

# TENTERDEN HEALTHCHECK 2005

This supplementary document to the Action Plan contains the detailed information of the Tenterden Healthcheck "Worksheets" completed by the four working groups of the Tenterden Town and Rural Partnership. It also includes the results of further work that was done:

- To collect information from the business community
- To look in more detail at the availability of Sports Clubs in the area, and
- To list the Community venues available in Tenterden

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## **ENVIRONMENT WORKSHEETS**

**This section contains the following worksheets:**

**WORKSHEET EN1 - CHARACTER AND VITALITY OF THE TOWN**

**WORKSHEET EN2 - THE COUNTRYSIDE**

**WORKSHEET EN3 - LINKS BETWEEN TOWN AND COUNTRY**

## **Sources**

Ashford Borough Local Plan, June 2000

Ashford Borough Local Plan Proposals Map, Inset 4 June 2000

England Rural Development Plan MAFF - Agricultural Land Classification, English Nature, Coldharbour Farm, Wye

Countryside Character Indicators Market Town Survey, October 2003, Council for the Protection of Rural England

High Weald AONB Management Plan 2004-A 20 Year Strategy, "High Weald" 1994- produced by Countryside Agency, High Weald AONB Unit, Cranbrook

Kent & Medway Biological Records Centre- Map Showing Habitats located at Tenterden November 2004

Kent Wildlife Site Schedule: Sites of Nature Conservation Interest produced by the Kent Wildlife Trust, 1986-May 2004

"The Landscape Assessment of Kent" prepared for Kent County Council, by Jacobs Babbie, October 2004

MAFF Character Area Profiles (CA 122 High Weald and 121 Low Weald)

Ordnance Survey Map TQ 83/93 Tenterden

"Streets for All" English Heritage 2004

"The Town and Hundred of Tenterden 1996 An Appraisal" sponsored by Kent Rural Community Council and Tenterden Town Council

Tenterden Public Rights of Way published by Kent County Council and the Countryside Commission

"Tenterden -The First Thousand Years" Hugh Roberts 1995

"Tenterden Town Guide, published by Tenterden Town Council 1980

"Tenterden Explored - An Architectural and Townscape Analysis" by Frederick MacManus and Partners and Gordon Cullen, published by Kent County Council and Tenterden Town Council 1967

## WORKSHEET EN1 - CHARACTER AND VITALITY OF THE TOWN

<p>EN1.1</p>	<p><b>What are the main landmarks or distinctive buildings in the town? (Annotate prominent buildings or structures and note any historic or cultural associations).</b></p>	<p>Tenterden's centre, with fine examples of medieval and Georgian buildings and facades, is one of the most delightful towns in the south east and a major tourist attraction. Along the western part of the main street long cottage gardens line the wide greens with their mature plane trees. The lanes off the High Street are a feature of the town. At several key points the surrounding countryside comes close to the town's centre and this, combined with views from the lanes off the High Street, contributes to the town's rural charm.</p> <p>Tenterden's delights are gradually unfolded, concealed as they are by the deceptive curve of the High Street and the changes in gradient of the main highway. The High Street falls into two distinct parts: from East Cross to the 'Pebbles' (public library) and from the White Lion Hotel to West Cross.</p> <p>As one enters the town from the Ashford Road, the gardens of substantial dwellings set back at East Cross gradually give way to wide pavements. This and the recreation ground opposite, surrounded by trees, create a sense of openness. The town centre west from East Cross, has a commercial vitality created by distinctive blend of small local retailers and more familiar national chains.</p> <p>Tenterden has, thus far, largely avoided the depressing "cloning" effect evident in so many country towns. The mixture of styles, heights and periods of the buildings and the constantly changing rooflines provide variety and a constant challenge to the eye. The Waitrose supermarket on the south side is sensitively integrated into the town by a small precinct which echoes the historic lanes that run off the High Street.</p> <p>From the White Lion Hotel westwards to West Cross the road widens considerably, as the commercial busyness of the main shopping area between East Cross and the Library gives way to the broad expanse of the Greens. These separate pedestrians from the traffic of the A28 and are bordered on the south side by the gardens of period cottages, producing an attractive mix of residential and commercial premises. In this half of the High Street the tempo changes to a distinctly more relaxed feel that encourages browsing. This is accompanied by a change in the range of shops (antiques and arts are more evident) and the numerous restaurants and public houses which exploit the opportunity for alfresco dining and a pavement society atmosphere in the summer months.</p> <p>A sense of the town's historic origins and prosperity is evident not only in the buildings in the centre, but the number of substantial town and country houses, such as Hales Place, Heronden Hall, and Westfield House, close by. Above all, the mighty 15th century tower of St Mildred's "worthy of any in the Cotswold ...is a beacon on the crest of the Tenterden ridge" (Simon Jenkins "England's Thousand Best Churches") presiding over the modern commercial heart at its feet and, to the west, the open expanse of the Greens, venue of the historic sheep fairs, from which both town and church derived so much of their wealth.</p> <p>The following are the main architectural features and landmarks of the town :</p> <ul style="list-style-type: none"> <li>▪ St Mildreds Church and the church of St Michaels and the Town Hall.</li> <li>▪ 180 listed buildings in the town centre conservation area (60 grade 2 and 120 grade 3) mainly mediaeval with Georgian facades. There are eight buildings of exceptional architectural merit that are essential to retain including The former Tudor Rose ( nos 29-33)( a hall house), Pittlesden Gatehouse, the Laura Ashley building, the Pebbles, the Woolpack Hotel, the Old Meeting House.</li> <li>▪ Details of listed buildings in the town centre are contained in "Tenterden Explored", an architectural and townscape appraisal undertaken on behalf of Tenterden Borough Council and Kent County Council in 1967.</li> <li>▪ The prominent Heronden gatehouse at the west end of the High Street. This has been in a state in disrepair since 1987 and is a source of constant complaint.</li> <li>▪ The wide High Street and the Greens lined by mature trees</li> <li>▪ The distinctive blend of retail premises and domestic residences, with cottage gardens abutting the Greens.</li> </ul>
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		<ul style="list-style-type: none"> <li>▪ Ease of access into the countryside which is 5-10 minutes on foot from the High Street.</li> <li>▪ Tree-lined approaches via the A28 from the east, along the B2080 to the south east and Oaks Road.</li> <li>▪ Views of the town and the skyline, dominated by the church from the surrounding countryside e.g. from the Rolvenden , Smallhythe , Appledore, Grange/Chennel Park Roads, Cranbrook Road and from the footpath to the south east between Belgar and Forstal Farms.</li> <li>▪ Views into the countryside from the town centre e.g. from the end of Church Road across the countryside towards St Michaels.</li> <li>▪ The character of the small lanes off the High Street e.g. Bells Lane, Jacksons Lane , Rogersmead pedestrian access, Sayers Lane , parts of Bridewell and Highbury Lanes, and Malthouse Lane</li> </ul>
<p><b>EN1.2</b></p>	<p><b>What are the distinctive characteristics, strengths and weaknesses of the main neighbourhood areas of the town? How do they relate one to another?</b></p>	<p>The overall pattern of housing development since the first world war has been of pockets of development that are attached to the town centre, but are not integrated. Much of this is in the form of spurs and cul de sacs off the main feeder roads. This has contributed to a northward and eastward shift in the population's centre of gravity and an unfortunate suburban feel. For instance the separate physical identity of the hamlet of St Michaels has been subsumed in ribbon development along the A28. Much of the gradual transition from country to town, such a key feature of the Town, has been lost on this approach road as a result.</p> <p>A further consequence of this trend has been the growth in local traffic and congested junctions with the main road, for example at Turners Avenue, Chalk Avenue, Grange Road and Oaks Road. At peak hours traffic backs up from the town centre to the centre of St Michaels and Appledore Road, exacerbated by school traffic to the primary schools and the popular secondary School, Homewood, many of whose students come from other parts of the Ashford borough and beyond.</p> <p>The transition from country to town created by open spaces, large gardens and occasional woodland on the approach roads together with the discreteness of village communities, such as Smallhythe and Reading Street, are important features</p> <p>The High Street is the historic centre of the town, with many attractive architectural features and a good mix of retail outlets and services that appeal to tourists and residents, including the growth in the number of antique shops. Recent trends, however, have created a potential imbalance with the loss of locally owned shops and sole trader specialists ( e.g. greengrocers, fishmongers ), the appearance of two major supermarkets, and the expansion national retail chains and of estate agents. Heavy through traffic along the A28 is a cause of pollution and a hazard to pedestrians.</p> <p>The <b>Pittlesden/Rogersmead</b> residential developments provide ease of access to the High Street, but there are few trees and parking on the roads by non-residents is a constant source of irritation. The pedestrian access from the High Street into Rogersmead initially provides a pleasant intimate cottagey feel. Unfortunately this is not sustained and the unsightly large blank brick wall around parking spaces in the centre of the development undermines the initial positive impression and leads on to a rather characterless feel, out of keeping with the Town centre</p> <p>Boresisle is a 1920's ribbon development along the A28. Although it is tree-lined, there are growing problems with parking on the verges. which detracts from the rural feel to this key entrance to the town . There is access to a small shopping parade</p> <p><b>Shrubcote</b>, accessed from Appledore Road, is a large 1950's municipal development in the style of the period with poor road widths and resultant parking and access problems. There has been little attention to the streetscape and there is no community provision, apart from a small convenience store and a small playground. It is 15 minutes walking distance from the main shops. A planned cycleway link has yet to be implemented.</p> <p><b>Appledore Road</b> itself is a tree lined ribbon development with houses set back from the road with large gardens, some distinctive older buildings and important open open spaces. There is a gradual natural progression from town to the surrounding countryside.</p> <p><b>Appledore Road Estates:</b> beside Shrubcote itself are the 1970's estates of Priory Way, Southgate Road and Kilnfield. More recently, Tilden Gill</p>

		<p>estate and Kiln Bridge have been added, which as a whole intrude and bulge into the countryside. This, like Henley Fields (see below) unbalances the integrity of the town, upsetting its centre of gravity.</p> <p><b>St Michaels</b> is a village that is largely self sufficient on a day-to-day basis, with its own retail centre, PO , school , filling station, public house, recreation ground and church that together promote a good sense of community. However, it is overdeveloped in relation to the rest of the town and a good 20 minutes walk from the town centre, 5 minutes by bus. The village would benefit from the completion of the cycleway from Grange Road to the Town Centre.</p> <p><b>Henley Fields</b> is an extensive development, bulging into the A.O.N.B. land on which it has been allowed to sit. It is modern, intensive, with narrow roads via a single access road, Chalk Avenue, into the development that results in congestion at the A28 junction at peak hours. There is little open space and no facilities; though a token “village green” has been included on the third and last phase (Colonel Stephens Way). While there is a good mix of housing (including shared equity and five bedroom executive houses), there is no obvious community focus. There is access to a small parade of shops within walking distance and to the St Michaels Recreation Ground. Access to the Town centre via a pedestrian/cycleway has yet to be completed</p> <p><b>Castweazle</b> is a 1920’s ribbon development with a local garage/filling station along a major approach road to the town. Other nearest facilities are a 10 minute uphill walk to the town centre. Its linear development outside the town, yet on a main entrance, provides a rather bleak introduction to Tenterden and an anticlimax after the inviting distant views of the town as one descends the hill from Rolvenden</p> <p><b>Smallhythe</b> is separate hamlet with no facilities except the church and a thriving vineyard. It is a designated conservation area with historic links, as a major port and medieval shipbuilding centre, to Tenterden. Access to the town is by car or public transport. It is important that this community is protected from development and retains its physical separateness from Tenterden town.</p> <p><b>Reading Street</b> is a separate hamlet, like Smallhythe, but smaller, with no facilities except the church and a garden centre. It is a designated conservation area with historic links to Smallhythe and to Tenterden. Access to the town is by car or public transport. It is important that, like Smallhythe, this community is protected</p> <p><b>Leigh Green</b> is small modern industrial estate built close to historic hamlet and a mile or so to the south east of the Town Centre, accessed by car and public transport , and provides local employment and services.</p> <p><b>Turners Avenue and Haffenden Road:</b> a 1960’s development. Much of Turners Avenue is of indifferent design that makes no concession either in terms of materials or streetscape to the rural setting in which it is situated. Haffenden Road, by contrast, is a pleasant well maintained modern development.</p> <p><b>Homewood Road, Knockwood Road and Eastgate Road</b> developments, set between the Ashford and Woodchurch Roads, are modern well maintained properties and gardens. Homewood Road, close to Homewood School, suffers from parking pressures and increasing use as a cut through onto the Woodchurch Road to avoid A28 congestion</p>
EN1.3	<p><b>What are the focal points in the town?</b></p>	<p>There is no clear central social area in the Town. The natural focus: the Town Hall with its balcony over the entrance which forms a public rostrum has to compete with parked cars, a bus stop and the entrance to the rear of the Woolpack Hotel.</p> <p>The north side of the Greens with its wide traffic free space, cafe society feel in summer and more leisurely atmosphere, fostered by the shops and cafes, naturally attracts tourists and residents</p> <p>The Recreation Ground, with children’s play areas and the Tenterden Leisure Centre, provides the most obvious public space for leisure. The Centre, a modern building, is extensively used for a range of physical activities, especially for swimming. There have been some recent concerns, however, about maintenance and upkeep.</p>

		<p>The building of the Leisure Centre has to some extent cut off the open views across countryside to the south. The development of wildflower meadow and improvements to the pond beyond the centre are an attempt to redress this.</p> <ul style="list-style-type: none"> <li>▪ The two major supermarkets are extensively used by residents and shoppers from the surrounding villages.</li> <li>▪ The Day Centre in Church Road is much used and highly valued, but its environmental quality, partly constrained by the site and original building, is limited, despite the best efforts of staff and trustees.</li> <li>▪ Churches and church meeting halls provide important centres for regular use by local organisations .</li> <li>▪ Highbury Hall is extensively used, by the Youth Club and other groups, and is conveniently central with an adjacent public car park, but it is much neglected. <u>The site has the potential for a new multipurpose community centre, with disabled access. The freehold is held by Ashford Borough Council and the current conditions in the lease would need to be renegotiated before any scheme could be considered.</u></li> <li>▪ Schools provide important social venues for the wider public, especially the Junior schools and Homewood Community School with its Arts and Sports facilities, the Sinden Theatre and Adult Education provision.</li> <li>▪ St Michaels Village Hall is well used but in need of some upgrading.</li> <li>▪ Tenterden Club, Church Road, provides a central venue that holds up to 250 people.</li> <li>▪ Town Library and Museum (Open in Spring/Summer during tourist season) are both cramped and undersize.</li> <li>▪ Kent &amp; East Sussex Railway, is regional attraction, especially in the tourist season and on school holidays and Christmas</li> <li>▪ There are 6 public houses and hotels in the central commercial area</li> <li>▪ The Town Hall is regularly used for council meetings, public events and use by by the local dramatic society, TODS; it is also for public hire, including weddings.</li> <li>▪ There is no single large central community hall; large meetings have therefore on occasions been held in St Mildreds. See comments on Highbury Hall (above)</li> <li>▪ Use of many of these facilities varies according to the extensive summer/spring tourist trade and special events such as the annual Folk Festival and Christmas Shopping</li> </ul>
<p><b>EN1.4</b></p>	<p><b>Is there an historic core to the town?</b></p>	<p>See Conservation Areas as shown in the Local Plan extract map in 2.2 below. Listed buildings in the Town Centre are identified in "Tenterden Explored ". Note that Smallhythe, St Michaels and Reading Street have their own conservation areas. Smallhythe and Reading Street are dealt with under The Countryside section under EN2.5</p> <p>Tenterden is a mediaeval agricultural/ market town, incorporated by Royal Charter with Rye in 1449 as a limb of the Cinque Ports. It had adjacent ports and shipbuilding yards at Smallhythe and Reading Street which were of national importance in the 14th-16th centuries. It flourished in the 18th century, but its population as a market town of just over 3000 remained virtually stable in the 19th century and the railway came to the town only in 1903.</p> <p>From the late 19th century it became a centre of tourism and since then has has grown extensively as a retail and service centre for the surrounding village and rural communities and as a residential centre. There has been a steady decline in its role as an agricultural town with its associated industries.</p> <p><b><u>Tenterden Town Centre</u></b></p>

		<p>Much of the town centre is of the late 15th century. The Spinning Wheel. Eight Bells, Woolpack, Paydens (no 60) and Jones (no 62) all belong to that period, even though they may be hidden behind 18th and 19th century facades. The White Lion. Tudor Rose and the Old Grammar School were Wealden hall houses, now adapted to modern needs.</p> <p>The town centre thus has a rich variety of building styles, mostly incorporating traditional clay roof tiles, many with timber frames sometimes visible but otherwise hidden by weather boarding or wall tiles. A distinctive feature is the use of mathematical tiles (tiles shaped to simulate brickwork) hung on timber studding either when built or as a replacement for the original facing material.</p> <p>Lanes and alleyways off both sides of the High Street leading to residential and commercial developments and to the main car parks reflect the gradual development of the town centre and add greatly to its charm and character.</p> <p>Beyond East Cross gardens the character of the area changes, being largely late Victorian and 20th century development. Exceptions include Hales Place, part of a 16th century mansion in a walled garden occasionally open to the public.</p> <p>On the other side of Oaks Road is Golden Square, no longer a square but a street, ill-suited to the traffic and parked vehicles which use it. Here also there is an attractive group of 18th century tile hung houses complemented on either side by the white weather boarding of Golden Square and Plough Cottage, which is rather overshadowed by its neighbour East Hill House. This is a timber-framed house faced with mathematical tiles and easily identifiable by the steps leading to a wide pedimented doorway. At the far end of Golden Square, on the opposite side of Beacon Oak Road, is Craythorne House with white wooden panels grooved to simulate masonry. Behind Beacon Oak Road there are rows of lock-up garages and parking spaces, more utilitarian than attractive despite some surrounding greenery. Much of the triangle completed by Ashford Road is fronted by Victorian houses, often substantial and no longer occupied by single families. Off Ashford Road, Rothley Close - opposite the modern style Roman Catholic Church - is a small backland development of modern bungalows from which Beachey Path leads between tall hedges to Danemore, flats and bungalows for the elderly with access from Golden Square, the whole forming a quiet retreat from traffic.</p> <p>Returning to the town centre via Ashford Road, between Rothley Close and East Cross there are pleasant residential properties, some well screened by trees, that give way to business premises. Just before these is the Unitarian Church, attended by Benjamin Franklin in 1774.</p> <p>The conservation area west of Smallhythe Road, is dominated by Heronden Hall, a grey stone gothic style mansion built in 1853, and the Gateway urgently in need of restoration and reconstruction. Two other fine older properties are now divided into flats: Westfield House, an attractive 18th century house opposite Smallhythe Road, and Westwell House, of fine architectural quality built in 1711, further west on the Rolvenden Road.</p> <p><b><u>St Michaels</u></b></p> <p>St. Michaels conservation area was created in 1974. There are a number of listed buildings, notably Iselden with a fine chestnut tree in front, built in the late 17C opposite which is a thatched cottage of a considerably older date, whilst there are others built in 18th and 19th century. St Michaels Terrace built in 1870 marks the limit of the conservation area in Grange Road.</p> <p>Briton House (15th century) and Marshalls farm (16th century), at the top of Grange Road, and Penhill and Bugglesden further into the country are fine examples of well-preserved timber buildings</p> <p>The Church of St. Michaels built in 1863 with its graceful spire is visible across the surrounding countryside from all directions. The grounds of the church and the primary school provide the major open space within the conservation area, though the approach from the south is marked by a recreation ground. Elsewhere the boundaries are delineated by modern residential developments.</p> <p><u>A Roman Road used for the transportation of Wealden iron ran from Benenden to the north of the town and through what is now the churchyard of St. Michaels and through Dawbourne Wood.</u></p>
EN1.5	Are there any individual and/or	See Section 4 Architectural Appraisal of Buildings in "Tenterden Explored" for a detailed analysis and appraisal of hall houses, Tudor buildings,

	<b>groups of buildings which display design, detailing or materials which give the town a distinctive character?</b>	Georgian Town Houses/frontages; mathematical tiling, painted weather boarding, Kent peg tiles and the importance of the setting of the Greens and trees. There are 180 listed buildings.  Note that there are also individual properties of architectural/historic merit in Smallhythe, Reading Street and in the surrounding countryside.
<b>EN1.6</b>	<b>Are there any unattractive areas in the town?</b>	The following have been identified as unattractive areas: <ul style="list-style-type: none"> <li>▪ Highbury Hall: the whole of this site as well as the building, a prefabricated structure, is an eyesore, made the more public by the upgrading of Highbury Lane as a thoroughfare from Tesco to the High Street.</li> <li>▪ The light commercial area off Station road has corrugated asbestos Nissen huts in poor condition</li> <li>▪ Heronden Hall Gatehouse is a highly visible derelict Victorian Gothic gatehouse, covered in scaffolding since 1987, which terminates the west end of the High Street. It is a constant eyesore and a blight on the town. Urgent action is required to implement its restoration.</li> <li>▪ Warrens Coach Depot in Beacon Oak Road is a site that has approval for development</li> <li>▪ Some of the lock up garage areas to rear of premises e.g. High Street and also off Beacon Oak Road, are neglected.</li> <li>▪ St Michaels Community Hall and surroundings a 1960's building is in need of upgrading and lottery funding is being sought for this purpose</li> <li>▪ Bridewell Lane Sub Station area</li> <li>▪ Utility railings do little to improve the area outside Homewood School which has a neglected appearance. The railings at the junction of Recreation Ground Road and the High Street are similarly unsympathetic.</li> <li>▪ Aspects of Silver Hill ( e.g. parking on grassed areas , fencing, narrow or non-existent footpaths) have a degraded feel</li> <li>▪ Some of the 1950/1960s estates are of poor/indifferent design.</li> <li>▪ The Leisure Centre requires screening by trees and Tesco signage is brash and obtrusive. Waitrose and TESCO car parks are bleak despite the token trees, several of which are in a state of neglect in the case of Waitrose .</li> <li>▪ Both TESCO and the Leisure Centre are centres of light pollution, visible especially from the south.</li> <li>▪ The area to the rear of Woolworth and the Co-operative Store adjacent to Recreation Ground Road is unsightly.</li> <li>▪ The Glebe Hall at the end of Church Road is functional rather than welcoming.</li> </ul>
<b>EN1.7</b>	<b>Are there any distinctive features which define the limits of the town, such as historic city walls, a river or a bypass?</b>	The Kent & East Sussex railway line running between Tenterden and Bodiam and the route of the railway to the north and west of the town Special Landscape Area and AONB surrounding countryside:  "The town's character...depends on its setting and intimate relationship with the surrounding countryside. Much of the countryside is protected with the designation of an Area of Outstanding Natural Beauty and Special Landscape Area" (Ashford Borough Plan Guiding Policies for Tenterden 1.19)  The southern edge is defined by open countryside which is AONB. The discreteness of Reading Street and Smallhythe are important features. To the north, Shoreham Lane, overlooking countryside and a golf course, and Swain Road, overlooking open countryside, are defining lines. Expansion at this point would threaten the discreteness of communities and would extend beyond the parish boundary.  The road to Woodchurch, at the point where it drops down, defines the edge of the Tenterden ridge
<b>EN1.8</b>	<b>Are the buildings, streets and</b>	The condition of buildings in the town centre is generally good, but Heronden Gatehouse and Highbury Hall are poor.

	<b>furniture in the town centre in good condition? Are there opportunities to enhance these?</b>	<p>Highway furniture is very cluttered, poorly maintained and much is unnecessary. Other street furniture - benches and bollards are in good condition. See also responses to E1.13</p> <p>There remain inconsistencies in the design of street lights in the the conservation area and it is patchy on the approaches to the centre</p>
<b>EN1.9</b>	<p><b>Are the 'main gateways' to the town centre attractive and well maintained (including train and bus stations)?</b></p> <p><b>Are there opportunities to enhance these?</b></p>	<p>There is a general concern about ribbon development on the approach roads, especially from the north along the A28, and along the Rolvenden road and the Appledore Road. The retention of open spaces, large residences set back from the road, interspersed with the occasional open fields, tree lined verges and woodland, such as Dawbourne Wood, make an important contribution to the gradual transition from country to town.</p> <p>Limited consideration, for example, in terms of maps and directions, has been given to the needs of visitors at key setting down points such as the Station Road Coach Park and the town's main car parks and they are unwelcoming introductions to the town. By contrast, the two recently installed town maps in the High Street are useful and attractive additions.</p> <p>"Gateway" sites of particular importance are:</p> <ul style="list-style-type: none"> <li>▪ The old dairy site on the Rolvenden Road is at a prominent approach from the west and requires sensitive development</li> <li>▪ The approach from St Michaels with large gardens and houses set back, some open spaces and woodland is spoiled by excessive commercial advertising, parking on verges and ribbon development. It is enhanced by recent tree planting.</li> <li>▪ The Leisure Centre is highly visible from the Smallhythe Road. Tree planting, intended to address this, has failed.</li> <li>▪ Appledore Road with its avenue of mature trees and distinctive older houses provides an attractive natural transition from countryside to town.</li> <li>▪ Woodchurch Road, rising through woodland, with houses well set back is an attractive approach to the town from the east.</li> <li>▪ Cranbrook Road is enhanced as an approach by the uninterrupted views towards the town centre across countryside designated AONB</li> <li>▪ Station Road suffers from a featureless (and often empty) coach car park and neglected flower beds. This is an important setting down point for many tourists and a depressing introductory experience</li> <li>▪ Oaks Road presents an attractive approach with its character residences and avenue of mature trees, but is subject to traffic pressures and on-street parking. Recent major residential developments in the road are likely to exacerbate the problems.</li> </ul>
<b>EN1.10</b>	<p>Are the main pedestrian routes between car parks and the town centre attractive, well maintained and safe to use during the day and at night?</p> <p>What are the other main pedestrian routes, and are they similarly attractive?</p>	<ul style="list-style-type: none"> <li>▪ The side alley to the car park at the rear and next to the Co-operative store, is unpleasant</li> <li>▪ The joint use by cars and pedestrians from the Recreation Ground to Sayers Lane across the Waitrose Car Park is potentially hazardous. Sayers Lane, by contrast is a pleasant thoroughfare with a variety of retail outlets.</li> <li>▪ The Silver Hill footpath attracts litter and is poorly lit.</li> <li>▪ The footpath opposite Silver Hill is very narrow with overhanging shrubbery on a narrow part of the road, close to a bend</li> <li>▪ Pedestrian routes from St. Michaels to the Town centre and Sandy Lane to Shrubcote require improvement.</li> </ul>
<b>EN1.11</b>	Are there any townscape or heritage initiatives currently underway in the town?	ABC advises that there are no initiatives.
<b>EN1.12</b>	Is the town centre dominated by	There is generally a good mix of use by retailers, services, for employment and residential provision ie. There is no dead centre in the evenings.

	shops or are there a range of other uses which take place such as housing and employment?	<p>There is a good range of restaurants and public houses.</p> <p>See EN1.2 re loss of independent retail outlets. The balance between residential and retail use is an important feature of the town. The commercial core of the town is weighted to the narrower eastern part of the High Street. The western part, with its open aspect, the Greens and mature trees, numerous cafes and restaurants, and antique shops is more attractive to tourists and visitors.</p>
<b>EN1.13</b>	Are there areas in the town which are over-cluttered with signs, street furniture, advertising hoardings etc?	<p>There is a major problem in scale and variety of highway signs. The total lack of co-ordination is confusing and an excrescence on the face of the conservation area. e.g. at the Recreation Ground Road High Street Junction and Station Road /Bridewell Lane.</p> <p>Signs for parking controls appear to be sprinkled with gay abandon on disfiguring posts leaning at a variety of drunken angles.</p> <p>Protective railings at the junction of Recreation Ground Road and the High Street are of a basic utilitarian design totally out of keeping with a conservation area.</p> <p>See the work and guidelines of the English Heritage W.I. Publication and some excellent examples in other Kent communities e.g. Canterbury.</p> <p>A separate audit of street furniture has been undertaken for part of the High Street, which drew attention to much clutter and scope for rationalisation of signs etc.</p>
<b>EN1.14</b>	Are there important groups of trees which are either covered by Tree Preservation Orders or are important to the character of the town?	<p>Trees are an important feature of the conservation area and several of the approach roads, including Appledore Road. All trees in the conservation areas are protected.</p> <p>The Town has areas of ancient woodland, parts of which are accessible by public footpaths, including Knockwood, Old Knockwood, Dawbourne Wood, and Ashenden Gill. These are in protected landscape areas and are important environmentally and for recreation. See Ashford Local Plan for maps identifying these.</p> <p>ABC does not have an up to date comprehensive location map for tree preservation orders (TPO's).</p> <p>In addition to areas of woodland and significant street trees e.g. the planes in the High Street , limes in Oaks Road and the horse chestnuts in Appledore Road, there are some individual specimens of note e.g. the large horse chestnut at at St Michaels, and extensive areas of parkland trees e.g. in Heronden and Chennel Park.</p>

## WORKSHEET EN2 - THE COUNTRYSIDE

EN2.1

Does the local countryside have a distinctive character? Identify the elements that make the countryside distinctive and attractive.

Tenterden is situated on the juxtaposition of three main distinct landscape types: The High and Low Weald and the Romney Marsh, and these too are subdivided into Character Areas as for the High Weald below in the "Landscape Assessment of Kent" prepared for Kent County Council

Figure 1.2 Landscape Character Areas



Main roads and the settlements such as Tenterden, are sited along prominent ridgelines with a dense network of small, narrow and winding lanes linking scattered hamlets villages and farms .

Significant areas of ancient woods and copses, and a network of hedges and shaws link small, irregular fields created from the cleared woodland that was originally broadleaved forest.

Heavy clay soils have reduced the impact of agricultural change in the area and it is still , in the main, a quiet pastoral landscape with mixed farming predominating. The cultivation of fruit and hops together with the associated oast houses and the seasonal appearance of hop poles, have been a characteristic feature, but hopgrowing and orchards have declined as a result of market pressures. The appearance and growth of vineyards has been a significant development in recent years.

There is a significant transition in the character of the countryside as one travels from the town centre down the Appledore and Smallhythe Roads (B2080 and B2082 ) onto the alluvial plain of the Rother and the edge of the Romney Marsh. Reading Street and Smallhythe, small hamlets in the parish of Tenterden, owed much of their historic prosperity, through shipbuilding and sheep rearing, to access to the sea and the marshes, which in turn contributed significantly to the growth and wealth of Tenterden from medieval times.

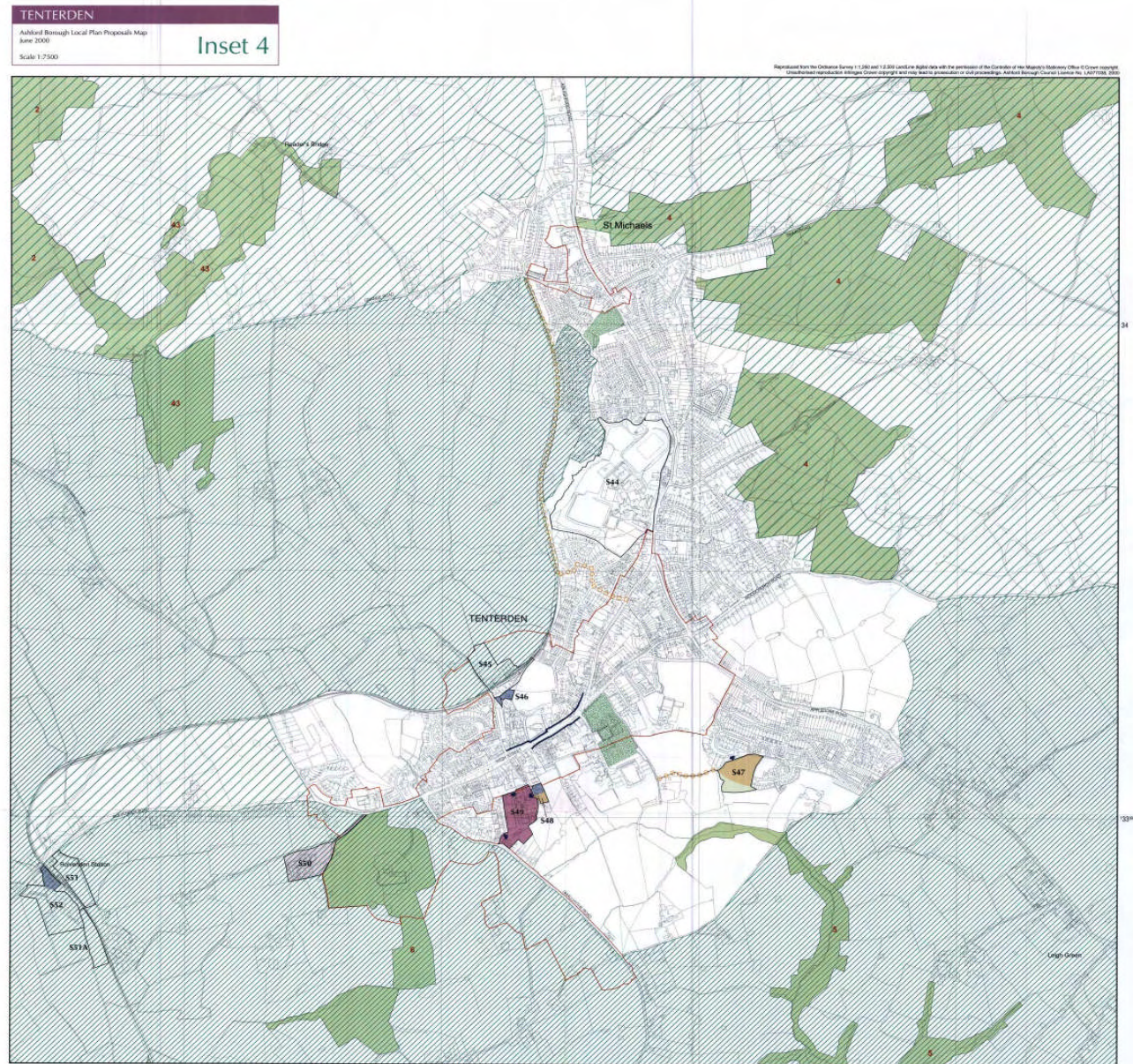
A more detailed analysis of the landscape types that are immediately adjacent to the town is included in The Landscape Assessment of Kent 2004, published by the (Environment and Economy Unit , Kent County Council ). They are Sissinghurst Wooded Farmlands, Biddenden-High Halden

Wooded Farmlands , Shirley Moor, Oxney: Lower Rother Valley, Kentish High Weald.

EN2.2

Is the landscape of high quality?  
Identify areas of high landscape quality.

See the map below, a copy of INSET 4 from the Ashford Borough Local Plan June 2000.



		<p>The whole landscape surrounding Tenterden is under varying degrees of protection. The relationship of Tenterden to the countryside and its setting, including views of the countryside from the town, views of the town from the countryside and the semi-rural character of “gateways” creating a gradual transition from country to town are of great importance to retaining the town’s character.</p> <p>There are two categories of high quality land:</p> <p><b><u>The High Weald Area of Outstanding Natural Beauty</u></b></p> <ul style="list-style-type: none"> <li>▪ to the north and west of Tenterden up to the route of the railway track</li> <li>▪ to the south and east of the town, running south of Rolvenden Road and Smallhythe Road , then north east from Smallhythe Road to Appledore Road (skirting Belgar Farm ), thence north to Woodchurch Road.</li> </ul> <p><b><u>Kent Special Landscape Area</u></b></p> <ul style="list-style-type: none"> <li>▪ this extends from Woodchurch Road to beyond St Michaels</li> <li>▪ it includes the Protected Sites of Knockwood, Old Knockwood and Dawbourne Wood</li> </ul> <p>In addition to the two protected landscape designations there are extensive areas within the envelope of the town that have not been formally assessed in terms of their environmental value, for example Three and Six fields, Glebe Field at the end of Church Road, and land to the south of the Railway line and east of the cemetery.</p>
<p><b>EN2.3</b></p>	<p>Is the countryside important for agriculture? Identify areas of high quality agricultural land.</p>	<p>The land is mainly Grade 3, consisting of heavy Wealden clay with underlying Greensand. There has been some loss of landscape quality where it has been degraded through under-management or abandonment.</p> <p>Along the floodplains of old rivers (e.g. the Rother) areas of high fertility exist . Land between Smallhythe and Reading Street for example would fall into this category and is Grade 2.</p>
<p><b>EN2.4</b></p>	<p>Is the countryside important for nature conservation? (Identify areas important for wildlife.</p>	<p>Trees, hedgerows and ponds are key aspects of the character of the countryside and are often important wildlife habitats. The Wildlife Habitat Survey indicates that the woodland and scrub covers 15% of the Borough and is the dominant habitat resource . This includes ancient woodland (areas that have had continuous woodland cover since 1600 AD) which tend to be richer in wildlife and have more uncommon species associated with them than more recent woods .</p> <p>Three notable examples in the parish of Tenterden are Knockwood, Old Knockwood and and Dawbourne Wood, which are subject to tree preservation orders. Some of the features of these ancient woods are historical relics e.g. embanked pollarded hornbeam hedgelines and ancient boundary oaks, that cannot be replicated. <u>These three woodlands are Sites of Conservation Interest, but their community value, for example for recreation and education, is underdeveloped and there has been some degradation where they abut residential development. Access to them is limited.</u></p> <p>Other areas similarly designated include Ashenden Gill, Friezingham Dykes and Newmill Channel, Heronden Woods and Pasture Woods and Pasture , Mill Pond near St Michaels ( identified as Nos 5,6,7 and 43 on Town Plan as Sites of Conservation Interest - Appendix 3 of Ashford Borough Plan )</p> <p>In the surrounding villages and parishes other sites of nature conservation interest include: Woods, Meadows and Ponds, High Halden; Rother Levels and adjacent woods, Wittersham; Halden Place Orchard, Nr Rolvenden; Stone Cliff, Isle of Oxney; Comb Wood, Wittersham ; Lord’s Wood, Stone in Oxney; Rolvenden Churchyard</p>

		<p>There are a number of ponds/former ponds in the parish that are of environmental significance and in several cases these are important historically. They include the series of ponds to the west of the railway line, and especially the Breeches pond area which was formerly an important power source for a watermill on the Roman Road from Benenden, a mill on the Cranbrook Road and the Ashbourne mill on the A28. A more recent development is the pond to the east of Ashenden fed by Tilder Gill. Smaller ponds are a frequent feature of farms and of the landscape more generally.</p>
EN2.5	<p>Are there areas of historic importance? Identify areas with historic or architectural importance.</p>	<p>There are four conservation areas within the parish of Tenterden: Tenterden Town Centre, St Michaels village centre ( Both are considered under EN1) and Smallhythe and Reading Street, two separate hamlets. See maps in EN2 above for the two former areas.</p> <p><u>Smallhythe and Reading Street</u></p> <p>These two communities are physically somewhat divorced from Tenterden and have several characteristics in common. In addition to their association with shipbuilding, both lie in the High Weald Area of Outstanding Natural Beauty. Neither contains ancient monuments but each has a 16th century church surrounded by a graveyard, designated as areas of archaeological safeguarding. St John the Baptist's Church in Smallhythe was traditionally a mariners' church. The church of St Mary the Virgin in Reading Street was originally sited on the Isle of Ebony, but in 1858 was taken down and built on its present site. Both areas contain detached houses of some character, many with traditional clay roof tiles and brick and clay tile hung elevations.</p> <p>Smallhythe boasts Priest House and Smallhythe Place, the home of Ellen Terry and now a National Trust property, both of which date from the 15th century, as does Ebony Cottage in Reading Street. Other houses date from the 17th and 18th centuries and several are listed properties. Amendments since the Town Appraisal in 1996 <b>exclude</b> Spots Cottages, Spots Vineyard and the frontage of Smallhythe Road opposite, but include protected areas behind the church, Priests House and Smallhythe Place.</p> <p>The surrounding parishes of Appledore, Biddenden, High Halden, Newenden, Rolvenden, Rolvenden Layne, Stone-in Oxney, Wittersham and Woodchurch also have conservation areas</p>
EN2.6	<p>Is the countryside being actively managed? Identify areas being actively managed to maintain and improve the environmental quality of the countryside.</p>	<p>Much of the countryside that is actively managed is largely pastoral. Land under active use for grazing, horticulture or arable farming is generally well managed. There are significant areas of land that have been designated as "Additional Nitrate Vulnerable Zones" These include extensive areas to the north and west of the A28 running through Tenterden, Woodchurch, and land to the west of Biddenden.</p> <p>Two farms that illustrate differences in the size and range of activities are the Sternberg Farms and Eastwell Farm</p> <p>Sternberg Farms (a major farming undertaking in the area) farms substantial acreage both along the Appledore Road and on the Marsh between Reading Street and Smallhythe. Most of the land farmed is grade 3 with that on the Marsh being grade 2. There is some verging on grade 4. There are no management agreements for nature conservation.</p> <p>They have ancient woodlands on the estate which are subject to TPOs and any work on the woodlands requires the consent of ABC and the Forestry Commission. In the immediate area the new estates William Judge Close, Tilden Gill Estate and Kiln Bridge all discharge into Ashenden Gill and then down to the Marsh. Apart from the volume of water in a storm debris and rubbish is washed down.</p> <p>The Eastwell Farm that operates close to the town centre is by contrast a long established family small mixed farm. The land is mainly grade 3/4 It is within a nitrate vulnerable zone and this has had a particularly adverse impact on the pastoral aspects of the business. The farm is not part of any formal stewardship agreement. The introduction of environmental protection regulations from 2005 and the single payment scheme are seen as bureaucratic and at considerable cost to the business</p>
EN2.7	<p>Are there plans for major change on</p>	<p>The boundaries of Tenterden Town and St Michaels are well defined by the railway line and the old track, and the Kent Special Landscape</p>

	<p>the urban edge</p> <p>Identify areas on the urban fringe that may change in character</p>	<p>(including protected areas) and AONB that surround the town</p> <p>The town is in a linear form with green areas, separating other areas of housing which sit uncomfortably with the heart of the town, creating unwelcome “bulges” at the periphery of the town.</p> <p>Recent linear development along the A28 especially to the north and to the west threatens to merge the town’s development with that of its neighbouring communities of Rolvenden and High Halden.</p> <p>The gateways to the town are particularly sensitive areas and provide an appropriate transition to the surrounding countryside with increasing open space including fields and gardens and occasionally woodland</p>
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## WORKSHEET EN3 - LINKS BETWEEN TOWN AND COUNTRY

<p><b>EN3.1</b></p>	<p>Are there natural or man-made features such as rivers, canals, roads or railway corridors that link the town and country? Identify elements which link the town and country both physically and visually</p>	<p>The relationship of Tenterden to the countryside and its setting, including views of the countryside from the town, views of the town from the countryside and the semi-rural character of “gateways” which form a gradual transition from country to town, are of great importance to retaining the character of the town.</p> <p>The track of the Kent and East Sussex Railway, as well as a transport link, forms an important physical limit to development, better defined than the limits on the east of the town.</p>
<p><b>EN3.2</b></p>	<p>Are there distinctive design elements found in both the town and the surrounding countryside? Identify common features that provide visual continuity between development in the town and country and where they are to be found e.g. which villages.</p>	<p>ABC’s Conservation Area Appraisal describes a town typical of the Weald:</p> <p><i>“Apart from the Church there are virtually no stone buildings in the town. Little of the original character of the High Street formed by timber-framed buildings with plaster infill remains but there are one or two exceptions at the centre near to the Town Hall.</i></p> <p><i>The roofs in the town were probably originally of thatch but none survive in the town to-day. The town’s evolved form of construction is in timber, brick and tile with many half-timbered buildings refaced with copies of historical facades. For example some timber-framed buildings simulate brick and stone construction by having facades of mathematical tiles and white wood quoins.</i></p> <p><i>Many buildings have been clad with weather-boarding or tile-hanging, either plain or patterned. White painted weather-boarding predominates and creates a sense of homogeneity. This simple economical and uncomplicated material mixed with a varied use of tile hanging on some facades creates a pattern of colour set in matured landscaped areas gives a brilliant texture to the street appearance.</i></p> <p><i>Combined with these essential characteristics there is an abundance of bay windows, projecting cornices and string courses plus a variety of windows and doors with crisply moulded frame surrounds and door cases and bracketed canopies and hoods.”</i></p>
<p><b>EN3.3</b></p>	<p>Are there any memorable views either from the town to the countryside or from the countryside of the town. Identify memorable views in terms of what they are views of and where the view can be seen from.</p>	<p>In “Tenterden Explored”, Frederick MacManus describes how <i>“the ground falls away fairly quickly to the north of the High Street, and it is from this side that the best views of the tower, at the highest point in the town, can be seen.”</i> He says <i>“This is a rare conjunction of landscape and architecture that should be safeguarded. The prospect outwards from the Churchyard is equally fine and both views owe much to the immediacy or direct mutual contact uncomplicated by other building ..... Another pleasant of distant view can be observed on the road from Smallhythe. The first view of the tower is over agricultural land framed in mature trees and on approaching nearer to the town the prospect is potentially good but marred by sporadic ribbon development and [ then, in 1966] the backs of industrial plant. A great deal could be done to improve this vista. Another excellent view can be obtained from Cranbrook Road where the Church is seen on its high ground across a shallow valley”</i></p> <p>ABC’s Conservation Area Appraisal also refers to the close relationship between urban and rural form is that is a special attraction of the town in its immediate setting as follows: <i>“with views towards the area from quite far away vantage points especially from the south-west along the Smallhythe Road and the west from the Hastings/ Rolvenden Road.</i></p> <p><i>There are some large open parkland and farm areas off the main road penetrating quite close to the main urban spine running through the centre especially at the south-west end where the large country houses located in that area along the Smallhythe Road are surrounded by matured relatively manicured landscaped spaces all of which add to the overall topographic character of the Conservation Area setting</i></p> <p>There are three main entry roads from Ashford, Rolvenden and Smallhythe which provide differing visual relationships between the town and the surrounding countryside, the latter two providing views across open countryside towards the town centre on its ridge, described below in the Conservation Area Appraisal. On the entrance from Ashford, some of the most memorable views are of the Church Spire of St Michaels, visible from a considerable distance as it appears and disappears in view from the A28.</p> <p><u><i>“Entrance from Smallhythe</i></u></p> <p><i>This entrance consists of a chain of ‘country houses’ entering the town from the country plus a gradual spilling out of housing from the town.</i></p>

		<p><i>Moving along the Smallhythe Road the most prominent indication of a town centre of character is the distant sight of the tower of St Mildred's seen over country fields. To the left of the road as it bends around a gentle corner is Morghew House in its country park setting and between it and the road is the open well treed but manicured Tenterden Cricket Ground. From this point up to the semi-urban housing concentration at the western end of this stretch of road there is spacious parkland with Heronden standing well back in its grounds. To the right, the town is primarily seen over the fields. To the left as the road turns the corner The Cedars a smaller version of Heronden is set in its own park. At this point the road is climbing with a tall hedge on the right which screens new development. Beyond is a belt of fine trees and a housing development on the town side. Descending the hill the chain of spacious houses and parkland is continued with tall mature trees, good enclosing walls and with red brick and tile houses gradually curving out of sight.</i></p> <p><u>Entrance from Rolvenden and Cranbrook.</u></p> <p><i>This more open traffic emphasised entrance rises gently up into the town with two footpaths, one on the road line, one passing through trees away from the road. The town is sighted upon arriving at the crest of the hill.</i></p> <p><i>At this entry place there is Heronden Park on its right and the boundary walls of Westwell on the left. The road then merges into West Cross. To the left at this point there is a mature retaining wall and the sloping verge to the right thickly planted with bushes and trees.</i></p> <p><i>The first real glimpse of the town appears when the pub sign is sighted over the crest of the hill. To the left an old retaining wall continues to maintain the semi-rural character mixed with matured and proportioned trees”</i></p>
<b>EN3.4</b>	Are historic commercial links between the town and country still apparent? Identify strong commercial associations between town and country.	Other links between the town and country are represented by heritage assets such as the museums, evidence of industrial history such as the millponds to the west of the town and the continuity of materials and building styles, as well as the sites of ancient markets
<b>EN3.5</b>	Does the character of the surrounding countryside become less distinct the closer it gets to the town edge	There are marked contrasts between the main approach routes to Tenterden. From the south, there is a strong relationship between the rural setting of the High Street on its ridge, and important views across the fields to the Church from both north and south. From the north, the hamlet of St Michaels has been subsumed in ribbon development along the A28. Some of the gradual transition from country to town, such a key feature of the town, has been lost on this approach road as a result, and there has been a similar loss on the B.2080 Appledore Road.
<b>EN3.6</b>	How does the town sit in the landscape?	See 3.3 above
<b>EN3.7</b>	Are there any long distance or locally important footpaths, cycle paths or bridleways linking town and country  Identify important recreational links between town and country.	<p>Some of the most attractive links into the countryside are via the footpaths, many of which quickly reach open countryside from the town centre. Others afford exceptional views of the town and into the surrounding countryside, since Tenterden is on a ridge.</p> <p>In particular, AB12 lined with trees for part of the way between the Appledore and Woodchurch Roads and the land to the East has outstanding views to the coast. AB13, AB14 and AB11 between Woodchurch Road and Swain Road form an important link between areas of ancient woodland.</p> <p>To the west of the old railway track, AB16, AB17 with their spectacular view of the Town and St. Mildreds Church to the south should be kept totally free from any development. AB 36 from Shrubcote to Forstal Farm provides a good view back to the town from the ridge. AB45 and 46 from between Highbanks Farm and Pine Cove Nursery and on to Century Farm provides views across Shirley Moor to Woodchurch and the windmill. A53 and 54 from Smallhythe to Reading Street has wide countryside views.</p> <p>AB 55 and 42 from Morghew to West View provides views to the west and towards the town. AB 23 New Barn to Cranbrook Road has river and town views. AB21 and 22 across Chennel Park has good all round views. AB19 to the Millponds has good open views combined with historic interest. AB17 Silcocks Farm to the Railway Station provides good view of the town across open country.</p>

## **ECONOMIC WORKSHEETS**

**This section contains the following worksheets and material:**

**WORKSHEET EC1 – EMPLOYMENT**

**WORKSHEET EC2 – RETAIL AND TOWN CENTRE SERVICES**

**WORKSHEET EC3 – TRAINING AND EDUCATION**

**WORKSHEET EC4 –  
COMMERCIAL AND INDUSTRIAL PROPERTY NEEDS**

**WORKSHEET EC5 - TOURISM AND VISITOR SERVICES –**

**WORKSHEET EC6 – BUSINESS SUPPORT**

**BUSINESS SURVEY – Results of a questionnaire survey, Spring 2005**

## WORKSHEET EC1- EMPLOYMENT

<p><b>EC1.1</b></p>	<p>Are local unemployment rates high? (Compare local rates with regional and national averages for male and female and youth unemployment).</p> <p>Identify if unemployment is a significant issue locally.</p>	<p>The unemployment rate is generally low, and has shown an overall decline in the percentage of people claiming unemployment benefit in line with national trends – at the time of the census it was 1.6%.</p> <p>The corollary of this is that firms wishing to expand can find it difficult to recruit. Possibly as significant, however, are factors such as “hidden unemployment”, referred to in the RDA Analysis of needs, as older men amongst the long term sick and disabled, the early retired, and the claimant unemployed, who would actually like a job, but have gradually given up looking for one. In addition, there may be factors such as lack of childcare restricting access to work or training, and a low skills base, all of which restrict employment opportunities.</p>
<p><b>EC1.2</b></p>	<p>Has unemployment fallen or risen in recent years? (Compare to regional and national averages). Identify if there are any specific trends in unemployment in the local area.</p>	<p>Figures from Ward Census profiles and NOMIS</p> <p>The unemployment rate has been steadily reducing over 8 years, in line with national and regional trends.</p> <p>There has in that time been considerable growth in the local economy</p> <p>Continued at low levels. Area as nationally, suffers from a skills shortage.</p>
<p><b>EC1.3</b></p>	<p>What are the labour market participation rates?.</p>	<p>Activity rates (the proportion of 16-74 year-olds who are employed) are slightly lower than Ashford's 65%, at around 60% for the town and 62% for the rural wards. The proportion of this age group who are retired is correspondingly higher (20% for the town and 17% rural, to Ashford's 14%).</p>
<p><b>EC1.4</b></p>	<p>What are average household earnings? (Compare average earnings per household with the regional and national average). Identify relative levels of prosperity and the number of households below the average income level as a percentage of total households.</p>	<p>Household average weekly earnings in the District in 2003 were £479.50, compared with £454.60 for Kent and £505.60 for the South East.</p> <p>There is a higher than average proportion of managerial and professional workers, but also a higher than average (14 to 15%) lowest grade workers in Tenterden North (19%) and Tenterden South (18%)</p>
<p><b>EC1.5</b></p>	<p>What proportion of the unemployed have been unemployed for over 6 months or one year and what sectors of the population are most represented by age/gender?</p>	<p>Census indicated that there was a very small proportion when compared against regional and national levels.</p>

<p><b>EC1.6</b></p>	<p>What proportion of residents in employment commute elsewhere to work?</p> <p>Identify if the town is a dormitory town or has a significant employment role</p>	<p>Jobs are spread over a wide area – although 15% of those in employment (3992) living in the four town wards worked mainly at or from home, and a further 39% travelled less than 5km, their average journey to work was 20km. For those in the two adjacent wards of Biddenden and Isle of Oxney (2294 people in employment) 18% worked mainly at or from home, and a further 13% travelled less than 5km; their average journey to work was 24km. In both areas, 65% travelled by car and 2% by bus. In the town wards 11% walked; in the two rural wards 4% walked. In the town wards, 5% (186 people) used the train for part of their journey; in the two rural wards it was 7% (159 people).</p> <p>The implication is for a considerable net outflow of people to work, but also of a considerable partly balancing inflow. Of the total resident working population of around 6,200, more than half travel more than 5km, leaving around 3,000 to work locally. But separate figures indicate a workplace population of around 4,900, of whom 47% travel more than 5km. Even allowing for some anomalies in the figures, this suggests an inflow of around 2,000.</p>																										
<p><b>EC1.7</b></p>	<p>Is the local economy particularly dependent on specific industry sectors?</p>	<p>Figures for employment are mostly District-based, although it is possible to estimate some information from the database of local businesses. This shows that there are only four employers of more than 100 people in Tenterden – Homewood, Tesco, Waitrose and Wealdcare. But the retail sector taken as a whole is important and there is a very large pool of smaller businesses.</p> <p>The 540 businesses listed on the Borough Council's database are broadly as follows (number of businesses, not number of employees):</p> <table border="1" data-bbox="674 608 1503 1026"> <tr><td>Total</td><td>541</td></tr> <tr><td>Wholesale and retail</td><td>172</td></tr> <tr><td>Other community activities</td><td>63</td></tr> <tr><td>Construction</td><td>59</td></tr> <tr><td>Real estate renting and business</td><td>54</td></tr> <tr><td>Health and social work</td><td>41</td></tr> <tr><td>Manufacturing</td><td>39</td></tr> <tr><td>Hotels and restaurants</td><td>33</td></tr> <tr><td>Agriculture and fishing</td><td>24</td></tr> <tr><td>Financial</td><td>22</td></tr> <tr><td>Transport, storage and communication</td><td>20</td></tr> <tr><td>Education</td><td>11</td></tr> <tr><td>Public admin</td><td>3</td></tr> </table> <p>These figures more or less tally with the employment figures for the resident population, and for Ashford as a whole, except that manufacturing is a less important local employer than it is for the Borough.</p>	Total	541	Wholesale and retail	172	Other community activities	63	Construction	59	Real estate renting and business	54	Health and social work	41	Manufacturing	39	Hotels and restaurants	33	Agriculture and fishing	24	Financial	22	Transport, storage and communication	20	Education	11	Public admin	3
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<p><b>EC1.8</b></p>	<p>Is the local economy dependent on a small number of large employers?</p> <p>Identify reliance of the local economy on a few large employers</p>	<p>No – only four employers of more than 100 people: Homewood school Weald Care Waitrose Tesco <b>(Homewood School employs over 230 people)</b> Otherwise, there is a very large number (more than 550) small employers and single-person concerns</p>																										
<p><b>EC1.9</b></p>	<p>Is the number of jobs available locally increasing or decreasing? (Identify specific business closures in the last</p>	<p>A strong local economy where there has been no large increase in jobs available but where opportunities regularly exist. Given the low level of unemployment, what problems are there with business growth and recruitment, and are there opportunities for improving skills of lower grade workers?</p>																										

	three years). Identify how strong the local economy is.	
<b>EC1.10</b>	What are the rates of business start ups and failures? (Compare to regional and national average and over a five year time period to identify trends).	No reliable information immediately available and many businesses either fall under the VAT threshold or may not be notified. Rates are low - The local economy is buoyant and has been for a number of years. This tendency should continue with the growth of Ashford and district.
<b>EC1.11</b>	What opportunities are there for new employment from the expansion of existing local firms?	No major growth is anticipated in the immediate area but the expansion of Ashford will inevitably create more business activity and employment opportunities.
<b>EC1.12</b>	What economic development/inward investment grants are available?	Limited grant assistance available and support is mainly with training. Some funds can be obtained through DEFRA or SEEDA schemes.

## WORKSHEET EC2 - RETAIL AND TOWN CENTRE SERVICES

<p><b>EC2.1</b></p>	<p>How much of the local shopping provision is in the town centre, out-of-town centre or in the villages?</p>	<p>There are a wide variety of shops and services in Tenterden – probably more than would normally be found in a town of this size. It has also been successful in maintaining more or less full occupancy of the 120 or so units, with 11 new shops opening recently which include the arrival of a number of national names not previously represented. This should assist with the retention of trade in the town, but there is fierce competition from surrounding centres, all of which are seeing major investment – Maidstone, Ashford, Tunbridge Wells and Canterbury in particular.</p> <p>The arrival of Tesco was controversial, and was argued as one means of retaining a breadth of trade that might otherwise go elsewhere – it would be worth testing what its actual impact has been, and what shopping habits are now, especially as regards linked trips to other shops and facilities.</p> <p>From analyzing the Tesco study of shopping habits in Tenterden. We have concluded that: Tesco arriving in Tenterden has meant more people come to town to do their general shop. Which brings people into the town who otherwise would be shopping elsewhere at the bigger supermarkets ie Ashford, Cranbrook, Hastings and Peasmarsh.</p> <p>Main shopping area is Tenterden town centre, although some of the villages have an acceptable range of the basic necessity shops and speciality units</p>
<p><b>EC2.2</b></p>	<p>What type of shops and services are there in the town centre?</p>	<p>There are a wide variety of shops and services in Tenterden</p> <ul style="list-style-type: none"> <li>▪ Supermarkets-3,Also one smaller convenience store,</li> <li>▪ Health food-1, Chocolate shop-1, Bakers-1, Butchers-1,</li> <li>▪ Clothes Shops-12,Underwear shops-2, Shoe Shops-2</li> <li>▪ Florists-1, Newsagents-1, , Optician-2,Chemist-2,Printer-1,Shoe Menders-1,Key cutters-2,</li> <li>▪ Kitchen shop-2, Carpets-1,Elect Goods-3,Pet Supplies-1,Furniture shop-1, Blind shop-1, Model shop-1, TV shop-1, Sports Shop-1, Leisure centre-1, Book Shop-2,</li> <li>▪ Pubs-5, ,Wine Merchants-1, Restaurants-7,Coffee shops/café's-4, Off-Licence-1, Fish&amp;Chips-1,</li> <li>▪ Kitchen Design-1,Bathroom shop-1, Computer Shop-1, ,Ironmongers/DIY-1,Antiques-8, Gift Shop-8,</li> <li>▪ Banks-4, Building Socs-3,Post Offices-1, Estate Agents-8, Solicitors-6, House letting agencies-3, Insurance -1, Accountants-4,</li> <li>▪ Petrol Stns-1, Garages2, Bike Shop-1,</li> <li>▪ Hairdressers -8. Beautns-3,</li> <li>▪ Betting Shop-1,.</li> <li>▪ Charity Shops-5,</li> <li>▪ Undertakers-1,</li> </ul> <p>There are no empty shops.</p>
<p><b>EC2.3</b></p>	<p>Has retail floor space in the town centre been lost in the last five years? Identify whether the town centre has become a less attractive location for retail development.</p>	<p>Retail floor space in the town hasn't been lost in fact it has increased with the arrival of Tesco's</p> <p>Space appears to have been well maintained and there is little difficulty in the letting or direct purchase of available units.</p>
<p><b>EC2.4</b></p>	<p>Is there a provision market, livestock market, farm shops or farmers' market?</p>	<p>Farmers market second Saturday of the month. General market including provisions every Friday</p> <p>Weekly market contains farm produced items for purchase, and there are framers markets in Rolvenden and Wittersham</p>

<b>EC2.5</b>	Is there a general market? Identify if the market is a thriving concern.	General market.  The weekly market with a good range of stalls appears to attract a satisfactory flow of trade. Every Friday there is a general purpose Town Market is held in the High Street of 15 – 20 stalls. Yes, thriving concern, and a Farmers market second Saturday of the month
<b>EC2.6</b>	How many shops are vacant in the town centre and how many have been vacant for more than two years?	There are no shops vacant at present  As explained above demand for space is strong and filled quickly
<b>EC2.7</b>	How many new shops in the centre have opened in the last three years, or have had major refits?	11 new shops have opened  Tesco store has opened and appears popular.  Other retailers have also located (W.H. Smith, Ottakers Café Uno) and there has been refurbishment of other units
<b>EC2.8</b>	Are rents for retail premises stable or increasing?	Rents have traditionally been high for the town centre, reflecting the demand, though not as high as for nearby major centres. There has recently been a revaluation for Business Rates.
<b>EC2.9</b>	Are local retailers confident about future trading?	Mixed views and reactions - see business survey – strong competition from surrounding centres
<b>EC2.10</b>	Is the town centre promoted as a shopping destination in any brochures or other publicity material?  Identify whether the town is being actively promoted.	Yes, Tenterden has its own brochure. Tenterden is also mentioned in other publications. But Tenterden is not promoted enough by Ashford as a shopping destination.  The town is actively promoting itself to a certain extent, but this would be enhanced by better facilities for the tourist office (moving to the museum) and to have an active website of the town
<b>EC2.11</b>	Is there commercial demand for additional retail floorspace?  Identify any demand for expanding retail provision.	There are traders who would like to come into Tenterden, it has become very popular as we now have a Tesco's also some other highly valued multiples ie; Laura Ashley, Fat Face, Monsoon.  Limited opportunity to expand which contributes to strong demand and value
<b>EC2.12</b>	Is the local provision and/or livestock market vulnerable to closure? .  Identifying any potential threat to the market and what those threats are.	The general market has just extended their licence for another two years. Only real threat to market is change in general market trends.  There is always some pressure for closure of the general market.

## WORKSHEET EC3 - TRAINING AND EDUCATION

<p><b>EC3.1</b></p>	<p>Do the vocational training courses on offer reflect the needs of local residents and employers? (Compare training areas with local employment opportunities). Information can be obtained from the Learning and Skills Council, local schools and colleges, the Chamber of Commerce and surveys and residents.</p> <p>Identify if there are significant vocational or non-vocational training gaps which could be filled locally.</p>	<p>Homewood School has a comprehensive curriculum that for a past ten years has provided some specific vocational courses at both key stage 4 and key stage 5 in subjects such as Information and Communications Technology, Business, Health and Social Care, Leisure and Tourism and Performing Arts. These courses were based upon the relatively new General National Vocational Qualifications at both intermediate and advanced level. Having reviewed local need ( via the LSC ) and with the advent of a new building programme, the school has decided to develop courses in further vocational aspects including; catering, beauty therapy, construction ( trowel trades ) and construction ( wood trades ). These most recent courses reflect the needs identified by the LSC strategic area review.</p> <p>The other side of the equation is the availability of the right skills in the area to help business thrive and grow, and the need to match business needs with the skills available. There has been work done by the Learning and Skills Council that points out that in areas of low unemployment, recruitment and skills needs can often only be met by improving the skills and employability of older workers. It also identifies business sectors that are especially important to the economy of the Channel corridor economy, and the specific skills gaps that they experience, as well as the broad skills demand issues arising from the Regional Competitiveness Survey and other regional and national research. These included:</p> <p>The 2001 Learning and Skills Assessment highlighted a number of broad skills demand issues arising from the Regional Competitiveness Survey and other regional and national research. These included:</p> <ol style="list-style-type: none"> <li>1. <i>Managerial Skills - Managerial skills are required by workers in a wide variety of occupations (not just management ones). However, the large proportion of SME/owner managers without any formal management qualifications was highlighted as a particular cause for concern.</i></li> <li>2. <i>ICT skills - Shortages of both ICT professionals and technicians and basic computer and keyboard skills in the wider workforce are extensively reported in employer research across different sectors and geographical areas.</i></li> <li>3. <i>Key skills (or generic employability skills) - such as working on own initiative, willingness to learn and team working. These skills are expected to continue to increase in importance through the development of the 'knowledge based' economy.</i></li> <li>4. <i>Basic Skills - the extent of basic skills needs means that the majority of those with literacy and numeracy problems are currently employed. Basic skills are thus an issue for current productivity as well as the future employability of individuals.</i></li> </ol> <p><b>Important Sectors in the Channel Corridor</b></p> <p>The Area Investment Framework (AIF) for the Channel Corridor analyses the sub-area's economy on the basis of key sectors. For the Learning and Skills Assessment, four sectors in the Channel Corridor have been chosen as important to the economy in the sub-area. They were chosen on the basis of employment size, relative size compared with Kent and Medway, potential growth in the next five years and strategic importance. The sectors are:</p> <ul style="list-style-type: none"> <li>• Business and financial services</li> <li>• Public administration</li> <li>• Tourism and hospitality</li> <li>• Transport, distribution and wholesale</li> </ul> <p>Business and financial services is one of the largest employers in the sub-area and is forecast to grow in the next five years. Tourism and hospitality and public administration are the two largest sectors in the sub-area in relation to Kent and Medway. Transport, distribution and wholesale, while forecast to decline in terms of employment in the next five years, is of key strategic importance to the Corridor, given the location of the Channel Tunnel Rail Link and the ports in Folkestone.</p>
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For each sector, the LSC study identified skills and training issues:

#### **Skills issues in the business and finance industry**

The poor level of managerial skills among current managers

The image of the sector as one that is 'boring' and 'dry', making it harder to attract new recruits

The lack of advanced IT and software professionals and associate professionals in the labour market

The low levels of basic computer literacy among clerical and secretarial job applicants

Skills lacking include:

- Communication skills
- Customer handling skills
- Team working skills
- Problem solving skills
- Managerial skills
- IT skills

Source: Accountancy NTO and Financial Services NTO Workforce Development Plans 2001

#### **Skills issues in the public administration sector**

A short-term management outlook has led to workforce planning being neglected and investment in recruitment and trainee schemes being given a low priority

The difficulties in recruiting younger staff, especially considering the older age profile of the sector

The low number of women in senior posts

The low level of employment of ethnic minorities, particularly at management levels Skills lacking include:

- IT skills
- Management skills
- Entrepreneurial and innovation skills
- Customer service skills
- EU awareness
- Partnership working

Source: Local Government NTO and Central Government NTO Workforce Development Plans, 2001

#### **Skills issues in the tourism and hospitality industry**

Low percentage of managers and supervisors with appropriate formal qualifications High number of front-line staff lacking basic occupational skills

Particularly high turnover of chefs in the industry

Globalisation and increased competition means greater demand for language skills, sales skills and IT skills

Skills lacking include:

- Communication skills
- Customer service • Initiative
- Job specific skills
- Willingness to learn

Source: Hospitality Training Foundation - Skills and Employment Foresight 2001; Look Who's Training Now

		<p style="text-align: center;"><b>Skills issues in the transport, distribution and wholesale industry</b></p> <p>Low level of recruitment of young people into the sector  Recruitment difficulties relating to process, plant and machine operatives, LGV and PCV drivers and engineers/technical workers in the rail and water sub-sectors  The low level of managerial skills among supervisors in the industry and lack of recognised career paths for the development of future managers  Skills lacking include:</p> <ul style="list-style-type: none"> <li>• Project management</li> <li>• ICT skills</li> <li>• Attitude</li> <li>• Basic skills</li> <li>• Managerial skills</li> </ul> <p><i>Source: Employer Skills Survey 2001; Rail Industry Training Council Workforce Development Plan, 2001; Road Haulage and Distribution Training Council Workforce Development Plan 2001-2004</i></p> <p>The LSC concluded that High level skill shortages are apparent in several important local sectors. However, skills deficiencies also exist in other areas, some affecting certain occupations such as plant operatives and some relevant to all types of work, such as ICT and generic skills. To improve this situation there is a need for more intermediate level vocational training.</p> <p>In addition, it noted that one in seven (15%) adults in the Channel Corridor have low literacy skills, and 11% have low numeracy skills. Overall, at least 44,000 adults in the sub-area have poor basic skills. In addition, too many young people are still leaving school with basic skills needs.  Access to basic skills training and take-up of the provision offered depends on many factors including the identification of basic skills needs by those affected, their employment situation and their level of motivation. However, geographical factors, such as proximity to training, are also very important, and given the short travel to work distances of many people with basic skills needs, there may be a large number of adults who cannot easily access basic skills provision.</p> <p>On the supply side the main community providers include South Kent College and Homewood, which offer various courses including LearnDirect. The Kent Guidance Consortium provides a partnership of the main information, advice and guidance providers in Kent and Medway, including Adult Guidance and Careers Services, Colleges, Universities, Adult Education Services and other statutory, community and learning organisations.</p>
<p><b>EC3.2</b></p>	<p>Are school leavers well qualified.</p> <p>Identify the levels of educational achievements being achieved locally.</p>	<p>There is a wide spread of educational establishments in the area and generally standards are high with increasing levels of achievement. Homewood School is the only public secondary school in the town. In 2004, 65% of the Year 11 students ( 207 out of 323 students) achieved 5 or more A* - C grades at GCSE. This significant figure represents a 12% increase over the past 4 years and when considered in value added scores, puts Homewood in the top ten for the entire LEA. The LEA average for the same factor is 55.8, the national figure for the same factor is 53.7. These figures have to be considered in the light of the fact that the LEA is a selective authority so the level of achievement at Homewood is even more impressive.</p> <p>At Advanced Level ( or equivalent ) the school's performance is also impressive with a value of 224.4 points per student. This ranks Homewood in the top 8 non selective school s in the county and if considering like with like – ie non selective, non denominational, then Homewood is ranked fourth in the county at this level. Over 95% of leaving year students achieved passes at Advanced level ( 77 ) with 58% scoring in the higher grades.</p>

<p><b>EC3.3</b></p>	<p>Is there access to good quality schools in the area? (Look at school league tables and compare with other towns if appropriate). Information can be obtained from the Local Education Authority.</p> <p>Identify if there are issues surrounding the quality of local education</p>	<p>There are nine primary schools within a five mile radius of the town, 12 day care providers and two special schools in the independent sector.</p> <p>Homewood School &amp; Sixth Form Centre is an 11-18 mixed comprehensive school. Its admission number went up a few years ago and by 2005 it will have 2300 students, drawn from a wide area including parts of Ashford.</p> <p>The last Ofsted report was, in 2003, commented:  <i>“Although the school is in a local education authority which has grammar schools, in 2002, for the first time, Year 7 pupils entered the school with average comprehensive school standards of attainment. The school is oversubscribed and increasingly popular..... In September 2002 the school became a specialist (performing) arts college, focusing on dance, drama and music. .... This innovative and forward thinking school effectively gives a large number of students a good education, which they enjoy and appreciate. Leadership is very good and the management of this complex organisation is very efficient.”</i></p> <p>Set on a large semi rural site of over 20 hectares, the school provides a range of facilities for students and the wider community. A £7 million building programme will provide a six court sports hall, a new dining facility, 5 new science laboratories and specialist suites in Music, Design &amp; technology, Art and Media. In addition the school has a wide network of over 650 computers and video conferencing facility and also plans to implement a state of the art wireless technology infrastructure.</p> <p>Homewood School is the only secondary provider in the town of Tenterden and serves a rural area of 100 square miles. However, because of the LEA's selective system not all students who live locally are educated locally.</p> <p>Homewood School is a foundation mixed comprehensive of 2100 students with some 300 students in the Sixth Form. The school is popular and heavily over subscribed. It has a good educational reputation locally and a developing reputation nationally as a centre for pioneering work in pedagogic practice. The use of innovation in teaching delivery and the application of new technology is putting the school at the heart of an educational evolution that has improved achievement. In 2003, the school's most recent OFSTED report stated, “ This innovative and forward thinking school effectively gives a large number of students a good education which they enjoy and appreciate. The school gives good value for money. ” Recognition of the quality of the school's practice has also come from a range of awards over the past five years including: Investor in People, Sports England Sportsmark, Basic Skills Quality Mark, School Staff Achievement Award, Learning and Skills Council Kitemark Award for Post 16 Education.</p> <p>In the past ten years and even more so since becoming a Specialist Arts College, the school has further broadened its achievement and – literally – its horizons both nationally and internationally. Many different aspects of its work have blossomed including for instance, the school now being a national centre for the teaching of Dance and regular and reciprocal educational exchanges with China, Slovenia and the Netherlands – to name but a few.</p> <p>The school has also been engaged with a range of other schools through a number of initiatives : it is the focal school in the DFES sponsored Leading Edge Partnership with Valley Park School in Maidstone, it is a support partner school for the Marlowe Academy in Ramsgate, more recently the school is working with Thomas Peacocke School, Frewen College and Filsham Park School – all in East Sussex on a DFES sponsored Building Bridges Project. Homewood is also involved with a large number of initiatives through the local cluster of 24 schools ( Homewood plus 23 local primary schools ), as an Arts College, Homewood also works collaboratively with Angley Sports College in Cranbrook and is forging links further afield with Stantonbury Campus in Milton Keynes and Djalongly School in Derbyshire on developments in the Key Stage 3 curriculum.</p>
<p><b>EC3.4</b></p>	<p>Are there sufficient pre-school places in nurseries and playgroups?</p>	<p>Within a 5 mile radius of Tenterden there are 13 pre-school establishments. Within a 10 mile radius of Tenterden there are 79 child care establishments. The nurseries range from playgroups, operating for part of the day , to full time childcare. Occupancy rates for all childcare facilities are quite high at over 60 % and this would indicate a future need for childcare provision if Tenterden and the local area grows in</p>

		<p>population further. Homewood School has its own Home Farm nursery on site which is run independently of the school through its own charity status.</p>
<b>EC3.5</b>	<p>How many internet learning and access points are there within the town and/or villages? Identify whether these are sufficient to meet local needs</p>	<p>Homewood School has developed a "Learn Direct Centre " that accommodates learners during the school day up to a maximum of 13. This reflects the number of terminals available but as the school building programme comes to fruition in towards the end of the year ( December 2005 ) , a new Open Learning Facility has the potential to offer far more outlets for both student and community usage. This will depend upon finance and resourcing.</p> <p>The local library has a minimal number of access points and this clearly does not reflect the local need</p>
<b>EC3.6</b>	<p>Is there adequate provision of non-vocational courses locally?  Identify how easy it is to access a wide range of courses.</p>	<p>Adult education is available at Homewood and there is further opportunity at Cranbrook and Ashford that are within reasonable traveling distance.</p> <p>Through partnership with the school and KCC Adult Education there is adequate provision of non-vocational courses. Homewood School serves the needs of Tenterden and KCC Adult Education run courses throughout the local villages where facilities are available. Frequent surveys are undertaken to audit the needs of the local community with regards both vocational and non vocational courses. Information &amp; booking of these courses can be accessed via school or KCC " call centre " registration. ( centralized booking system )</p>
<b>EC3.7</b>	<p>Is there a high number of school exclusions?  Identify if there is a problem in local schools.</p>	<p>The number of students excluded from Homewood has to be considered on two levels : firstly as " permanent exclusion " and secondly as " fixed term" exclusions. In the first category, only 2 students have been permanently excluded in the past 12 months.</p> <p>In the second category, the figures are higher extending to some 85 days in total but these have to be seen in the context or numbers of days allocated for each transgression – ie they will not always be a single day exclusion and whether any of the students concerned are excluded more than once.</p> <p>These figures do not indicate that there is a problem in Homewood .Positive comment is also made about this aspect in the 2003 OFSTED report. However, resourcing to support young people with specific learning and educational needs is inadequate.</p>

## WORKSHEET EC4 - COMMERCIAL AND INDUSTRIAL PROPERTY NEEDS

<p><b>EC4.1</b></p>	<p>How much new commercial or industrial floorspace has been built or let in the last three years?</p> <p>Identify business confidence in the local area.</p>	<p>Very little – really only Tesco</p> <p>No large amount of development. Business confidence is quite buoyant.</p>
<p><b>EC4.2</b></p>	<p>How much good quality office or industrial floorspace is vacant or on the market?</p> <p>Identify any over-provision of office and industrial units.</p>	<p>According to the Borough Council's property register, very little is available – a few hundred square feet of offices, and 3000 sq ft of industrial floor-space at Leigh Green; not a lot available and not a lot empty, so few opportunities to accommodate either incoming or growing firms</p> <p>Strong demand ensures that floor space is at a premium</p>
<p><b>EC4.3</b></p>	<p>Are there sufficient premises at affordable rents for new small businesses?</p> <p>Identify how easy it is for small businesses to find affordable premises.</p>	<p>Very few available – see business survey</p> <p>There have been over the past few years a number of projects developing farm buildings into office or industrial space of various sizes and at reasonable rents.</p>
<p><b>EC4.4</b></p>	<p>Has there been an increase or decrease in the rents of industrial and commercial property in recent years?</p>	<p>Rents have been increasing, though not by the same degree as in nearby major towns. There has been something of a trend towards national chains taking units in the town centre</p>
<p><b>EC4.5</b></p>	<p>Have vacancy levels for commercial properties increased or decreased in recent years?</p> <p>Identify demand for, and gaps in, the provision of different types of commercial and industrial property by size and age.</p>	<p>Good spread of space for most types of industry. There have been few problems in letting</p> <p>Land allocated for employment in the present Local Plan was developed by Tesco, and this aspect will need to be considered as part of the Local Development Framework. There are of course major allocations of land at Ashford.</p>
<p><b>EC4.6</b></p>	<p>Are there any planned expansions of existing commercial and industrial firms?</p> <p>Identify confidence in the local economy</p>	<p>No major growth is anticipated in the immediate area but the expansion of Ashford will inevitably create more business activity and employment opportunities.</p>
<p><b>EC4.7</b></p>	<p>Are there economic development and funding initiatives in place to assist incoming firms and the expansion of local firms?</p> <p>Identify if help is provided to attract investment to the area.</p>	<p>Very limited assistance available and mainly directed to changes of use in the agricultural sector</p>

## WORKSHEET EC5 - TOURISM AND VISITOR SERVICES

<p><b>EC5.1</b></p>	<p>What are the main tourist or visitor attractions including festivals and events in the town or nearby?</p> <p>Identify what is on offer to tourists.</p>	<p><b>Main attractions: In Town:</b>          Kent &amp; East Sussex Railway &amp; Col Stephens Museum          Tenterden Museum          Homewood School Theatre          Tenterden Leisure Centre</p> <p><b>Nearby:</b>          Tenterden Vineyards,          Rare Breeds Centre, Woodchurch          Woodchurch Village Life Museum          Woodchurch Windmill          Historic Vehicle Collection, Rolvenden          Great Disxter House &amp; Gardens, Northiam          Stocks Mill, Wittersham          Hole Park, Rolvenden          Bodiam Castle          Biddenden Vineyards          Smallhythe Place          Ratsbury, Smallhythe          Sissinghurst Castle Gardens          Chart Hills Golf Club          London Beech Golf Club          Biddenden Par 3 Golf Club          Tenterden Golf Club</p> <p><b>Festivals &amp; Events:</b>          Tenterden Folk Festival          Weald Of Kent Art Group Exhibition          Tenterden Farmers Market          Sinden Theatre (Homewood School) – Tenterden          Ladies English Open (CHGC)          Open Air performances – Smallhythe Place          Regular funfairs on Tenterden recreation Ground          Other regular events at Kent &amp; East Sussex Railway &amp; Rare Breeds Centre          Exhibitions such as the Dinky Toy exhibition at the Tenterden &amp; District Museum          Wings n things – Woodchurch          Rolvenden Farmers Markets</p>
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Beech Court	6,000																																																							
Biddenden Vineyard	29,000																																																							
Brenzett	2,420	Brenzett is in the Shepway DC area																																																						
CN Booth Collection	2,600																																																							
Church Hill	2,500																																																							
Evegate Craft and Business Centre	25,000																																																							
Godinton House	2,600																																																							
Great Maytham Hall	2,567	Closed to the public half way through last yr																																																						
Kent and East Sussex	86,570																																																							
Lashenden Air Warfare	15,000	Is in the Maidstone BC area																																																						
Robus Pottery	3,500																																																							
Smallhythe Place	16,492																																																							
South of England Rare Breeds	68,957																																																							
Stocks Mill	152																																																							
Tenterden and District	4,564																																																							
Tenterden Vineyard	31,000																																																							
<b>EC5.2</b>	<p>How important is tourism related employment to the local economy?</p> <p>Identify how reliant the local economy is on tourists and day visitors</p>	<p>It is estimated that around 300 people are fully employed delivering the above, and there are important contributions from the voluntary sector. The Kent &amp; E Sussex Railway has over 300 active volunteers and the Rare Breeds Centre similar numbers including 150 disabled people “employed” either full time or on a daily basis.</p> <p>The number of day visitors is difficult to assess, but given the extensive retail and restaurant offer these may be as significant , if not more so, as those visiting the “attractions”</p> <p>Tourism contributes enormously to the economy of the area. Visitor attractions are seasonal, but there is a strong all year offer in terms of shopping, eating out, hotels, golf, countryside activities (walking, cycling, fishing) etc. There are a number of unusual dining experiences in the town and surrounding area including the Wealden Pullman (K&amp;ESR). There are famous local products - Biddenden Cider and Tenterden Wines are well known throughout the country, and there are Hand Made chocolates in Tenterden and many more.</p> <p>Research conducted in 2001 estimated that 396,000 staying trips were undertaken in the borough, contributing £189m to the local economy and supporting 5,023 jobs. Following this research, a tourism marketing strategy for the area was commissioned jointly by Kent County Council, Ashford Borough Council and Tenterden Town Council. The main target markets for further tourism development were identified as:</p> <ul style="list-style-type: none"> <li>• Domestic market: ABC1 older couples and younger couples without children from London / South East and rest of UK.</li> <li>• Overseas market: ABC1 couples from Northern Europe looking for the quintessential English Countryside experience, touring England or seeking a base for touring the South East.</li> </ul>																																																						

**EC5.3**

What is the range of tourist accommodation available in the area e.g. number of hotel beds by grade, bed and breakfast, youth hostels, caravan and, camping site pitches? (Number of facilities of different types in both the towns and the surrounding villages). This information can be sourced from the District Council, local Tourist Board or from local surveys.

Identify the location of the facilities and any potential gaps in provision.

Assessed Properties (Quality Assurance Scheme run by Visit Britain, AA and RAC)

Town Area

	Grading	Bedrooms	Number of beds
--	---------	----------	----------------

Hotels

London Beach Golf Hotel	3 Stars	24	48
Little Silver Country House	3 Stars silver	10	20
Collina House Hotel	4 diamonds	15	30
White Lion	4 diamonds	15	30

B & B

Little Dane Court, Ashford Rd	4 diamonds, silver	2	4
The Tower House, Ashford Rd	4 diamonds	2	4
Old Burren, Ashford Rd	4 diamonds	2	4
Signal Cottage, Rogersmead	4 diamonds	1	2
11 East Hill	4 diamonds	3	6
White House, St Michaels	3 diamonds	3	6

Self catering

Quince Cottage, High Street	4 stars		Sleeps 5
Cromwell Cottage, High Street	3 stars		Sleeps 4

Camping

None in Tenterden			
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Surrounding Area

Hotels

The Chequers Inn, Smarden	4 diamond	5	7
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B & B

Barclay Farmhouse, Biddenden	4 diamond, gold	3	6
Bishopsdale Oast, Biddenden	4 diamond	5	10
Heron Cottage, Biddenden	4 diamond	6	12
Tudor Cottage, Biddenden	applied	3	6
Draylands, High Halden	3 diamond	2	4
	3 diamond		
Duck & Drake Cottage, Rolvenden		1	2
Hereford Oast, Smarden	4 diamond	1	2
Shirkoak Farm, Woodchurch	4 diamond silver	3	6
Bettysland, Wittersham	4 diamond	1	2

Self-Catering

Frogshole Barn, Biddenden	4 star		Sleeps 4
Heron & Mallard Cottage, High Halden	3 star	2 cottages sleeping 8 in total	
Arundel Oast, High Halden	5 star	Sleeps 6 - 7	

		The Granary, High Halden	4 star	Sleeps 4	
		The Stables, High Halden	4 star	Sleeps 4	
		The Little House, Rolvenden	4 star	Sleeps 2	
		The Stable, Woodchurch	4 star	Sleeps 4	
		Boundary Cottage, Biddenden Rd	Agency – FHH		
		44 Rogersmead	Agency – FHH (Freedom Holiday Homes)		
		Camping & Caravanning			
		Woodlands Park, Biddenden	4 star	200 pitches -There is a shortage of camping and caravan spaces in the area.	
		Non Assessed Properties (Taken from a Tourism South East database)			
		*Quite often properties come in and out of the assessed scheme and in particular some of the B &Bs have been assessed in the past.			
		<b>Town: Hotels</b>			
		Eight Bells Public House		3	
		Vine Inn		4	
		The Woolpack		6	
		The William Caxton		?	
		<b>B &amp; Bs</b> - None appear in the TSE database			
		<b>Self Catering</b> - None appear in the TSE database			
		<b>Camping</b> -None appear in the TSE database			
		<b>Surrounding Area</b>			
		<b>Hotels</b> -None			
		<b>B &amp; B</b>			
		Birchley House West, Biddenden			
		Durrants Court, High Halden			
		Great Jobs Cross Farm, Rolvenden			
		Kingsmead, Biddenden			
		Snap Mill, Smarden			
		Tighe Farmhouse. Stone in Oxney			
		Self Catering			
		The Bakehouse, Cage Lane, Smarden		Agency FHH	
		The Bothy & the Barn, Newenden		Agency FHH	
		The Cobbles, The Street, Smarden		Agency FHH	
		Crampton Lodge, High Halden		Agency FHH	
		Dering Cottage, Pluckley Rd, Smarden		Agency FHH	
		The Little House, Front Rd, Smarden		Agency FHH	
		Old Forge Cottage, Stone		Agency FHH	
		Rustlings, Shoreham Lane, St Michaels		Agency FHH	
		Tanyard Barn, North Street		Agency GEC	
		Meadow & Tamworth Cottage, Stone		Mrs Prawls	
		Odiam Farm Cottage, Stone		Miss Marden Ranger	

<b>EC5.4</b>	How many visitors come to the town or area and how long do they stay? Identify the number of visitors to the area and whether they stay for long periods of time.	See comments re Economic Impact Model in EC5.2 The Cambridge Model Economic Impact Study covers visitor numbers; staying visitors & day visitors, split between domestic and overseas visitors; employment statistics and visitor spend. Wallace Arnold bring approx 200 per week to town coach park during high season, 100 low season (day trips). Other coach operators also bring day/part day trippers. Actual numbers not known																																			
<b>EC5.5</b>	How seasonal is the visitor activity?  Identify how vulnerable the local economy is to seasonal variations.	Visitor attractions are seasonal, but there is a strong all year offer in terms of shopping, eating out, hotels, golf, countryside activities (walking, cycling, fishing) etc. Events also tend to be rather limited- limited to school holiday periods (half term for Thomas The Tank events at the Railway for instance) Would need to do some field research with the attractions to get a more accurate picture of the seasonality and then add in their special events to this. Most of tourist visitors April – September with Tenterden Folk Festival early October Approx 14000 visitors to Kent & E Sussex Railway in December for Santa Trips Vineyards and Golf Clubs are open fro visitors/trade all year round. Coach tours visit Tenterden for day trippers throughout the year.Chart Hills GC hosted the English Ladies Open in 2004 with 14,500 visitors. They anticipate 30,000 in July this year for the same event.																																			
<b>EC5.6</b>	Is there a Tourist Information Centre in the town and how well used is it?  Identify if there are adequate information facilities for tourists visiting the area and how well used those facilities are.	<p>Ashford Borough Council is considering the relocation of its Tourist Information Centre from the Town Hall to a new extension to the Tenterden Museum. As part of its plans for refurbishing the museum, Tenterden Museum Association is considering improvements to the facilities and services offered. The provision of a flexible space for temporary exhibitions and small meetings is being considered, to respond to needs identified by local groups. Adapting a space to provide a local studies room is also being considered.</p> <p>This information is set out below for 2000, 2001, 2002 and 2003. This is for the period April 1 – Oct 31 as the TIC is only open on a seasonal basis. The figures give the total number of enquiries to the Tenterden TIC and are broken down between personal callers, telephone enquiries, fax enquiries and email enquiries.</p> <p style="text-align: center;">Numbers &amp; Types of Enquiries for Tenterden TIC</p> <table border="1" data-bbox="728 853 1960 1093"> <thead> <tr> <th>Year – April to October</th> <th>Personal</th> <th>Written</th> <th>Telephone</th> <th>Fax</th> <th>Email</th> <th>Total</th> </tr> </thead> <tbody> <tr> <td>2000</td> <td>6319</td> <td>167</td> <td>1890</td> <td>101</td> <td>N/a</td> <td>8477</td> </tr> <tr> <td>2001</td> <td>6736</td> <td>48</td> <td>1940</td> <td>88</td> <td>14</td> <td>8586</td> </tr> <tr> <td>2002</td> <td>7244</td> <td>33</td> <td>1422</td> <td>62</td> <td>0</td> <td>8761</td> </tr> <tr> <td>2003</td> <td>6260</td> <td>38</td> <td>1359</td> <td>52</td> <td>55</td> <td>7764</td> </tr> </tbody> </table> <p>Think this low total for 2003 may be due to the major road works that took place in Tenterden last yr. Figures for this year should (hopefully) be back to previous yrs totals</p> <p>We offer the Holiday Information Service at the TIC, which means that we also supply information on destinations throughout the rest of the UK. This is compulsory as part of our regional tourist board networking service level agreement. This means a TIC in Cumbria or Cornwall would be expected to do the same and promote for instance the South East.</p> <p>There is a town map (2 further to be installed shortly) Brown signage in the town is considered inadequate by K&amp;ESR. There is no multi-facility signage on the edge of town and this could be improved at junction with A274 nr High Halden</p>	Year – April to October	Personal	Written	Telephone	Fax	Email	Total	2000	6319	167	1890	101	N/a	8477	2001	6736	48	1940	88	14	8586	2002	7244	33	1422	62	0	8761	2003	6260	38	1359	52	55	7764
Year – April to October	Personal	Written	Telephone	Fax	Email	Total																															
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<p><b>EC5.7</b></p>	<p>How much do visitors spend in the town or surrounding area? (Extract information on average visitor spending from visitor surveys). This information can be obtained from Visitors Surveys, undertaken by Local Tourist Board.</p> <p>Identify how important tourism spending is to the local economy.</p>	<p>The Cambridge Model Economic Impact Study has been applied at a District level, not at Tenterden level, and covers visitor numbers; staying visitors &amp; day visitors, split between domestic and overseas visitors; employment statistics and visitor spend.</p>
<p><b>EC5.8</b></p>	<p>Is visitor activity concentrated in the town itself or does it take place in the surrounding countryside? Identify the pattern of visitors.</p>	<p>Information supplied in EC5.1 could be used to inform this section. Would need to contact Tourism South East to obtain the latest visitor figure numbers –may have to use 2003 data – I do have this for 2003 – but the attractions themselves may have more accurate data.</p>
<p><b>EC5.9</b></p>	<p>Does the number, range and quality of visitor facilities e.g. accommodation, quality of restaurants match expectations and needs? Identify need to improve or expand facilities.</p>	<p>A satisfaction survey is something that may need to be undertaken –The 1996 Tenterden Tourism Study contains some data, but again this is now very old. Perhaps a questionnaire could be drawn up that the main attractions/shops/tearooms/restaurants try and get visitors to complete.</p>
<p><b>EC5.10</b></p>	<p>Is there a visitors' guide or town trail?  Identify the types of guides currently available and the potential to increase/alter the selection to better promote the town.</p>	<ul style="list-style-type: none"> <li>▪ Heart of Kent Holiday Guide 2005 features Ashford and Tenterden and the whole of the Ashford borough along with Maidstone, Sevenoaks, Tonbridge and Tunbridge Wells. 90,000 copies are produce (80,000 English and 10,000 multi-lingual – French, Dutch &amp; German). Distributed at TICS throughout Britain, at tourism exhibitions and used as the main marketing tool to all Heart of Kent advertising campaigns (National Trust magazine, Radio Times. Daily Mail etc). Features accommodation, attractions, events and editorial on the Heart of Kent tourism offer. (Produced by The Heart of Kent Consortium of which Ashford Borough Council is a partner)</li> <li>▪ Ashford &amp; Tenterden Tourism Association brochure 2004/05 – Where to Stay, Places to Visit, Where to Eat'. 60,000 produced and distributed to TICS, libraries, pubs, and garages in the local area. Plus distributed to accommodation providers in Essex and tourist attractions in East Sussex. Also distributed to all members of the association for them to rack/display in their establishment/attraction.</li> <li>▪ Also the Tenterden Brochure (pink one with drawings of the main street and shops and buildings) due for a re-print as it has been in existence for approx. 18 months/2 years -Produced by the Tenterden Chamber of Commerce with financial support from Ashford Borough Council, Tenterden Town Council, London Beach, and others)</li> <li>▪ Town history/heritage trail of Tenterden - This is an interesting/well- received guide that could be built on with colour photos – possibly using some of the artwork from the Tenterden map outside the library. I'm not sure who publishes the guide, how many copies are printed and where it's distributed.</li> <li>▪ New Opportunity – from February 2005 the Ashford Review (Ashford Borough Council residents' newsletter) becomes Ashford Voice. Ashford Voice will be a monthly 64-page, full colour glossy magazine containing a myriad of features, stories, topical news items and photographs, as well as competitions, restaurant and leisure reviews, reader offers and advertisements. 50,000 copies per month will be produced and distributed. Features will cover such topics as</li> </ul>

		<p>environment and conservation, rural life and business, tourism and education, community safety and transport, Ashford's Future and economic development. There will be regular pages on Tenterden and the villages, local sports, attractions, history, education, live music, movies, the arts, fun and games for children, fashion, motoring, events listings, local politics and youth issues. The contact for this will be Adrian Westwood – the Council's Press &amp; PR Officer 01233 330209.</p> <ul style="list-style-type: none"> <li>▪ In addition – there are also all the brochures and flyers printed by the individual tourist attractions.</li> </ul>
<b>EC5.11</b>	Does the town enter the 'Britain in Bloom' competition or the surrounding villages 'Best Kept Village'?	Britain in Bloom is something that Tenterden has supported in the past.
<b>EC5.12</b>	<p>Are there any specialist tourism enterprises, such as language schools, conference centres? (Number of facilities available and their percentage of the total tourism/visitor facilities in the town). The information may be available from the Local Tourist Board or the Yellow Pages.</p> <p>Identify any additional draws to the town from facilities not usually associated with tourists.</p>	<ul style="list-style-type: none"> <li>▪ Conference facilities – for instance at London Beech Golf Hotel, Little Silver Country Hotel, Shirkoak Farm B &amp; B, Rare Breeds Centre – variety of staying and day conference facilities</li> <li>▪ Unusual dining experience – On board the Kent &amp; East Sussex Railway's Wealden Belle Pullman</li> <li>▪ Opportunity to view rocking horses being carved by internationally renowned craftsmen – Stevenson Bros at Bethersden</li> <li>▪ Pottery being handmade at Rolvenden</li> </ul> <p>Gastronomic delights. There are a number of unusual dining experiences in the town and surrounding area including the renowned West House (Michelin star) and Wealden Pullman (K&amp;ESR) There are famous local products Hand Made chocolates in Tenterden and many more. Biddenden Cider and Tenterden Wines are well known throughout the country.</p> <p>For instance</p> <ul style="list-style-type: none"> <li>- The Wealden Belle Pullman Experience – Saturdays evenings/ Sunday lunch, special events</li> <li>- Tenterden Vineyard – soon to be rebranded 'The Chapel Down Winery' with a shop that is double in size selling wines, preserves and all the deli type produce such as cheeses, charcuterie, local produce</li> <li>- Biddenden Vineyards – ciders, apple juices, wines</li> <li>- Biddenden Garden Centre that has a specialist fine food area</li> <li>- Wide selection of restaurants in Tenterden – Thai, Turkish, Italian, Indian, Chinese, Traditional English etc</li> <li>- Good selection of pubs serving home –cooked food</li> <li>- Rother Valley Brewery at Northiam</li> <li>- Award- winning (Tea Council Award) Tea Room – Claris' at Biddenden</li> <li>- Quality tea rooms such as Porters/ Anderida/Lemon Tree etc</li> <li>- Award – winning restaurants – West House at Biddenden (has a Michelin star)</li> <li>- Hotel restaurants – Collina House Hotel, London Beech</li> <li>- Hand Made Chocolates in Tenterden - Truffles @ Coco</li> <li>- Silcocks Farm Shop, St Michaels (Naturally reared lamb, beef, pork)</li> <li>- Benenden Sauce, Biddenden</li> </ul>
<b>EC5.13</b>	<p>Is there adequate signing to visitor attractions and the town centre?</p> <p>Identify opportunities, including improving links between the town centre and other attractions.</p>	<p>No - There are no grouped attraction signs on entry to the town No clear signage away to or from railway and museum or from Vineyards/Smallhythe back to town.</p> <p>Best done by an on the ground survey – perhaps a sub group can do this with a precise brief – entry points to Tenterden – from Ashford, from Appledore, from Smallhythe, from Cranbrook and from Rolvenden and then relating to each attraction (again would need to specify which ones these are going to be)</p>

## WORKSHEET EC6 - BUSINESS SUPPORT

<b>EC6.1</b>	Do the banks, financial institutions and other business support services offer a full range of business advice and support? Identify shortfalls in the provision of financial support and advice to local businesses	Banking branches have been downsized over the last few years and apart from basic counter and account services customers have to link in with personal banking or business banking centers based at the larger towns.
<b>EC6.2</b>	Does the town have a town centre manager, town centre forum or similar organisation? Identify the existence of these roles and any overlap between their services/remit.	No Information service available from town hall office or local office of the Borough Council
<b>EC6.3</b>	Is there a presence of the following organisations in the town: Small Business Service, Business Links, Chambers of Trade or Commerce, Learning and Skills Council, TEC, Enterprise Agency?  Identify the coverage of business advice services for local businesses and any opportunities to expand support for local businesses.	The Tenterden and District Chamber of Commerce represents about 20% of the trading organisations eligible to belong; this rather low percentage is thought to be partly due to the policies of larger companies with headquarters elsewhere which will not join small local chambers.  Although the Tenterden Chamber is not affiliated to the national organisation of Chambers of Commerce, it does liaise with other chambers, exchanging information and participating in schemes of mutual interest and benefit. There is no Town Centre Manager.  The nearest affiliated Chamber of Commerce and business advisory facility is Kent Invicta Chamber of Commerce Industry & Enterprise, located at Ashford, which includes Kent Business Link and the Small Business Advisory Service.  Ashford Borough Council also operates a Business Directory online.
<b>EC6.4</b>	What business support or initiatives have proved successful? Identify examples of good practice.	None, locally, and in recent times.  Initiatives and business support available from Ashford
<b>EC6.5</b>	Are there regular events which have the potential to draw the business community together, e.g. trade fairs? (Number, type and regularity of events). Identify whether there is a need to develop/fund industry events.	There are also some small informal business networking organisations, which meet regularly. Again, available through the Chamber of Commerce at Ashford and or the local Council. Some spasmodic participation from Business Link Kent.
<b>EC6.6</b>	What is the current and likely future demand for broadband (>2Mbs) communication services?	Questions have really been superseded by the roll-out of broadband to more exchange areas, and the more crucial parts of the answers depend on business surveys on the use of IT, e-mail and online trading
<b>EC6.7</b>	What is the current and likely future status of the supply of broadband technology (>2 Mbs) communication services?	As above
<b>EC6.7</b>	Is there a Business Directory or website for the town, or any arrangement for networking local suppliers? Identify how easily information on business support services can be obtained.	There is a town website with some business information Also the Kent Invicta Chamber of Commerce and Business Link Kent websites.
<b>EC6.8</b>	Are there adequate business meeting and conference facilities locally? Identify if there is an adequate number and range of meeting and conference venues.	They are available but the main meeting facilities are in the larger towns.

# Business Survey:

Results of the business questionnaire, sent to 550 businesses - There were 46 responses  
(22 returned by Freepost, 12 Town Hall, 9 Library, 2 Exhibition, 2 paid post, 1 St Michaels)

1. Which of the following most closely describes the sector where your business operates?

1	Construction	4
2	Financial, business and ICT services	7
3	Health & social care	2
4	Land-based	4
5	Manufacturing	4
6	Tourism & hospitality	6
7	Transport and distribution	1
8	Retail and wholesale	11
9	Other	6

2. Is this a locally owned business or part of a larger group?

Locally owned; only site	35
Locally owned; several sites	7
Part of national chain	4

3. How many people are employed by your business at this site?

Sole operator	4
1 - 4	19
5 - 9	7
10 - 49	14
50+	2

4. Have you tried to recruit any staff in the last 12 months?

YES	28	↓	NO	18	↓
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5. If you have tried to recruit, was it because

1	Our business is growing	12
2	Our business is diversifying	3
3	Our business has returned to profitability	1
4	To meet demand for a specific new customer contract	1
5	To free up my time and allow me to manage the business	4
6	We needed specific skills that we didn't have in-house	3
7	We needed to replace staff that we were losing	18
8	Other ( Please specify)	0

**6. Did you experience any difficulties in recruiting suitable staff?**

Yes	<b>14</b>	No	<b>14</b>
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**7. If so, what do you think were causes of these difficulties?**

1	Not able to offer an attractive enough package	<b>2</b>
2	Lack of applicants with the right skills	<b>9</b>
3	Quality of applicants was poor	<b>4</b>
4	Lack of affordable housing in the area	<b>3</b>
5	Poor image of the area	<b>0</b>
6	Poor image of our industry or occupation	<b>2</b>
7	Some other factor? (Please specify)	<b>3</b>

**8. If not, what are the main reasons for not recruiting staff in the past 12 months**

1	We are not looking to grow	<b>10</b>
2	We have all the staff we need for the short term	<b>7</b>
3	We look to bring in staff on short term contracts when need arises	<b>2</b>
4	We prefer to train up the staff we have got at the moment	<b>1</b>
5	Uncertainty of the sector we are in	<b>2</b>
6	We are not winning enough new customers/orders	<b>2</b>
7	I am looking to sell the business	<b>1</b>
8	We can't pay the going rate for the work that needs to be done	<b>0</b>
9	We have tried recruiting in the past but have found that they didn't have the right skills	<b>1</b>
10	Other reason (Please specify)	<b>0</b>

**9. Do you see yourselves needing to recruit in the NEXT 12 months?**

Yes	<b>14</b>	No	<b>26</b>
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<i>10. Here are some statements that have been made relating to skills, business success and premises.</i>					
<i>For each statement please indicate whether you agree or disagree, using a scale of 1 to 5 where 1 is agree and 5 is disagree</i>	<b>1. Agree strongly</b>	<b>2. Agree</b>	<b>3. Neither agree nor disagree</b>	<b>4. Disagree</b>	<b>5. Disagree strongly</b>
<b>Skills</b>					
I have all the skills and knowledge I need to run this business successfully	20	17	8	0	0
My staff have all the skills and knowledge they need for this business to succeed	10	20	10	2	0
I find it difficult to find the right staff with the right skills for my business	5	14	7	11	1
If my staff need additional training, I can provide it in-house	3	17	10	8	2
I find it easy to find the right training courses to provide myself and my staff with the right skills for my business	5	12	13	4	3
If I or my staff need external training for new skills, I know where to go	6	21	5	4	0
<b>Business Success</b>					
If I need external advice to improve my business, I know where to go	7	30	4	2	1
I could benefit from a strong well run local business organisation	2	11	22	3	2
I could benefit from more active promotion of the town	12	10	16	3	1
I am confident of the future for my business	5	26	9	3	1
I am confident of the future for my industry or business sector	5	18	9	5	1
Tenterden is a good location for my business	16	18	7	2	0
<b>Premises</b>					
My premises are adequate for my needs	9	28	2	5	1
If I want to grow the business, they would still be adequate	3	16	6	12	6
If I needed different premises, I could find them in Tenterden	1	7	12	12	8

11(a) Which of the following skill areas within your business do you foresee as being in short supply ?

11(b) In which of these have you had difficulty in finding appropriate and convenient training?

Skill areas:	(a)	(b)
Administrative	6	4
Technical	10	4
Financial	3	1
Supervisory	7	3
People Management	5	2
General Management	4	2
Strategic Senior Management	3	1
Basic skills e.g. Literacy, numeracy	1	1
I.T. skills	4	4
Sales / Marketing skills	5	5
People skills / customer service	8	3
Engineering skills	3	1
Communication skills	4	3
None	13	12

12. Have you looked for new premises in Tenterden,?

Yes: 9 No: 32

and did you find what you were looking for?

Yes: 2 No: 6

12. Does your company have and use:

Email	40
Broadband	26
Internet/ADSL	18
ISDN Line	14
Online Purchasing	13
Its own website	27
Space on the Town website	8

13. Are you a member of a trade network or organisation? If so, which one(s)?

6 Tenterden Chamber of Commerce  
 1 Ashford Chamber of Commerce  
 2 Wealden Business Group  
 21 other – trade and professional organisations

# **SOCIAL AND COMMUNITY WORKSHEETS**

**This section contains the following worksheets:**

**WORKSHEET S1  
POPULATION**

**WORKSHEET S2  
HOUSING**

**WORKSHEET S3  
HEALTH AND PUBLIC SAFETY**

**WORKSHEET S4  
LOCAL GOVERNMENT AND COMMUNITY ORGANISATIONS**

**WORKSHEET S5  
SPORT, LEISURE AND OPEN SPACE**

**WORKSHEET S6  
CULTURE AND HERITAGE**

# WORKSHEET S1 - POPULATION

<b>S1.1</b> What proportion of the total population live in the town as compared to the hinterland?	(source: 2001 census)			
	<b>Town area</b>			
	<b>Electoral Ward:</b>	<b>2001 population</b>	<b>Parish</b>	<b>Head-count</b>
	Tenterden North	2,158	Tenterden – (Part in these three wards)	6,867
	Tenterden South	2,272		
	St Michaels	2,437		
	<b>Total for town wards</b>	<b>6,867</b>	Tenterden – (Part in Rolvenden & Tenterden West ward)	746
	<b>Total for parish</b>			<b>7,613</b>
	<b>Immediate hinterland:</b>			
	<b>Electoral Ward:</b>	<b>2001 ward population</b>	<b>Parishes / Villages</b>	<b>Head-count</b>
	Biddenden	2,434	Biddenden	2,434
	Rolvenden & Tenterden West	2,434	Newenden	193
	Isle of Oxney	2,499	Rolvenden	1,495
			Stone-cum-Ebony	392
			Appledore	754
			Wittersham	1143
	<b>Totals</b>	<b>7,367</b>		<b>6,411</b>
	<b>Wider hinterland – parts of adjoining wards:</b>			
	<b>Ashford Wards:</b>	<b>2001 ward population</b>	<b>Parishes / Villages</b>	<b>Head-count</b>
	Weald South	4,885	Woodchurch	1,824
Weald Central	4,605	High Halden	1,463	
<b>Tunbridge Wells Wards:</b>				
Benenden	7,588	Benenden	2,230	
Hawkhurst and Sandhurst	5,688	Hawkhurst	4,360	
		Sandhurst	1,328	
<b>Rother District, Sussex:</b>				
Rother Levels	4,627	Northiam	2,104	
<b>Totals</b>	<b>27,393</b>		<b>13,309</b>	
<p><i>n.b. Any such assessment of town and hinterland is going to be approximate, as the hinterland overlaps with those of nearby towns, and will vary from one service to another. However, the total of around 14,000 is more or less equivalent to the number registered with the town's medical practice. For shopping and other services, the town almost certainly serves a wider area including the villages listed, but probably only parts of the wards listed. Because these wards extend up to the towns of Ashford, Cranbrook and Rye, the parish figures are probably a more useful guide. For purposes of analysis, the healthcheck concentrates on the wards that comprise the town and immediate surroundings, with its population in 2001 of 14,234.</i></p>				

S1.2

What proportion of the population is of retirement age i.e. over 65/60?

Identify whether there is a high proportion of elderly people.

**Town area**

(source: 2001 census)

Electoral Ward:	60+ number	60+ %	75+ number	75+ %
Tenterden North	888	41.1	437	20.3
Tenterden South	689	30.3	286	12.6
St Michaels	620	25.4	232	9.5
<b>Total for town wards</b>	<b>2,197</b>	<b>32.0</b>	<b>955</b>	<b>13.9</b>

**Immediate hinterland:**

Electoral Ward:	60+ number	60+ %	75+ number	75+ %
Biddenden	668	27.4	226	9.3
Rolvenden & Tenterden West	705	29.0	267	11.0
Isle of Oxney	626	25.1	195	7.8
<b>Hinterland total</b>	<b>1,999</b>	<b>27.1</b>	<b>688</b>	<b>9.3</b>
<b>Total for town and hinterland</b>	<b>4,196</b>	<b>29.5</b>	<b>1643</b>	<b>11.5</b>
<b>Ashford</b>	<b>21,735</b>	<b>21.2</b>	<b>7,931</b>	<b>7.7</b>
<b>Kent</b>	<b>296,723</b>	<b>22.31</b>	<b>110,245</b>	<b>8.3</b>
<b>South East</b>	<b>1,694,624</b>	<b>22.18</b>	<b>640,119</b>	<b>8.0</b>

*The government's commentary on the 2001 census said that: "For the first time, people 60 and over form a larger part of the population than children under 16 - 21% compared to 20%. There has also been a big increase in the number of people aged 85 and over - now over 1.1 million, or 1.9% of the population." The population of over 75 year-olds nationally is set to increase by 19% over the next 10 years.*

In Tenterden, this is especially noticeable – whereas the national proportion of over 60's to under 16's has moved to 21% / 20%, the local equivalent is 29.5% / 19.36% for the town and hinterland combined, or 32% / 17.95% for the town wards. By implication, the 16 to 59 age-group is a lot less well represented.

All of the wards have a larger proportion of older residents than the District, County and Regional average – **Tenterden North** in particular, which has nearly double the regional average in the 60+ age group at 40.1%, and more than double the regional average in the 75+ age group.

The other town wards are also well above the national and regional average, and the rural wards not far behind.

In the **National Statistics 2001 Area Classification**, both **Tenterden North** and **Tenterden South** are classified as "**Senior Communities**" – these are wards with statistical characteristics similar to towns along the south coast, where there are variables with a proportion far above the national average in:

- Households with one person who is a pensioner
- Household spaces which are detached, and
- People who are over 65

		<p><b>St Michaels Ward</b> is classified as “<b>Suburbs A</b>”, a classification characterised by variables with a proportion far above the national average in:</p> <ul style="list-style-type: none"> <li>▪ Household spaces which are detached, and</li> <li>▪ Households with two or more cars</li> </ul> <p>The surrounding Ashford wards are classified as “<b>Accessible Countryside</b>” (i.e. not remote), where the only variable with a proportion far above the national average is people who work from home. Nevertheless, they all have a considerable number and proportion of older population</p> <p>The elderly are much more likely over time to be disadvantaged through ill health and disability, lack of transport and mobility, decline in local facilities and centralisation of health facilities and local convenience shopping.</p> <p>In Edenbridge, a town of comparable size in West Kent, the healthcheck noted that a review of health needs particularly highlighted the health and social needs of the frail and elderly in the Edenbridge area, particularly those with learning disabilities or dementia. It commented that “Accessing health care is a major problem for this group especially when this involves travelling to Tunbridge Wells, Pembury and to health services further afield”, and it looked into these needs in greater detail. These may be areas for particular further attention in the Tenterden healthcheck.</p>
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S1.3	What proportion of the population is under 16?	Variables	All people	People 0 - 4	People 5 - 7	People 8 - 9	People 10 - 14	People aged 15	People 0 - 15
		Area							
		Tenterden North	2,158	75	64	39	110	17	305
		Tenterden South	2,272	130	82	63	149	31	455
		St Michaels	2,437	128	77	49	186	33	473
		<b>Total for town wards</b>	<b>6,867</b>	<b>333</b>	<b>223</b>	<b>151</b>	<b>445</b>	<b>81</b>	<b>1,233</b>
		Biddenden	2,434	151	83	74	141	28	477
		Ro'den & Te'den West	2,434	132	92	64	148	19	455
		Isle of Oxney	2,499	108	88	75	150	21	442
		<b>Hinterland total</b>	<b>7,367</b>	<b>391</b>	<b>263</b>	<b>213</b>	<b>439</b>	<b>68</b>	<b>1,374</b>
		<b>Total for town and hinterland</b>	<b>14,234</b>	<b>724</b>	<b>486</b>	<b>364</b>	<b>884</b>	<b>149</b>	<b>2,756</b>
		Ashford	102,661	6,453	4,128	2,905	6,888	1,344	21,718
		Kent	1,329,718	78,234	51,127	35,933	89,113	17,236	271,643
		South East	8,000,645	472,501	298,672	207,224	516,507	99,315	1,594,219
		<i>(Source: 2001 census)</i>							
		Variables	All people	Percentage of people aged: 0-4	Percentage of people aged: 5-7	Percentage of people aged: 8-9	Percentage of people aged: 10-14	Percentage of people aged: 15	Percentage of people 0 - 15
		Area							
		Tenterden North	2,158	3.48	2.97	1.81	5.1	0.79	14.1
		Tenterden South	2,272	5.72	3.61	2.77	6.56	1.36	20.0
		St Michaels	2,437	5.25	3.16	2.01	7.63	1.35	19.4
		<b>Total for town wards</b>	<b>6,867</b>	<b>4.85</b>	<b>3.25</b>	<b>2.20</b>	<b>6.48</b>	<b>1.18</b>	<b>17.95</b>
		Biddenden	2,434	6.20	3.41	3.04	5.79	1.15	19.6
		Ro'den & Te'den West	2,434	5.42	3.78	2.63	6.08	0.78	18.7
		Isle of Oxney	2,499	4.32	3.52	3.00	6.00	0.84	17.7
		<b>Hinterland total</b>	<b>7,367</b>	<b>5.31</b>	<b>3.57</b>	<b>2.89</b>	<b>5.96</b>	<b>0.92</b>	<b>18.65</b>
		<b>Total for town and hinterland</b>	<b>14,234</b>	<b>5.09</b>	<b>3.41</b>	<b>2.56</b>	<b>6.21</b>	<b>1.05</b>	<b>19.36</b>
		Ashford	102,661	6.29	4.02	2.83	6.71	1.31	21.20
		Kent	1,329,718	5.88	3.84	2.70	6.70	1.3	20.43
		South East	8,000,645	5.91	3.73	2.59	6.46	1.24	19.93
		<i>The proportion of children overall lies generally below that for the District and County, except in Tenterden North, which is much lower and brings the average figure right down. There are variations between the wards, especially in the 0-4 age group, (which would now be the 3-7 year-olds). There is a much lower percentage of this age in Tenterden North and Isle</i>							

*of Oxney wards. Nevertheless, the overall proportion of under 16's in 2001 was only slightly lower than for the SE Region – and therefore similar to the proportion of young people in urban areas, with their easier access to a wider range of facilities, and to recreation and training.*

**S1.4**

What proportion of the population have professional and managerial jobs? (Compare the ratio of the above groups as a proportion of the total number of people employed and then compare with the regional and national averages.) The information is available from the Census of Population. Identify whether there is a high or low proportion of professional and managerial workers.

Area	Number 16 -74 in employment 2001	% Manager & senior officials	% Professional occupations	% personal and customer service occupations	% plant operatives and elementary occupations
Tenterden North	840	18.81	11.43	16.90	14.88
Tenterden South	932	18.13	12.55	16.74	18.13
St Michaels	1146	19.55	10.91	14.83	15.62
<b>Total for town wards</b>	2918	18.88	11.58	16.04	16.21
Biddenden	1094	19.65	11.33	11.33	17.91
Ro'den & Te'den West	1074	21.69	12.1	13.40	17.04
Isle of Oxney	1200	17.58	8.42	12.83	20.66
<b>Hinterland total</b>	3368	19.57	10.54	12.53	18.62
<b>Total for town and hinterland</b>	6286	19.25	11.01	14.19	17.50
Ashford	48872	16.28	9.64	15.16	20.49
Kent	609,288	15.68	10.24	15.49	19.51

**S1.5**

What proportion of the population have semi-skilled manual and unskilled jobs? (Compare the ratio of the above groups as a proportion of the total number of workers and compare with the regional and national averages). The information is available from the Census of Population or employment surveys. Identify whether there is a high or low proportion of semi-skilled and manual workers.

*The figures in the 2001 census relate to the number of people aged 16- 24 in employment, so would not reflect the previous occupations of those who are retired.*

*N.B. In the 2001 census, the classification system was altered, to be more closely linked to employment activities, in an attempt to draw a more realistic parallel between income and social status, and to move away from a concept of "class". The revised classification is also more in line with EU classifications of social class and occupation.*

*The figures for Tenterden reflect a markedly higher than average proportion of people in managerial and professional jobs (roughly 30% compared to Borough and County average of 25%), but a roughly similar overall proportion in service and elementary occupations.*

*Note that there is more detailed analysis of employment and activity rates in the "Economy" section.*

<b>S1.6</b>	What proportion of total households are single parent households?  Identify if there is a high or low proportion of single parent households.			<b>% households as lone parent households (with dependent children)</b>	<b>Number of lone parent households (with dependent children)</b>
		Area	<b>Number of households</b>		
		Tenterden North	1020	2.9	30
		Tenterden South	1003	5.0	50
		St Michaels	973	3.8	37
		<b>Total for town wards</b>	2996	3.9	117
		Biddenden	1009	2.7	27
		Ro'den & Te'den West	1006	3.1	34
		Isle of Oxney	1043	3.6	37
		<b>Hinterland total</b>	3058	3.2	98
		<b>Total for town and hinterland</b>	6054	3.6	215
		Ashford	41,450	5.1	2,119
		Kent	546,742	5.7	31,370
		South East	3,287,489	5.2	171,549
		<p><i>The Kent RDA "Analysis of needs" in 1999 noted that the proportion of dependent children recorded in the 1991 census as being in households where there is no earner or a lone parent works part-time (as a proxy for low-earning households) is lower in the RDA than the Kent average. It also looked at the proportion of children in households where there is no car, and found it much lower in the RDA than the county average – as with a similar conclusion for elderly households below, it suggested that disadvantaged families were devoting a disproportionate amount of their income to maintaining a car in order to reduce their isolation, especially where there are children in the household, compared with their urban counterparts.</i></p>			

S1.7	<p><i>What proportion of total households are elderly people living alone?</i></p> <p><i>Identify if there are a significant number of elderly people living alone.</i></p>	<b>Area</b>	<b>Number of households</b>	<b>% households elderly people living alone</b>	<b>All elderly people living alone</b>
		Tenterden North	1020	24.4	249
		Tenterden South	1003	23.1	232
		St Michaels	973	15.3	149
		<b>Total for town wards</b>	<b>2996</b>	<b>21.0</b>	<b>630</b>
		Biddenden	1009	13.3	134
		Ro'den & Te'den West	1006	16.2	163
		Isle of Oxney	1043	13.8	144
		<b>Hinterland total</b>	<b>3058</b>	<b>14.4</b>	<b>441</b>
		<b>Total for town and hinterland</b>	<b>6054</b>	<b>17.7</b>	<b>1071</b>
		Ashford	41,450	13.3	5,502
		Kent	546,742	15.0	81,942
		South East	3,287,489	14.4	473,161

*The proportion of total households that are elderly people living alone is considerably higher than the average for the region in the town wards, but lower in the rural wards. This reflects the general age distribution of the town's population.*

*The implications of these statistics were recognised in the Kent RDA "Analysis of needs" in 1999, which looked at the figures in combination with those for people with limiting long-term illness, and those without a car. It suggested that the elderly were much more likely to be disadvantaged through ill health and disability, lack of transport and mobility, decline in local facilities and centralisation of health facilities and convenience shopping. Their analysis did also show that car ownership among the 75+ age group was above the county average, and suggested that EITHER this age group were more affluent than the county average, OR that they are having to devote a disproportionate amount of their income in overcoming isolation.*

*Female pensioners outnumber males by almost 2:1. The Kent RDA "Analysis of needs" pointed out that the isolation of the elderly is compounded by the fact that older generations, especially of women, either never held a driving licence and/or never had access to a motor vehicle, even when there was a car in the household. A substantial proportion of older people, especially women, live alone, and the percentage increases with age. This has implications for social and health care provision for these people, and also potential issues of isolation and loss of social networks. Rural isolation can also be a key consideration.*

S1.8

Has the population of the town and hinterland grown or declined in the last ten years?  
Identify whether the population of the area is growing or in decline

**As ward boundaries have changed, the best comparative picture can be obtained from the figures for the parishes:**

Parish	1991 Population	2001 Population	Increase in population 1991 to 2001	
			Number	%
Tenterden	6,860	7,613	753	10.98
Biddenden	2,116	2,434	318	15.03
Newenden	192	193	1	0.52
Rolvenden	1,416	1,495	79	5.58
Stone-cum-Ebony	348	392	44	12.64
Appledore	644	754	110	17.08
Wittersham	1,057	1,143	86	8.14
<b>Total for parishes:</b>	12,633	14,024	1,391	11.01
Ashford*	93,100	103,000	9,900	10.63
Kent and Medway*	1,528,300	1,580,900	52,600	3.44

Parish	1991 Households	2001 Households	Increase in households 1991 to 2001	
			Number	%
Tenterden	2939	3304	365	12.42
Biddenden	914	1008	94	10.28
Newenden	82	79	-3	-3.66
Rolvenden	622	621	-1	-0.16
Stone-cum-Ebony	147	172	25	17.01
Appledore	290	319	29	10.00
Wittersham	437	475	38	8.70
<b>Total for parishes:</b>	5431	5978	547	10.07
Ashford*	36995	41450	4455	12.04
Kent and Medway*	593785	646,308	52523	8.85

(\* Revised mid-year estimate figures)

Some of the background is well explained in the work on the Kent and Medway Structure Plan (*Trend and Strategy Based population projections July 2004*), and although there are some minor anomalies in the way that figures have to be derived from the census, the gist remains the same:

Since 1991, the rate of population growth in the county has generally been highest in the Channel Corridor (+4.7%), with Ashford

showing a 10.6% growth in population since 1991. 60% of total growth 1991 to 2001 is due to migration and the remainder (40%) through natural change.

According to the 2001 Census, the growth in population between 1991 to 2001 for England & Wales is +4.3%. The corresponding growth in households was more than double (+9.0%). This larger growth in household numbers is due to decreasing household size. The increasing number of elderly and young people who are choosing to live alone, the decrease in marriage, along with the increase in divorce and separation means that the average household size continues to decline.

Growth in households within the county has been fastest in Ashford, Dartford and Swale. This corresponds with the more rapid expansion in population in these areas.

**At the more local level, the growth in the number of households between 1991 and 2001, at 12.4% for the town, and 12.0% for the town and hinterland, was similar to that for the Borough as a whole.**

**But the more “usual” national scenario referred to above - the much slower growth of population because of decreasing household size - was not the case for Tenterden and its hinterland. Here, the growth of population was 11% - actually much the same as that for the Borough as a whole (where some of the difference may be explained by the increase in the numbers of young families), and faster than that of the County.**

**Some of the explanation may be that household size was already less than the average for the district in 1991 ( see table below), and although it has reduced still further in Tenterden parish it has actually increased in all but one of the hinterland parishes.**

**Household size**

	1991	2001
Parish	Household size	Household size
Tenterden	2.33	2.30
Biddenden	2.32	2.41
Newenden	2.34	2.44
Rolvenden	2.28	2.41
Stone-cum-Ebony	2.37	2.28
Appledore	2.22	2.36
Wittersham	2.42	2.41
<b>Average for parishes:</b>	<b>2.33</b>	<b>2.35</b>
Ashford*	2.52	2.48
Kent and Medway*	2.57	2.45

## WORKSHEET S2 - HOUSING

S2.1	What types of houses/flats are currently available? (Identify the types of properties by type e.g. one-bed flat or four-bed detached cottage that are on the market)	Most property on the market is detached or semi-detached. There is little terraced housing or flats available, but some new developments have been required to include a proportion of affordable housing. There has been some development of sheltered or warden assisted housing, and some redevelopment or infilling of existing sites.
	Identify how many and what types of housing are available	In the four town wards, there were at the time of the 2001 census 4,004 households with residents,

	<i>Detached,</i>	<i>Semi - detached</i>	<i>Terraced</i>	<i>Flats or maisonettes</i>
<i>Town wards</i>	1,875 (47%)	1,124 (28%)	704 (18%)	328 (8%)
<i>Biddenden and Isle of Oxney</i>	1,029 (50%)	656 (32%)	242 (12%)	48 (2%)
<i>Ashford Borough</i>	14,468 (34%)	13,426 (31%)	10,287 (24%)	3,249 (8%)

The small balance was shared houses, flats in commercial buildings and caravans. There were 135 vacant household in the town wards, 58 in the two rural wards. And there were 45 second homes in the town wards, 31 in the two rural wards.

The percentage tenure of households was as follows:

%	Owned		Social rented		Private rented or other
	<i>Owned outright + mortgage</i>	<i>Shared ownership</i>	<i>Council</i>	<i>Housing Society or other</i>	
<i>Town wards</i>	3,052 (42%+35%)	27 (1%)	453 (11%)	110 (3%)	360 (10%)
<i>Biddenden and Isle of Oxney</i>	1,566 (41%+36%)	10 (1%)	249 (12%)	51 (2%)	175 (8%)
<i>Ashford</i>	74%	1%	13%	3%	9%

<p><b>S2.2</b></p>	<p>How much and what types of new housing is being planned in your area?</p> <p>Identify where and how much new housing is being planned.</p>	<p>Most of the land allocated in the Local Plan has now been developed, and the future size and disposition of new development will need to be determined in the context of the Local Development Framework.</p>
<p><b>S2.3</b></p>	<p>Is existing local housing in good condition?</p> <p>Identify areas in need of maintenance and restoration.</p>	<p><b>Generally in very good condition</b></p>
<p><b>S2.4</b></p>	<p>Is local housing affordable? (Compare local income levels with average house prices and rent levels).</p> <p>Identify if local people can afford to live in the area.</p>	<p>Ashford is an area of high U.K. house prices, and prices in Tenterden are generally nearly 50% higher than for Ashford Urban area - Therefore there is a shortage of housing in the price range of first-time buyers</p> <p>The Borough is not within the worst 40 localities where the relationship between income and house price means that housing is not affordable to those earning reasonable salaries. The Borough is, however, beginning to show similar characteristics and Tenterden more so.</p> <p>Based on average earnings of £23,192 (New Earning survey), a three-bedroom house in the Ashford urban area now costs on average six times the average annual wage, and in Tenterden ten times.</p>

## WORKSHEET S3 - HEALTH AND PUBLIC SAFETY

<p><b>S3.1</b></p>	<p>Do the ambulance, police and fire services meet their own response time targets?</p> <p>Identify any shortfalls in services and check whether any future planned changes to service provision will improve response times.</p>	<p>Ambulance response time targets are divided into 5 categories:</p> <ol style="list-style-type: none"> <li>1) Cat A (Red). Life-threatening accident or illness             <ol style="list-style-type: none"> <li>a) 75% responded to within 8 minutes</li> <li>b) 95% responded to within 19 minutes</li> </ol> </li> <li>2) Cat B (Amber). Urgent attention required but not immediately life-threatening             <ol style="list-style-type: none"> <li>95% responded to within 19 minutes</li> </ol> </li> <li>3) Cat C (Green) non-urgent.             <ol style="list-style-type: none"> <li>95% responded to within 60 minutes</li> </ol> </li> <li>4) Urgent doctors' admissions to hospital             <ol style="list-style-type: none"> <li>95% admitted within 15 minutes of agreed admission time.</li> </ol> </li> </ol> <p>The Kent Ambulance NHS Trust collects its figures for the whole of Kent and has had difficulty in giving figures for Tenterden and district and so the figures are based on the Tenterden post-code (presumably therefore about half of the population of this survey). Their figures are approximately for the calendar year 2004 and are as follows:</p> <table border="1" data-bbox="752 549 1693 740"> <thead> <tr> <th>Category</th> <th>National target</th> <th>Kent results</th> <th>Tenterden results</th> </tr> </thead> <tbody> <tr> <td>A(a)Red</td> <td>75%</td> <td>75.6%</td> <td><b>18.32%</b></td> </tr> <tr> <td>A(b) Red</td> <td>95%</td> <td>98.11%</td> <td></td> </tr> <tr> <td>B Amber</td> <td>95%</td> <td>93.72%</td> <td><b>78.74%</b></td> </tr> <tr> <td>C Green</td> <td>95%</td> <td>99.52%</td> <td><b>99.44%</b></td> </tr> <tr> <td>Doctors' admissions</td> <td>95%</td> <td>82.41%</td> <td><b>56.5%</b></td> </tr> </tbody> </table> <p>The striking figures are the low figure for meeting the target for doctors' admissions to hospital and the very low figure for the 8 minute response to life-threatening calls. These figures are all the more remarkable in that the surgery are not aware of any great delays in the response of the ambulance to urgent calls.</p> <p><b>Comments from Kent Ambulance NHS Trust:</b></p> <p>Kent Ambulance NHS Trust was established in 1994 and is one of the largest non-metropolitan ambulance services in the country. We provide an Accident and Emergency Ambulance Service to 1.6 million Kent residents across an area of 1,550 square miles. The demand on our services ranges from routine patient transport to and from out-patient appointments, and doctors™ requests to urgently transport patients to hospital within 1 or 2 hours, to emergency 999 calls for a range of different conditions and incidents.</p> <p>The 999 Accident and Emergency Service, which also incorporates the transport of doctors' urgent patients is directly commissioned on a pan-Kent basis by 1 commissioning Primary Care Trust, who operate on behalf of all 9 Primary Care Trusts within Kent.</p> <p>The commissioning PCT responsible for Ambulance Services is Shepway PCT who co-ordinate the commissioning of Accident and Emergency Services.</p> <p>Accident and Emergency commissioning is designed to ensure sufficient emergency resources on a pan-Kent basis to achieve national response time targets also on a pan-Kent basis. These targets have recently been altered and, therefore, since October 2004 the Service has been prioritising its response to immediately life threatening emergency calls in line with the new National Response Standards, these Standards being:</p>	Category	National target	Kent results	Tenterden results	A(a)Red	75%	75.6%	<b>18.32%</b>	A(b) Red	95%	98.11%		B Amber	95%	93.72%	<b>78.74%</b>	C Green	95%	99.52%	<b>99.44%</b>	Doctors' admissions	95%	82.41%	<b>56.5%</b>
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· Category A (Red) patients who are or may be life threatened and will benefit from a timely clinical intervention  
- 75% responded to within 8 minutes.

· Category A (Red) patients who are or may be life threatened and will benefit from a timely clinical intervention  
- 95% responded to within 19 minutes.

· Category B (Amber) patients who require urgent face to face clinical attention but are not immediately life threatened  
- 95% responded to within 19 minutes.

· Category C (Green) patients who do not require an immediate or urgent response by blue light and may be suitable for alternative care pathways " 95% responded to within 60 minutes.

· Urgent doctors' admissions into hospital " 95% admitted within 15 minutes of agreed admission time.

In 2003/4 the Trust received more than 158,000 emergency calls, which was an increase of 9% on the previous year. This equated to an increase of more than 3,000 immediately life threatening and nearly 8,000 non-life threatening calls. During 2003/4, despite the increases in demand, the Trust responded to 74.2% of Category A calls within the 8 minute standard.

During the calendar year of 2004 and up until 19 January, the Trust has experienced an increase of 5.37% on all activity. However, Category A calls have decreased by 7.54% but Category B and C calls have increased by 14.32% and doctors' urgent journeys have increased by 0.98%. The Trust is currently meeting its Category A performance targets with a current year to date (as at 20 January) of 75.60% for Category A within 8 minutes and 98.11% for Category A within 19 minutes and 99.52% for Category C within 60 minutes. We are, however, still finding it challenging to achieve the standards in respect of Category B calls and doctors' urgent admissions, which currently stand at 93.72% for Category B response and 82.41% for urgent in hospital.

With regard to the Tenterden and surrounding district, it is difficult for us to be accurate with regard to our response times, as these are not specifically recorded by any particular district or area, given that our commissioning and national targets are based on a pan-Kent response. However, analysis has shown that for the calendar year of 2004 a total of 191 Category A (Red) calls were received, 254 Category B (Amber) calls, 178 Category C (Green) calls and 206 doctors' urgent requests, which accounts for relatively little demand on Ambulance Services, given the overall activity demands for the rest of Kent.

In respect of our performance in these areas, the Trust performed at 18.32% in respect of Category A (Red) calls, 78.74% in respect of Category B (Amber) calls and 99.44% in respect of Category C (Green) calls, with doctors™ urgents performance ending the year at 56.50%. It can, therefore, be seen in respect of one of your questions that Kent Ambulance NHS Trust does meet its immediately life threatening call targets as laid down by its commissioners and the Department of Health on a pan-Kent basis. However, within the specific area of Tenterden, it does not meet the national response time targets. This is despite an ambulance being based at Tenterden Hospital for 12 hours per day, 7 days a week. This vehicle is housed and staffed from our Cranbrook Ambulance Station but on a daily basis provides cover in the Tenterden area from 1000 to 2200 hours. We are currently seeking to review our service provision throughout Kent and one possible increase in service provision will be in the Tenterden area from April 2005, where this cover will increase to 16 hours a day from 0800 to 2400 hours.

In addition, Kent Ambulance NHS Trust operates many Community Responder Schemes in rural communities that are low in activity and demand for Ambulance Services and, when necessary, do result in some long distances to travel in order to respond to the emergency. These Community Responder Schemes are co-ordinated by our Community Resuscitation

		<p>Officer , who is currently working through a priority list of rural communities based on their level of demand. As the demand profile for Tenterden is so low, it has not been ranked as one of our priority areas for the introduction of Community Responder Schemes at this stage. We are currently concentrating our resources on the Isle of Sheppey, Lenham, Edenbridge, Dymchurch and Hoo. In order to improve our service to the whole of Kent, as well as the rural communities, we have introduced an Unscheduled Care Desk within our Emergency Control Room at Coxheath in Maidstone. This desk is staffed by Paramedics who provide telephone advice and care to callers as appropriate. The Paramedics on this desk specifically target rural areas such as Tenterden when a call is received in order to provide telephone medical assistance and advice whilst the caller awaits the arrival of the ambulance. When the Paramedic discusses the condition with the caller or the patient it often transpires that the patient's condition is not as serious as first thought and can at times be dealt with by telephone advice or an alternative care pathway rather than an emergency ambulance.</p> <p>Unfortunately, our data collection systems are not sophisticated enough at this time to be able to easily ascertain the impact and how many patients this desk has dealt with in the Tenterden area since its introduction.</p> <p>The introduction of the Unscheduled Care Desk has been an initiative largely borne out of the increase in partnership working in respect of out of hours and unscheduled care and has assisted in reducing any adverse impact there may have been on Ambulance Services as a result of the changes to GP deputising services and out of hours provision.</p> <p>The concept of emergency care practitioners is also one that the Trust is investigating and has, in actual fact, employed its first three Emergency Care Practitioners to work in the Maidstone/Weald area. We are currently talking to PCTs, acute trusts and other health and social care partners and exploring the possibility for the introduction of further ECP schemes across the county, one such model being that an Emergency Care Practitioner could be working in community hospitals providing a minor injuries and illness service, as well as an emergency response service for that area. Having said that, these discussions are in the early stages and is certainly an initiative that may see realisation throughout the coming year or into 2006.</p> <p><b>Comments from Ivy Court surgery:</b>  Ashford is exploding and the Ashford Primary Care Trust (PCT) is too busy with Ashford problems to give much time to Tenterden problems.  On Feb 14<sup>th</sup>, there is a National Prevalence Day, when all practices in the country will send in returns on the number of patients suffering from particular diseases. This will give , for the first time, a reasonably accurate census of these diseases over the country as a whole.</p>
<p><b>S3.2</b></p>	<p>Does the number of doctors and dentists meet the appropriate standards?</p> <p>Identify any shortfalls and check whether any future planned changes to service provision will increase/decrease access to doctors and dentists.</p>	<p><b>a) Doctors.</b> The Tenterden surgery currently has a total list size of 14,567. Including assistants there are 6 ½ whole-time equivalent doctors working at Ivy Court, giving an average list size of 2,241, well above the generally accepted target of 1,500. However , the doctors work hard and with ancillary staff are able to meet demands. One National benchmark measuring patient satisfaction is the General Practice Assessment Questionnaire (GPAQ) . The overall benchmark is 78 and the Practice scored 82. The only weak area is telephone access to the surgery and the Practice has an action plan to improve this. A chronic problem is car-parking for patients close to the surgery – this problem is known to the Town Council but a solution has not yet been found.</p> <p><b>b) Dentists.</b> There are <u>no</u> NHS dental facilities in Tenterden , and all the dental practices in Ashford have closed their NHS lists. This has been raised in Parliament by the local MP, Damian Green (see Kentish Express Jan 13, 2005). Currently the percentage of people in Ashford able to see a dentist on the NHS within 10 km of their home has dropped from 89% to 64% and this is likely to get worse. A practice in Cranbrook is taking on children up to 18 as NHS patients provided their parents are already private patients of the practice. The Ashford PCT is currently meeting with local dentists across the area to improve services, perhaps with growth money given to the PCT.</p>

<b>S3.3</b>	Are local mortality rates for heart disease, stroke, cancer, suicide and accidents high? Identify where rates exceed the averages.	Statistics are available for the whole Ashford PCT, particularly in two NHS documents "Health Profile. Ashford PCT. Oct 2002" and "Ashford PCT. Mortality Profile 2004", kindly supplied by Miss June Jolley of the Kent & Medway Health Informatics Service. The differences even between these two papers show how difficult it is to be certain of any trends in mortality for these diseases in the whole of the Ashford PCT, let alone for Tenterden. The only clear information is that accidental deaths are above average for Kent and seem to be rising. It is unlikely that we will learn much from pursuing this line further.
<b>S3.4</b>	How easy is it for residents to get access to non-emergency hospital services as a user or visitor?.	Bus services connect well between Tenterden and Ashford. Wittersham and Rolvenden have more difficult access. From both villages to William Harvey there are 6 buses a day but the time of the journeys varies, taking between 1 ½ and 2 ½ hours.
<b>S3.5</b>	Are there adequate specialist clinics and out patient clinics available locally e.g. family planning, drugs and drink advice? Identify any gaps or under-provision in services	There are far fewer outreach clinics in Tenterden staffed by specialists from the hospitals than there used to be only 3 or 4 years ago. Only a psychiatric clinic and an eye clinic are left. However a balance has to be struck between the advantages to patients and doctors of a service close to the patient's home, and the effect of taking specialists away from their hospital base. There appears to be a slight trend in the opposite direction, e.g. bringing audiology services out to Tenterden. Family planning work is carried out in the surgery. A family planning clinic is run in Cranbrook. Drugs and alcohol services are run by the Kent Council for Addiction from bases in Canterbury and Dover. Numbers of patients are small and the lack of a local NHS facility is not seen as a problem. The local branches of AA and Alanon do very good service.
<b>S3.6</b>	Is there adequate social and health care services available in the home (e.g. community nurses, health visitors, home helps etc)? Identify under provision of services to vulnerable sections of the community.	Overall the answer seems to be yes. There are some difficult areas, including home nursing and domestic care. This may be worth further study. KCC's Social Services Department provides a wide range of care services for children and families, elderly people and people with disabilities. Many of the services needed are provided directly by the Social Services department. Others are provided on behalf of Social Services by private, voluntary and other agencies who are better equipped for certain types of care, and who have contracts for such services with Social Services.
<b>S3.7</b>	Is there a high incidence of crime? Identify where there are problems, both in terms of geographical areas and in the types of crime prevalent. Identify if future policing strategies will address these.	Tenterden is seen as a low-crime area, especially compared to other parts of the Borough, but with some concerns over anti-social behaviour.
<b>S3.8</b>	Are there any crime prevention measures in place?	There are a variety of crime prevention measures including CCTV – although this is deficient in some respects – and a formal Public Safety partnership.
<b>S3.9</b>	Do background levels of noise, air quality and water quality meet or exceed national standards? Identify pollution black spots.	Yes
<b>S3.10</b>	Do the local health clinics, doctors and dentists operate mobile service units? Identify areas covered by mobile units. Identify if there are any planned improvements to increase the coverage by mobile units.	No. The only mobile units are the retinal screening unit that comes from the Paula Carr diabetic Centre in William Harvey and provides a valuable diagnostic service for diabetics in the town and district, and the breast screening service. The branch surgeries at Wittersham and Rolvenden have closed in the recent past. Though there has been regret in the villages concerned, it does not appear that there has been much hardship as a result. 3 months ago the Saturday morning surgeries were stopped. There has been an increase in the number of patients being seen in the emergency clinic at Cranbrook but the number is not great. The doctors have instead been coming in on their day off and as a result the number of appointments has actually gone up. An early evening clinic for adolescents staffed by a nurse and a female doctor has been running for some time but is not doing much business.

## WORKSHEET S4 - LOCAL GOVERNMENT AND COMMUNITY ORGANISATIONS

<p><b>S4.1</b></p>	<p>Do local residents have direct access to the District or County Council in the town?</p> <p>Identify how easy it is to access information about Council services.</p>	<p>The Town Council has a strong identity as a limb of the Cinque Ports, and is a partner in this project, as well as having statutory roles and functions. Tenterden Town Council has responsibility for Public Buildings in the Town such as the Town Hall, "The Pebbles" which contains the Library as well as the Tenterden and St. Michaels Recreation Grounds. The Town Council has a consultation role for a number of issues including Planning and Highways issues.</p> <p>Ashford Borough Council have an office in Tenterden manned by one receptionist and a planning officer is available to answer questions on one morning a week.</p> <p>The County Council has no office in the town but the library acts as an information point with internet access</p> <p>Local councillors do not hold surgeries in the Town.</p> <p>Town, Borough &amp; County Councillors, the local MP and MEP have held occasional combined surgeries in the St. Michaels ward.</p> <p>Not as good as it should be. The first point of contact at Borough and County level are not always aware of their council's responsibilities and often advise people to direct their complaint/question to Tenterden Town Council at the Town Hall. As a result the Town Hall staff have a better knowledge of which departments in the Borough and County Councils deal with which problems. This frustrates members of the public who feel that they are "being given the run around"</p>
<p><b>S4.2</b></p>	<p>Are a large number of local people involved in community activities?</p> <p>Identify the level of community involvement.</p>	<p>There are a very large number of clubs and community organisations. There is no immediately available information as to numbers of people involved, but this needs to be part of the continued work of the healthcheck.</p> <p>There is also a strong network of voluntary sector organisations, although these have the usual problems of recruitment and support. There are part-time offices for the Volunteer Bureau and Citizens Advice Bureau in the town.</p>
<p><b>S4.3</b></p>	<p>Do local people have an interest in national and local politics?</p> <p>Identify level of local political involvement.</p>	<p>Voter turnout for the 2001 General Election Ashford Constituency was 62.5%, which was slightly higher than the national average.</p>
<p><b>S4.4</b></p>	<p>Is there somebody who can help develop community involvement?</p> <p>Identify if there is assistance that local communities can draw on.</p>	<p>There are local offices of the Borough Council and project workers such as KCC Youth and Community and the Community Warden, but Tenterden itself does not have a dedicated community development worker or project manager except through this project.</p> <p>The Kent Rural Community Council can provide limited support, such as on rural housing and transport, and the Volunteer Bureau can also help with research</p>

<p><b>S4.5</b></p>	<p>Have community groups been influential in developing policies or strategies?</p> <p>Identify which groups or individuals have been involved in successful community based initiatives and the level of experience the community has of being involved in the local decision-making process.</p>	<p>Tenterden &amp; District Residents Association (TDRA) and The Weald of Kent Preservation Society (WKPS) are the only local groups actively trying to influence local planning policies. The Town Council recently produced a "wish list" in consultation with the public.</p> <p>A number of local organisations including TDRA and WKPS attended a number of workshops for the "Ashford Future" study.</p> <p>TDRA and WKPS review all local planning applications and comment when necessary. TDRA scrutinised the last draft local plan and a number of their suggestions were included in the final version, published June 2000.</p> <p>TDRA, WKPS and others joined forces to form the Tenterden Action Group (TAG) to oppose a planning application by TESCO's for a supermarket. Planning permission was finally given on appeal, after a public inquiry. But valuable experience was gained.</p>
<p><b>S4.6</b></p>	<p>Is the local community well represented on committees? Identify where community representation is already successfully deployed.</p>	<p>There is usually no community representation on council committees and sub-committees, but Tenterden Town Council has just formed a "wild flower meadow" management committee using mostly non-councillors, it includes two tree wardens and one pond warden.</p>
<p><b>S4.7</b></p>	<p>Are there any active neighbourhood forums, residents or tenants associations? Identify the level of community involvement in managing decisions about the management of their own environment.</p>	<p>No, but Tenterden &amp; District Residents Association (TDRA) and The Weald of Kent Preservation Society (WKPS) are the only local groups actively trying to influence local planning policies. TDRA and WKPS review all local planning applications and comment when necessary. TDRA scrutinised the last draft local plan and a number of their suggestions were included in the final version, published June 2000.</p>
<p><b>S4.8</b></p>	<p>Have local people had the experience of being actively involved in community development? Identify the level of experience people have of being involved in local decision-making.</p>	<p>The Tenterden Parking Review has been carried out over about the past year by questionnaire and "market researchers" asking questions in the street.. A public display of the proposals was held on two evenings and a Saturday morning 13,14,15<sup>th</sup> Jan 2005. (The way that the process was carried out has been criticised)</p>

## WORKSHEET S5 - SPORT, LEISURE AND OPEN SPACE

<p><b>S5.1</b></p>	<p>Are local sports and leisure facilities in good condition and in demand?</p> <p>Identify areas for improvement and need for continued maintenance.</p>	<p><b>Sue Ball:</b>The Leisure Centre needs a bringing into the 21<sup>st</sup> century, both in terms of equipment and decoration/fabric of the building. Areas of it are in particular demand – such as the swimming pool (long waiting list for lessons), crèche and gym. The latter is dark and uninviting and the equipment out of date. The Health Suite needs total refurbishment – it is not a valuable add-on to membership. Maintenance and repairs to the building have been done haphazardly, resulting in an unsightly patchwork</p> <p><b>Homewood:</b>  <b>There is no local all weather playing surface which inhibits the development of team sports such as football, cricket, hockey and rugby throughout the year. Whilst Homewood School has a regas area this is tired, badly drained and in need of replacement. The playing fields at the school are subject to the ravages of both local weather and geology whereby during the winter the pitches become waterlogged because of their clay composition and during the summer they become bone hard and dry.</b></p> <p><b>An all weather surface would also need to be complemented by exterior lighting and be of a sufficient size to meet the demanding standards set down by the governing bodies of the various sports concerned.</b></p> <p><b>Summary, with extract from Community Appraisal:</b></p> <p>Many clubs and societies exist which cater for a wide range of interests. There are tennis, golf and bowls clubs and two cricket clubs. The Tenterden area has several long established sporting clubs. For instance, the earliest known reference to the Cricket Club dates back to 1755. Tenterden Football Club was formed in the 1890s and was founder member of the Weald of Kent League. The Golf Club was established in 1905 and the Bowls Club in 1908. There is another golf course at the London Beech Hotel, and there are also clubs for Fencing, Short Mat Bowls, Cycling, Horse Riding, Swimming and Badminton.</p> <p>The Leisure Centre, on its Recreation Ground Road site, has a 25 metre, six lane leisure pool, two multi-purpose sports halls, squash courts, a fitness centre and a fully licensed bar. It also provides a wide range of other sporting activities from basic fitness to aerobics, weight training to squash and tennis.</p> <p>Tenterden Tigers, the local youth football club, serves a wide area and has put forward plans for a “football academy” on a site off Woodchurch Road.</p> <p>In recent years major improvements in sports provision have taken place at Homewood School, including a sports hall and extended gymnasium, all-weather surfaces and floodlighting          Within Tenterden however there is strong demand for a better skateboard park. A very active community group has formed to raise funds and deal with this issue, but needs additional support</p>
<p><b>S5.2</b></p>	<p>Is there any unmet demand for specific sports or leisure facilities?</p> <p>Identify any shortfalls and check whether any future planned changes will increase/decrease provision of these.</p>	<p>There is a demand for a semi-sprung floor at the Leisure Centre to accommodate dance, martial arts, fencing etc, and a consultation exercise is under way for improvements to the Leisure Centre- results as yet unknown</p> <p><b>Homewood:</b>          The above demonstrates an unmet need that is increasingly urgent for the 2000 plus students in the school and the numerous groups that use the school facilities and indeed those that do not currently use the school because of the lack of such an all year facility. The school makes every effort to open its facilities for community use. Resourcing for this is non existent and it is only made possible by the generous support of governors and staff but is limited because of space and usable playing surfaces.</p>

**Extract from Tenterden Tigers website: "The Problem: A Worsening Facilities Crisis"**

"Since Tenterden Tigers Junior Football Club has no facilities of its own, the 215 youngsters within the club currently train and/or play their matches in five different locations in and around the town. As a broad observation, it is a great shame that those youngsters are deprived of the sense of pride and belonging which can be derived from being involved in 'club days' on a regular basis. On a more specific level, each location has its own drawbacks:

- It is public knowledge that **Homewood School** are hoping to sell their Appledore Road site (used for training younger age groups) for residential development, if they are able to obtain planning permission.
- The pitches at **Biddenden** (where four older age groups play their matches) suffer from very poor drainage, frequently causing pitches to become extremely boggy and regularly unplayable.
- The pitch at **Appledore** (where two more age groups train and play their matches) is excellent but expensive at a cost of £25 per match.
- Matches are played at no cost on the front of the recreation ground in Tenterden (for a number of younger age groups) but the line marking trolley has to be transported from the Appledore Road site and pitches marked out afresh every week - a time-consuming chore.
- Matches were played on the **Tenterden Junior School** pitch until we were asked to suspend matches in December due to the condition of the ground.

It is a sad reality that many youngsters within the club have never enjoyed access to changing rooms and toilet facilities on match days, let alone the luxury of a decent playing surface. Tenterden is put to shame in this regard by the facilities which are on offer to most of our opponents from the surrounding district. Furthermore, we are simply unable to continue the impressive growth of the club as a direct result of this deficiency.

**A Crucial Development: The FA Charter Standard 'Community Club' Award**

The Football Association established a '**Charter Standard**' scheme roughly two years ago as part of its drive to raise standards within grass roots soccer across the country, in order to identify and extend 'good practice' amongst junior football clubs. The efforts of all those involved with Tenterden Tigers Junior Football Club were recognised in December 2002, when we were granted '**Charter Standard Community Club**' status by the Football Association. This is the highest accolade within a three-tier award system and makes us one of only three clubs in Kent having received this prestigious award. Most pertinent to this discussion, however, is the fact that this development opens up the very real prospect of the club receiving a grant of up to £1m to help resolve our facilities crisis...

**The Solution: Funding From The Football Foundation And Local Partners**

The Football Foundation is primarily funded by The FA, The Premier League and the National Lottery. It has some **£285m available to invest** in the development of football in this country, with priority being given to grass roots projects and a predisposition to assist 'Charter Standard' clubs. In short, our club is ideally placed to benefit from a significant capital projects grant from the Football Foundation.

		<p><i>In order to increase our chances of 'unlocking' this funding, however, we need to pull together a team of <b>local partners</b> with each committing a meaningful amount of money to the project. It is important to note that the money pledged in this way will be subject to a dramatic 'multiplier effect' since the Football Foundation is able to fund up to 90% of project costs for 'community clubs' (on average it awards some 65% of project costs). This money would only be called upon at the stage when we are able to combine the money with similar pledges from other local sources and '<b>unlock</b>' the funding facility from the Football Foundation. This, in turn, will not be necessary until we are in a position to purchase a suitable area of land in the Tenterden area.</i></p> <p><i>Ultimately, this project will prove to be the 'trigger' to a bright and sustainable future for Tenterden Tigers Junior Football Club and the benefits of such a decision will be enjoyed by a huge number of local youngsters in the years ahead."</i></p>
<b>S5.3</b>	Are local open spaces of a high quality? Identify areas for improvement	The Recreation Ground is dull, and lacks an overall masterplan. Generally the green open spaces are lacking in maintenance, investment and vision, and there aren't enough of them. The amount of green space available is not keeping pace with the rapid growth of Tenterden's population.
<b>S5.4</b>	Are there any known threats of loss of open space or closure of facilities due to either development proposals or reduction in budgets?	Depends how you define open space. There is constant pressure on green areas around the town centre eg Glebefields, Sixfields, the fields beyond the Leisure Centre – all of the green fingers that come into Tenterden and contribute to it's unique character – from developers wanting to build new homes.
<b>S5.5</b>	Are there adequate opportunities to pursue outdoor sporting activities? .	No. There is a shortage. We're still waiting for the cycle way to be completed, and there are no decent cycling paths. Tenterden is good for walking and horse riding. Residents are surrounded by land but most of it is privately owned. It's difficult to know where to take your child for a bike ride, for example.
<b>S5.6</b>	Do many people have to travel outside the town to take part in certain sports? Identify which sporting activities are not catered for in the town.	<p><b>See survey information below</b></p> <p>The range of sports club activities in Tenterden is limited . For example, there are no rugby, net ball, basketball or hockey clubs . This in part reflects the limitations of a small country town and its demographic composition . Even in areas where one might expect activities to flourish e.g. tennis and swimming, no all-age clubs exist .</p> <p>The Leisure Centre has not seen the promotion of clubs as a priority ; only one club operates out of the centre - the Squash club, co-ordinated by an enthusiastic county squash player . A swimming club is being considered! The Centre facilitates the use of the public tennis courts, but not club arrangements for their use. The Centre has, however, proved very supportive of the Tigers Junior Football Club and a small group of basketball players from Homewood School who play at the Centre have also established an embryo club.</p> <p>With the notable exception of football, cricket, and golf, few clubs have a formal structure with junior sections that attract youngsters, or encourage development of skills through competitions and awards.</p> <p>Involvement of Homewood School with local sports clubs is confined largely to the hiring of the Homewood facilities e.g., by the Tenterden Tigers, Brewmaster (High Halden), and the cricket clubs. Access for use by the school of cricket club facilities has been negotiated on an individual basis. Special terms have also been negotiated to facilitate pupil access to the London Beach Golf Club.</p> <p>Although there are no formal links with local clubs, personal contacts through school staff have proved valuable for pupil participation in the club structure and development of individuals' skills. The school provides an extensive summer programme of sports activities for local youngsters as part of the Children's University initiative. Local clubs do not participate in this.</p>

		<p>Factors that militate against closer liaison between the school and clubs include:</p> <ul style="list-style-type: none"> <li>▪ the extensive catchment area for the school's pupils. Many of them do not see Tenterden clubs as the natural focal point, but may be involved with their own village or Ashford clubs</li> <li>▪ The range of local clubs is limited . Other than football and cricket, the opportunities for extensive pupil involvement in the Tenterden club structure are constrained by the limited range of activities.</li> <li>▪ Some Tenterden clubs have a social, rather than a developmental, focus that does not encourage younger people.</li> <li>▪ scope for the involvement of clubs in coaching school children is complicated by the need for formal national vetting procedures</li> </ul> <p>Club use of Homewood facilities is limited in part by the level of charges e.g. £35 hour for use of the Sports Hall. There are no concessions for local sports organisations (even those entirely dedicated to school age children e.g. The Tigers). Strong feelings were expressed by several of the clubs about this Some, previously involved with the school before it became a community college, have stated that they could no longer afford the increased charges and felt that the partnership expected of a community school was lacking.</p>
<b>S5.7</b>	What proportion of the eligible local population belongs to a sports or leisure club?	<b>See survey information below</b>
<b>S5.8</b>	Are there any residential areas which are over 400 metres from an area of open space? (Identify residential areas that are not close to areas of open space).	<p><b>Local Plan</b></p> <p><i>See pages 158- 161, which asserts (para 10.25) that outside the Ashford urban area a hierarchy of open spaces is not needed – most villages have some open space with public access and people living in villages have greater access to the countryside for recreation</i></p>
<b>S5.9</b>	Does the provision of open space meet the National Playing Fields Association Standard of 2.4 hectares per 1000 population?	<p><b>Local Plan</b></p> <p><i>See pages 158- 161;para 10.26 is more of a negative constraint on loss of open space than an assessment of need against the standard</i></p>

## Results of a survey of Sports Clubs, carried out by interview:

ACTIVITY/CONTACT	VENUE	NOS	AGE RANGE	STRENGTHS / WEAKNESSES	NEEDS
<b>Badminton</b>	St Michaels	This may now be defunct , according to previous secretary			
<b>Bowls</b> Tenterden Bowls Club Linda Harper Sec. 766659	Recreation Gd	60 approx	13-90 (few young)	Social programme across winter period	Changing acc. Upkeep of eqt. & sheds
Tenterden <b>Cricket Club</b> Jack Gillett Sec 762087	Morghew Park	165	8-80 (under 12 Colts Team)	Membership Own ground, clubhouse and bar A "focus" club for area	Resources for mowing machines, sight screens; new pavilion
<b>Karate Club</b> Shun Jutsu Richard & Norma Nye, Owner /Operators 01233 6376113	St Michaels Hall	15	6-12 years (balance boys/girls)	Well established (7 years in St Michaels) & 25 years Equipment in training; dedicated and reliable/	Shortage of mats limits range of activities No formal club structure
<b>Fencing</b> John Hyde (Treasurer) 766659	St, Michaels Hall	45	25 Up to 15 20 Adults	Suitable venue: LC fully booked weekday eves. Homewood progressive increase in hire charges over 4 years	Larger Venue
<b>Football</b> Tenterden Senior Football Club Steve Saxby (Sec) 01233-850741	Pitch adjacent Leisure Centre	50 two teams	17-40	Keen committee; eager to develop community links Good reputation in County. Indoor training facilities - Homewood too expensive. Long lease on existing pitch needed to secure grants	Upgrading of pavilion, shared with Youth group
Tenterden Tigers <b>Junior Football Club</b> Matt Corden Director of Quality 764145	Recs. at Biddenden, St Michaels, Appledore, Tenterden Junior School	344 21 teams (inc. 3/4 girls' teams)	5-17	Best Practice endorsement by FA; ; FA Charter at highest level;10FA qualified coaches; community support/ Venue Costs: £11K pa Homewood costs	Endorse new ambitious plan for 9/10 pitches and clubhouse;

ACTIVITY/CONTACT	VENUE	NOS	AGE RANGE	STRENGTHS / WEAKNESSES	NEEDS
<b>Golf</b> Tenterden Golf Club Norman Taylor (Sec) 763987	Woodchurch Road	550 approx	7-94 years	Membership; setting; Centenary this year Mini course on practice ground Strong junior section and junior clinic Website www.tenterdengolfclub.co.uk	None
<b>Squash</b> Chris Beeching Co-ordinator 07770920040 crbeeching@aol.com	Leisure Centre	55	16 - 60	Enthusiasm & growing nos for club established since January 05/ Insufficient courts No viewing gallery	More youngsters and female involvement
<b>Tennis</b> Over 50's group Mr Waters Acting Sec. 01797 270255	Public Courts Recreation Ground	17	50plus	All weather courts Recent addition of shelter/ adolescent intruders; occasional key problems	Courts are underused Publicity?
<u>Other Clubs not contacted:</u> Smallhythe Cricket Club; Short Mat Bowls; Cycling Club (Apollo Cycle Shop unable to provide contact); Horse Riding;( Home Farm ) Ingleden; London Beach Golf Club (pro not available)					
<u>Sports Activities For Which There Are No Clubs:</u> Athletics, Hockey, Netball, Swimming, Tennis( for all ages), Rugby.					

## WORKSHEET S6 - CULTURE AND HERITAGE

<p><b>S6.1</b></p>	<p>Does the town have an adequate range of cultural facilities e.g. theatre, cinema, art gallery, museum or library? Identify any obvious shortfalls or facilities.</p>	<p><b>Existing Provision</b>  Sinden Theatre – Tenterden  Barn Theatre – Smallhythe Place  Tenterden &amp; District Museum – Tenterden  Col Stephens Museum – Tenterden  Library – Tenterden</p> <p><b>Shortfalls</b>  Art Gallery – nearest in Smarden (West End House Gallery - private facility)  Cinema – nearest Ashford  Cultural Centre/Arts Centre - none</p> <p>Homewood School has developed an on-site professional theatre (The Sinden Theatre) that has increasingly engaged groups from the local area. Whilst performance space is good and will be increased in the near future with drama rehearsal facilities and a new Dance studio in development, the need for a “green room” facility is paramount. The “green room “ could be utilised by the local community as well as the school for meetings, intimate concerts and performance, refreshment provision for larger performance events, local art exhibitions and the like. The work is dependent on a 4 year bidding process to the DFES, having to meet targets to access further resourcing.</p>
<p><b>S6.2</b></p>	<p>Are there regular events which have the potential to draw the whole community together? Identify opportunities for local people to come together or whether there is a need to develop such an event.</p>	<p>Tenterden Folk Festival – annual  Regular funfairs on the recreation ground fields  Weald of Kent Art Group Show/Exhibition  Tenterden Christmas Late Night Shopping Evening  Tenterden Amateur Operatic Society performances</p> <p>The Sinden Theatre has a regular programme of events that includes both music, drama and film. The school , through its Arts Focus Group, keeps local and interested arts groups involved and engaged with the development of such activities across the area.</p>
<p><b>S6.3</b></p>	<p>Does the local community have a mechanism to report and comment on local events and issues? Identify opportunities for local people to have a voice or whether there is a need to develop such a mechanism.</p>	<p>Tenterden edition of the Kentish Express – local reporter based in Tenterden  Wealden Advertiser (free newsletter)  Meridian TV based in Maidstone and BBC South East in T/Wells  Radio Kent based in T/Wells  Independent Radio – Invicta Radio, but no Ashford or Tenterden local radio licence</p> <p>Ashford Borough Council newsletter will become monthly from Feb 2005 and will be delivered to every household in the borough.</p> <p>The school produces newsletters about the its work and the Sinden Theatre produces regular publicity information that goes into local outlets to keep the community informed of its work.</p>
<p><b>S6.4</b></p>	<p>Do town and rural communities have adequate community venues? Identify whether the quantity and quality of these facilities is sufficient.</p>	<p>See separate survey below. One place to look for this type of information is on <a href="http://www.goashford.com">www.goashford.com</a> - a community website run and funded by Ashford Borough Council.  There is a section on there that lists community venues for hire in the whole borough.  In Tenterden it lists 4:  - Assembly Room, Town Hall</p>

		<ul style="list-style-type: none"> <li>- Highbury Hall</li> <li>- St Mildred's Church Hall</li> <li>- Tenterden Leisure Centre</li> </ul> <p>Wittersham – Village Hall, Appledore – Memorial Hall, High Halden- War Memorial Hall, Rolvenden – Village Hall</p> <p>An audit of exhibition and meeting rooms available in Tenterden (carried out by consultants as part of the work on extending the Museum) identified that there are four Halls in the area, Highbury Hall and Church Halls at St Mildred's, St Andrews and the Methodist Church:</p> <p><i>“All Halls were used mainly for meetings, and the capacity of the meeting rooms varied from 20 to 100. All Halls reported that they are very busy, indicating that there could be demand for additional meeting facilities in the area. All Halls had kitchen or tea and coffee facilities available and public toilets, and three out of four had car parking facilities. None of the Halls had presentation equipment, and provided a basic level of service as would be expected of Church Halls.</i></p> <p><i>The telephone survey of local clubs and societies (Appendix 2) established that eight out of eleven of them regularly hire halls for meetings of anything from 10 people to 200 people. Of the groups that regularly hire Halls, all of them considered toilets, car parking and tea and coffee facilities essential. Several groups commented that they felt there was a need for additional meeting facilities in the area. However, most groups required large meeting rooms for 30 or more people, with only one group reporting a need for a venue for meetings of around twelve people.</i></p> <p><i>The audit of exhibition and meeting rooms did not identify any exhibition spaces available for hire in the Tenterden area, and this indicates that there could be a need for such facilities in Tenterden. There is potentially a very wide and diverse range of local groups, organisations, schools and services that may require occasional exhibition space.”</i></p> <p>Through its development of Arts College Status, Homewood School has also developed a means of taking the arts to local villages via the Arts Bus – which is exactly what its name suggests : a converted double-decker bus that can take performers, workshops and equipment out to the more isolated areas of the community where performance space or equipment is not always available – this includes primary schools and village halls.</p>
<p><b>S6.5</b></p>	<p>Does the area have any strong cultural associations such as famous people, events or literary links or any famous products? Identify any cultural associations that make the area distinctive.</p>	<p><b>Strong Cultural/Historical Associations</b></p> <ul style="list-style-type: none"> <li>- A member or limb of Rye in the Confederation of the Cinque Ports</li> <li>- Tenterden's importance in the development of the wool and cloth trade</li> <li>- The ship building ports of Smallhythe and Reading Street</li> <li>- Smallhythe's strong links with the Victorian actress Dame Ellen Terry</li> <li>- 1<sup>st</sup> English printer William Caxton reputed to have been born in Tenterden c 1422</li> <li>- Graves of the family of Jane Austen have been identified at St Mildred's Church</li> <li>- Lord Nelson's daughter Horatio married Philip Wood, a vicar of St Mildred's in the 19<sup>th</sup> century</li> </ul>

## SURVEY OF HALLS, SUMMER 2005 – CARRIED OUT BY INTERVIEW

Hall	Capacity	Availability	Cost per hour	Toilets	Disabled toilets	Parking	Catering	Equipment	Disability Access	Users	Comments	Contact
<b>Town Hall</b>	150 Seated 100 at Tables	All week	Commercial 9am5pm £15 5pm12pm £25 Societies 9am5pm £6.50 5pm12pm £20 Other 9am5pm £5 5pm12pm £8	Yes	Yes	No	Kitchen	PA system	Yes	Numerous	Busy	Tenterden Town Hall 01580 762271
<b>Highbury Hall</b>	Upper Hall 100 Main Hall 100 Committee Room 20	All week	£7.50 for private use	Yes	No	Yes	Small Kitchen	No	No		Busy	Mrs R.Best 01580 765626
<b>St Mildreds Church Hall</b>	100	All week except Wed and daytime Sunday	£8	Yes	Yes	No	Kitchen	PA system	Yes	WI, WI market, 2 dance groups, Soc Services, MU, U3A, Horticultural Soc	Busy	Mr R.Lord 01580 762000
<b>Methodist Church Hall</b>	Downstairs 30 Upstairs with stage 30-40	All week except Sunday	£6	Yes	Yes	No	Tea & Coffee	No	No  (in progress)	Busy Bees  Mini Steppers Pilates, Tai Chi, Labour Party,	Busy  (some capacity)	Mr L.Phillips  01580 765626
<b>St Andrews Church Hall</b>	30	All week	£7	Yes	No  (in progress)	Yes	Tea & Coffee	No	No  (in progress)	AEA Lectures,  Nat Trust, WI, MU, Hort Soc	Busy	Mr H.Broad  01580 761974
<b>Trinity Baptist Church Hall</b>	Church use only apart from electoral occasions											Mrs C.Mercer 01580 762771
<b>St Michaels Village Hall</b>	250	All week	Regular groups £6.50 Others £8	Yes	No	Yes	Tea & Coffee	No	No	Playgroup,  Brownies, Ballet, rainbow, Badminton	Busy  except school hols	Mrs B.Farrell  01233 502998

<b>Tenterden Day Centre</b>	20 (Committee Room)	Evenings	£5	Yes	Yes	Yes (limited )	Tea & coffee	No	No	<b>TDRA,Lions,M U</b>	Some capacity	Mrs N.Tredway  01580 762882
<b>Tenterden Club</b>	150	All week	£25 per session approx	Yes	No	No	Tea & coffee	PA system	No	<b>Cricket,Golf, Football Clubs, Keep Fit, Indoor Bowls</b>	Full catering facilities	Mr P.Hopley  01580 764455
<b>Tenterden Leisure Centre Mains Sports Hall</b>	300	All week	Peak £37 Other £21 (negotiable)	Yes	Yes	Yes	Cafeteria	PA system	Yes	<b>Arts Council, NADFAS</b>	A large hall	Mr R.Grocock 01580 765987
<b>Tenterden Leisure Centre Rainbow Room</b>	120	All week	Peak £21 Other £14	Yes	Yes	Yes	Cafeteria	PA system	Yes	<b>Disabled, Creche, WI</b>	Busy	Mr R.Grocock 01580 765987
<b>Tenterden Leisure Centre Committee Room</b>	15	All week	£5	Yes	Yes	Yes	Cafeteria		Yes	<b>Bowling, Football Clubs</b>	Some capacity	Mr R.Grocock 01580 765987
<b>Homewood School</b>												Penny Brett 01580 764222 x292

# **TRANSPORT AND ACCESSIBILITY WORKSHEETS**

This section contains the following worksheets:

## **WORKSHEET T1**

**EASE OF TRAVEL OUTSIDE THE LOCAL AREA**

## **WORKSHEET T2**

**EASE OF ACCESS TO SERVICES**

## **WORKSHEET T3**

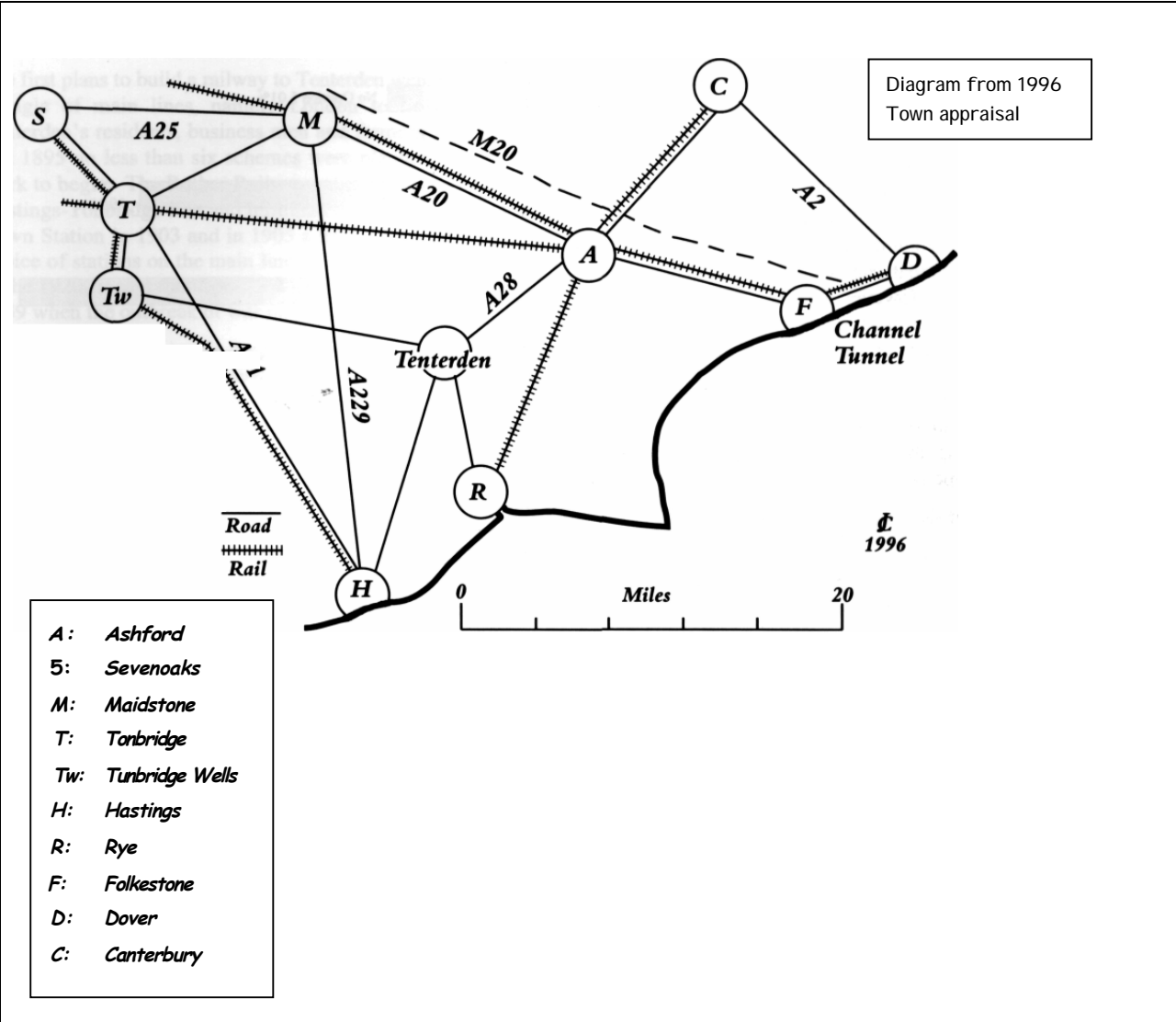
**EASE OF MOVEMENT AROUND THE TOWN**

# WORKSHEET T1 - EASE OF TRAVEL OUTSIDE THE LOCAL AREA

T1.1

What is the distance to a national network of dual carriageway roads from the town and the least and most accessible villages?

Identify the ease of access to the town and villages from the main road network.



<p><b>T1.2</b></p>	<p>What is the distance and average travel time by car to nearest large town, from the town itself and from the most and least accessible village within the surrounding countryside? Identify how close and how long it takes to travel to the nearest large town.</p>	<p>From Tenterden to Ashford is eleven miles with a journey time of about 20 minutes. M20 Junction 9 is ten miles from Tenterden Town centre seven miles from High Halden and 13 miles from Rolvenden. Changes are due to take place at Junction 10A of the M20 Motorway to the East of Ashford in the near future</p> <p>The fundamental difference between Tenterden and the market towns of Ashford and Maidstone is that Tenterden does not have a rail service.</p> <p>From the villages, there is a variable public transport service to the nearest large town, which is Ashford. For example:</p> <ul style="list-style-type: none"> <li>▪ <b>High Halden</b> is connected to both Ashford and Tenterden and served on an hourly basis on Mondays to Saturdays including an evening service. High Halden to Ashford has a journey time of 35 minutes and to Tenterden is 12m minutes.</li> <li>▪ <b>Appledore</b> is connected to Ashford via an hourly train service and one return journey by bus on Mondays to Saturdays. Journeys to Tenterden are provided 4 days per week with additional schooldays only journeys to Ashford Schools. The journey time to Ashford is 13 minutes by train and 43 minutes by bus. Appledore to Tenterden has a journey time of 20 minutes.</li> <li>▪ <b>Rolvenden Layne</b> is connected to Tenterden on Mon's, Wed's and Fri's with 3 'circular' journeys. The journey time to Tenterden is 10 minutes. It is possible to connect onto a further service to Ashford which (including the connection) would give a total journey time of 1hr 34 mins.</li> </ul>
<p><b>T1.3</b></p>	<p>What improvements are planned for the local/regional highway network in your area?</p>	<p>Changes to the road network of South Ashford are planned to take place over the next ten to fifteen years as development is progressed in accordance with the Ashford Development Framework.</p>
<p><b>T1.4</b></p>	<p>How far is the train station from the town centre? This information can be found from local maps.  Identify how long it takes to get from the railway station to the town centre.</p>	<p>The local Railway station, Headcorn is 9.5 miles from the Town and connected by 2 local bus services, one of which is a dedicated Rail Link service connecting with trains to / from both Ashford and Tenterden on Mondays to Fridays at 'peak' times. Headcorn Railway Station offers a 30 minute frequency to London Stations on journeys taking approx. 1 hour, and more at peak time when journeys suitable for workers are provided. The frequencies and journey lengths are comparable with those for Maidstone (2 per hour) and Ashford (every 20 mins). Assuming a good connection Tenterden to London would have a total journey length of 1 hr 40.</p>
<p><b>T1.5</b></p>	<p>Is the main bus station or main concentration of bus termini in the town centre?</p>	<p>All bus services to / from Tenterden penetrate the Town Centre very well, serving either the Town Hall or 'Vine' stops and both in the vast majority of cases. Both of these points are very centrally located.</p>
<p><b>T1.6</b></p>	<p>Is it convenient to change between train and coach services, i.e. is it easy to walk or is there a good connecting bus service</p>	<p>Tenterden is not served by any commuter or other form of coach service. The local Railway station, Headcorn is 9.5 miles from the Town and connected by 2 local bus services, (numbered) 12 and 12RL. Service 12RL is a dedicated Rail Link service connecting with trains to / from both Ashford and Tenterden on Mondays to Fridays at 'peak' times. Service 12, operates on an hourly frequency throughout the day on Mondays to Saturdays but are not timed to meet trains. Both services penetrate the Station forecourt. Believe the local Taxi operator to be located at St. Michaels.</p>
<p><b>T1.7</b></p>	<p>What is the frequency of rail services? Identify the ease of access by rail to the nearest market towns and county town or city.</p>	<p>The fundamental difference between Tenterden and the market towns of Ashford and Maidstone is that Tenterden does not have a rail service. Headcorn Railway Station offers a 30 minute frequency to London Stations on journeys taking approx. 1 hr 10 mins and more at peak time when journeys suitable for workers are provided. The frequencies and journey lengths are comparable with those for Maidstone (2 per hour) and Ashford (every 20 mins). It should be noted that only areas on the route of services 12 and 12RL are connected to Headcorn by public transport. Assuming a good connection Tenterden to London would have a total journey length of 1 hr 40.</p>

<p><b>T1.8</b></p>	<p>What is the travel time to the nearest large town by bus/coach/train, from the town and from villages with good, adequate and poor public transport links?</p> <p>Identify how long it takes to get to the nearest city by public transport or whether it is possible at all. Are these public transport links good, adequate or poor according to local need?</p>	<p><i>This question needs to be looked at in the context of what is 'good', 'adequate' and 'poor' i.e. a level of service considered poor by the passengers that use it may be more than sufficient for the level of patronage and also considered good to a hamlet with no service at all. In this instance I have considered a good service to be one providing service 6 (or better) days per week and with a minimum frequency of 2hourly (or better), adequate as providing public transport on 'most' days in the week regardless of frequency and poor to be areas served only on 'occasional' days or by non conventional forms of public transport. I also consider Ashford to be the largest local Town but have also looked at connections to Tenterden itself.</i></p> <p>Good - High Halden is connected to both Ashford and Tenterden and served on an hourly basis on Mondays to Saturdays including an evening service. High Halden to Ashford has a journey time of 35 minutes and to Tenterden is 12m minutes</p> <p>Adequate – Appledore is connected to Ashford via an hourly train service and one return journey by bus on Mondays to Saturdays. Journeys to Tenterden are provided 4 days per week with additional schooldays only journeys to Ashford Schools. The journey time to Ashford is 13 minutes by train and 43 minutes by bus. Appledore to Tenterden has a journey time of 20 minutes.</p> <p>Poor – Rolvenden Layne is connected to Tenterden on Mon's, Wed's and Fri's with 3 'circular' journeys. The journey time to Tenterden is 10 minutes. It is possible to connect onto a further service to Ashford which (including the connection) would give a total journey time of 1hr 34 mins.</p> <p>(see T1.7 for rail)</p>
<p><b>T1.9</b></p>	<p>What is the number of national coach services per day? This information will be available from the national coach operators. Identify the frequency and destinations of services.</p>	<p><b>None !</b></p>
<p><b>T1.10</b></p>	<p>What improvements are planned for the public transport infrastructure and public transport services in your area?</p> <p>Identify the improvements planned and their likely impact upon the local area.</p>	<p>Unaware of any planned enhancements to local public transport infrastructure - advised that KCC's area offices are currently consulting with operators with regards to the next 5 year Local Transport Plan.</p> <p>In terms of service enhancements, some local services are currently being re-tendered in line with the natural expiry of the current contracts and are likely to be maintained on a like for like basis. The remainder of the network is stable with no anticipated changes.</p>
<p><b>T1.11</b></p>	<p>Is it as quick and easy to travel to the nearest large town by public transport as it is by car?</p>	<p>See above</p>
<p><b>T1.12</b></p>	<p>Are there cycle or walking routes between towns and villages?</p>	<p>No dedicated cycle network, but a network of countryside footpaths, not necessarily direct</p>

## WORKSHEET T2 - EASE OF ACCESS TO SERVICES

<b>T2.1</b>	<p>Are bus and train times from outlying villages to the town convenient for travelling to work and children going to school?</p> <p>Identify areas where people find it difficult to get to work or school by public transport.</p>	<table border="1"> <thead> <tr> <th>Service No.</th> <th>Description</th> <th>Scholars ?</th> <th>Workers ?</th> <th>Days operated</th> <th>First bus</th> <th>Last bus</th> </tr> </thead> <tbody> <tr> <td>12</td> <td>Maidstone - Tenterden</td> <td>Yes</td> <td>Yes</td> <td>M - S</td> <td>(to Maidstone) 0700</td> <td>(to Maidstone) 2215</td> </tr> <tr> <td>12RL</td> <td>Tenterden - Headcorn Rail</td> <td>Yes</td> <td>Yes</td> <td>M - F</td> <td>(to Tenterden) 0742</td> <td>(to Tenterden) 2305</td> </tr> <tr> <td>24</td> <td>Sandhurst - Maidstone</td> <td>No</td> <td>No</td> <td>Tues</td> <td>(to Headcorn) 0620</td> <td>(to Headcorn) 1940</td> </tr> <tr> <td>293</td> <td>Tenterden - Wittersham - Tenterden</td> <td>No</td> <td>No</td> <td>M, W, Thu, F</td> <td>(to Tenterden) 0640</td> <td>(to Tenterden) 2010</td> </tr> <tr> <td>293</td> <td>Tenterden - Rye</td> <td>No</td> <td>No</td> <td>Thu</td> <td>off peak</td> <td>off peak</td> </tr> <tr> <td>294</td> <td>Tenterden - Rolvenden Layne</td> <td>No</td> <td>No</td> <td>M - F</td> <td>off peak</td> <td>off peak</td> </tr> <tr> <td>295</td> <td>Tenterden - Ashford</td> <td>Yes</td> <td>Yes</td> <td>7 days</td> <td>(to Ashford) 0655</td> <td>(to Ashford) 2119</td> </tr> <tr> <td>297</td> <td>Tenterden - T / Wells</td> <td>Yes</td> <td>Yes</td> <td>7 days</td> <td>(to Tenterden) 0750</td> <td>(to Tenterden) 2250</td> </tr> <tr> <td>P.O. 306</td> <td>Biddenden - Ashford</td> <td>No</td> <td>No</td> <td>M - F</td> <td>(to T/Wells) 0547</td> <td>(to T/Wells) 1750</td> </tr> <tr> <td>312</td> <td>Tenterden - Rye</td> <td>Yes</td> <td>Yes</td> <td>M - S</td> <td>(to Tenterden) 0723</td> <td>(to Tenterden) 1920</td> </tr> <tr> <td>340/1/2</td> <td>Tenterden - Hastings</td> <td>Yes</td> <td>Yes</td> <td>M - S</td> <td>off peak</td> <td>off peak</td> </tr> <tr> <td>400</td> <td>Tenterden - Ashford</td> <td>Yes</td> <td>Yes</td> <td>M - S</td> <td>(to Rye) 0755</td> <td>(to Rye) 1735</td> </tr> <tr> <td>001</td> <td>Ashford - Homewood</td> <td>Yes</td> <td>No</td> <td>SDO</td> <td>(to Tenterden) 0825</td> <td>(to Tenterden) 1810</td> </tr> <tr> <td>AS1/2/3</td> <td>Appledore - Ashford Schools</td> <td>Yes</td> <td>No</td> <td>SDO</td> <td>(to Hastings) 0745</td> <td>(to Hastings) 1715</td> </tr> <tr> <td>CR3</td> <td>Pluckley - Homewood</td> <td>Yes</td> <td>No</td> <td>SDO</td> <td>(to Tenterden) 0850</td> <td>(to Tenterden) 1705</td> </tr> <tr> <td>HS1/2/3/4/6</td> <td>Ashford - Homewood</td> <td>Yes</td> <td>No</td> <td>SDO</td> <td>(to Ashford) 0708</td> <td>(to Ashford) 2256</td> </tr> <tr> <td>K17</td> <td>Rye - Homewood</td> <td>Yes</td> <td>No</td> <td>SDO</td> <td>(to Tenterden) 0655</td> <td>(to Tenterden) 2205</td> </tr> <tr> <td></td> <td></td> <td></td> <td></td> <td></td> <td>Schools</td> <td>Schools</td> </tr> <tr> <td></td> <td></td> <td></td> <td></td> <td></td> <td>Schools</td> <td>Schools</td> </tr> <tr> <td></td> <td></td> <td></td> <td></td> <td></td> <td>Schools</td> <td>Schools</td> </tr> <tr> <td></td> <td></td> <td></td> <td></td> <td></td> <td>Schools</td> <td>Schools</td> </tr> <tr> <td></td> <td></td> <td></td> <td></td> <td></td> <td>Schools</td> <td>Schools</td> </tr> </tbody> </table>						Service No.	Description	Scholars ?	Workers ?	Days operated	First bus	Last bus	12	Maidstone - Tenterden	Yes	Yes	M - S	(to Maidstone) 0700	(to Maidstone) 2215	12RL	Tenterden - Headcorn Rail	Yes	Yes	M - F	(to Tenterden) 0742	(to Tenterden) 2305	24	Sandhurst - Maidstone	No	No	Tues	(to Headcorn) 0620	(to Headcorn) 1940	293	Tenterden - Wittersham - Tenterden	No	No	M, W, Thu, F	(to Tenterden) 0640	(to Tenterden) 2010	293	Tenterden - Rye	No	No	Thu	off peak	off peak	294	Tenterden - Rolvenden Layne	No	No	M - F	off peak	off peak	295	Tenterden - Ashford	Yes	Yes	7 days	(to Ashford) 0655	(to Ashford) 2119	297	Tenterden - T / Wells	Yes	Yes	7 days	(to Tenterden) 0750	(to Tenterden) 2250	P.O. 306	Biddenden - Ashford	No	No	M - F	(to T/Wells) 0547	(to T/Wells) 1750	312	Tenterden - Rye	Yes	Yes	M - S	(to Tenterden) 0723	(to Tenterden) 1920	340/1/2	Tenterden - Hastings	Yes	Yes	M - S	off peak	off peak	400	Tenterden - Ashford	Yes	Yes	M - S	(to Rye) 0755	(to Rye) 1735	001	Ashford - Homewood	Yes	No	SDO	(to Tenterden) 0825	(to Tenterden) 1810	AS1/2/3	Appledore - Ashford Schools	Yes	No	SDO	(to Hastings) 0745	(to Hastings) 1715	CR3	Pluckley - Homewood	Yes	No	SDO	(to Tenterden) 0850	(to Tenterden) 1705	HS1/2/3/4/6	Ashford - Homewood	Yes	No	SDO	(to Ashford) 0708	(to Ashford) 2256	K17	Rye - Homewood	Yes	No	SDO	(to Tenterden) 0655	(to Tenterden) 2205						Schools	Schools						Schools	Schools						Schools	Schools						Schools	Schools						Schools	Schools
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	<p>Spreadsheet details all public bus services operating ion the Tenterden area, whether they are appropriate for scholars / workers and the time of the last bus if applicable. It is worth noting that that this does not include journeys for children travelling on 'hired' schools contracts where they are entitled to free transport to school.</p> <p>In order to access the primary Hospital, at Ashford, further journey lasting 21 minutes would need to be taken from the Town Centre. Likewise, the cinema is located out of town and is served only by one return journey in the evening and effectively therefore is not accessible by public transport for the majority of the time. However, because of specialisation etc some patients need to reach hospitals further afield. There are a number of services located in Tenterden itself, including some health services, secondary school, supermarket, library and leisure/sports centre .</p> <p>For journeys to work, the 2001 census indicated that in both Tenterden and the adjacent rural wards, 65% travelled by car and 2% by bus. In the town wards 11% walked; in the two rural wards 4% walked. In the town wards, 5% (186 people) used the train for part of their journey; in the two rural wards it was 7% (159 people).</p>																																																																																																																																																																							

<b>T2.2</b>	Are there any planned changes to rural public transport services?	Local services 12RL, 295 and 297 have recently been re-tendered in line with the expiry of the current contract at in April. These have been tendered on a broadly like for like basis and no major changes are anticipated. The remainder of the network is stable with no known (anticipated) variations expected.
<b>T2.3</b>	Is public transport accessible to the mobility impaired?  Identify where people with mobility impairments are disadvantaged in using public transport.	Services 12RL, 295, 297, 312 and 340 are normally operated with lof-floor, wheelchair accessible vehicles. However, it is not necessarily the case that all sections of route have infrastructure that compliments this and as such in certain instances that benefits are lost. The remainder of the network is operated with standard vehicles that are not low floor or wheelchair accessible.  The mobility impaired are currently disadvantaged where accessible vehicles and complimentary infrastructure are not provided, restricting their access to these services. KCC's Kent Karrier service provides service for the mobility impaired but where frequency and choice of destination is limited.
<b>T2.4</b>	Are there special bus/taxi services in places where there are number conventional public transport service catering for people who are mobility impaired?	Kent Karrier
<b>T2.5</b>	Is information on public transport easy to obtain? (Identify where information points are and the quality of the information offered). This information can be sourced from the Rural Transport Partnership, the bus and train operators and the County Council transport department.  Identify if public transport services, including special services, such as Dial-A-Ride, need to be more widely advertised or more actively promoted.	Public Transport Information is obtainable in Tenterden Town Centre at the Library and the Town Hall. In outlying areas the means of accessing public transport is via bus stop information, local and national telephone numbers and the internet. Kent Karrier literature is available at the Library and the Town Hall also.  See Transport & Information Need Survey 2004 by Benedict Potts and Dave Rawling (below) - Conclusions of the Volunteer Bureau's Information Need Survey <ul style="list-style-type: none"> <li>• There is no apparent single solution for resolving the difficulties respondents reported with accessing transport.</li> <li>• Existing scheduled services often result in excessive journey times and high costs to travel locally. Journeys where it is necessary to transport children, shopping or both, are not adequately catered for.</li> <li>• Transport services are generally a compromise between the range of times they are available and their economic operation. They do not link with the need to access services at different times throughout the day nor do they provide a full range of opportunities to access social events.</li> <li>• There is an awareness of the poor utilisation of existing bus services and therefore little or no expectation of any increase in the number or range of journeys available.</li> <li>• The interim survey identified some rural isolation particularly amongst the elderly who are largely reliant on family and friends for social and shopping trips. Whilst we cannot necessarily address individual transport need the qualitative benefits of social contact for this group in being able to get out and about, remain independent and participate fully, are ones that we can foster within their village communities by encouraging whole-community involvement in projects.</li> <li>• In terms of information, the older age group, who do not benefit from dissemination of information via the internet as the youth and parent group do, would find it useful to have access to good quality, relevant information that was delivered in terms of a friendly, human voice at the other end of the line, or through a village representative who would be available at some village meeting point to access information on their behalf. More work needs to be done in letting villagers know how a village helpline can reduce rural isolation and the kinds of information that can be accessed.</li> </ul>

<p><b>T2.6</b></p>	<p>How many public services are available on-line and where can they be accessed?</p> <p>Identify how easy it is to access electronic information about public services rather than having to physically travel, for example, to the Council Offices.</p>	<p>The following sample of services and amenities that may be required were put into a search engine. I have summarised the results found;</p> <ul style="list-style-type: none"> <li>* Heath Authority – <a href="http://www.kentandmedwaynhs.co.uk">www.kentandmedwaynhs.co.uk</a></li> <li>* Ashford Borough Council – <a href="http://www.ashford.gov.uk">www.ashford.gov.uk</a></li> <li>* Tenterden Town Council - <a href="http://www.tenterdentown.co.uk/towncouncil">www.tenterdentown.co.uk/towncouncil</a></li> <li>* Kent County Council – <a href="http://www.kent.gov.uk">www.kent.gov.uk</a></li> <li>* Library – no website but contact details on Kent County and Tenterden Town Council sites</li> <li>* Doctors – contact details for local practices on <a href="http://www.near.co.uk/doctors">www.near.co.uk/doctors</a></li> <li>* Post Office – no details of local post offices</li> <li>* Social services – information on kent site</li> </ul>
<p><b>T2.7</b></p>	<p>Do buses travel right into the town centre? Identify if there is a need to relocate bus stops to bring them closer to the town centre.</p>	<p>The location of bus stops in the heart of the town and therefore the penetration of services could not be any better. All services access the main High Street and I am unaware of any major focal points on other areas of the Town.</p>
<p><b>T2.8</b></p>	<p>How easy is it to get to health, education, cultural and retail services by public transport?</p> <p>Identify where access to services is a problem for people within villages.</p>	<p>This duplicates a previous answer but in doing so I consider that Ashford is the required destination for the hospital, job centre and cinema with the secondary school, supermarket, library and leisure/sports centre based in Tenterden. In order to access the Hospital, a further journey lasting 21 minutes would need to be taken from the Town Centre. Likewise, the cinema is located out of town and is served only by one return journey in the evening and effectively therefore is not accessible by public transport for the majority of the time.</p> <p><b>Good - High Halden</b> is connected to both Ashford and Tenterden and served on an hourly basis on Mondays to Saturdays including an evening service. High Halden to Ashford has a journey time of 35 minutes and to Tenterden is 12m minutes</p> <p><b>Adequate – Appledore</b> is connected to Ashford via an hourly train service and one return journey by bus on Mondays to Saturdays. Journeys to Tenterden are provided 4 days per week with additional schooldays only journeys to Ashford Schools. The journey time to Ashford is 13 minutes by train and 43 minutes by bus. Appledore to Tenterden has a journey time of 20 minutes.</p> <p><b>Poor – Rolvenden Layne</b> is connected to Tenterden on Mon’s, Wed’s and Fri’s with 3 ‘circular’ journeys. The journey time to Tenterden is 10 minutes. It is possible to connect onto a further service to Ashford which (including the connection) would give a total journey time of 1hr 34 mins.</p>
<p><b>T2.9</b></p>	<p>How easy is it to get to health, education, cultural and retail services by car?</p> <p>Identify where access to service is a problem for people within outlying villages.</p>	<p>Relatively easy, but distant, and children rely on a “taxi service”</p>
<p><b>T2.10</b></p>	<p>What time is the last Friday or Saturday night bus service from the town to villages with poor, adequate and good public transport?</p>	<ul style="list-style-type: none"> <li>* Good – High Halden – (from Tenterden) 2256 on Fri. and Sat</li> <li>* Adequate – Appledore – (from Ashford) by bus - 1255 ( " " ) by train - 2222</li> <li>* Poor – Rolvenden Layne – 1500 on Fri. only</li> </ul>

# Transport & Information Need Survey 2004

Benedict Potts and Dave Rawling

## Geographical Area

The survey has covered the rural areas of the Ashford Borough plus the Romney Marsh area of Shepway District. Requests for information have been sent to each parish but individual interviews have only been carried out where residents who do not have their own transport, and are willing to be interviewed, have been identified. The lack of information from some locations may indicate that isolation is not, or is not seen to be, a problem. The range of villages in which interviews were carried out is representative of the diversity that exists in terms of isolation. The selection was, however, eventually driven by the availability of interviewees rather than by any other pre selection process.

## Groupings

The survey interviews have been grouped by age in three categories (16 to 18 years, 19 to 59 years, 60 plus) and are identifiable by village. Residents in the two older age groups were given the option to provide contact details to enable us to let them know if a new service was to be provided.

## Methodology

The identification of individuals who did not have access to their own transport was the initial challenge followed closely by the need to persuade them to take part in the survey. Parish Councils were asked to provide contact with residents who they believed may be experiencing isolation. This was followed up with requests to visit groups in village halls through organisations such as CARM, Youth Groups, Mother & Toddler, Play Groups, Church Groups, Carers and Over 60s. Individuals were interviewed and their responses to the questions were noted along with other relevant comments.

## Interviews were carried out in the following villages –

**Bethersden, Wittersham, Rolvenden, Biddenden, High Halden, Woodchurch, Egerton, Pluckley, Hothfield, Appledore, Charing, Smarden, Greatstone, Brabourne, Smeeth, Mersham, Shadoxhurst, Wye, Newchurch, Aldington, Brookland, New Romney, Littlestone, Lydd, St Mary's Bay, Hamstreet.**

## Statistical Results

### What journeys do you make at present?

	Over 60s		Mothers and Toddlers		Youth		Total	
	No.	%	No.	%	No.	%	No.	%
Social	53	23%	2	14%	24	63%	79	28%
Shopping/Banking etc	93	41%	9	64%	14	37%	116	41%
Medical	68	30%	3	21%	0	0%	71	25%
Other	14	6%	0	0%	0	0%	14	5%
<b>Total</b>	<b>228</b>	<b>100%</b>	<b>14</b>	<b>100%</b>	<b>38</b>	<b>100%</b>	<b>280</b>	<b>100%</b>

### Type of journey

### Comments –

- Shopping accounts for the greatest proportion of journeys overall.
- Medical appointments made up nearly one third of the journeys reported by the over 60s and were frequently the cause of the greatest difficulty experienced by interviewees.

### What types of transport do you use to make those journeys?

Over 60s		Mothers and Toddlers		Youth		Total	
No.	%	No.	%	No.	%	No.	%

#### Types of transport

Hospital transport	26	13%	0	0%	0	0%	26	10%
Friend/family car	70	34%	6	46%	23	49%	99	37%
Bus/free bus	63	31%	6	46%	19	40%	88	33%
Train	8	4%	1	8%	3	6%	12	5%
Taxi	10	5%	0	0%	0	0%	10	4%
Volunteer car scheme	15	7%	0	0%	0	0%	15	6%
Day Centre bus	9	4%	0	0%	0	0%	9	3%
Other	4	2%	0	0%	2	4%	6	2%
<b>Total</b>	<b>205</b>	<b>100%</b>	<b>13</b>	<b>100%</b>	<b>47</b>	<b>100%</b>	<b>265</b>	<b>100%</b>

#### Comments –

- Friends and family provide the largest number of journeys although many interviewees expressed concern about having to ask for help and they therefore felt they had to restrict journeys to the absolute minimum.
- Many of the older interviewees mentioned being 'the only person on the bus' and recognised that this would make it unlikely a more frequent service could be provided.
- There is often very little choice in which type of transport to use. Interviewees had to use whatever was available that they could physically get into.
- The fear of not being able to return home due to a perceived unreliability of the bus service was reported on more than one occasion.

### How frequently do you make each type of journey?

Over 60s		Mothers and Toddlers		Youth		Total	
No.	%	No.	%	No.	%	No.	%

#### Frequency of trips

Daily	1	1%	2	18%	2	6%	5	2%
1 -3 times per week	90	49%	5	45%	22	63%	117	51%
Fortnightly	16	9%	3	27%	5	14%	24	10%
Monthly	31	17%	1	9%	3	9%	35	15%
Infrequently/occasionally	32	17%	0	0%	3	9%	35	15%
When trans available/need arises	13	7%	0	0%	0	0%	13	6%
<b>Total</b>	<b>183</b>	<b>100%</b>	<b>11</b>	<b>100%</b>	<b>35</b>	<b>100%</b>	<b>229</b>	<b>100%</b>

#### Comments –

- Most of the journeys are between 1-3 times per week.
- There was little evidence of a particular time or day of the week when the majority of journeys took place.

### What difficulties do you encounter with these journeys?

	Over 60s		Mothers and Toddlers		Youth		Total	
	No.	%	No.	%	No.	%	No.	%
Difficulties								
None	48	43%	0	0%	13	43%	61	41%
Physical	25	22%	1	13%	0	0%	26	17%
Practical	35	31%	7	88%	16	53%	58	39%
Financial	2	2%	0	0%	1	3%	3	2%
Other	2	2%	0	0%	0	0%	2	1%
<b>Total</b>	<b>112</b>	<b>100%</b>	<b>8</b>	<b>100%</b>	<b>30</b>	<b>100%</b>	<b>150</b>	<b>100%</b>

**Comments –**

- A surprisingly large number of respondents did not feel they had any difficulty with these journeys although this was, in the main, the response from individuals who were, either fit and able, or using friends and family cars.
- Physical difficulties were mainly centred around getting on or off buses. Loss of agility or sight figured prominently both in association with getting onto public transport and getting to the bus stop. Buses with lowered steps were helpful but could not always be relied upon to be available on the return journey and at some stops the road camber and kerb height made access impossible.
- Practical difficulties included public transport not being available, cancelled or not on time; buses with no room for pushchairs, shopping trolleys or help to get on with children and heavy loads; journeys to the shops or medical appointments of just a few miles that could take most of the day.
- Finance did not figure largely as a difficulty but there was a very small group who relied entirely on benefits and who found anything beyond the most necessary journeys beyond their financial means.

**What other journeys would you like to make?**

	Over 60s		Mothers and Toddlers		Youth		Total	
	No.	%	No.	%	No.	%	No.	%
Other journeys								
None	39	36%	2	14%	16	53%	57	38%
Local	21	19%	5	36%	6	20%	32	21%
Nearest large town	27	25%	4	29%	6	20%	37	24%
Other	21	19%	3	21%	2	7%	26	17%
<b>Total</b>	<b>108</b>	<b>100%</b>	<b>14</b>	<b>100%</b>	<b>30</b>	<b>100%</b>	<b>152</b>	<b>100%</b>

**Comments –**

- Overall 38% of respondents had no other journeys they would have liked to make. On a group basis, however, only 14% of mothers were satisfied with the number of journeys they were able to make at present and one mum reported that she was having to move to the nearest town because of transport problems.
- The 62% whose needs are not currently being met are spread fairly evenly on both a geographical and time basis making group travel quite a challenge.
- The overriding proportion of reasons quoted for wanting to make additional trips was social.
- Many respondents in the Over 60s group would have liked to be able to visit relatives who they had not seen for some time.
- The need for more opportunities to go on outings to the theatre, cinema, shopping centres etc. was identified and the benefits of socialising from a health perspective were mentioned on a number of occasions.
- The Mother and Toddler group were particularly keen to access children's activity events and to enable their children to socialise.

**What types of transport would you need/prefer to make them?**

Over 60s		Mothers and Toddlers		Youth		Total	
No.	%	No.	%	No.	%	No.	%

Transport needed/preferred

Bus	29	37%	4	57%	9	53%	42	41%
Car	48	62%	2	29%	3	18%	53	52%
Train	1	1%	1	14%	5	29%	7	7%
<b>Total</b>	<b>78</b>	<b>100%</b>	<b>7</b>	<b>100%</b>	<b>17</b>	<b>100%</b>	<b>102</b>	<b>100%</b>

**Comments –**

- Overall the most preferred/needed form of transport was the car. This preference/need was greatest among the Over 60s and in a good proportion of these it would have been their only option.
- Again, among the over 60s in particular, there was a certain amount of resignation about what was possible in terms of making trips, with over a third not desirous of further trips. When they did want to make more frequent trips the convenience of being taking door-to-door by car was stressed.
- Buses were often quoted on the proviso that they were available when required and reliable.
- Wheelchairs were only a consideration on two occasions but the need for assistance in getting on and off a vehicle, lifting shopping, folding and lifting pushchairs, climbing stairs to trains and getting to bus stops were regular features.
- Again, among the over 60s in particular, there was a certain amount of resignation about what was possible in terms of making trips, with over a third not desirous of further trips. When they did want to make more frequent trips the convenience of being taking door-to-door by car was stressed.

**How often would you like to make them?**

Over 60s		Mothers and Toddlers		Youth		Total	
No.	%	No.	%	No.	%	No.	%

How often?

Daily	0	0%	3	60%	2	14%	5	7%
Weekly	17	34%	0	0%	4	29%	21	30%
Monthly	19	38%	2	40%	3	21%	24	35%
Annually	2	4%	0	0%	0	0%	2	3%
Other/occasionally	12	24%	0	0%	5	36%	17	25%
<b>Total</b>	<b>50</b>	<b>100%</b>	<b>5</b>	<b>100%</b>	<b>14</b>	<b>100%</b>	<b>69</b>	<b>100%</b>

**Comments –**

- The weekly and monthly journeys, which account for two thirds of the demand, are primarily driven by a wish to attend clubs, go on outings and visit theatres.
- The annual and occasional trips were more closely associated with visits to relatives.

## Information Survey

### How do you get information at present?

Over 60s		Mothers and Toddlers		Youth		Total	
No.	%	No.	%	No.	%	No.	%

#### Source

Friend/family/ word of mouth	36	30%	5	13%	11	23%	52	25%
Local groups	12	10%	1	3%	0	0%	13	6%
Local paper	22	18%	10	25%	8	17%	40	19%
Parish magazine	17	14%	6	15%	1	2%	24	12%
Internet	0	0%	7	18%	13	28%	20	10%
Mail	1	1%	2	5%	0	0%	3	1%
Local shop/information board	10	8%	2	5%	6	13%	18	9%
Television	1	1%	1	3%	4	9%	6	3%
Library	0	0%	1	3%	0	0%	1	0%
Telephone directory/directory enquiries	15	13%	5	13%	2	4%	22	11%
Other	5	4%	0	0%	2	4%	7	3%
<b>Total</b>	<b>119</b>	<b>100%</b>	<b>40</b>	<b>100%</b>	<b>47</b>	<b>100%</b>	<b>206</b>	<b>100%</b>

#### Comments –

- The biggest source of information overall was friends and family followed fairly closely by the local paper.
- Telephone directories and parish magazines were also firm favourites.
- The internet did not feature as highly as expected and there was not one interviewee in the Over 60s group who had access to the web.

### When did you last need to find information and how did you achieve this?

Over 60s		Mothers and Toddlers		Youth		Total	
No.	%	No.	%	No.	%	No.	%

#### Types of information

Transport	7	54%	3	23%	4	25%	14	33%
Recreation	0	0%	4	31%	10	63%	14	33%
Local activities	1	8%	1	8%	0	0%	2	5%
Other	5	38%	5	38%	2	13%	12	29%
<b>Total</b>	<b>13</b>	<b>100%</b>	<b>13</b>	<b>100%</b>	<b>16</b>	<b>100%</b>	<b>42</b>	<b>100%</b>

#### Comments –

- Most people had difficulty remembering this but would sometimes venture a view on the type of information. We therefore recorded these responses.
- The reaction to this enquiry throws some light on the low level of enquiries experienced by the Village Information Helpline.
- There was evidence that respondents had a quite limited knowledge of services at village, borough and county levels. (What they did not know about they did not enquire about.)

**Do you have access to the following? – Telephone, Fax, Internet, Email**

Over 60s		Mothers and Toddlers		Youth		Total	
No.	%	No.	%	No.	%	No.	%

Access

Telephone	81	99%	17	37%	31	36%	129	60%
Fax	0	0%	6	13%	7	8%	13	6%
Internet	0	0%	12	26%	29	33%	41	19%
Email	0	0%	11	24%	20	23%	31	14%
None	1	1%	0	0%	0	0%	1	0%
<b>Total</b>	<b>82</b>	<b>100%</b>	<b>46</b>	<b>100%</b>	<b>87</b>	<b>100%</b>	<b>215</b>	<b>100%</b>

**Comments –**

- Most noticeable in these figures was the total lack of access to internet and email by the Over 60s.

**Would you find an information helpline useful?**

Over 60s		Mothers and Toddlers		Youth		Total	
No.	%	No.	%	No.	%	No.	%

Useful

Yes	43	59%	14	88%	25	81%	82	68%
No	30	41%	2	13%	4	13%	36	30%
Not sure	0	0%	0	0%	2	6%	2	2%
<b>Total</b>	<b>73</b>	<b>100%</b>	<b>16</b>	<b>100%</b>	<b>31</b>	<b>100%</b>	<b>120</b>	<b>100%</b>

**Comments –**

- Here again it was apparent that a far greater proportion of the younger group had identified the benefits to themselves of information.
- It was apparent that advertising carried out within these communities about both information and community transport had not yet reached a satisfactory level.
- Most respondents gave a cautious welcome to a village information helpline, although they were not always clear if they would use it!

**Would it matter if the service was run locally?**

Over 60s		Mothers and Toddlers		Youth		Total	
No.	%	No.	%	No.	%	No.	%

Locally run

Yes

No

**Total**

8	15%	8	53%	2	8%	18	19%
47	85%	7	47%	23	92%	77	81%
<b>55</b>	<b>100%</b>	<b>15</b>	<b>100%</b>	<b>25</b>	<b>100%</b>	<b>95</b>	<b>100%</b>

**Comments –**

- There was little support for the need to run the service locally apart from the Mother and Toddler group who were fairly evenly divided.
- This answer to this question was often supplemented by a comment indicating that local information would be useful but the location of the operator did not matter. (An additional question would have been beneficial to clarify this.)
- Information was obtained mainly from family, friends, local papers or parish magazines, and from the local shop, indicating the usefulness of locally obtained knowledge. Use of the internet to research transport queries and recreational activities such as cinema listings was, predictably, more prevalent amongst the youth group and the parents.
- Access to a telephone was almost universal.

**General comments -**

- **The isolation experienced by interviewees varies enormously even within a small community. Having a bus service does not help if you are unable to walk to or step up onto the bus. Nor does it help if it is not available when you need it.**
- **There was an element of resignation amongst the 60year + group (not apparent in the two younger groups), that they had to live with the difficulties experienced in accessing services.**

**Conclusions of the Volunteer Bureau's Information Need Survey**

- **There is no apparent single solution for resolving the difficulties respondents reported with accessing transport.**
- **Existing scheduled services often result in excessive journey times and high costs to travel locally. Journeys where it is necessary to transport children, shopping or both, are not adequately catered for.**
- **Transport services are generally a compromise between the range of times they are available and their economic operation. They do not link with the need to access services at different times throughout the day nor do they provide a full range of opportunities to access social events.**
- **There is an awareness of the poor utilisation of existing bus services and therefore little or no expectation of any increase in the number or range of journeys available.**
- **The interim survey identified some rural isolation particularly amongst the elderly who are largely reliant on family and friends for social and shopping trips. Whilst we cannot necessarily address individual transport need the qualitative benefits of social contact for this group in being able to get out and about, remain independent and participate fully, are ones that we can foster within their village communities by encouraging whole-community involvement in projects.**
- **In terms of information, the older age group, who do not benefit from dissemination of information via the internet as the youth and parent group do, would find it useful to have access to good quality, relevant information that was delivered in terms of a friendly, human voice at the other end of the line, or through a**

village representative who would be available at some village meeting point to access information on their behalf. More work needs to be done in letting villagers know how a village helpline can reduce rural isolation and the kinds of information that can be accessed.

## WORKSHEET T3 - EASE OF MOVEMENT AROUND THE TOWN

<p><b>T3.1</b></p>	<p>Are there any seriously congested junctions or parts of the local road network? Identify any traffic 'hot spots', and possible ways to resolve these.</p>	<p>The High Street Recreation Ground junction becomes very busy at peak hours during term time, with the result that High street traffic suffers delays, and there are also delays around Homewood School mornings and evenings, and congestion around the Primary Schools</p>
<p><b>T3.2</b></p>	<p>Have there been many road traffic accidents involving pedestrian and cyclists at key locations in the town?</p>	<p><i>See below, although accident figures low</i></p>
<p><b>T3.3</b></p>	<p>Are there any particular locations, e.g. shopping streets, where there is conflict between pedestrians and cars, buses or heavy vehicles? This may be local knowledge but it may be supplemented by local traffic counts or surveys.</p>	<p>There are several "conflict" spots in Tenterden.</p> <ul style="list-style-type: none"> <li>▪ Pedestrians crossing the High Street</li> <li>▪ Access to Ashford Road from Oaks Road, Beacon Oak Road and Chalk Avenue.</li> <li>▪ Access to the GP Practice. Restricted ABC parking opposite GP Practice - Difficulty of people who are feeling ill, restricted mobility to cross the road to gain access to the GP Practice in competition to parents parking to drop off and pick up children at Tenterden Infant and Junior Schools.</li> <li>▪ Station Road</li> <li>▪ Around Homewood School</li> </ul>
<p><b>T3.4</b></p>	<p>Where are the short and long-term car parking, coach parking and disabled parking and how well used is it? Identify on and off-street car parking provision within walking distance of the town centre including the restrictions/charges applicable.</p>	<p>Long-term parking has been identified as part of an issue that needs to be dealt with as part of a strategy for the future success of the town centre, as well as easing problems for residents. Short-term off street parking is generally well-provided for at the major supermarket sites and elsewhere, and is said to be 80% occupied; there is a certain amount of on-street limited-time parking in the High Street. All disabled parking is within 200 metres of the shopping area.</p> <p>In the Town Appraisal, the view of the general population, where over 50% of respondents indicate that parking facilities are adequate for their needs, appeared at odds with the view of the business community, where over 36% consider extra parking would benefit their business. This difference in opinion is mirrored almost exactly when car parking charges a considered, with over 51% of the general population considering car parking charges reasonable whereas 35% of the business community would have liked to see charges reduced or eliminated.</p>

<p><b>T3.5</b></p>	<p>How well used are the on and off-street car and coach parks? Identify whether provision is adequate</p>	<p>A parking survey has been done, which showed that that some centrally located car parks (Highbury) were always full, and the only significant spare capacity on weekdays (though not at weekends, nor when there were big events) was at the rear of the Leisure Centre. There was also inconsistency and lack of logic in the charging arrangements, with Highbury charging £2.50 per day and accommodating season ticket holders, whereas other car parks charged £8.00 per day.</p> <p>More convenient parking is needed for visitors, but the number of vehicle movements in the High Street, combined with inconsiderate parking, can make life unpleasant for pedestrians trying to enjoy the town.</p> <p>There have also been a number of comments about coach parking, both as to the suitability of its location and the quality of the environment of Station Road as a point of arrival.</p>
<p><b>T3.6</b></p>	<p>How many public buildings and shops have disabled access? Identify how easy it is for disabled people physically to access services within the town.</p>	<p><b>Survey of Tenterden High Street and Environs on January 31<sup>st</sup> 2005 by Susan Mansfield and Peter Webb</b></p> <p><b>General:</b> We surveyed the High Street, the area around Recreation Road, the recreation ground and the Fairings. Much of this area of Tenterden consists of old buildings, many of which are listed, and access is difficult because of steps, narrow doorways, cobbles, etc. Although some traders and organisations have done what they can, for some there is little more that they can do because of these aspects. However, we have compiled the following list of further action that could, in our opinion, be undertaken without jeopardising the quaintness of Tenterden.</p> <ol style="list-style-type: none"> <li>1. The most glaring need is for a general repair of the pavement on both sides of the High Street. There are a number of dips, hollows, proud slabs and unmarked recessed manhole covers. The places where old cobbles and gravel cross the pavement are particular hazards. Action: Repair or replace the cement between cobbles, especially where the entrance to the White Lion Hotel crosses the pavement and where Bennett Mews crosses the pavement, and keep gravel away from the pavement.</li> <li>2. All the controlled pedestrian road crossings appear to be fixed to allow pedestrians only 8 seconds to cross the road. This is clearly insufficient time for even able-bodied people. Action: Increase the time.</li> <li>3. The telephone booth on the corner of Station Road and the High Street has a deep ditch around the plinth on which it stands. Action: Fill in the ditch in such a manner that a disabled person can cross from the pavement to the booth without danger.</li> <li>4. The studded pavement on the east side of the traffic lights at the High Street end of Recreation Road are angled in such a way as to lead a poorly sighted person across the road directly into the fence or even into moving traffic. Action: Relay the studded paving to align at right angles with the road.</li> <li>5. The disabled toilet in Recreation Road does not have an alarm. Action: Fit an alarm.</li> <li>6. The toddler's play area in the Recreation ground has a stepped entrance. Action: Relay the tarmac to provide a sloped entrance.</li> <li>7. The slope allowing access to the pedestrian crossing adjacent to Tenterden House Interiors at the west end of the High Street and on the north side of the road, has no hand rail on the LHS. Action: Fix a handrail.</li> <li>8. The rear access to the public library, which is designated for disabled use, has a number of defects. The door which gives access to the interior of the library has a shallow step and has a bookcase immediately inside the door restricting the width of the entrance; there is a hand rail on only one side of the access slope; the hand rail is painted the same</li> </ol>

		<p>colour as the wall and would be difficult to see by a partially sighted person; the tarmac surface of the alley leading to the rear of the library is uneven; some small manhole covers at the entrance of the alley are recessed and not marked. The millennium garden at the rear of the garden has only one seat that is easily accessible by a wheel chair user. Action: Redesign the step; move the bookcase; provide an extra handrail; paint the existing handrail a contrasting colour; repair the tarmac in the alley; raise the manhole covers or mark them clearly in yellow paint; provide hard standing access to one of the seats in the garden.</p> <p>9. The Police Office step and the adjacent step to Wards the Estate Agents have been built at different angles and are a hazard to everyone. Action: Rebuild both steps as one common step.</p> <p>10. The footpath which crosses the greensward between the southern pavement and the High Street opposite Alldays is too narrow for wheelchairs and ends in a stepped kerb. Action: Widen the footpath and lower the kerb.</p> <p>11. Cars parked in the bays outside the parade of shops which includes Barry Jones the Florist, project over the kerb onto the narrow pavement. Action: Erect bollards.</p> <p>12. Many premises would benefit from fitting handrails and/or an external bell at a suitable low height. We talked to Café Uno; Merchant Chandlers and Fat Face and all promised to see what could be done. Messrs Vyella and Ashford Borough Council (Fairings Sub Office) either did not think that anything was necessary or said they could not do anything because they were controlled by Head Office. Action: Review those that have promised to take action and put pressure on the others through their head offices.</p> <p>13. Lloyds Bank is unusual in having a bell, railing and a disabled access handle but all situated at the top of three steep steps and out of reach from the street. Action: Contact Lloyds Bank Head Office to make these facilities easier to access.</p> <p>14. The Leisure Centre has adequate facilities for disabled people to enter the pool and a disabled changing room, but there is no facility for aiding the drying and dressing afterwards. Action: Erect a hoist in the disabled changing room and a folding changing table.</p>
<b>T3.7</b>	Are the majority of disabled parking places within 250 metres of the main focal points of the town centre e.g. the main shopping area?	Yes
<b>T3.8</b>	Can buses move freely throughout the town centre?	Unaware of any particular problems regarding the traffic conditions that inhibit the movement of buses around the time. All bus services penetrate the centre of the Town.
<b>T3.9</b>	Are there any traffic management measures in place?	No
<b>T3.10</b>	Are the main shopping streets in the town centre pedestrianised or with pedestrian priority measures?	Not pedestrianised
<b>T3.11</b>	Where are the main foot and cycle paths within the town?	A cycle way has been partially completed between St Michael's and Tenterden. All other sign posted cycle routes use public roads.
<b>T3.12</b>	Is it easy to find your way around town? Identify where signage needs to be improved.	Signage needs attention, in respect of: <ul style="list-style-type: none"> <li>▪ Adequacy</li> <li>▪ Fitness for purpose in connection with Tourist development</li> <li>▪ Rationalisation of street furniture – see Environment Section</li> </ul>

<b>T3.13</b>	Are the pavements in good condition and are there dropped kerbs at crossing points? Identify where pedestrians find it difficult to get around.	The condition of the paving slabs gives cause for concern particularly when vehicles are driven onto the footway. There is a need to make the width between the granite blocks at a number of entrance ways onto the High Street suitable for wheel chair use.
<b>T3.14</b>	Is there a shop mobility scheme?	No
<b>T3.15</b>	Do the majority of pedestrian crossings have tactile markings and audible warnings, i.e. pelican crossings?	Yes, but concern over adequacy of crossing time in the High Street, even for able-bodied users –see access group survey
<b>T3.16</b>	Is there secure cycle parking at convenient locations throughout the town	Limited
<b>T3.17</b>	Are the majority of short-term parking places within 400 metres of the main shopping area?	Yes
<b>T3.18</b>	Do buses experience delays or unreliability as a result of traffic conditions and/or traffic management measures in the town?	No significant delays except at school times