

Ivybridge Vox Pops – January 2019

Summary of Key Points & Possible Actions Arising:

1. How can parking around town / enforcement be improved?
2. Can we use the train station park and ride for long stay and get community transport to provide service to take workers at peak times?
3. Play park and bridge need some attention
4. Could we consider moving the market location into Glanvilles Mill or A N other area & invigorate it to make it more of an attraction
5. Can the bottle banks be relocated to avoid using up car parking space?
6. Could we make additional parking, long stay, South of the A38?
7. Should we reduce number of long stay bays in centre of town / Increase short stay
8. Consider limiting number of permits issued?
9. Is it possible to find an alternative location to park ring and ride / community transport vehicles?
10. Should we alter tariffs to deter / shift long stay workers to help create turnover (in conjunction with 2 & 6 above)?
11. Should we alter short stay tariff to £1 an hour?
12. Should we consider offering a free for 90 or 120 mins option for some or all of the spaces?
13. Would Harford Road Car Park as a long stay / permit only car park work?
14. Should SHDC try to acquire the car park at Keaton Road?

Supportive Comments about town or proposed development

- It's a nice town, better than most
- Change has been slow to develop in our suburban town despite it being coined one of the fastest growing towns
- Only recently have new developments been approved to meet with local and national housing crisis. Despite support for existing business ventures in the town, more often than not their fate has been inevitable closure.
- Despite community efforts to attract a greater footfall to the town, small business failure will be probably continue to be the theme.
- With the regeneration of the towns leisure facilities and efforts which have been taken to raise the profile of the town as the 'Gateway to the Moor's with the Two Moors Way signage, the proposal of an additional shopping facility would ultimately bring in a greater footfall, raising the profile of our sleeping suburban town!
- I am aware that a parking issue may dictate the council's decision but it's time to think pragmatically and dynamically!
- Surely it makes sense to build upwards if we cannot build outwards!
- Appropriately priced parking combined with an ALDI would draw in more people, but can't harm access to Leisure Centre – people must be able to access the leisure centre throughout the day.
- Will give people a reason to stay here – even with a parking fee, it will be cheaper than driving to an equivalent store in another town
- If people don't use the town's facilities, they will lose them!
- The Glanvilles Mill Landlords are very understanding – they offer flexible rents. More footfall will see an increase in use of Glanvilles
- We do need alternatives to what is here
- People will see the increased footfall and come into the town – some new businesses might spring up as a result and take the plunge into setting up shop

- The town needs something that will attract people in
- The new leisure centre is great – it will bring in new visitors and is good news
- There should be a bigger, better market – we used to have foreign markets and that was a good draw into the town
- Watermark popular, but could benefit from more highbrow acts
- Stowford proposals sound good
- More choice for shopping would be good
- I want to stop people leaving town for their shopping
- I love the town and love living here
- It's good to see the investment in the town, like the leisure centre
- People in Ivybridge find that Coop breaks you – it's too expensive
- We need a 'cheap' supermarket
- Co-op is expensive needs competition
- Give residents a choice and Tesco a run for their money! They have monopolised our decisions for too long!
- Will be good for older people, will give them more choice
- I currently leave town for my shopping – if it's the store I've heard it might be, I'd be really happy
- Other towns which have low cost supermarkets seem to be bustling
- I can see that it (*a new supermarket*) would attract people
- We should have an Iceland
- We should have a Wetherspoons
- There should be a low cost card shop and a material shop
- Yes let Aldi fight it out with Tesco!
- I just go to Aldi or Lidl in Plympton. They have free parking there too.

Negative Comments about town or proposed development

- The bridge into Glanvilles Mill needs to be fixed
- Ivybridge is just an overspill town
- Only one medical centre on east side of Ivybridge
- I don't use the town centre – there's nothing here!
- Why did you allow a Tesco Express?
- I don't think a new supermarket is needed right now
- It will hit Coop hard
- I'm happy with Coop, so don't introduce competition
- Some of the towns and nearby cycle lanes are not maintained very well
- There's not enough people coming into the town
- When the post office closed, footfall really dropped off, things were dire
- Banks closing are a big issue!
- The town's identity is dying
- You need to reverse the decision on car parks, current tariffs are plain wrong!
- Not a lot of people shop in Ivybridge
- "I only work here, I don't shop here, nothing attracts me in"
- "I never shop in the town"
- Shopping is struggling everywhere
- I don't use the town, I live in Plymouth (or Exeter)
- People don't like paying to park
- The side roads and housing estates fill up with cars if the town centre car parks are full
- You need to change the tariffs - £2 a day doesn't help with turnover of cars
- You need a better mix of long stay / short stay parking – too many long stay at present

- I think people are using the car park for park and ride – it's too cheap
- Most of the people parking in the shoppers car park are working – that doesn't help shoppers
- Parking is limited – I often see people circulating looking for spaces
- I don't think there's enough checking (enforcement) of parking – People park in the wrong places, on yellow lines etc. and get away with it. It clogs up the roads
- I think there should be more free parking
- There's not enough short stay parking to create a turnover of cars and shoppers
- There's not much of a market left
- £2 a day is too cheap to park, doesn't create enough turnover – a £1 an hour would really help
- A decked car park is not a good idea – either logistically or aesthetically
- The children's play park near Glanvilles mill needs maintenance / upgrade

Parking Survey – Completed 11/1/2019 between 06:45 – 09:00:

No of car's surveyed	Parking for Work	Parking for other reason	Permit parking	P&D
39	35	4	21	18
42	39	3		
81	74	7		
	91%	9%		

Nobody was using car park for park and ride. All left on foot for work within town. Majority were permit holders.

Interview notes - 10th January 2019

1. Two female ICC pupils who live in Plymouth (outside Watermark, waiting for lift back to school):
 - Lunch / after school will walk into Ivybridge or get a lift in car from friends who find it difficult to find a space
 - Use Tesco or Co-Op for food
 - Improved indoor and outdoor social venues / areas would encourage them to use the town centre more
 - Would like to see a discount supermarket
 - there is little that attracts them to Ivybridge outside school time – favouring Plymouth, where they live, particularly VUE cinema
 - Liked the sound of Stowford Mill project
 - This and improved environment / ambience would increase likelihood of them spending time in Town Centre
2. A man and woman in 30s who live on edge of Ivybridge sitting on bench near Co-Op Bridge (car park side) waiting for taxi
 - Use Tesco or Co-Op for food, but think another supermarket (they like ALDI and LIDL) would increase variety and provide competition – they expressed dissatisfaction with Co-Op prices
 - No concern about parking – they use taxis
 - Wish to see more independent shops
 - Use Watermark

3. Retired lady who lives in outlying village and has recently moved back to the area... heading to leisure centre
 - Town lacks cohesion
 - Town doesn't make the most of the river
 - Retail offer limited – more independent and quality shops / services / products would encourage her to use the town more
 - Likes:
 - Leisure centre
 - Lawsons
 - Banks
 - Butcher
 - Electrician
 - Tennis centre
 - Watermark
 - Parking costs important ... suggests link to memberships of various town centre uses
 - Uses Morrison at Plymstock and Co-Op
 - Would like to see one of the big supermarkets in Town Centre

4. Partly blind lady in 60s sitting on bench near Co-Op Bridge (car park side) who lives in St Maurice (spelling?)
 - Likes mix of shops and ambience
 - easy to navigate
 - comfortable size town
 - likes
 - Rochelle's
 - banks
 - post office
 - butcher
 - like to walk dog along river / through woods
 - trusts and supports local shops and distrusts / not impressed by operation of the likes of amazon (I assume the usual reasons for which they get a bad press)
 - would like to see a Sainsbury or Tesco

5. mother to be (20s?) heading to beauty salon – recently moved to Lee Mill from South Yorkshire on recommendation from family friend that Ivybridge is a great location (Moor, A38, coast)
 - important PO re-opens
 - parking regime prohibitive for her driving in ... free to park at Plympton
 - likes:
 - leisure centre
 - Rochelle's (major reason for visiting)
 - would like to see a LIDL or ALDI ... more likely to drive in
 - would like to see more upmarket shops ... fashion and beauty

6. lady in her 70s on a mobility scooter heading to the co-op bridge ... has always lived in Ivybridge
 - Ivybridge generally OK

- Uses mobility scooter to get in from home in north of Ivybridge ... crossing Brook Road (? ... by bridge?) is dangerous ... otherwise a good town to navigate
- ALDI bad idea as would lose parking ... her husband considers parking to be a problem
- ALDI bad idea as this would harm TESCO and Co-Op viability, both of which she uses (also uses Morrisons in Totnes when over there)
- ICELAND occupying existing Fore Street units would be good
- Parking should be 2 hours free like Plympton
- Address on street parking and calm traffic through Fore Street (but not reverse direction)
- Having one medical centre at Rutt Lane a bad idea

7. Female part time worker in 60s

- Fix bridge
- Re-open Post Office ... footfall has dropped markedly since closure
- Free parking like Plympton
- Likes
 - Butcher
 - Co-Op
 - Watermark
- Medical centre at Rutt Lane
- ALDI would be bad as loses parking
- Sort out Keaton Road – wasted parking resource
- Encourage independent shops with lower rents
- Failing to trade on qualities ... notably gateway to moor

8. Female part time worker in 60s

- Safe
- Friendly
- Accessible position

9. 30 something mother at school pick up – Woodlands Co-Op – lives in that area

- Likes
 - Walks
 - Leisure centre
 - Independents
 - Jazz interiors
 - Trehill
 - Parking fine
 - Cobblers
 - Butchers
- Works in Plymouth ... tends to shop there
- Town needs toy shop / shoes for kids
- Fewer charity shops and hairdressers
- Likes prospect of Stowford Mill, but why add more retail when existing is not successful

We spoke to 7 members of the public & 5 members of staff, plus three others who were very interested and talked for a while and gave their email addresses

Parking

- A lot of the people I spoke to said that parking was an issue at the Leisure Centre. This is worse at the moment because staff used to use some space around the back that the contractors are not using to do the renovations.
- Several people were concerned that the leisure centre actually needs more spaces to help it grow and become a destination now that it will have a fab new pool and that there are not enough spaces already.
- A few members of staff said to me that Tuesdays during the day were particularly bad for parking and recently some of them could not find a space at all.
- In recent days a couple of customers have been late for classes because they could not find a space
- Two other people said that they had never had a problem parking – but that if possible they try and park in the free carpark, but there is not often space in there
- One person said that Plympton is free to park, so why can't Ivybridge be?
- Another person said free parking would encourage more people to come to Ivybridge

Aldi

- Several people I spoke to said yes Aldi or Lidl would be great for Ivybridge, but that they worried about the parking in the proposed location.
- One person suggested it should go in the park and ride carpark for the train station as that is always empty.
- One person said that there is land for sale next to the vets in Filham, perhaps we could buy that and put it there?
- A couple of people said that Ivybridge needed something but not sure if that was a supermarket

Ivybridge as a town

- Several people said that nothing survives in Ivybridge, all there is are estate agents, charity shops and anything else does not survive.
- Some of the staff were sceptical about Stowford Mill, not sure it would happen and if it did whether the people of Ivybridge would use it, they think that it is trying to be too posh for Ivybridge
- One person said we need more quirky stuff
- One person said Ivybridge shops were rubbish, that we need a decent bar, decent shops, more variety, a Waitrose.
- Someone else said that Ivybridge is missing a buzz, it needed bigger shops, more shops, a bank
- A couple of people said that they had heard that shops don't last in Glanville's Mill because of the high rents
- Someone else said that Glanville's Mill was run down and the bridge area was run down and that there was nothing attractive about the town centre – which was a real shame because it used to be a nice little town

- Several people commented that there were too many homes and not enough infrastructure
- Several people complained about the road into the town, the congestion

Mr E (and his partner, both live local)

He said that there was very little to offer in the way of shops and that Ivybridge struggles to draw people in. Every week there is something else that is closed

The infrastructure in Ivybridge does not cope, the doctors and the schools there is not enough for the new homes – we cannot keep building

He said he tries to support the local shops as much as he can on a daily basis but there is not much in Glanville's Mill, he thinks they are just out to make money and not being local don't really care about the local people, he thinks it is looking shabby.

David thinks that free parking would attract more people to the area for a couple of hours.

They did not know much about Stowford Mill

K (lives locally and works in a store locally and is on the Chamber of Commerce)

She thinks that Aldi would be a little too close to the other supermarkets and that more parking is what is needed not less.

She thinks that Stowford Mill looks really good

She thinks Aldi or Lidl would be good to bring people to the town, but not at the expense of the carpark.

A decked carpark would be good as long as it was not brutal in that location, something sympathetic

AH (lives locally has young children)

Agrees with the idea of a Lidl or and Aldi, would like to stick it to Tesco and their poor quality and high prices. He thinks that the Town Centre needs a lift, he tries to shop local and uses Lawson's rather than a DIY store, but he thinks that CO-OP would suffer.