbrook's identity

It is important that Cranbrook develops its own identity and what it will be known for. The development of the town centre should support that emerging identity.

Please rank these ideas for the town, putting the one you like most at the top.
Sort in order of importance

A 'sports' town - an active place that hosts sports events and people can easily walk and cycle

A 'music' town - regular live music of all types and some bigger events

A 'food' town - growing and selling of local food in cafes and pup-ups

A 'green' town - a beacon on the environment with greenspace, clean energy and high activity levels

A 'craft' town - artists and craftspeople, making and selling locally

The Cranbrook Plan states that new development should be sustainable. Which of these ideas for the town centre are important to you?

Rate each option from not important at all (1) to very important (5)
Turn your device horizontal - for a better experience

	1 - Not important at all	2 - Not very important	3 - Neither important nor not important	4 - Somewhat important	5 - Very important
Active travel - encouraging cycling and walking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Excellent public transport links	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Incorporating renewable energy - e.g. solar panels	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Green construction - using local materials and aiming for very low energy use	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Rainwater harvesting - for reuse for plants and toilets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Recycling - more opportunities for recycling in the town centre	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Community orchards - fruit trees throughout the town centre	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Food growing - salad and other vegetable gardens	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Community fridges - for those who need access to food support and to reduce food waste	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Easy access to and from the Country Park	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Support for electric vehicles - charging points for EV's and e-bikes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

What could be done to make the town centre more appealing for young people?

What could be done to make the town centre more accessible?

Is there anything else you would like to say about the future of the town centre in Cranbrook? **Please work together with your partners on the ground who can provide insights, experience and knowledge on some of the elements you are consulting on.**

Recommendation

To agree to the consultation responses and to submit them to East Devon District Council.