

**East Devon Local Plan comments**  
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**Jurassic Coast World Heritage Site Team**  
**31<sup>st</sup> Jan 2012**

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3.1 The Local Plan will help shape East Devon in the years ahead. As a starting point to help us tackle the challenges we face over the next 20 years we have created a Vision statement to sum up our aims **WHERE IS IT?!?**

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4. Key Issues and Objectives

d. Transport (*add*) **There is significant, currently untapped potential for developing waterborne transport along the East Devon coast, linking to West Dorset and integrating with other forms of sustainable terrestrial transport.**

h. Landscape, AONBs and the Coastal Zone - East Devon has landscapes of stunning quality, our largely undeveloped coastline forms a part of England's only (*add*) **natural** World Heritage site designated for geological reasons. **its unique insight into the Earth Sciences which offers a geological 'walk through time' of 185 million years in 95 miles of coast'**

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10.8 We will enhance Exmouth by:

Promoting the town as a high quality tourist destination capitalising on water front assets (*add*) **and its position at the start of the Jurassic Coast World Heritage Site.**

Conserve and enhance the natural environmental qualities of the River Exe and its estuary and also (*add*) **the Jurassic Coast World Heritage Site**, the Area of Outstanding Natural Beauty and other countryside assets.

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18.40 East Devon has an amazing diversity of wildlife habitats and geology. It contains a range of internationally, nationally, regionally and locally important wildlife and geological sites, including:

(*add*) **1 World Heritage Site**

- 2 Special Protection Areas one of these - the Exe Estuary - is also a Ramsar Site
- 4 Special Areas of Conservation.
- 1 National Nature Reserve.
- 25 Sites of Special Scientific Interest.
- 8 Local Nature Reserves.
- 270 County Wildlife Sites.
- 21 Regionally Important Geological Sites (RIGS).

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Transport - support the provision of better sustainable (non-car) transportation, including footpaths, cycle routes, *(add)* **waterborne transport** and bus services both within the town and to link with the countryside, *(add)* **the train station** and other settlements. Introduce through-route large vehicle traffic management measures; and promote a North-South relief road.  
***(comment: it seems unfortunate that the majority of effort is going into roads as opposed to improvement of public transport and improved links between rail, bus, waterborne transport etc)***

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The whole town is within the East Devon Area of Outstanding Natural Beauty. *(add)* **and is a key Gateway to the Jurassic Coast World Heritage Site.**  
There are Coastal Preservation areas to the West and East.

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10.8 We will enhance Exmouth by:  
Promoting the town as a high quality tourist destination capitalising on its waterfront assets *(add)* **and its unique position at the start of the Jurassic Coast World Heritage Site.**  
***(comment: this section should have much more detail about the improvements at Orcombe Point and the opportunities this will bring for enhancing the town's offer and improving the Queen's Drive area visually for residents and visitors, Should also mention opportunities for developing waterborne passenger transport as a means of alleviating congestion and integrating sustainable transport – this applies to all the East Devon coastal towns)***

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13.1 The Axe wetlands, Jurassic coast and surrounding exceptional coastline ***(comment: the Jurassic Coast IS the surrounding exceptional coastline!)*** will be key environmental assets that will be integral to the future success of the town.

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14.3 ***No mention of fact Sidmouth is important gateway to Jurassic Coast World Heritage Site and the opportunities this provides for sustainable tourism. No mention of public transport links and CoastlinX53 Jurassic Coast bus as well as the Sidmouth Hopper – the Plan should be seeking to maintain and enhance these services and integrate them with waterborne transport and walking and cycling.***

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16.19 Tourism development will be encouraged, particularly where it enhances and capitalises on the geology, wildlife, coastline, countryside, historic environment and other assets that are unique to the District.  
***(comment – this must be SUSTAINABLE tourism; it needs to be made very clear it is not inappropriate development)***

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Transport – ***comment - needs a section or at least mention of visitor transport provision – lack of options is often the key cause of congestion in the summer months – and a key source of frustration for the local community***

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17.17 A large proportion of East Devon's land area is covered by environmental designations such as Areas of Outstanding Natural Beauty. Much of the coastline is also designated as a World Heritage Site. Once these, and other constraints such as wind resource and exclusion zones around existing houses have been accounted for, there is still the potential for some commercial scale wind generation within the District. ***(comment – while off shore wind turbines are unlikely to affect the Outstanding Universal Value of the World Heritage Site, they may well be an issue in relation to the Setting of the Site. The location of infrastructure required for land based substations would be a concern depending on the location proposed)***

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Coastal Zone

18.21 Although the Dorset and East Devon Coast (Jurassic Coast) World Heritage site status is justified on account of geological importance UNESCO did note its landscape importance and the East Devon part of the site (for nearly all of its length) also lies in the East Devon. ***(comment: this doesn't make sense – should it read East Devon AONB?)***

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21.110 The designation of much of the coastline as a World Heritage Site is likely to generate demand for additional tourist attractions, which may include visitor centres, educational and interpretation facilities. Applications for new tourist attractions will require particularly careful consideration given the need to balance potential benefits to the local economy from increased visitor numbers against the need to protect the high quality landscape within which they will be located. ***(comment – need to reference linking tourism and transport – any new developments must take into account how people get there and make preference for sustainable public transport options. Should also be more on the Exmouth developments at Orcombe Point and the opportunities arising from that)***

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21.125 ***Change text to: 'The South West Coast Path National Trail runs 1,014 km (630 miles) from Minehead to Poole Harbour, along the Jurassic Coast World Heritage Site.'*** ***(Comment – this is the only mention I can find of the SWCP, yet it is a key visitor 'attraction' – the vast majority of visitors will walk along the coast path at some stage of their visit – it is also a form of sustainable travel and more mention needs to be made of supporting efforts to link public transport (including waterborne) with the SWCP.)***