

Otterton Community Shop Limited

Fore St Otterton Devon EX9 7HB
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22 July 2019

The Steering Group
Otterton Neighbourhood Plan

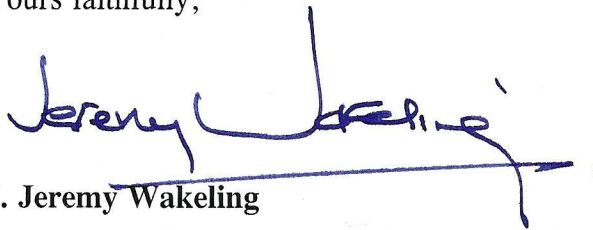
Dear Sirs

Draft Neighbourhood Plan

Attached are comments and observations in relation to the Draft Neighbourhood Plan submitted on behalf of the Otterton Community Shop.

We trust that you will give our representations serious consideration.

Yours faithfully,



J. Jeremy Wakeling
Chairman

Enc.

Otterton Neighbourhood Plan

Representations of behalf of the Otterton Community Shop

The Status of Retail Use within Otterton

None of the policy proposals contained within the Draft Plan specifically relate to the status of and support for retail use within the village. Policy ONP5 – Encouraging Small Businesses and Agriculture might be said to cover commercial activity, but it does not do so in a way that easily relates to retail use notwithstanding reference to the shop in Para. 4.5.

A retail shop is an important asset and we would wish to see express support given to the retention and development of retail units in the village. We know that the village lost its butcher, baker and Post Office, but that should not negate the need for specific policies to ensure support and protection for retail use especially considering that shops in the village:

1. Provide a readily accessible and essential service to local residents and visitors.
2. Negate the need to travel into neighbouring villages or towns to shop that in turn reduces car mileage.
3. Provide social hubs.
4. Provide employment and work experience.

And in the case of Otterton Community Shop.

5. Provide direct support to smaller scale local producers.
6. Support social and environmental initiatives such as recycling.

A policy statement should include specific support for the establishment, maintenance and expansion of retail outlets that provide essential services to local residents.

Traffic & Parking:

Although situated in the heart of the village, many residents and visitors still arrive at the shop by car and for this reason, they require access to short term parking in close proximity to the shop. It follows that any proposals to impose parking restrictions must accommodate the needs of any retailers in the village

The bulk of the commercial traffic is generated by Ladram Bay and traffic management policies designed to curtail the number and size of commercial vehicles entering the village could impact upon village businesses. As a Community shop, we rely upon voluntary support, not having the financial resource to employ staff out of hours to receive deliveries or to meet the additional costs that might be imposed upon delivery companies as a result of traffic management schemes that restrict delivery times or impose charges.

A rider should be attached to the traffic policies requiring the needs of retailers serving the village to be taken into account.

