

Rowde's Future Plan

2010 - 2015



From Andrews' and Dury's Map of Wiltshire, 1810

Rowde's Future Plan

Introduction

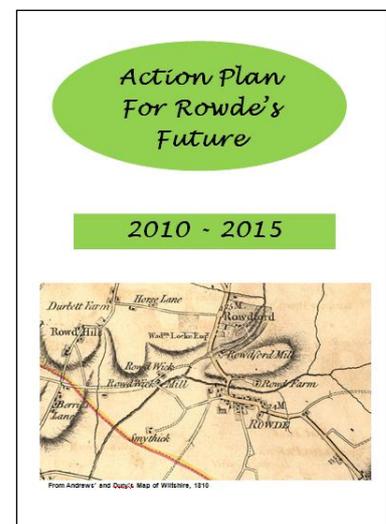
Dear Rowde Residents

Welcome to Rowde's Future Plan. We hope you find this plan both interesting and informative. It is intended to inform both those within and outside of our community what improvements we want to see in and around Rowde. It should help decision makers include Rowde's wishes.

The plan will be distributed to every household, local businesses, local authorities and agencies that can, and do, influence Rowde's future. This plan, the original questionnaire and results that this plan grew from will also be available on the village website www.rowdevillage.co.uk

The Action Plan for Rowde's Future is a separate detailed document also available on the village website. This gives more detail on how we as a community can influence our future - sometimes on our own but usually with the help of others. What organisations can influence our lives in Rowde? A few examples of potential partners who can help us are:

- British Waterways Board
- Community First
- Highways Agency
- Local Business
- Local Groups
- Land Owners
- Local Residents
- Parish Council
- Rowde Future / Action Groups
- Rowde Youth Club
- Rowde Schools
- Wiltshire Council
- Wiltshire Police
- Youth Council



The real influence for the future of Rowde comes not just from a few individuals but from all of us. So in the plan when the word 'we' is used it is referring not just to those who were involved in drafting this document but all of us. This plan could just remain a piece of paper gathering dust, if we let it. But if we all take an interest and make a contribution, however small, Rowde will improve and become a safer and more exciting place to live. The next stage will be to deliver the action plan! This will involve the creation of working groups which will meet once a month or so to work on the action plan items – to make the changes all that is required is enthusiasm, drive and time; time to apply for grants as well as time to engage with our partners.

How can individuals or groups help? Join the working groups and help progress the various issues in the action plan, if you have an interest then form a club and share it with others, support the community events, lobby your local politicians, if you feel strongly about particular issues that are not in the action plan raise them and they can be added. Also have a look at the Next Steps section of this document. This plan will change and is just the start of improving Rowde now and for the future.

Rowde's Future Planning Group

Brief Plan History:

- 2008 Survey Conducted.
- 2009 Action Plan Created
- 2009 onwards changes & improvements for Rowde.

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Action Plan

Questionnaire & Results

Available on

www.rowdevillage.co.uk

History of Rowde



The Domesday Book records the village or community living in Rowde in 1086. The spelling at that time was Rode which is possibly derived from the Saxon word *hroed* meaning 'reed' or 'the place where reeds grow'. According to older documents there appears to have been small farming settlements in the manor or parish of Rowde long before the Domesday survey with evidence of a Roman settlement.



From 1255, in the reign of Henry III, the manor was owned by the Crown with the Lordship of the Manor of Rowde being granted to the governors of Devizes Castle. The manor formed part of the dowry of at least 14 Queens of England. In 1545 Katherine Parr leased the manor to Robert Maundrell for 21 years. The land then passed to the Hungerford family and records are available from 1609 showing how the land was then managed. The land changed hands considerably over the years and by 1800 the Bythesea family owned a significant area including Durllett, Lower Durllett, Smithwick and Foxhanger



farms. Subsequent owners included Francis Eyles MP, Wadham Locke, William Hughes, the Duke of Marlborough and Edward Coulston of New park (Roundway Park). In 1920 Wiltshire County Council purchased part of Coulston's property to create small holding farms.

During the early years most of Rowde's inhabitants provided for themselves. The major change in occupation was brought about by the woollen industry. By 1695 35% of Rowde's population were weavers working from home. The industrial revolution resulted in the weaving process being mechanised so villagers moved to the towns for employment.

The coming of the canal in 1810, and then the railways, brought new employment to the area. Local craftsmen were not now dependent on local products but could purchase materials and fuel from further afield.

Christianity in Rowde is mentioned in the 1086 Domesday Book. It is likely that the first church

building stood on the site of the present Church, probably from the thirteenth century, although ordination of the Vicarage of Rowde was not recorded until 1326. During the long years of depression, followed by the Napoleonic War, repairs to the church were minimal and in 1830 the roof of the nave collapsed. The body of the present church was built between 1831 and 1833 and dedicated to St Matthew. The church was refurbished in 1871 and extensions made including a new porch. The Maundrell Chapel was added in 1952.

Over the years Rowde has supported 6 public houses, 2 butchers, 5 bakers and 6 grocery shops; hardware and coal merchants provided weekly deliveries. Now, in 2009, just 2 pubs from this list remain and the village recently opened a community shop on 4th November 2009.



“The playground is good but another play area would be better...”

Rowde Today

Rowde is a small rural village of around 450 households and is located 3 miles northwest of Devizes in the heart of Wiltshire. The village is divided by the A342 road that runs from Devizes to Chippenham. There is a Parish Council and local government services are provided by the new unitary Wiltshire Council. The village lies on the edge of the Kennet

& Avon canal adjacent to the Caen Hill flight of locks. Rowde is an active community, with a wide range of clubs, societies and sports activities. There is a village hall, children's play area and sports field. There is a newly built Primary school, 2 pubs and a church. The new Community Shop opened on 4th of November 2009.

Communication within the community is via a very comprehensive monthly magazine 'Rowde Village News' (distribution 650 copies) that represents a wide cross section of views and advertises local traders, the village website www.rowdevillage.co.uk (currently being updated), the local paper (Gazette & Herald), village notice boards, and word of mouth!

Where is Rowde?

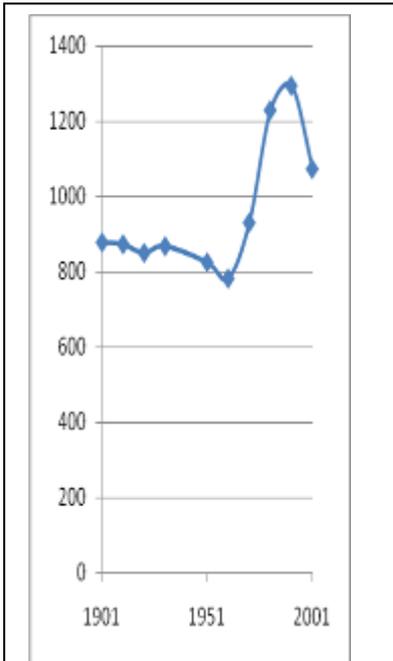
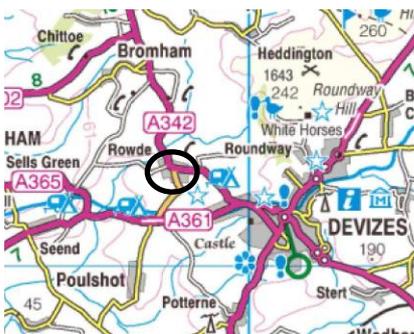


Figure 1- Rowde Population

Since 2001 a new primary school has been built on the edge of the village and a new housing estate developed on the old school site. Data numbers are likely to be higher.



“We like... the village hall but want to make more use of it...”

The Process

The concept of developing a village plan, that looked at Rowde's future in 2, 5 or even 10 years time, started with a village meeting on 14 June 2007 in Rowde Village Hall. Issues that arose from the discussion included:

- setting up a village shop, café and general meeting place
- better access to, and around, the village – its footpaths and pavements
- making the most of the canal – signs from the canal to encourage visitors to Rowde
- improved recreation and sports facilities particularly for young people
- having a village website.

A steering group was set up which has been meeting every month since July 2007. Rowde is fortunate to have a monthly magazine – the Rowde Village News - delivered to every household in the parish and a report on progress has been included in every issue. As a result new members joined the group bringing in additional expertise and we were able to remind villagers about the process for collecting their opinions about Rowde's Future.

With the help of Community First in Devizes, funding was procured to produce the village plan and members of the Steering Group attended training which has enabled us to share ideas with other parishes in Wiltshire also developing their village plans. However, it was decided at an early stage to refer to our plan as Rowde's Future as it was already being confused with 'planning associated with building developments'.

Using the information from the first village meeting, and the outcomes of a Village Appraisal in 2000, the key issues for the village questionnaire were identified. A short questionnaire was handed to a sample of 50 villagers representing different interests and covering the range of age groups in the village. This questionnaire asked what villagers liked and disliked about the village, and what changes they would like to see. A presentation was also made to the Annual Parish meeting in May and visits were made to groups that meet regularly in the village to identify issues to include in the questionnaire. The final questionnaire, developed from these discussions, was delivered to every household in June 2008 and covered all the issues raised in our early consultations.

The questionnaires were collected personally from every house and opportunities were provided to leave questionnaires at local centres. The response rate was excellent with nearly 500 people contributing. Villagers were also able to contribute further to the discussion at the Annual Fete in the Village Hall in June 2008. The Steering Group, friends and families started the analysis of the quantitative data in July and this was completed in the autumn.

In the meantime, members of the Steering Group were aware of the pressing need for a village shop and held a separate village meeting in November 2007 on this issue. This resulted in a separate group being set up to take this single project forward although the Shop Steering Group contributed to the development of the questionnaire and has benefited from the outcome of the data. Similarly, it was felt that setting up a website was important so that was also taken forward at an early stage. The website was launched in June 2008.

The Steering Group decided that it was important to feed back on the outcomes of the questionnaire before the action plan had been finalised. Again the Village News magazine proved to be an ideal communication medium with villagers and responses to each section of the questionnaire have been reported over a number of months.

This document is just the start of the process in improving the quality of life for all of us in Rowde. With the help of everyone in Rowde, the next steps are to deliver the action plan. However we will need to keep reviewing what we are doing and when other issues start to emerge add them to the plan. It will be an on-going process.



"..Everyone enjoys...the Kennet & Avon Canal ...walking ...cycling..."



".. Great things about Rowde... Cross Keys pub... George & Dragon... St Matthew's Church... the allotments... tennis court.."

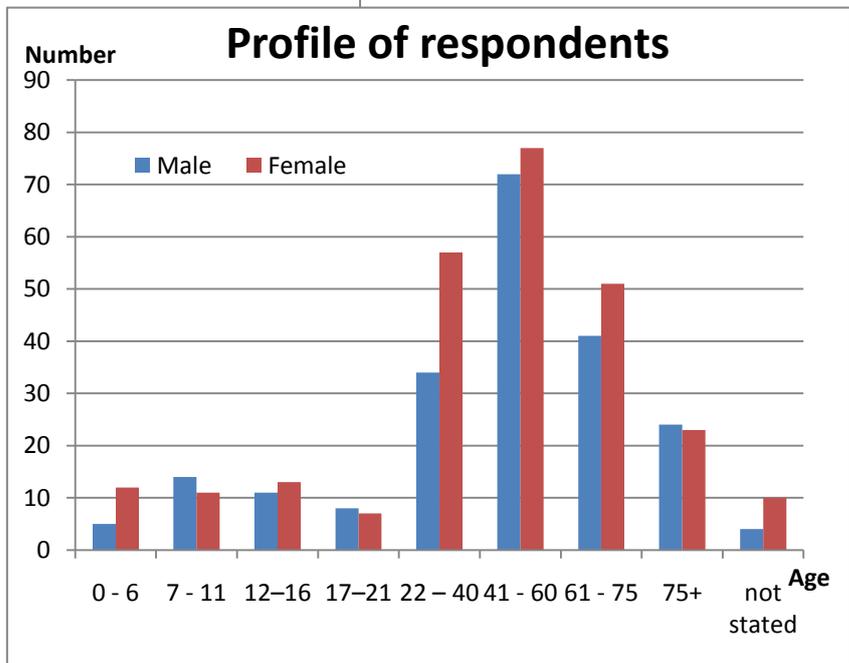
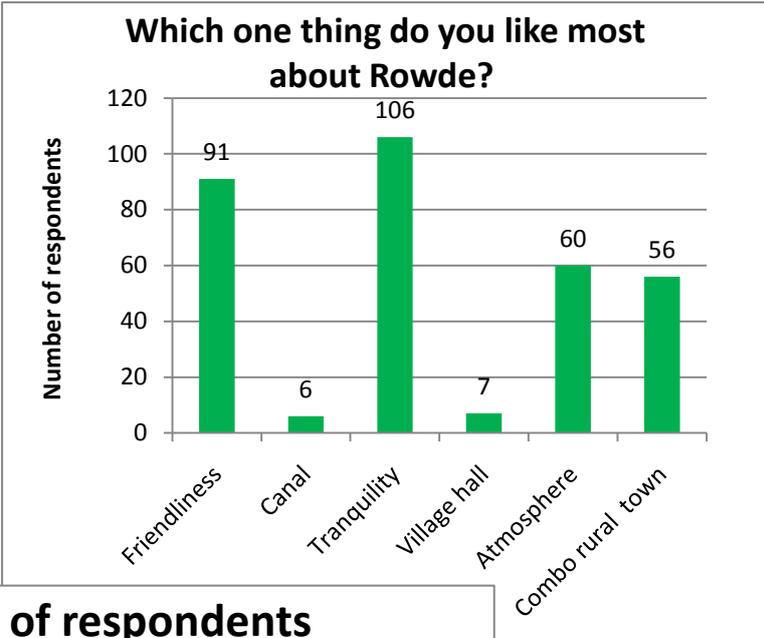


Summary of Results



The 2008 survey about Rowde's future generated a huge response with a total of nearly 500 people sharing their ideas and views. So we can be confident that the results give a good insight into how we feel about the future of our community. All the results have guided the preparation of a detailed Action Plan for Rowde. Having such a Plan should make it easier to access the funds needed to tackle some of the priorities. The current draft Action Plan is attached to the back of this document.

“It would be great to have more seats at the bus stops and other places to sit in the open...”

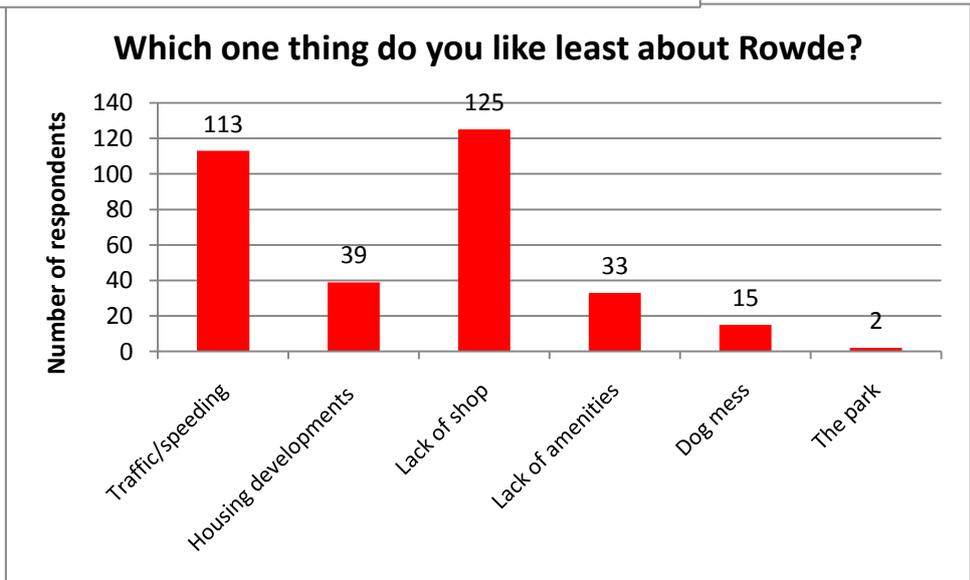


We have selected the items considered by the community as most important and listed them in each category. The original survey questions and full

The categories include:

- Likes and dislikes about the village of Rowde
- Village appearance
- Community activities
- Access & movement
- Community shop
- Communication
- Our environment

We hope you find the results interesting and that they inform others to ensure Rowde gets what it wants for its future.



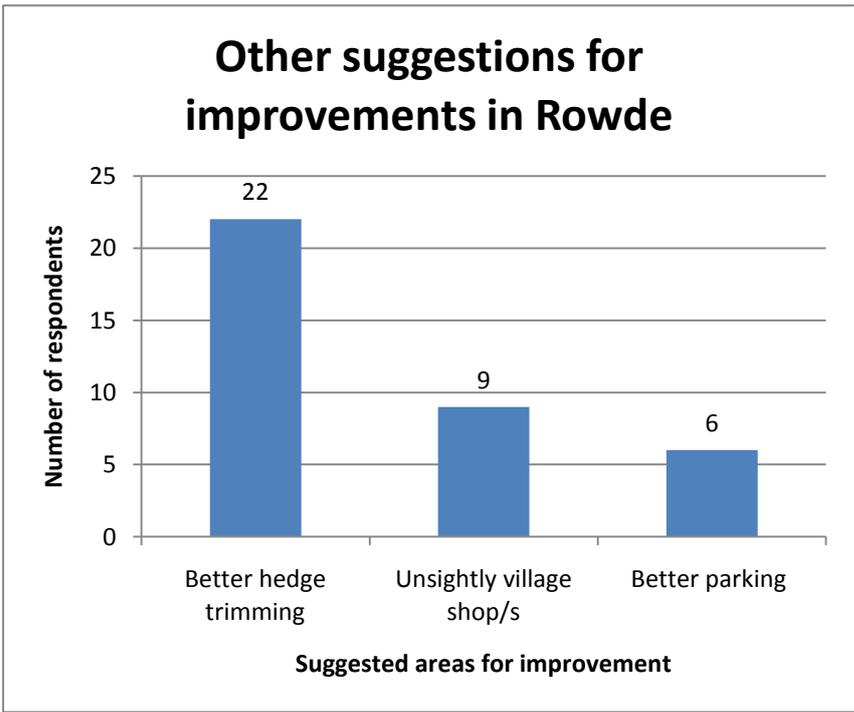
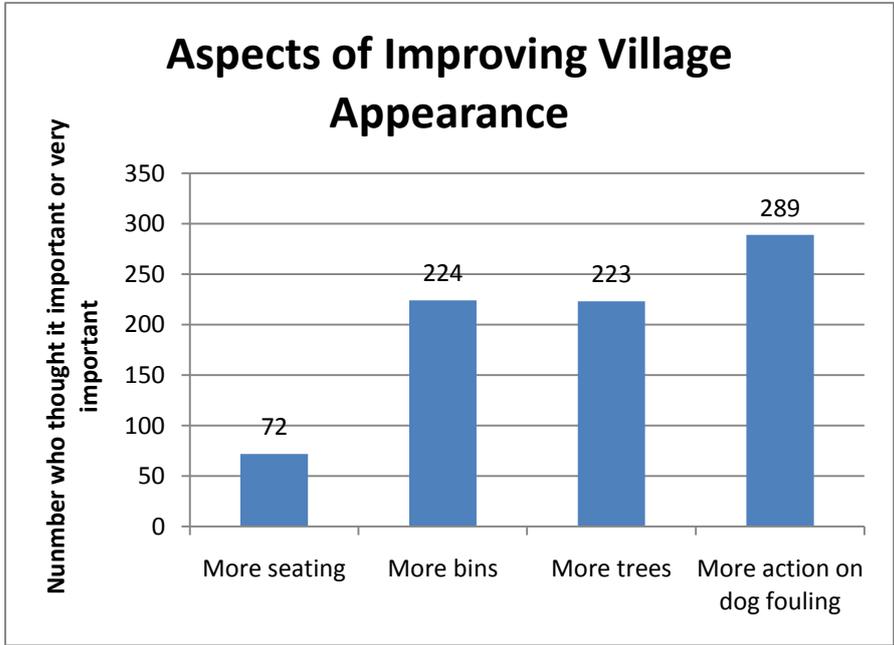
Village Appearance

We can clearly see that many villagers feel action on dog fouling is the most important way to improve the appearance of the village. This is followed by increasing the number of both bins and trees in the village. Increasing the seating in the village was also important to some.

Our survey asked for suggestions of ways to improve the appearance of the village and the graph below illustrates that improving the trimming of hedges would be most popular and that tidying up the sites of old shops and better parking were also suggested.



“We want more litter and dog poo bins”

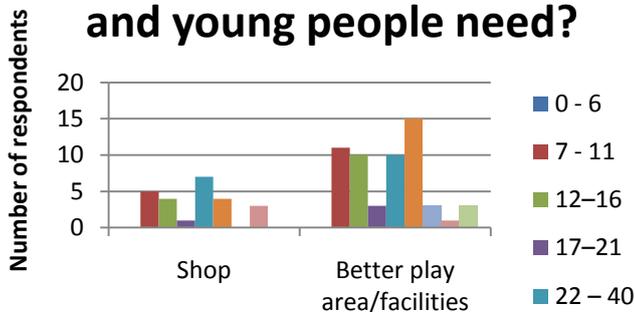


“.. A soundproof place for youth bands to meet.... a leisure centre... a mobile bank...all ideas for the future...”

Community Activities

Rowde already has a number of Community activities including: **Allotments, Bell Ringing, Bingo, Book Club, Church Choir, Gardening Club, Ladies Club, Playgroup, Rainbows (young Brownies), Rifle Club, Rowde Riders, Rowde Runners, Rowde Theatre Club, St Matthew's Flower Guild, Tuesday Afternoon Club (60s+), Youth Clubs and Youth Council Committee.** Lots of ideas came out of the survey and subsequent meetings and a selection are listed below. The intention for the future is to hold open days in the village hall to help get people interested in setting up various clubs. Key individuals for each idea will need to be involved to ensure activities thrive.

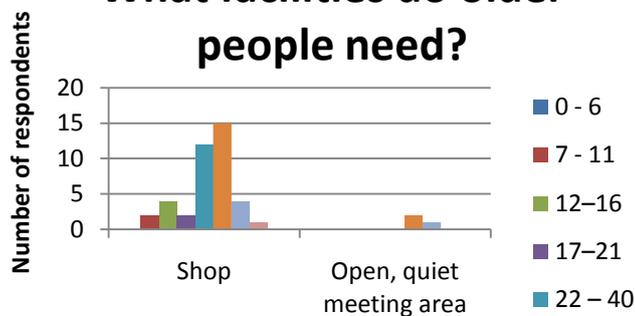
What facilities do children and young people need?



Suggestions by local children & young people:

- Bike track & Bumps for bikes
- Skate ramp
- Roller area
- Day care provision
- Nature club
- Discos
- Drama and dance
- Holiday club
- Café
- Sunday school
- Scouts & Guides
- Cycling club
- Gardening club for kids
- Youth club
- Nursery & Baby and toddler group
- Learn a trade
- Basketball
- Lego

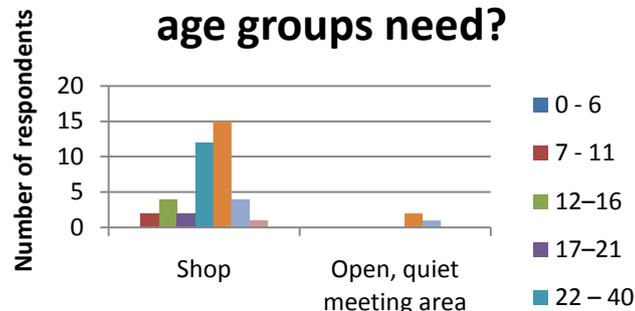
What facilities do older people need?



Suggestions by local older people:

- Social club
- Book club
- Café
- Coach trips
- Cricket
- Tennis
- Bowls club
- Keep fit
- Flower arranging
- Computing skills
- Gentle walks
- Stamp collecting
- Male lunch club
- Embroidery
- Patchwork
- Ballroom dancing
- Line dancing
- Sewing
- Crafts

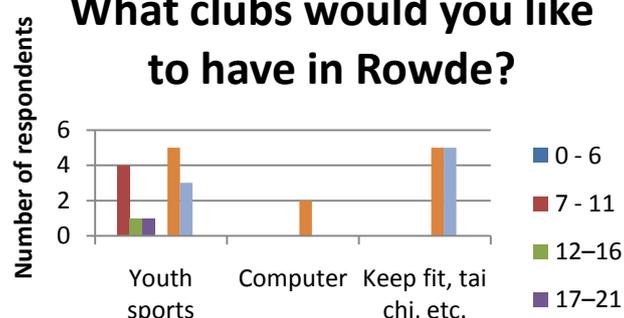
What facilities do the other age groups need?



Suggestions for other age groups:

- Tennis club
- Reading club
- Social club 20 – 50
- Angling
- Darts
- Swimming pool
- Cookery
- Coffee shop
- Annual village fete
- Quiz nights
- Tool hire
- Birdwatching
- Sports club
- Keep fit club
- Film club

What clubs would you like to have in Rowde?



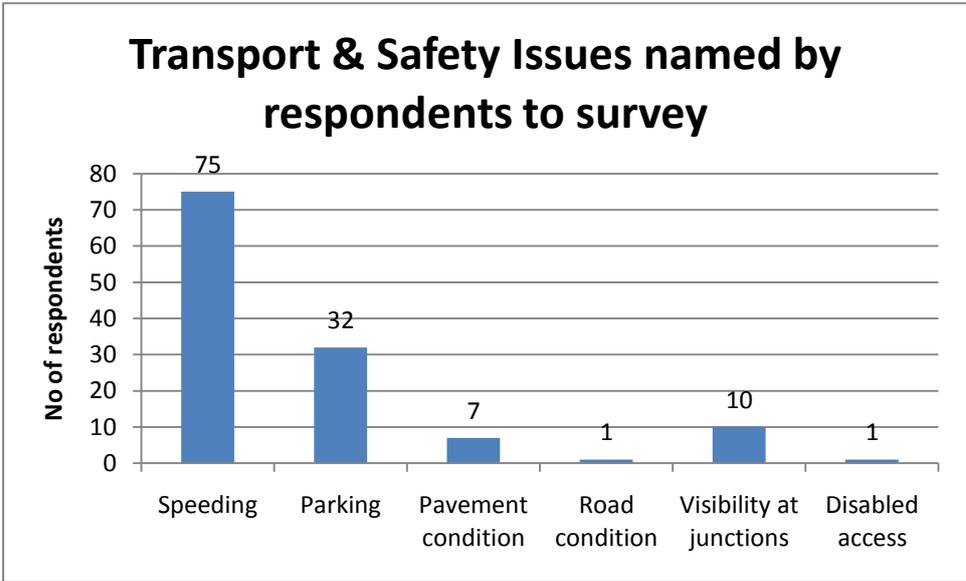
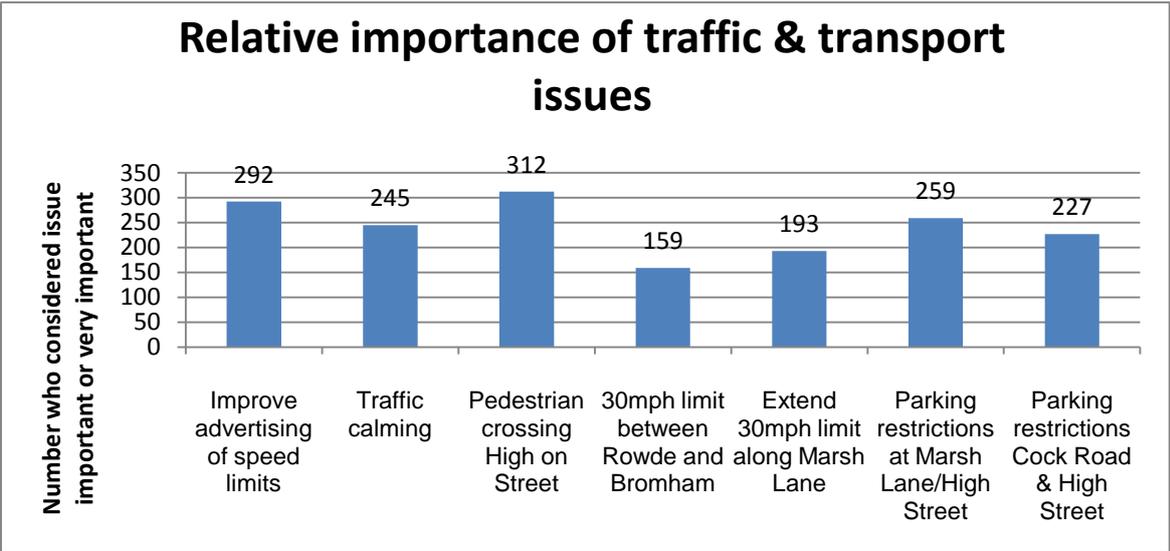
Suggestions for clubs:

- Youth
- Art
- Film
- Tennis
- Rounders
- Yoga and keep fit
- Conservation/environment
- Cake decorating
- Live music
- Sports
- Cycle
- Drama
- Craft
- Archery
- Circuit training
- Dancing
- Bridge
- Tool hire

Access and Movement - Roads

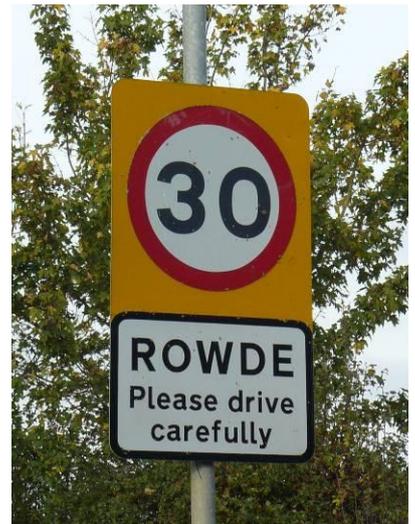
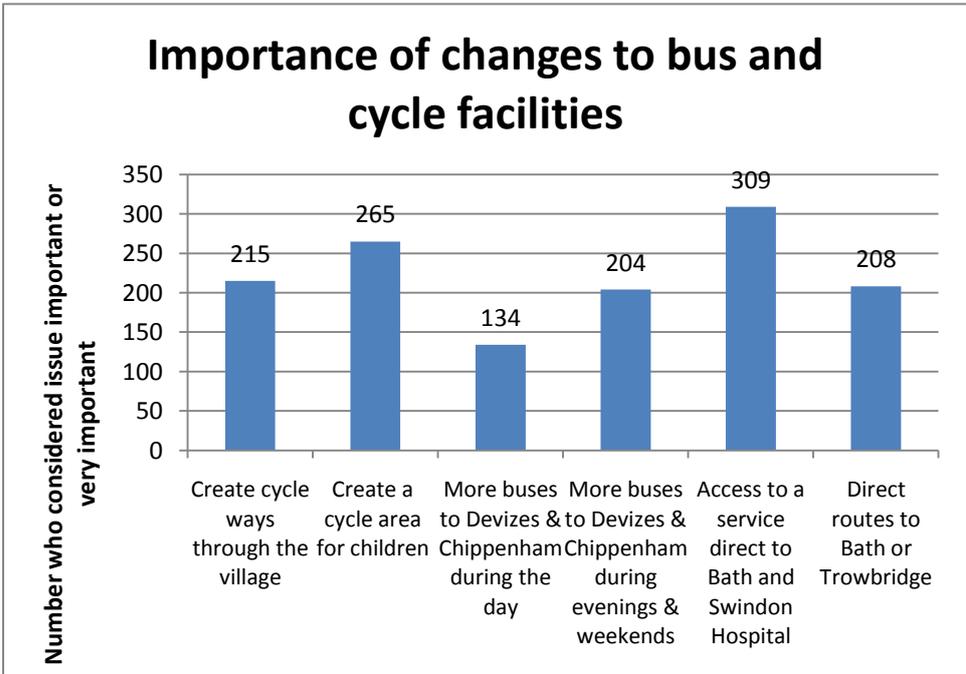


“We want a pedestrian crossing”



The survey showed that one of the major dislikes was the traffic on the main road. Speeding is a particular worry to residents of Rowde, followed by parking issues.

Better advertising of the speed limit and traffic calming measures were the most popular actions, judged by the number of respondents saying they were “important” or “very important”. The next most popular were parking restrictions on Marsh Lane and Cock Road, with a pedestrian crossing and extension to the 30mph limits also mentioned. The most favoured change to bus services would be access to a service to Bath and Swindon hospitals. The creation of a cycle area for children would be more popular than the creation of a cycle way through the village; however both were even more popular than direct buses to Bath or Trowbridge and better evening and daytime services to Chippenham and Devizes.



Access and Movement – Footpaths

Update!

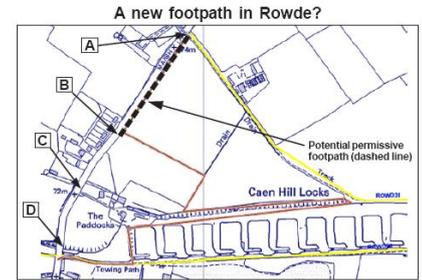
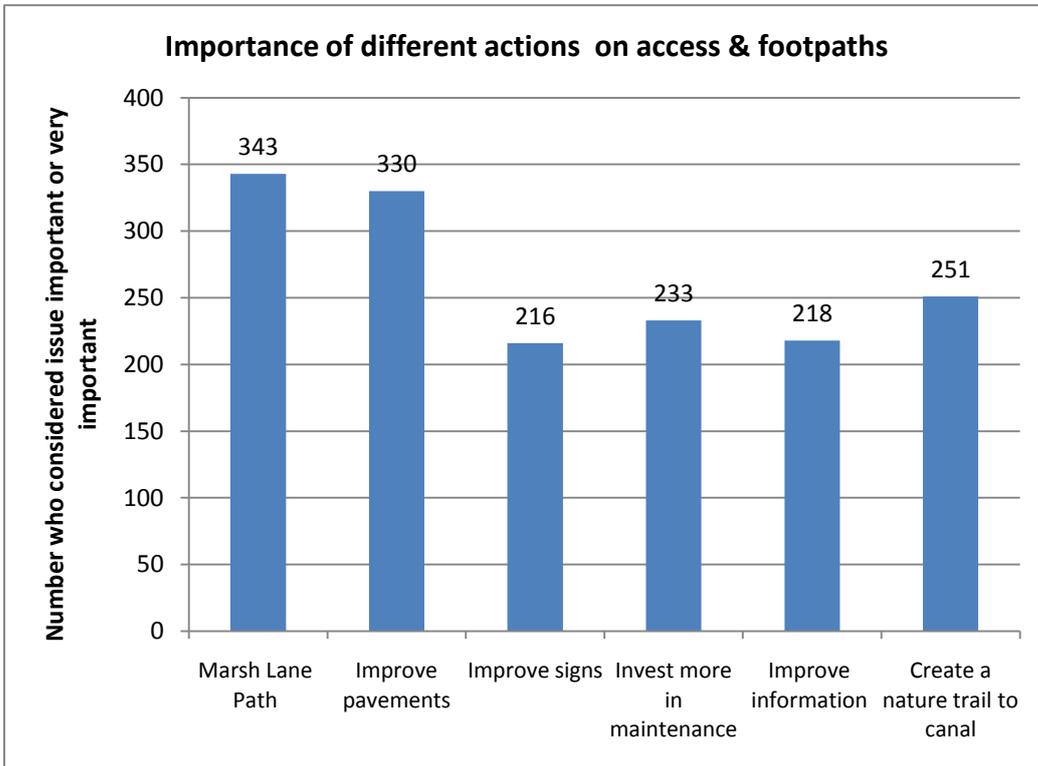


“We would like better signs & stiles”

In terms of getting around our village on foot, respondents mostly felt that the creation of a footpath or pavement along Marsh lane was the most important, and that improvements to other pavements in the village was nearly as important. Of the other issues, the creation of a nature trail was seen to be the most important, followed by

investing more in footpaths, and then improvements to access to 'information on and sign posting to local footpaths and walks' were of about equal importance. It seems that safe access to the canal and interest in its wildlife are a theme we could follow up, as well as ensuring that pavements around the village are improved.

As a direct result of the survey and working with our partners it has been possible to start the footpath along Marsh Lane. By the end of 2009 it will be possible to walk safely from the village to the canal and then on to the Caen Hill bus stops on the A361. Thanks to our partners at Rowde Parish Council, Wiltshire and Swindon Access Forum (encouraging Parish Councils to develop footpaths – part of Wiltshire Council), British Waterways, and Wiltshire Highways.



Work nearly complete - November 2009



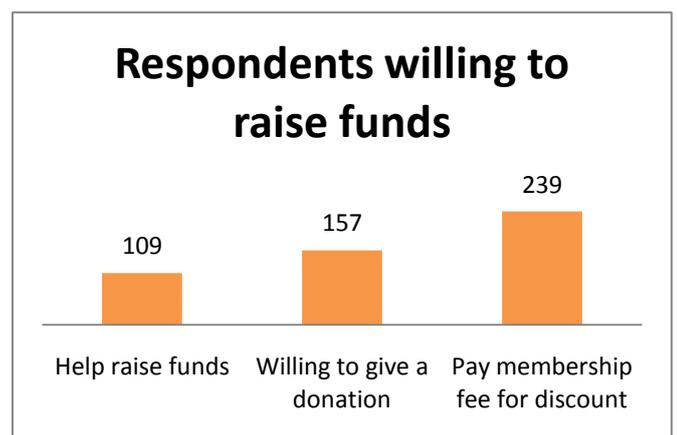
Community Shop

*“Rowde needs...
a village shop
...and a cafe...”*

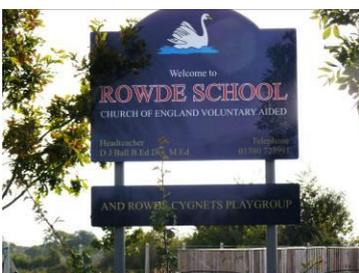


... Work starts on new village shop in August 2009...

The survey showed that attitudes towards a village shop are very positive, with 87% saying that they would be interested in regularly buying goods at the shop, as well as local produce. The shop is under construction and will be run mostly by volunteers. The fact that 20% said they would be willing to help in the shop is very encouraging. In the survey we asked if people would be prepared to help raise funds and if so in what way – the response was positive with a membership fee scheme being the most popular, while others were happy to give a donation or to help raise funds.



Update! - Shop opened on 4th November 2009.



Aside from providing goods for sale the shop could have numerous other useful functions in the community. Local people were asked how could the shop be used for communication in the village?

- Suggestions box
- Notice board for Rowde clubs and events
- Jobs
- Items for sale or wanted
- Somewhere to sit / cup of coffee
- Sell tickets for events
- Shop workers tell customers about forthcoming events
- Provide copies of village magazine
- Papers
- Photos of Events / 'Birthday cards'
- Advertising
- Village Diary

How can the shop contribute to supporting the vulnerable people in the community?

- Delivering goods & services
- Collection of prescriptions
- Coffee corner
- Taking in parcels
- Promote lift-sharing or volunteer drivers
- Pensioners needs list displayed in shop
- Notice when regulars don't appear
- List of pensioners in village who would be happy to receive close to sell by date food
- Pass on information

“More great things in Rowde.... the Primary School... Rowdeford School... Self Unlimited .. Marsh Hall...”



Communications

“Rowde needs more places to sit outside...to meet & talk...”

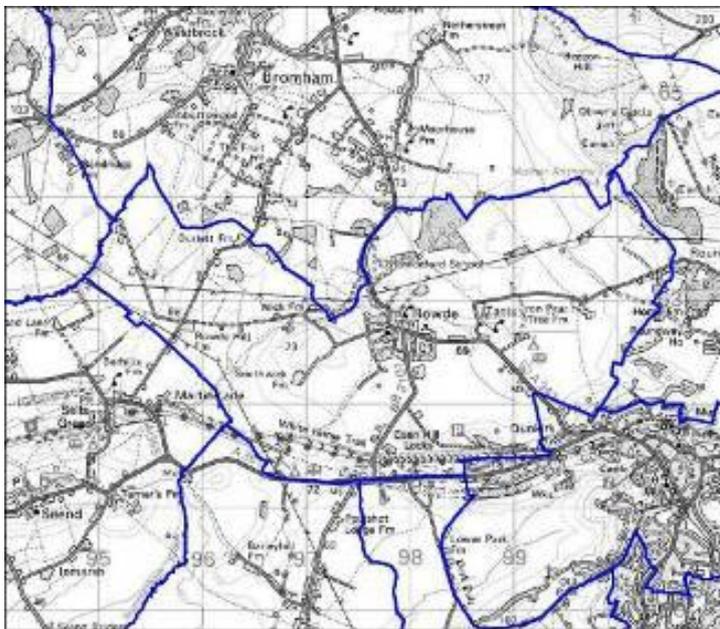
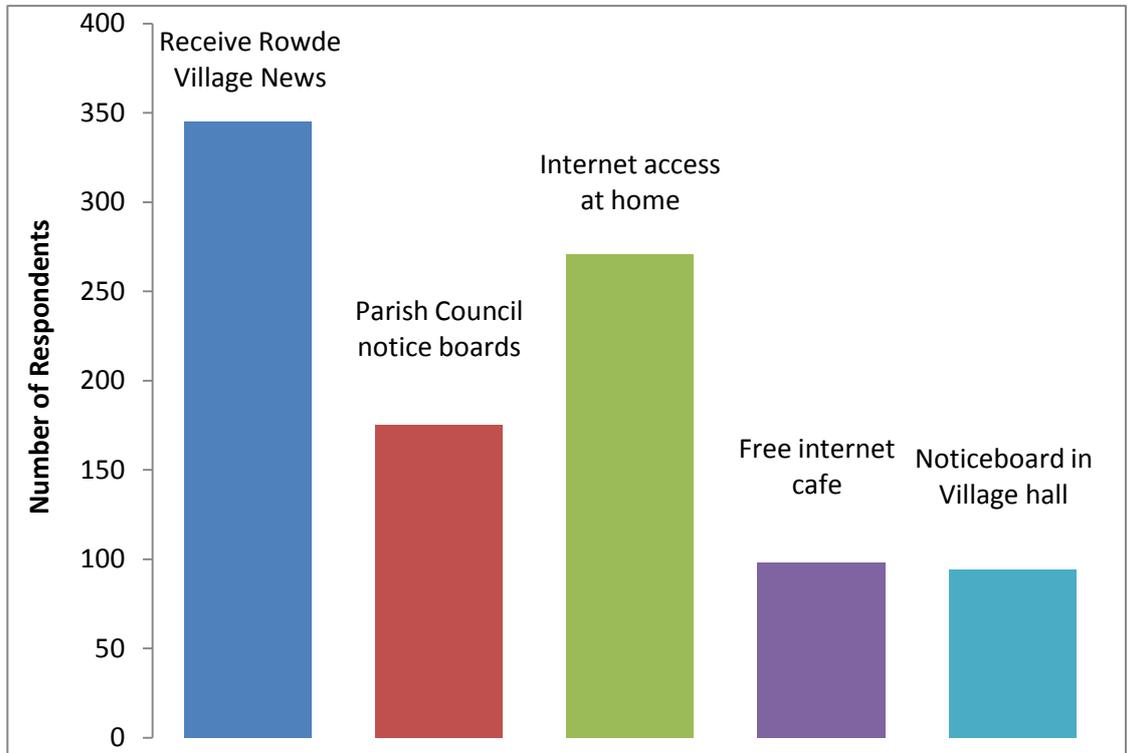
Local residents seemed to know enough about what is going on in the village but 18% still felt they did not and 44% felt the Parish Council did not communicate effectively with the village. The top 3 communication methods that respondents considered to be important or very important were:

- Receiving Rowde Village News (79.1%)
- Having Internet Access at home (71.3%)
- Having a Parish Council Notice Board (70.1%)



Other suggestions to improve communication included:

- More notice boards
- Updated website
- Group e-mails
- Flyers & posters
- Use of local radio
- Use of local papers
- Village Diary
- Welcome Pack
- Website Update



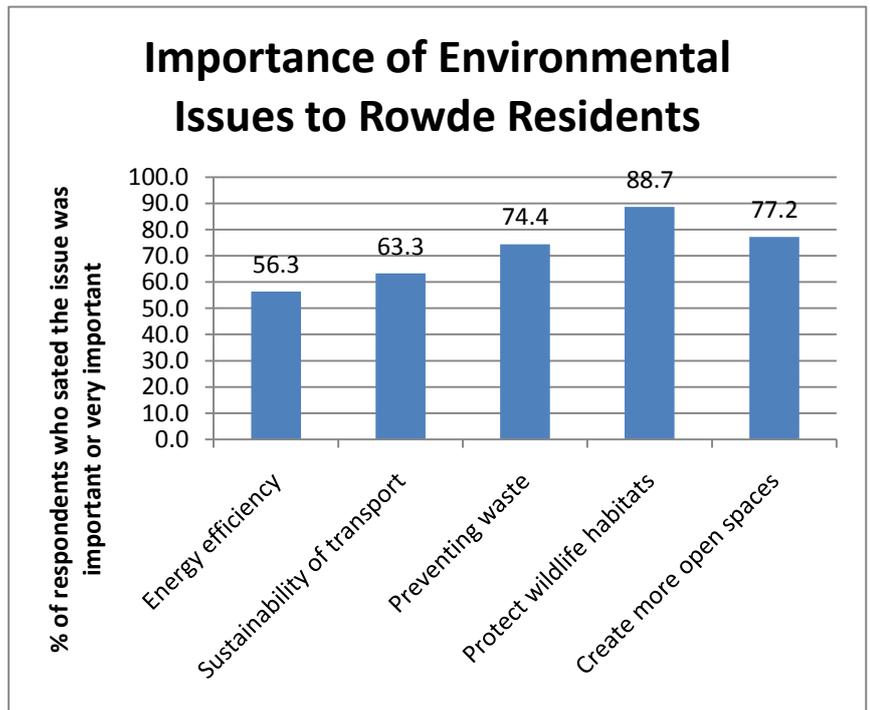
What are the methods of village communication?

- | | |
|------------------------------------|-------------------------------|
| Rowde Community Group on Internet | Word of mouth |
| Parish/Village/Other Notice Boards | Posters |
| Individual & group email | Village bench (meeting place) |
| Wilts/local radio | Newsletter |
| Clubs & societies | Paper boys |
| School | Flyers |
| School letters & info notes | Parish council |
| Village magazine | Website |
| Gazette | Annual village meeting |
| Leaflets | Groups & clubs in village |
| | Church |
| | Pub |

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Environment

It was very obvious from the survey that Rowde's residents are all concerned about the environment and want to do something about it. The 3 most important issues were:
 Protection of wildlife habitats (88.7%)
 Create more open spaces (77.2%)
 Action on preventing waste (74.4%)
 Suggestions on how Rowde could help itself to protect the environment included creation of interest groups, local campaigns to address issues and involving local schools.



Other suggestions from the village are:
 Improve recycling
 Keep all informed/ good communication on events
 Involve all ages, groups and businesses
 Set up groups/working parties
 Informal meetings
 Coordination using the Parish Council
 Talks in Village Hall/ information days
 Get grants/help
 Protect wild meadows – don't build on open spaces



Other ideas to stimulate interest:
 Website, street wardens, Give and Take day a week,
 Green/Environmental day, cycle ways, regular litter picks, low energy street lighting, Help elderly, nest boxes, questionnaires, sell local produce



“Rowde needs a youth centre ... a better sports pavilion.... cricket nets...”

“We like the playing field but it could be bigger...”

Next Steps

Delivering the Action Plan

Hopefully you now have a good idea about what Rowde wants for its future and want to become involved or you may have a good idea that wasn't covered by the plan. Either way what do you do next?

Firstly what is an Action Plan?

Steps that are taken or activities that are performed to help a strategy to succeed. An action plan has three major elements:

- (1) *Specific tasks - what will be done and by whom.*
- (2) *Time scale - when will it be done.*
- (3) *Resource allocation - what specific funds/time available for specific activities.*

An extract from the Action Plan for Rowde's Future is shown below. This is from the Environment section of the Action Plan.

Ref	Topic	% rated as important or very important	Vision	Community Planning Theme	Partners	Actions	Target dates	Lead	Resource
E1	Environment. Issues important to Rowde community.								
E1.1	Protect our wildlife habitats	88.7	Protected but accessible wildlife habitats	Environment	Community First, Local Groups, Lands Owners, Local Residents, Parish Council, Rowde Future/Action Groups , Ruff, School, Wiltshire Council,	E1.4.1 Establish current methods to protect wildlife habitats. E1.4.2 Establish existing wildlife habitats in Rowde E1.4.3 Plan to extend existing and/or create new habitats E1.4.4 Implement Plan E1.4.6 Maintain habitats E1.4.5 Monitor habitats and update plan	2/10 4/10 6/10 8/10 2 monthly Yearly/6 monthly		Time Time Time Time/£ Time/£ Time

The example above shows what the issue is, how important it is considered to be, and what the end result should be if the plan works out (the 'vision'). Some suggested partners, the actions that should lead to the improvement or change required and then target dates, lead person or group and finally resource. The lead has not been filled in yet in this example and something that a working group would decide – it may be different for each action.

What can I do?

Join a working group.

Lead a working group.

Take an issue from the Action Plan and work on it.

Where can I find the complete Action Plan?

The full Action Plan for Rowde's Future is available on the website or you may find it attached to the back of this document.

Who do I contact?

If you feel you could or would like to help out on any of the working groups or become the 'leader' of a working group then please contact any of those listed on the last page of this document. Any contribution, however small will all help to deliver the Action Plan that Rowde residents have asked for.

Rowde's Future Plan

Contact details for the various groups are shown at the bottom of this page.

We're on the Web!

See us at:

www.rowdevillage.co.uk

Acknowledgements

Becky Harrison
Sheila Lee
Cressida Greenwood
Peter Allfrey
Mike Bowden
Lesley Jones
Andrew Goodfield
Janet Nuthall
Tara Wilson
Jan Barber
Donna Cox
Steve Pearson
Mike Read

Liz Read
Jackie Bawden
Neal Bawden
Barry Barrett
Marianne Eccles
Jon Gray
Rebecca Harrison
Sarah Howard Ames
Julie Marshal
Jim Paton
Shirley Paton
Helen Peacup
Odette Perrett

Steph Peskett
Judy Whittle
Hugh Whittle
Alan Watters

+ Many others

About Our Group

The Rowde's Future Group is a small team of Rowde residents who meet monthly to work on making Rowde a better place to live. We are independent of the Parish Council and have been supported by Community First which also assists with planning how we can deliver the outcomes of the survey.

Contact details:

As the plan has only just been published not all the various working groups have been started. Contact details for working group 'leaders' will be 'announced' via the website, village news, village shop and/or notice boards.

Village Appearance –

- Hugh Whittle whittles@netherchimes.eclipse.co.uk Phone 01380 721973

Community Activities –

Not yet filled.

Community Shop –

- Cressida Greenwood (Manager) rowde.village.shop@btconnect.com Phone 01380 739800

Communications –

Not yet filled.

Environment –

Not yet filled.

Access & Movement - Roads & Footpaths

- Steve Pearson steve@pearson-home.demon.co.uk Phone 07977 465807

Rowde's Future Group -

- Jackie Bawden jackie.bawden@tiscali.co.uk Phone 01380 720856

- Mike Read mikeread@mikeread.org Phone 01380 729792