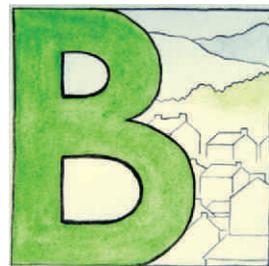

BROUGHTON COMMUNITY PLAN 2016



Introduction



This Plan is the result of contributions from many people living and working within Duddon Parish. It is hoped that it will be helpful in both highlighting what is successful about our community and in outlining what could be improved and how this might be achieved.

The point of a Parish Plan – now more commonly called a Community Plan or Community Led Plan – is to enable local people to have a real say in the future of their area. By undertaking the development of such a plan, we can take stock of our parish, identify what changes are needed and formulate appropriate actions. As well as encouraging community engagement in neighbourhood matters, a Community Plan can also play an important role in informing policy-makers and in securing funding by providing evidence of local need.

Broughton's Community Plan – and associated Action Plan – aims to suggest goals for the community to work towards. This includes helping establish priorities for Duddon Parish Council and how it might work with others to tackle them.

The Plan should also help provide an evidence base for any groups or organisations within the parish that wish to set up beneficial projects and initiatives.

This Plan is both drawn from and belongs to our whole community. The success of the venture to date is due to the large number who took the time to give their views on a wide range of topics. Although the Action Plan necessarily gives prominence to issues that require improving, responses to the consultation revealed a great deal of local spirit and pride. Going forward it is hoped that this Plan will encourage the use of these attributes to improve and sustain the life of our community.

Annette Carmichael
Chair, Broughton Community Plan Steering Group

April 2016

What is a Community Plan?

A Community Plan is led by local people and entails a step-by-step process taking place within a local neighbourhood or parish.

Its objectives include:

- **Helping the community decide its local priorities on social, economic and environmental issues**
- **Producing an Action Plan which sets out the necessary steps to tackle local priorities – usually over a period of five years**
- **Involving relevant bodies and agencies in making sure local services are more accountable and meet residents' needs**
- **Encouraging the community to take responsibility for implementing improvements**

Broughton Community Plan

The following pages set out the Broughton Community Plan. A summary of responses from the 2015 parish-wide consultation is given, together with a selection of the actions that could be taken to make improvements. Findings from the Young People's Questionnaire are presented under a separate section. The Action Plan chart then gives a wider range of actions derived from this community consultation, how these might be implemented and by whom.

Going forward, Duddon Parish Council will regularly monitor and review this Community Plan. But, just as the production of our Plan required the contributions of many of those living and working in Duddon Parish, so will its implementation.

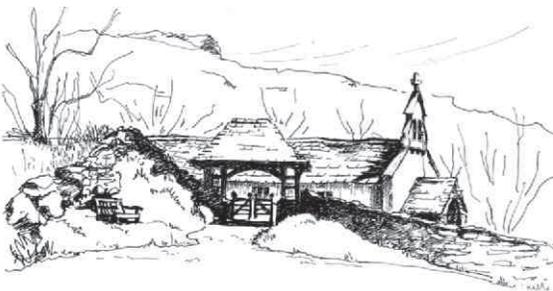
Some actions demand working in partnership but many simply require local people to take ownership – for example by setting up a litter picking group or a roster of minibus drivers.

Responsibility ultimately lies with all of us to make a success of our own Community Plan.

Our Parish

Lying on the southern edge of the Lake District National Park, Duddon Parish encompasses a wide diversity of landscapes including sands, marshes, wooded valleys and exposed fells and also contains several scattered hamlets and a historic market town. Over the centuries, the beauty of this area has inspired many poets and artists such as William Wordsworth, Norman Nicholson and JMW Turner.

The 2011 census gave a total of 1,704 inhabitants for the parish living in around 800 households. As the main settlement, Broughton-in-Furness serves a large rural community where farming is still the mainstay of the economy while the hamlets of Ulpha, Dunnerdale, Seathwaite, Cockley Beck, Broughton Mills, Woodland, Angerton and Foxfield each retain their own character and amenities such as churches, community halls, a post office and pubs.



Although smaller than many villages, Broughton is a 'Charter Town' - the charter to hold markets being granted in the reign of Elizabeth I.

Signs of Broughton's ancient origins can be seen at St. Mary Magdalene Church, the foundations of which date back to Saxon times. There is also a 14th century Pele tower onto which the manor of Broughton Tower was built. The Georgian market square was laid out in 1760 by the Lord of the Manor based on London squares of the time and provides a picturesque centre to the town.

Over the centuries this area saw trade in wool and cattle as well as industries based on wood and leather and the mining of local iron ore and copper. Although many local trades and services have now disappeared, Broughton is fortunate to still retain its bakery, butcher, grocer and, following a recent campaign, post office. There is a railway station at Foxfield but local bus services have largely ceased.

An educational publisher, CGP, occupies two large houses, one of which offers local people the use of a swimming pool, gym and golf course while a charitable trust, The Keppleway Centre, specialises in providing outdoor activities for groups from all over the UK. Broughton also has a dispensing doctor's surgery, a dentist, veterinary practice, solicitors, accountants and a retained fire station.

Despite ceasing to be a full market town during the last century, Broughton maintains its livestock market dealing in sheep and cattle with big sales in spring and autumn while summer brings the Millom and Broughton Agricultural Show. There is also a farmers' supply at Foxfield alongside some business units and the local mountain rescue centre. Tourism now plays a major role in bringing income into the town and surrounding area and the Broughton Information Centre is an important link between visitors and our local businesses and attractions.



Four Broughton pubs survive from the many inns that were here in the past and there is also a restaurant and two cafés. There are two petrol stations, one of which is a repair garage as well. The Methodist Chapel lets out two function rooms, the Parsonage Room is also used as a small meeting room while the Victory Hall is a larger affair, with two meeting rooms and a large auditorium and stage.

Broughton-in-Furness Church of England Primary School has 62 pupils and a nursery attached with 18 attending. Just off the Square is Wilson Park – a recreation ground with a playing field and playground. Other village amenities include local club tennis courts and parish allotments.

Clearly many changes have taken place in Duddon Parish over the centuries. But – despite facing challenges in adjusting to 21st century demands – Broughton and its environs continue as a thriving and unique area both to live in and visit.

Initial Survey

To ascertain the most relevant issues on which to base a community-wide consultation, an Initial Survey was undertaken in August 2014. This asked four questions:

- **Where do you live?**
- **What do you like about this area?**
- **What don't you like about this area?**
- **What amenities or improvements would you like to have?**

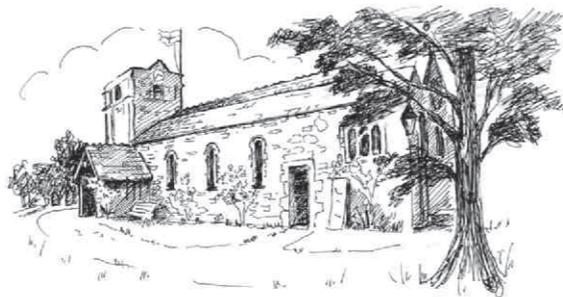
Surveys were distributed at the Summer Fair in Broughton Square and at the Broughton & Millom Agricultural Show as well as being made available online. 194 surveys were returned – a good result.

Many respondents mentioned how much they appreciated the beautiful scenery, the peace and quiet and the local shops and pubs. Others cited “people” and “community spirit” as key in making this area a great place to live.

When it comes to what detracts from our parish, traffic issues and parking problems topped the agenda. There were many angry comments about the volume and speed of vehicles travelling through Broughton. A third disliked the lack of parking in the village with many of these saying that a car park was badly needed, especially to improve trade for local shops and businesses and to support events at the Victory Hall.

In addition, one in six said public roads were poorly maintained and dangerous while a quarter regarded public transport services as woefully insufficient.

Over 20 other issues residents said needed improvement included amenities for older children, use of Wilson Park and the Victory Hall, broadband service and mobile coverage, footpath and verge maintenance, Broughton Square's appearance and recycling facilities. Some also mentioned the long-term benefits a bridge across the Duddon Estuary would bring to the area.



Initial Survey Responses

What do you like about this area?

“Peaceful friendly area where people genuinely care about each other and their community” “Stunning scenery” “Thriving community” “Excellent local shops and services” “Full of interesting wildlife” “Wonderful school and nursery” “Very little crime” “Unspoilt countryside” “History and heritage” “A place where everyone can feel safe and welcome” “Peaceful lifestyle” “Walks on doorstep with great views” “Good pubs and restaurants” “Safe environment” “Friendly people” “Lots of community events” “A great place to bring up children” “A real rural community” “Outstanding natural beauty” “Got everything we need” “Picturesque village” “Close to fells” “Friendly feel” “Everything!” “Quality shops” “Community spirit” “Good activities in village hall” “Coastal and inland walking” “Good neighbours” “Great pubs” “Its Lakeland character” “Such a friendly and beautiful place”

What don't you like about this area?

“Far too much speeding traffic through the village! Horrendous!” “It is extraordinary that this small market town should have no car park” “Little public transport” “Lack of facilities for young people” “Broughton used as a rat-run for rush hour traffic just to shave seconds off the journey” “Expensive housing” “Traffic too fast on local roads” “Lack of decent broadband” “Nothing for teens to do” “Poor transport links” “Not enough car parking” “Too many holiday homes” “Poor road maintenance” “Too much traffic” “Very poor mobile coverage” “It's boring – nothing to do” “Lack of bus service” “Dog dirt on footpaths” “Lack of affordable housing for young people” “It's a small village but it's dangerous to cross the roads because people drive too fast” “There is a lack of parking for both visitors and residents in central Broughton” “Speeding traffic through narrow streets”

What amenities or improvements would you like to have?

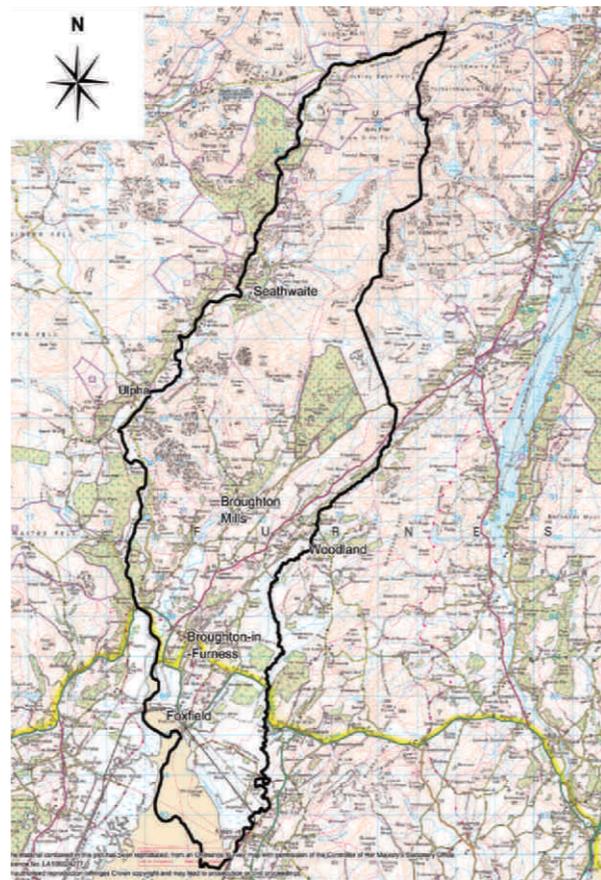
“We need a 20 mph speed limit” “Better transport links” “Car park for visitors” “Divert Sellafield traffic around Broughton before someone is killed” “Sheltered housing needed so elderly don't have to leave the community” “Village needs a car park to improve trade” “We desperately need traffic calming” “Improve recycling” “A Multi Use Games Area” “A chemist” “Utilise the Square as a social space” “Faster broadband” “All weather play area” “Footpaths cleared” “Broughton needs a large public car park” “Promote the village” “Find a means of providing serviced/sheltered housing” “Car park needed, preferably with access to Victory Hall” “Unclutter the Square” “Repair potholes!” “Community transport” “Crossing so children can cross road safely” “Speed bumps in Church Street – where they used to be!” “Victory Hall being used more often” “Cycle paths” “A 24 hour cash machine would be great” “Traffic calming in the village and a 20 mph limit” “Better bus services – especially to Ulverston” “A bike track” “Cheaper low cost housing for locals only” “A bridge over Duddon Estuary” “Better car parking” “A shuttle bus service from Foxfield Station to the village – or beyond” “A better recycling system” “Develop cultural heritage of area” “More evening classes” “Car park on the outskirts of the village” “Keep Victory Hall viable” “Late night surgery at the doctors” “More activities for young people” “Superfast broadband” “A football team” “Speed restrictions needed through village”

Consultation

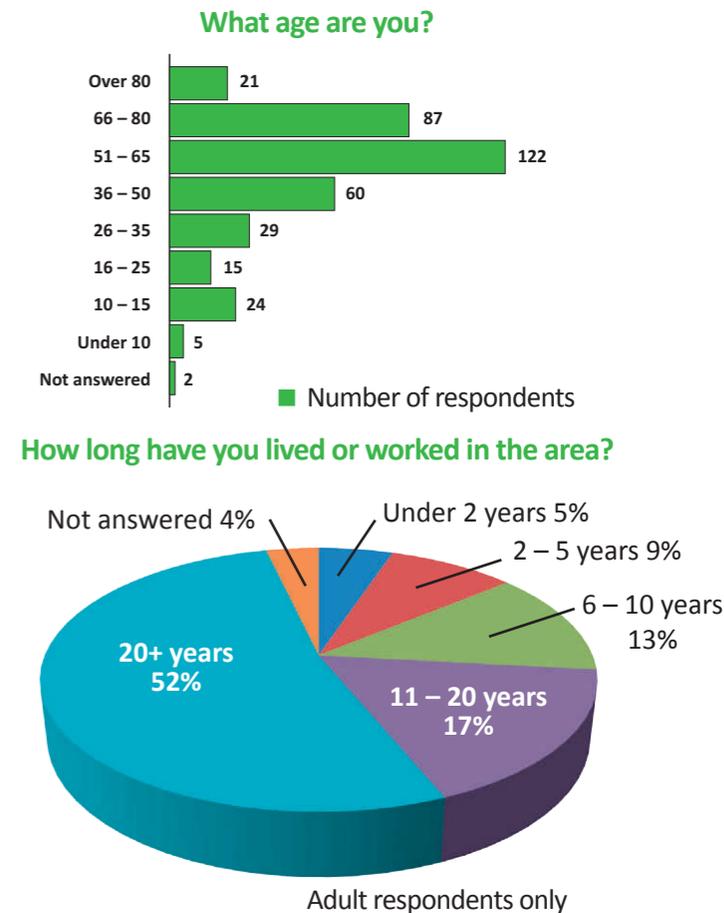
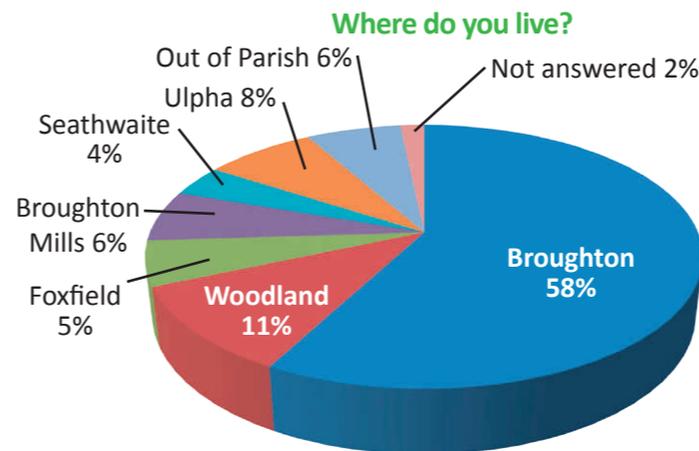
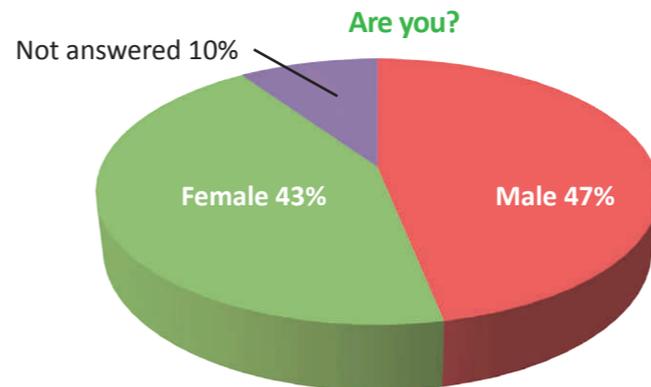
The Initial Survey responses were then used as a basis for the drawing up of a Broughton Community Plan Questionnaire. Featuring over 40 questions, this was a much more comprehensive exploration of local amenities, services, facilities and issues in a format which enabled the collection of both quantitative and qualitative data. A shorter Young People's Questionnaire was also produced.

In March 2015 printed questionnaires were distributed to each household in the parish and an online version of each was also made available on the Citizen Space portal. 6 weeks later a total of 365 questionnaires had been completed, 36 of these by our younger residents.

Specialist public consultation software was used to upload and analyse all the responses. After studying the data, Steering Group members drew up an Action Plan aimed at addressing issues of concern to our community. Prospective partners such as Duddon Parish Council, South Lakeland District Council, Cumbria County Council, the Lake District National Park Authority and Cumbria Police were then invited to provide feedback on the proposed actions. Duddon Parish Council formally adopted the Broughton Community Plan in April 2016.



365 Respondents



Local Area and Environment

We are indeed fortunate to live in a beautiful part of the UK. With much of the parish located in the Lake District National Park, part of Broughton designated a Conservation Area and Duddon Mosses specified as a Site of Special Scientific Interest, we are blessed with both a unique environment and a rich cultural heritage.

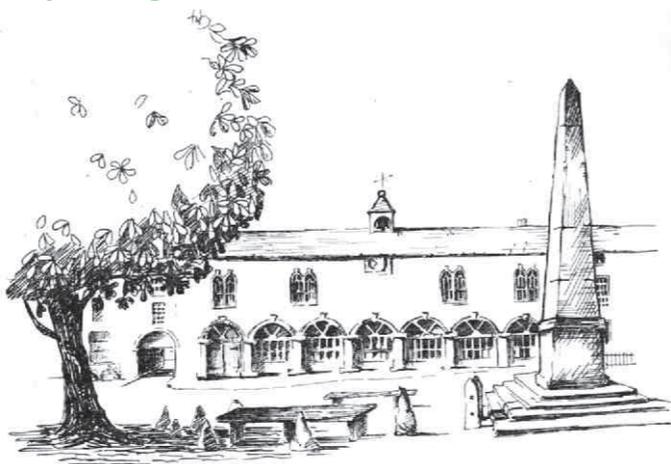
Questionnaire responses clearly show the value residents place on these aspects of our local area with landscape being seen as either very important or important to 96%, wildlife to 91% and historic buildings to 92%. There is also a strong community spirit – indeed 93% acknowledge the importance of this to their lives.

Although difficult to specify a particular action or set of actions to implement these findings, it is vital that all these qualities are recognised and protected for future generations. We need to be watchful that these attributes of our local area are not spoilt or eroded through inattention or for short term gain.

“Wonderful scenery and community spirit”

When it comes to the care of our local area, the biggest irritation is road maintenance with nearly 60% dissatisfied with current standards. By contrast, the majority of people (67%) are satisfied with the gritting of roads and with the standard of pathways and bridleways (52%) - although with the latter several respondents raised some concerns.

“I think Broughton is a lovely village but there is room for improvements and expanding facilities”



There was some dissatisfaction with both the control of litter (37%) and with the tidiness of verges and hedges (30%).

Dog fouling was revealed as a problem for more than half with 30% fairly dissatisfied and 22% very dissatisfied with its control and quite a few angry comments made about incidents of dog mess left deposited on Broughton’s pavements and paths.

In addition, several derelict or half-finished buildings are seen as detracting from the village environment.

All of the above issues require action to improve our surroundings.

The Parish Council will continue to press for local roads to be kept in a better condition and also to instigate measures to reduce dog fouling. Initiatives such as “Broughton in Bloom” already show what can be done to enrich our local environment. Littering is best tackled by the community itself and to this end, although several community-minded individuals already litter pick, the Action Plan recommends that a volunteer group is set up to litter pick on a regular basis.

“Will support any initiative to help improve life in the Broughton/Duddon Valley area”



Traffic and Road Safety

Asked about the local roads around Broughton, three quarters of replies cite speed as a problem while almost as many say the volume of traffic, the number of HGVs and the narrowness of the roads are an issue. Worryingly, 65% feel unsafe as a pedestrian on these roads with 42% reporting this as a major problem. A third feels unsafe cycling while 40% of motorists also have concerns.

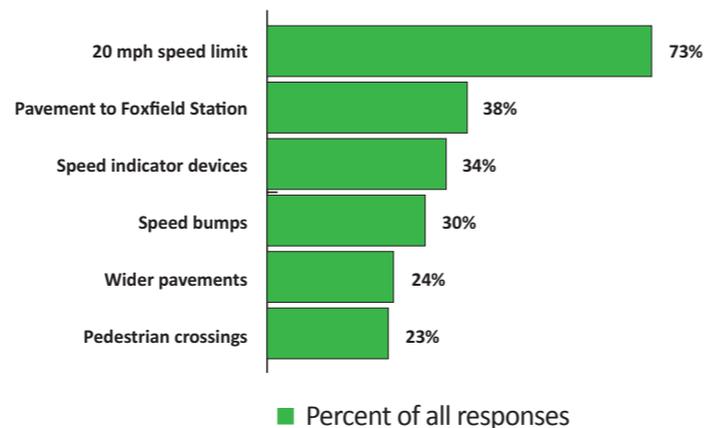
The section of the A595 passing through Dove Ford Farm, the Corney Fell road and the A593 to Coniston are all frequently mentioned as dangerous due to narrowness and/or the speed of traffic along them.

When it comes to Broughton, the topic of traffic arouses both strong feelings and a clear consensus. 9 out of every 10 respondents say the speed of traffic is a problem within Broughton while 8 out of 10 also say traffic volume is a problem. Since September 2015 the situation outside the school has become more dangerous due to the absence of a Crossing Controller. Also, unlike other schools in the area, there are no road markings or automated warning lights.

“Dangerous for children walking to school and back”

The questionnaire gave several possibilities as to how road safety might be improved. The way forward is clearly seen to be that of a reduction in the current speed limit with 73% saying a 20 mph one would improve matters as the current 30 mph one is seen as inappropriate for village streets. About a third wants additional traffic calming measures such as speed bumps, speed indicator devices and better signage. Two thirds think there is a safety issue with traffic being obstructed by parked vehicles although some believe this is actually helpful in slowing traffic down.

What would improve road safety in Broughton?



Residents point out that the majority of traffic is travelling through the village rather than visiting and that many drivers see Broughton as a short cut on their morning and evening commute. This is borne out by police monitoring over the last 3 years showing over 2,000 vehicles going through the village daily while a lesser number are using the bypass through Foxfield.

With an average of 60% of vehicles travelling faster than 20 mph through Broughton, parishioners regard current traffic speeds as inappropriate for the town's steep hills, poor sight lines and narrow pavements. It is likely that taking action to reduce the speed of vehicles will not only improve safety but also reduce traffic volume since the short cut will no longer save time.

“Commuters tearing through to work on the West Coast frightening us”

“It is only a matter of time before there will be a fatality”

“Stupidly fast driving”

The problem of excessive numbers of vehicles using Broughton as a rat-run and the danger this entails has been going on for many years now and must be addressed for the safety of inhabitants.

In recent years the Parish Council and also a Traffic Calming Group have engaged on this matter with Cumbria County Council's Highways Department but without a resolution to date. However, with 90% of parishioners saying traffic through Broughton is a problem and significant support being shown for a 20 mph speed limit, it is clear what our community wants.



Parking

Over the past decades, the rise in car ownership and the corresponding decline in public transport services within the parish have resulted in pressure on parking spaces within the centre of Broughton.

Most respondents, except for residents of some streets, do not experience problems parking near their home. But when it comes to parking in Broughton (e.g. for shops, churches, school and leisure), nearly two thirds say this is problematic. Replies especially highlighted the difficulty of parking in the Square or on Princes Street with many saying the problem is exacerbated by vehicles parked up from early morning to late afternoon by those car-sharing onwards to Sellafield and Haverigg Prison. Considerable frustration is also expressed at the lack of parking putting off visitors and reducing customers for local businesses.

Eight possible options to address the issue of insufficient spaces and inappropriate parking were given in the questionnaire. Of these a car park was the most strongly supported with two thirds (217 people) selecting this.

Nearly a quarter would like to see enforcement of no parking on pavements while extra bays along the edge of the Square and improved parking signage is seen as helpful by around 15%. Suggestions people gave for other ways of tackling the problem include having a number of smaller car parks, a visitors' car park, residents' permits and restricting parking around the Square.

When it comes to the possible location of a car park or car parks in Broughton, there was almost equal support for one being located at the Auction Mart outside of auction days (63%) and for one in a field behind the Victory Hall (61%). The most frequent suggestions for additional sites are the school playground when appropriate and along the disused railway line.

The result of this community survey shows a clear mandate in support of improving car parking provision within Broughton. The Action Plan therefore suggests that ways of tackling this issue are actively explored in conjunction with the relevant local authorities.

Transport

The most popular form of transport in Duddon Parish is the private car with 212 people (64%) using one every day. Other ways of getting around such as buses, trains, motorbikes and taxis trail far behind with around less than 1% using these daily although 2% do choose to cycle. Car sharing and car schemes appear under-utilised as only 12% car share in the course of a week while Cumbria Voluntary Car Scheme and Rural Wheels are used by just 4 respondents on a monthly basis.

What would encourage more use of public transport? 40% say better connected and more frequent services. As it stands, the absence and/or inconvenience of public transport in this area mean that 71% of us find it easier to use a car instead. One third of parishioners say there are no local bus or train services available locally while the same number say that buses are not at required times. 40% declare the buses do not go where he/she wants to go – although train services seem more appropriate with only around 15% saying timings were inconvenient or destinations not suitable.

“I would like to use public transport but there needs to be a better service”

During the course of a month over a fifth makes at least one journey on a train while nearly half will travel this way less frequently. However, the existing service and infrastructure at Foxfield Station is likely to be having a negative impact on current usage. A number of replies, including some from business owners, specifically ask for a Sunday train service. Meanwhile nearly 60% of respondents support the provision of a car park at the station while a third say having parking available there would encourage him/her to make more use of the train.

Proposed actions therefore include lobbying for a Sunday train service and pressing for better connections and frequency for both trains and buses. Investigating the possibility of a car park at Foxfield Station is also suggested as well as car sharing and car schemes being promoted more widely. In addition, more direct action could be taken to mitigate the effect limited public transport has on our community - especially those living in more remote areas or unable to drive – by re-vitalising our current community minibus service.

Housing

Broughton-in-Furness and the surrounding area is a beautiful place to live. But with house prices relatively expensive and a higher elderly population than both the Cumbrian and national average, inhabitants express concern about the shortage of affordable homes for the young and also the lack of sheltered or extra care housing for the elderly.

The existing housing stock in the parish is varied. In Broughton many houses still remain from the 17th and 18th centuries, with others built in the 19th and 20th centuries. More recent housing includes 12 council houses built after the Second World War, although now only 4 remain in council hands. There is a Housing Association estate of 14 houses while 6 bungalows were built a number of years ago, originally for tenants of pensionable age. Four small private housing estates have also been built but it is only the most recent one that has been obliged to provide 3 of its houses as affordable and for local occupancy only.

Three quarters of questionnaire respondents (246) want any new housing to be affordable with 16% reporting that a lack of suitable or affordable housing has led to a family member having to move away from the local area.

Parishioners also say that new housing should be restricted to local occupancy preferably connected to the parish (68%), have off-street parking provided (76%), be in keeping with local architecture (81%) and that any development should protect local spaces (81%). There is some unease expressed about the number of second and holiday homes in the area.

With elderly residents sometimes having to move elsewhere to find suitable accommodation, 85% of respondents want sheltered housing provided in the parish so that our older people can remain in the community.

The Action Plan therefore recommends that efforts should be made to ensure that any future housing developments take account of parishioners' wishes, particularly in regard to having a significant affordable housing element allocated to local occupancy. Also that a dialogue ought to take place with local authorities and relevant organisations about supporting our elderly residents to remain in their own homes as long as possible and exploring the provision of sheltered or extra care housing within our parish.

Local Services and Facilities

The community benefits greatly from the current provision of local services and facilities. On the whole it is felt that the needs of most groups are met, although 57 respondents are dissatisfied with facilities for people with disabilities and there were some requests for nursery provision for children under 2½ years old.

As far as facilities are concerned, the local area appears to meet the needs of most residents. The shops are largely seen as stocking what is needed and being open when required. There is a good range of businesses in the area and a reasonable choice of places to eat. The most widely valued local facilities are the post offices and shops, garage and petrol station, pubs and recycling banks.

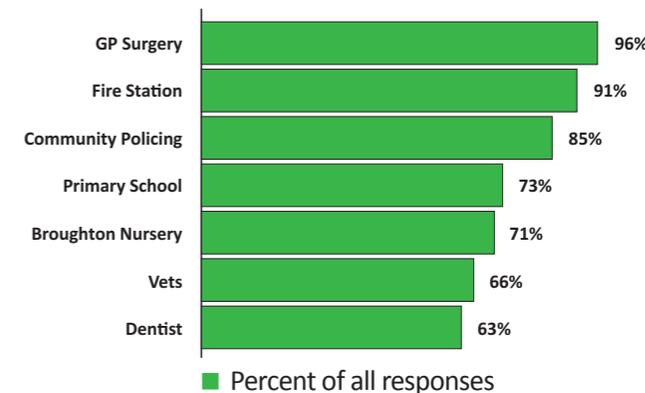
Improved recycling facilities is something parishioners are keen to see as 63% would like additional skips for plastic at Donkey Rocks while around 40% want kerbside recycling to be made available throughout the Duddon Valley and also expanded to include plastic and cardboard.

Since the consultation, South Lakeland District Council has promised to roll out kerbside plastic and cardboard recycling in our area and Copeland Borough Council is also considering improvements to its current recycling service.

The Action Plan therefore recommends that discussions take place with both councils to ensure their plans meet residents' wishes for a more comprehensive and parish-wide recycling provision.

When asked what additional facilities are wanted, nearly two thirds request a 24-hour cash machine while half would like a chemist in Broughton. Other suggestions include meals on wheels for the elderly, a fish and chip shop or takeaway, a heritage centre, a community arts centre and a cycleway. Out of hours' facilities, including access to the GP Surgery, would be helpful for those at college or at work all day.

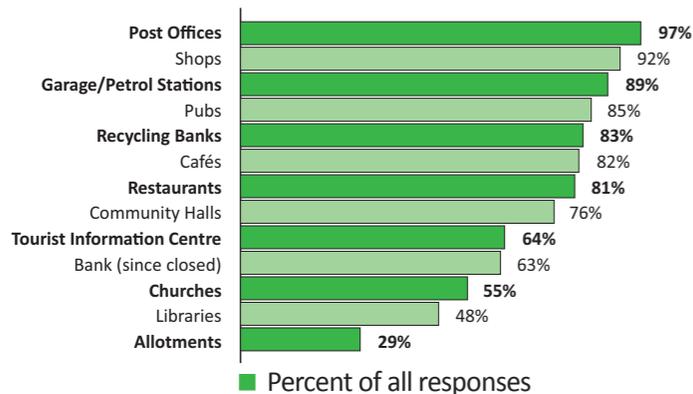
How important are these local services to you?



Local Services and Facilities

Although residents clearly value local shops and businesses, the number of these has declined over the years. The recent loss of Broughton's last remaining bank is a detrimental step and – in order to sustain a viable community – the disappearance of any more of our local facilities and services must be prevented. One way to do this would be to have a Parish Handbook providing information on local services, facilities and businesses for the benefit of both residents and visitors. Broughton Community Plan Steering Group is looking at undertaking this project. Alongside this, Duddon Parish Council and Broughton Information Centre could consider more proactive ways of promoting Broughton and the surrounding area.

How important are these local facilities to you?



Local Activities and Events

Although there are community halls and activities in other parts of the parish, the questionnaire concentrated on activities and events within Broughton: at the Victory Hall, Wilson Park and the tennis courts.

Membership of Broughton Tennis Club is open to all local residents. Although 83% of respondents never use the tennis courts, a number of these would like to but either does not know where the courts are or understand how to make a booking. Coaching and a club for juniors are popular suggestions. It is hoped that with more publicity this great facility could be more widely used.

The Victory Hall is the largest community building in Broughton. It was built in 1930 and given to the community by Sir Robert Rankin. In 2002 it underwent a considerable refurbishment thanks to a Heritage Lottery Fund but currently there is some doubt over whether the hall serves the community as well as it could. Over 57% of respondents attend activities there less than once a month. 43% feel that the provision of adult education classes would improve the Victory Hall and 39% would like a manager to promote activities and events.

More activities for young people and also more community and fundraising events are all strongly supported while several suggested the return of antiques auctions and a volunteer management group. Heating and upkeep are also raised as issues that need to be addressed. But one of the most repeated suggestions for improving the Victory Hall is the provision of a car park for the use of visitors to the Hall.

Wilson Park is an attractive recreational area behind the Square that is under the care of the Parish Council. It has a play area for children and a fairly uneven football pitch. However, just under half of respondents go there less than once a month and around a quarter never go.

When it comes to how the park could be improved, nearly a third support having an all-weather multi-use games area (for 5 a side football, netball and basketball), more activities for young people aged 12-17 years and more community events such as sports days and village picnics while nearly a quarter thought an open-sided shelter would be a good idea.

Additional suggestions made by respondents include providing a small car park for users of Wilson Park, having exercise machines for adults, improving the drainage and setting up a Broughton football team.

If some volunteers with an interest in maintaining and promoting these two facilities were to come forward, an active Management Group could be established. This would do much to restore the Victory Hall to its proper role as a much loved and used community building and to increase the awareness and use of Broughton's Wilson Park.



Business and Employment

Farming and tourism play a significant role in Duddon Parish. Of the 87 people who said they run a local business, many are farmers, operate self-catering cottages or run a restaurant or pub. However, there are a wide variety of other businesses including building, graphic design, gardening and motorcycle sales.

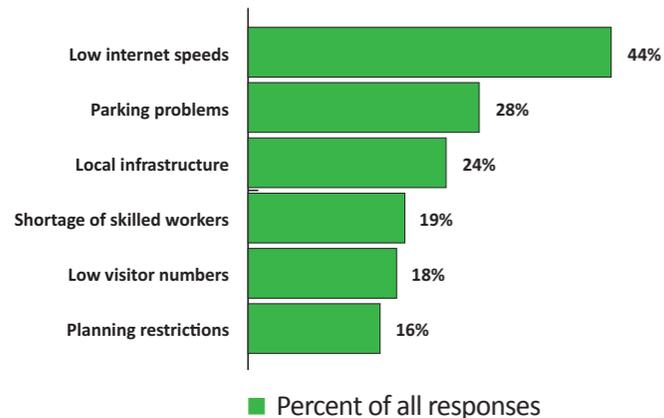
The importance of locally run businesses is clearly recognised as 90% of questionnaire respondents say these are very important. But nearly a third don't believe there is enough support for small businesses while many business owners say factors such as poor mobile signal, low internet speeds, lack of parking in Broughton and inadequate road and rail links have a negative effect on their enterprises.

Also of concern is that although 8 out of 10 respondents acknowledge the importance of new employment opportunities for the local area, nearly half of respondents are not confident about job prospects for young people.



“We need better, faster and more reliable broadband services”

What has a negative impact on your business?



Connectivity and Communication

Something seen as essential nowadays is broadband and mobile connectivity. Although 90% have access to the internet, 42% of these (rising to a high 76% amongst Duddon Valley residents), are dissatisfied with service provision. Over 40% of those running a local business say low internet speeds are detrimental to that business. The lack of a mobile phone signal in many parts of the parish is also an issue.

8 out of 10 connect to the internet through traditional broadband such as fibre, cable and wireless while 1 in 10 connect through mobile broadband such as 3G. At the other end of the technological scale, 7 people are on dial up. Over 80% use the internet for domestic and recreation purposes, 40% use it to work from home, including schoolwork, while 26% use it at business premises.

Around 150 people checked their current broadband speed for the questionnaire. Results show how poor these speeds are: generally ranging from 1 – 6 Mbps to download and under 0.5 Mbps for upload.

Since the consultation BT OpenReach has installed fibre optic broadband in Broughton – but this is small comfort for those living elsewhere in the parish or just wanting a decent (and more affordable) standard service.

The Action Plan recommends that pressure continues to be put on service providers to achieve better connectivity especially in the Duddon Valley.

When it comes to how well South Lakeland District Council, the Lake District National Park Authority and Cumbria County Council communicate on issues affecting the local area, the majority of residents are either satisfied or neutral.

However, a great majority believe Duddon Parish Council could do better, with fewer than 50 people saying it communicates well compared to 125 who think the opposite. Nearly all of the 60 suggestions on how to improve say the Parish Council should provide a summary report on its meetings in the Parish Pump. This is something that is now being actioned.



Young People

Several youngsters took part in the Initial Survey and their comments on the lack of amenities locally for teenagers are echoed by around 15% of adult respondents.

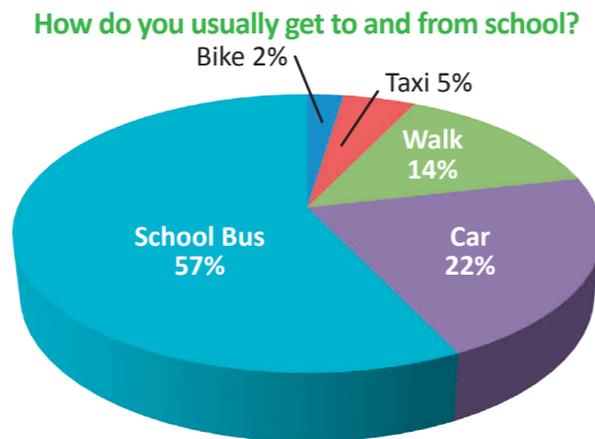
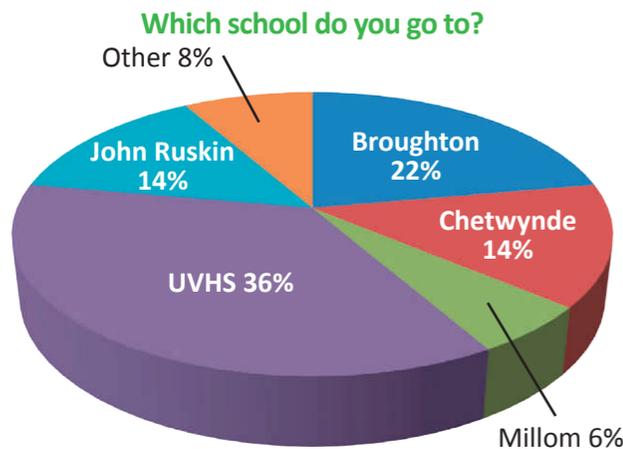
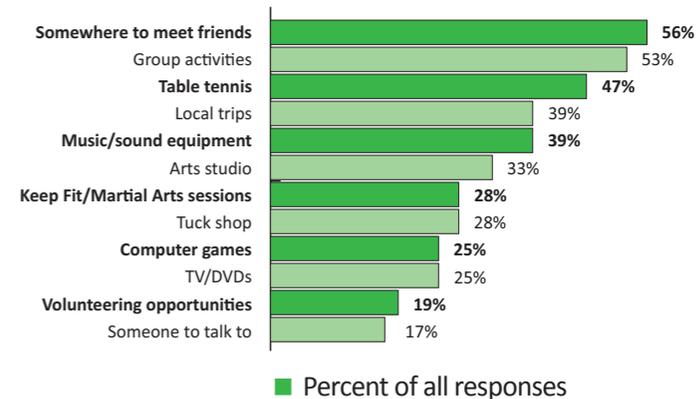
In order to explore the views of young people in Duddon Parish more thoroughly, the Steering Group decided to design a separate Young People's Questionnaire. With 18 questions, this was much shorter than the Main Questionnaire.

As well as asking about current interests and activities, topics covered included transport usage, what youth facilities might be wanted and whether the south Lakes provide career opportunities for young adults. This questionnaire was distributed through Broughton Primary School and children's clubs and groups and also handed out to secondary aged pupils catching school buses from Broughton Square.

36 returned questionnaires – split evenly between boys and girls – reveal that many youngsters take part in organised activities outside of school such as sports clubs (39%), drama (14%) and Scouts and Guides groups (22%). But over half of teenagers report problems getting to activities or social events using public transport and a third want safer pedestrian access to Foxfield Station.

Listening to music comes out as the most popular spare time pursuit for nearly 70% of respondents while around 60% like watching TV/ DVDs, playing computer games or going to the cinema. Sporting activities include swimming, biking, running, football, horse riding, climbing and canoeing while more leisurely interests include baking/cooking, reading and art/craftwork.

What do you want from a youth club/project?



Young People

Despite this range of spare time activities, almost 60% of young people say there is not enough to do locally. Over half wish for a Multi-Use Games Area while more than a third would like Broughton to have a basketball/netball court, bike track and junior tennis club. Many simply want somewhere to meet friends where a range of activities can take place.

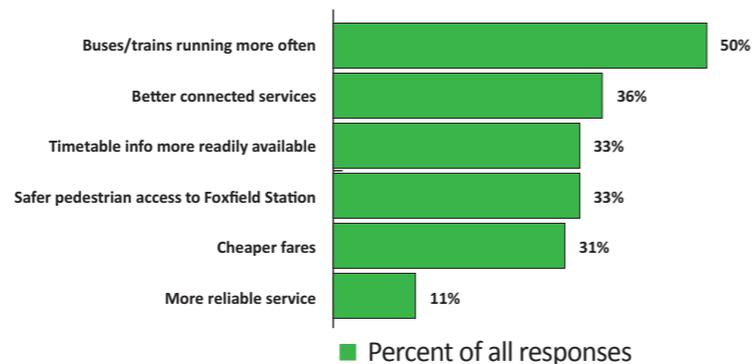
When asked to complete the statement “What young people here really need is...” a number of responses highlight the desire for somewhere to meet and socialise: “A place to hang out”, “Social activities to take part in”, “Something for teenagers” and “More school holiday activities”.

Other comments reveal how teenagers are affected by our parish’s poor public transport services as what is wanted is “A better, more convenient and frequent bus service especially at weekends”, “Better accessibility to other towns” and “Better access to get to places out of Broughton”.

When it comes to the future, although half see themselves as still living in the south Lakes as an adult, only 5 think that career opportunities for young adults in the area are good.

In summary, more parish-based facilities and activities for young people are needed together with improved transport options, especially at weekends. Our Action Plan suggests a number of ways these goals can be achieved.

What could encourage you to use public transport more often?



Next Steps...

This Community Plan is merely a starting point. Help and support from all sections of our community are now needed to tackle the priorities identified.

Only by working together can we achieve the goal of building a stronger and more sustainable community.

“Even with issues I would not live anywhere else”

“It’s time to look forward and stop wanting Broughton just to stay the same”

“I really love living here and think it’s a great place to raise my child”



Action Plan

Traffic and Road Safety

Issue	Action	How to tackle?	Partners
1. Dangers posed by speed and volume of traffic passing through Broughton	Explore various options to reduce traffic speed and volume: <ul style="list-style-type: none"> • Speed limit reduced to 20 mph • Speed Indicator Devices (SID) • Speed tables on Church Street and near school • Better signage: 'Give Way', 'Stop' and 'No Entry' signs on some streets 	<ul style="list-style-type: none"> • Lobby for 20 mph limit • Investigate SID scheme • Continue with speed table request • Improved signage • Ask large employers to communicate with staff commuting through area • Monitor traffic volumes 	<ul style="list-style-type: none"> • Broughton Community Plan • Parish Council • CCC Highways • County Councillor • MP • Police • Large Employers

Parking

Issue	Action	How to tackle?	Partners
2. Insufficient parking in Broughton for both residents and visitors	Explore possible options to improve situation: <ul style="list-style-type: none"> • Provision of more parking areas • Re-configure bays on sides of Square to add more spaces • Parking Disc permits for visitors • Resident permits 	<ul style="list-style-type: none"> • Research how other local parishes have tackled this issue • Assess potential car parking areas • Parish Council to lobby CCC and LDNPA • Monitor parking patterns 	<ul style="list-style-type: none"> • Parish Council • Other parishes • CCC Highways • LD National Park Authority
3. Inconsiderate and inappropriate parking in Broughton	Discourage: <ul style="list-style-type: none"> • Parking on pavements • Parking on road bends • Parking on double yellow lines Improve: <ul style="list-style-type: none"> • Amenity resource of Square 	<ul style="list-style-type: none"> • Enforcement of no parking on double yellow lines and pavements • Provision of loading bays • Improved signage • Assess removal of bays from centre of Square to improve look and enhance community usage 	<ul style="list-style-type: none"> • Community Police • Parish Council • CCC Parking Services

Action Plan

Highways

Issue	Action	How to tackle?	Partners
4. Inadequate maintenance of some local roads	Improve road conditions – such as drainage, repairing potholes and resurfacing work – and ensure future maintenance is carried out in a timely manner	<ul style="list-style-type: none"> • Parish Council to lobby CCC Highways for improvements • Local people to report issues to Highways hotline & to Parish Council • Publicise hotline number 	<ul style="list-style-type: none"> • Parish Council • CCC Highways • County Councillor • Local Residents
5. Bad visibility of some road signs	Signs cleaned and greenery cut back to improve visibility	<ul style="list-style-type: none"> • Contact SLDC and CCC Highways regarding responsibility and rota 	<ul style="list-style-type: none"> • Parish Council • South Lakeland DC • CCC Highways



Action Plan

Transport

Issue	Action	How to tackle?	Partners
6. Limited and poorly co-ordinated public transport impacting on parishioners, local employment and tourism	Lobby for: <ul style="list-style-type: none"> Provision of Sunday train service Better public transport co-ordination Investigate: <ul style="list-style-type: none"> Community minibuss facility 	<ul style="list-style-type: none"> Parish Council to resist further loss Lobby TransPennine Express and Stagecoach on service issues Discuss working with other parishes Share minibuss deployment with Keppleway Centre Develop minibuss driver register 	<ul style="list-style-type: none"> Parish Council MP County Councillor CCC Integrated Transport Furness Line Action Group Keppleway Centre Surrounding Parishes Local Residents
7. Negligible use of car schemes and isolation of elderly residents in rural areas	Improve take up of voluntary and other car schemes and promote car sharing	<ul style="list-style-type: none"> Liaise with Rural/Village Wheels and Cumbria Voluntary Car Scheme on publicising access to schemes Discuss with CC and Age UK how to improve transport options for elderly residents especially in rural locations Explore setting up of local directory of car share participants 	<ul style="list-style-type: none"> Broughton Community Plan CCC Integrated Transport Age UK ACTion Cumbria Local Residents
8. Train usage hindered by lack of parking at Foxfield Station	Explore provision of car park near railway station	<ul style="list-style-type: none"> Investigate possibilities with CCC and SLDC Involve MP with lobbying Consult with land owners 	<ul style="list-style-type: none"> Parish Council CCC Highways South Lakeland DC MP
9. Poor and unsafe pedestrian access to Foxfield Station	Extend existing pathway to railway station	<ul style="list-style-type: none"> Parish Council to continue lobbying CCC on existing proposal 	<ul style="list-style-type: none"> Parish Council CCC Highways

Action Plan

Housing

Issue	Action	How to tackle?	Partners
10. Concerns over new housing	Safeguard community's wishes that new housing should be: <ul style="list-style-type: none"> Affordable Restricted to local occupancy With off-street parking In keeping with local architecture Planned to protect open spaces 	<ul style="list-style-type: none"> Parish Councillors to undergo training offered by South Lakeland DC on how to respond effectively to planning applications 	<ul style="list-style-type: none"> Parish Council South Lakeland DC LD National Park Authority
11. Absence of sheltered and extra care housing for elderly residents	Explore: <ul style="list-style-type: none"> Possible provision of sheltered and extra care housing Enabling elderly residents to remain living in own homes 	<ul style="list-style-type: none"> Discuss issue with SLDC, LDNPA and Better Care Together initiative Consult with Age UK on home care assistance Publicise information on support available 	<ul style="list-style-type: none"> Parish Council South Lakeland DC LD National Park Authority NHS (Morecambe Bay) Age UK



Action Plan

Environment

Issue	Action	How to tackle?	Partners
12. Control of litter	Reduce amount of litter in identified areas	<ul style="list-style-type: none"> Set up volunteer litter picking group Source necessary equipment 	<ul style="list-style-type: none"> Broughton Community Plan South Lakeland DC/Police Local Residents
13. Excessive dog fouling	Reduce incidence of fouling through provision of more disposal facilities and education of dog owners	<ul style="list-style-type: none"> Signage – hazard of dog faeces Dog dirt bag dispensers in identified areas Investigate how other parishes deal with this problem Educate through leaflets/posters 	<ul style="list-style-type: none"> Parish Council Cumbria Tourism South Lakeland DC/Police Tourist Information Centre Holiday Cottage Owners
14. Poor state of some pathways and bridleways	Restore where necessary and ascertain how to maintain	<ul style="list-style-type: none"> Arrange improvements to specific areas highlighted in questionnaire responses Involve local residents in providing feedback on maintenance 	<ul style="list-style-type: none"> Parish Council LD National Park Authority Local Residents
15. Unsightly buildings	Improve village environment by encouraging completion of work	<ul style="list-style-type: none"> Contact SLDC and LDNPA to see what measures are possible 	<ul style="list-style-type: none"> Parish Council South Lakeland DC LD National Park Authority

Action Plan

Recycling

Issue	Action	How to tackle?	Partners
16. Inadequate recycling facilities	Evaluate feasibility of: <ul style="list-style-type: none"> Skips for plastic at Donkey Rock Inclusion of plastic and cardboard in kerbside recycling Extension of kerbside recycling throughout Duddon Valley 	<ul style="list-style-type: none"> Discuss with South Lakeland DC and Copeland BC options for improving recycling services and facilities 	<ul style="list-style-type: none"> Parish Council South Lakeland DC Copeland BC
17. Unkempt Donkey Rock recycling area	Area to be kept tidy and recycling containers emptied regularly	<ul style="list-style-type: none"> Establish responsibility for emptying containers and frequency Erect sign with contact number for users to notify responsible body when skips full 	<ul style="list-style-type: none"> Parish Council South Lakeland DC



Action Plan

Local Services and Facilities

Issue	Action	How to tackle?	Partners
18. Potential loss of community services and facilities	Aim to retain and encourage local services and businesses	<ul style="list-style-type: none"> • Applications for businesses to be supported, where appropriate • Encourage residents to make use of local services and facilities • Promote local area to visitors 	<ul style="list-style-type: none"> • Parish Council • Tourist Information
19. No 24 hour cash machine	Improve access to cash withdrawal facilities in Broughton	<ul style="list-style-type: none"> • Discuss ATM hosting with businesses • Publicise Post Office counter facility 	<ul style="list-style-type: none"> • Broughton Community Plan • Local Businesses
20. No chemist in Broughton	Assess additional provision – pharmacy services or chemist	<ul style="list-style-type: none"> • Discuss with GP Surgery and local retailers 	<ul style="list-style-type: none"> • Broughton Community Plan • GP Surgery • Local Businesses
21. Poor broadband and mobile connectivity in some areas	Improve internet speeds and mobile coverage	<ul style="list-style-type: none"> • Duddon Valley Broadband Champions to continue to lobby service providers • Assist local businesses to help make the case for investment 	<ul style="list-style-type: none"> • DV Broadband Champions • Parish Council • MP • Service Providers • LD National Park Authority • Local Area Partnership
22. Ineffective Parish Council communication	Develop Duddon Parish Council profile and communication methods	<ul style="list-style-type: none"> • Publish summary of meetings in Parish Pump • Distribute minutes to each community hall in parish • Publicise councillors' details more widely 	<ul style="list-style-type: none"> • Parish Council
23. Lack of information on local services and facilities	Increase awareness through providing definitive list of community resources both in printed format and online	<ul style="list-style-type: none"> • Set up group to produce Parish Handbook • Raise funds to print and distribute 	<ul style="list-style-type: none"> • Broughton Community Plan • Local Residents

Action Plan

Local Activities and Events

Issue	Action	How to tackle?	Partners
24. Sustainability of Victory Hall in doubt	Protect Victory Hall's future by: <ul style="list-style-type: none"> • Increasing usage to strengthen revenue • Improving heating, lighting, use of internal space, visual impact of Hall • Addressing access, signage and parking issues 	<ul style="list-style-type: none"> • Establish a Community Management Group • Prepare funding bid(s) • Undertake community fundraising • Carry out energy audit and necessary surveys 	<ul style="list-style-type: none"> • Broughton Community Plan • Community Management Group • Parish Council • ACTionCumbria • Funding Bodies • South Lakeland DC • Local Residents
25. Residents want more activities and community events at Victory Hall and Wilson Park	Increase range and frequency of events and activities at both sites	<ul style="list-style-type: none"> • Appoint a manager for Victory Hall and Wilson Park • Manager to arrange and promote more activities and events • Enlist volunteers to support initiatives 	<ul style="list-style-type: none"> • Community Management Group • Community Manager • Local Residents
26. Residents want better facilities at Wilson Park	Develop amenities	<ul style="list-style-type: none"> • Assess viability and costs of a Multi-use Games Area • Community to fundraise • Install an open-sided shelter • Improve football pitch 	<ul style="list-style-type: none"> • Community Management Group • Parish Council • Funding Bodies • Local Residents
27. Lack of knowledge about Broughton's tennis courts	Improve information and access	<ul style="list-style-type: none"> • Broughton Tennis Club asked to encourage wider community access • Explore possible addition of netball and basketball facilities 	<ul style="list-style-type: none"> • Broughton Community Plan • Broughton Tennis Club
28. Insufficient community facilities and activities for young people	Provision of appropriate facilities and activities	<ul style="list-style-type: none"> • Consider establishing a Youth Council • Assess possible venue options and volunteers for Youth Project • Explore feasibility of bike track • Improve community minibus provision 	<ul style="list-style-type: none"> • Broughton Community Plan • Community Youth Leaders • Youth Council • Community Police • Funding Bodies • Local Residents

Funders

CGP Trust Fund £1,020

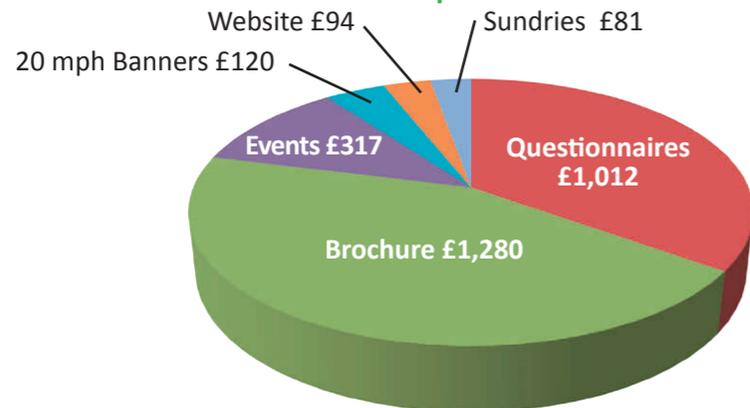
ACTion Community Plans Grant – up to £1,000

South Lakeland District Council (courtesy of District Cllr Joss Curwen) £500

Cumbria County Council's South Lakeland Local Committee Local Members Scheme (courtesy of County Cllr David Fletcher) £500

Duddon Parish Council £150

Expenditure



Advisors

Emma Nichols

*Community Engagement Officer
South Lakeland District Council*

Fran Richardson and Julia Wilson

*ACTion with Communities
in Cumbria*

Carol Last

*Area Engagement Officer
Cumbria County Council*

Data Input Volunteers

Kate Kirkwood

Rob Swales

Broughton Community Plan Steering Group

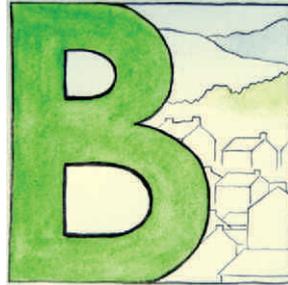
Efforts were made for Steering Group members to be drawn from different localities within the parish, to consist of employed, self-employed and retired parishioners and to include a mix of established and more recent residents.

To ensure effective liaison with Duddon Parish Council, at least one Parish Councillor has been a member throughout the process. Current Steering Group members are indicated with an*

*Annette Carmichael – Chair
*Elaine Knowles – Secretary
(Chair of Duddon Parish Council)
*Andrew Gittins – Treasurer
(Chartered Accountant FCA)
*Neil Addington
Andrew Bass

Bob Boyd
David Coles
Ann Downe
*Gwen Hadwin
Nicole Hermes
Mary Jardine
Paddy Leighton

*Louise MacArthur
*Lindsay Nevin
Janet Procter
Barbara Rigg
Rosie Robinson
Peter Stockton
Richard Weeks



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Photograph of Duddon Valley Signpost by Claire Westwood www.reflections360.com

Other Photographs by John Rousseau www.rousseaugallery.co.uk
