

1. Why a Supplementary Planning Document is required:

1.1 Nettlestone and Seaview Parish Council is preparing a Local Plan for Nettlestone and Seaview, which will cover a range of subjects. Not all the subjects covered will relate to land-use and planning, so the decision was made to prepare a separate, additional document, solely relating to planning.

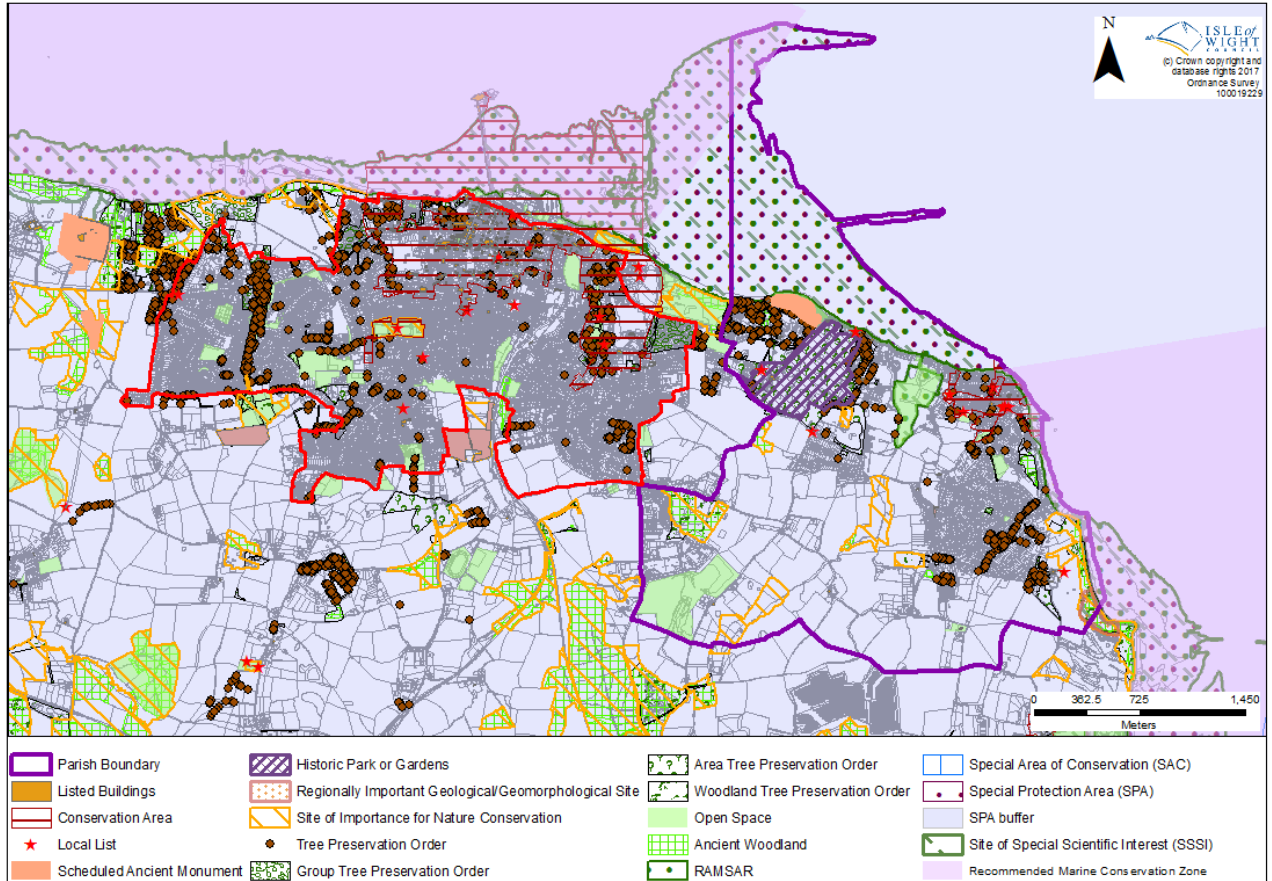
1.2 Nettlestone and Seaview Parish Council have therefore prepared a document dealing with planning-related issues of importance to the community, with a view to the Isle of Wight Council then adopting it as a Supplementary Planning Document (SPD).

1.3 The adoption of such a document as an SPD will enable applicants and decision-makers to be aware of how the community would like to see the policies of the Island Plan Core Strategy applied to the Parish of Nettlestone and Seaview, and formalise the community's views within a planning document.

1.4 Once adopted, the policies in this document will form a material consideration in the determination of planning applications in the parish of Nettlestone and Seaview, and should be read in conjunction with the policies of the Island Plan/Core Strategy, the National Planning Policy Framework (NPPF) and National Planning Policy Guidance (NPPG).

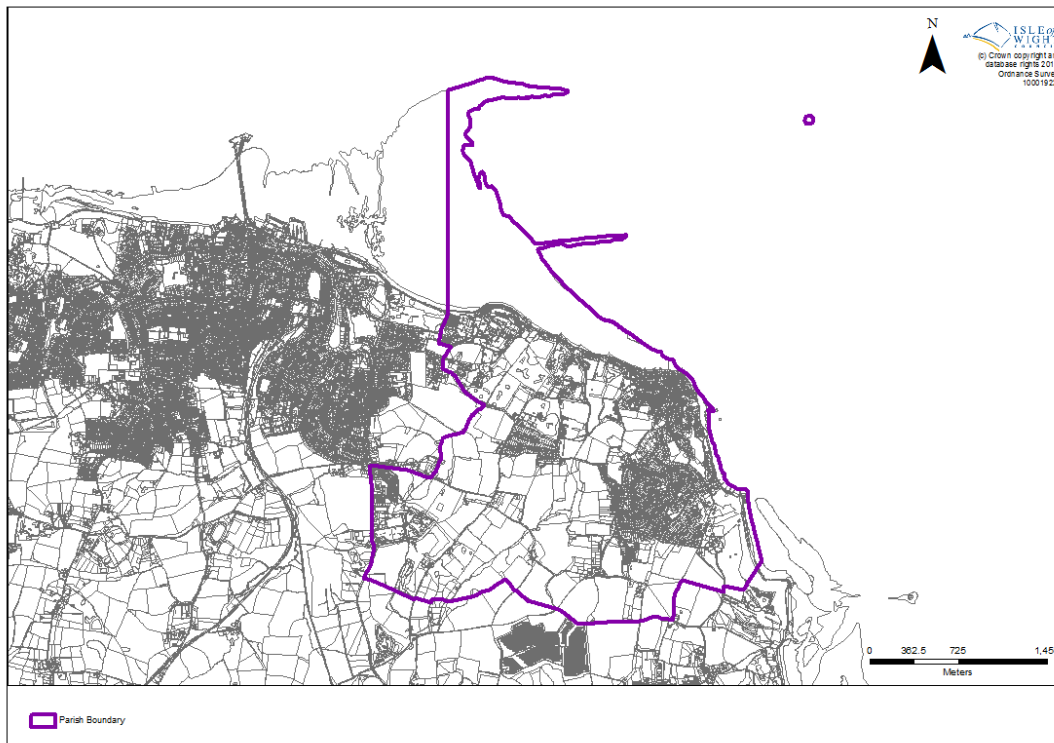
2. Background Information

Nettlestone and Seaview Parish Map



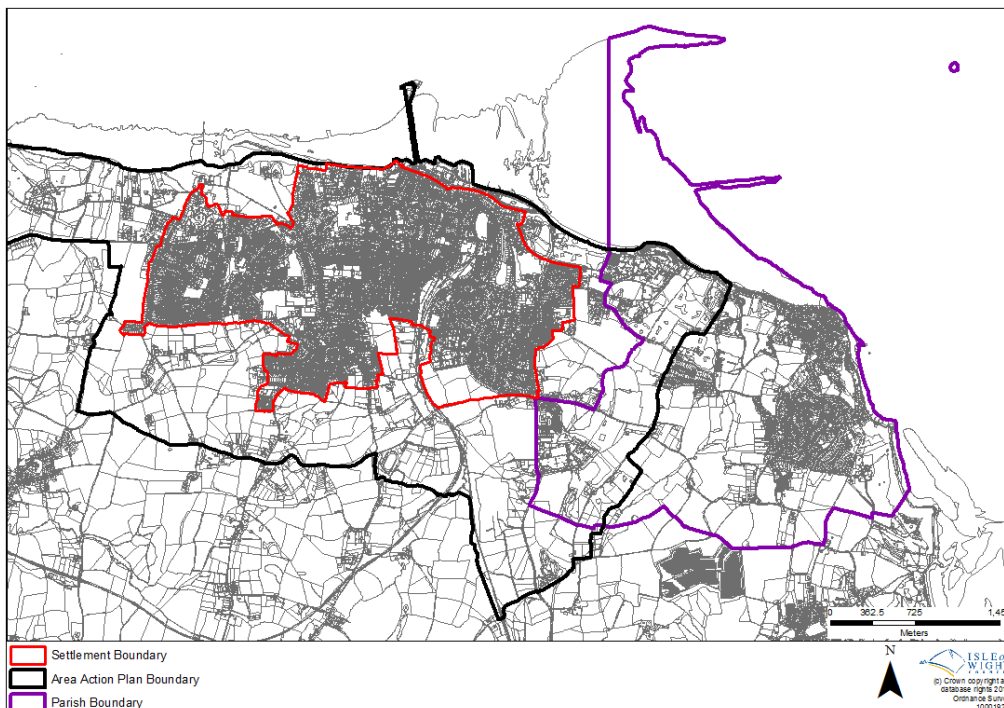
2.1 Spatial Policy SP1 of the Island Plan Core Strategy identifies the Parish of Nettlestone and Seaview as WIDER RURAL AREA.

2.2 There is no specific settlement boundary within the Parish of Nettlestone and Seaview; the current proposal map shows housing settlements as being located in Seaview, Nettlestone, Springvale, Puckpool, Pondwell and Bullen Village.

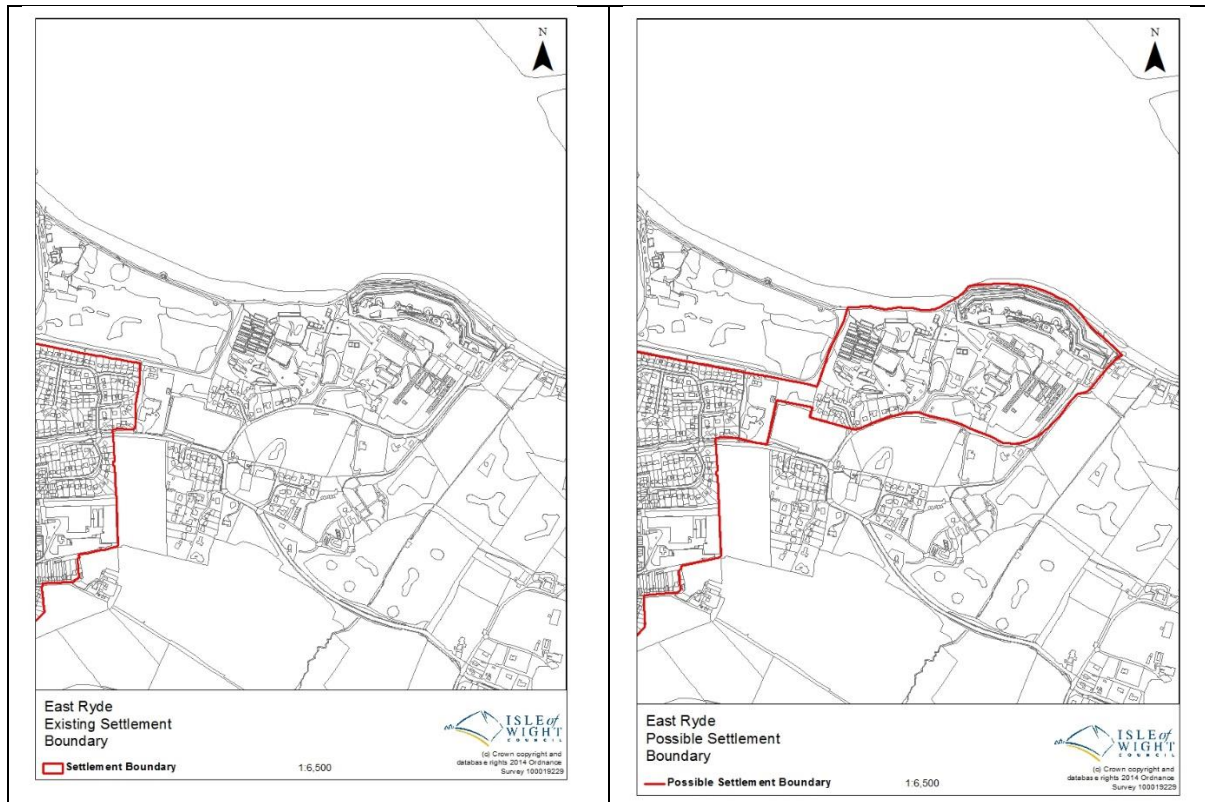


2.3 The western part of the Parish of Nettlestone and Seaview lies within the Action Plan Boundary of the Ryde Key Regeneration Area, namely:

all land to the west of Oakhill Road – Springvale, Puckpool Park, Harcourt Sands, Woodlands Vale and surrounding parkland - and all land to the west of Bullen Cross as far as Barnsley Copse, including housing at Bullen Village and all industrial units along Brading Road including Tesco.



2.4 The Island Plan Core strategy allows for revision of the settlement boundaries within an Area Action Plan (AAP) boundary as required. The Ryde Plan Informal Discussion Document 2014 proposed *“Harcourt Sands is a large, mainly previously developed land (PDL, or brownfield) former tourism site on the outskirts of Ryde. It is not currently within or immediately adjacent to the settlement boundary of Ryde. To signal our support for the appropriate redevelopment of the site, which would include tourism uses, we could redraw the settlement boundary to include the site, to remove a potential hurdle in the planning process and give greater certainty to developers.”*



2.5 Although the proposal to redraw the settlement boundary was not taken forward, the Ryde Plan Draft Consultation November 2015, allocates the Harcourt Sands site for a mixed-use scheme comprising residential and tourism “development that will contribute to meeting the housing requirements of the Ryde Key Regeneration area.”

2.6 Spatial Policy SP1 of the Island Plan Core Strategy states

“Unless a specific local need is identified, development proposals outside of, or not immediately adjacent to defined settlements will not be supported”*

and

“Generally, development is not expected to occur in the wider rural area unless a local need for development can be demonstrated or it is a tourism related development”

*In the case of the Parish of Nettlestone and Seaview these defined settlements are Ryde Key Development Area and the Rural Service Centres of Bembridge and St. Helens

2.7 The Island Plan Core Strategy states that Objective 9 of AAP2, Isle of Wight Council’s Area Action Plan (AAP) for the area identified as the Ryde Key Regeneration Area will *“Define and ensure*

that the areas which separate Ryde and the surrounding settlements are appropriately protected to prevent settlement coalescence.”

and

“work will be undertaken by the Council to establish the key landscape sensitivities in the land between Ryde ... and the surrounding settlements of ... Seaview and Nettlestone and ways in which settlement coalescence can be prevented in the future.”

2.8 Within the Island Plan Core Strategy, no numbers have been allocated; a level of development is anticipated on the basis of future population growth, demographic change and future locally identified need.

2.9 In 2016 Nettlestone and Seaview Parish Council asked the residents of the parish to complete a Housing Needs Survey and Questionnaire, so they could understand their community's views and aspirations for the future. In addition, a Parish Plan Steering Group organised consultation events during the summer in locations and at times designed to encourage involvement of all residents – both permanent and second-homers. The summary findings and conclusions from the responses to the Questionnaire and consultations are contained within the Parish Plan, which is being developed in parallel with this SPD.

2.10 These findings and conclusions, together with the findings of the Housing Needs Survey (completed in 2016), and the Isle of Wight Council's published Strategic Housing Market Assessment have informed the guidance within this document.

2.11 The villages of Seaview and Nettlestone along with the satellite areas of Springvale, Puckpool, Pondwell and Bullen Village, make up the housing settlements within the Civil Parish of Nettlestone and Seaview. Located some 3km east of Ryde on the Island's north east coast, these settlements lie in a picturesque setting of sandy beaches and rocky coastline (all of which form part of a SSSI and SPA) and broad low-lying expanse of reclaimed marshland, rising through a gently undulating landscape of fields and woodland with a predominantly rural, open feel. Parts of the village of Seaview are designated as a Conservation Area, and the Seaview Conservation Area Appraisal 2007 stated "Springvale, which although not covered by this Conservation Area, is worthy of designation and protection itself." While the Parish does not lie within the Area of Natural Beauty designated in 1963, it is home to a SSSI/RAMSAR/SPA designated Reserve, some Ancient Woodland and seven Sites of Importance to Nature Conservation including one with geological SSSI status. It is considered that the Parish has a natural beauty and enduring heritage which is of great value to visitors and residents alike.

2.12 In acknowledgement of this setting it is important to identify the features that contribute positively to the unique character of the villages and their satellites, and that the policies of the Island Plan Core Strategy are applied across the parish to reflect this. This document should be read in conjunction with the policies of the Island Plan and policies should not be read in isolation.

2.13 This SPD will look at the environment, open space, design, housing and development, commercial facilities of local value, employment, tourism opportunities, transport and traffic issues.

3. Nettlestone and Seaview Policy 1 - Environment

N&SP 1 - Environment

The Parish Council will support proposals that protect, conserve and/or enhance the natural and historic environments within the Parish of Nettlestone and Seaview.

The Parish Council will expect all development proposals within the Parish of Nettlestone and Seaview to include proportionate information to demonstrate how landscape/seascape, as well as the natural and historic environments have been considered and show how the proposal contributes to conservation or enhancement.

The Parish Council considers the views and vistas within the Conservation Area, adjacent to areas with special environmental designations and areas offering biodiversity opportunities should, wherever possible, be protected.

The Parish Council will support the Isle of Wight Council to establish key landscape sensitivities in the land between Ryde & Seaview and ways in which settlement coalesce can be prevented in the future.

3.1 The Conservation Area Character Appraisal for the village of Seaview, the Ryde Regeneration Area Action Plan (AAP2), the Green Infrastructure Strategy SPD and Mapping Study prepared by the Isle of Wight Council have been used to shape the approach set out in N&SP1 and the supporting text.

3.2 The Parish Council considers the distinctive characteristic of the settlements within the Parish is of two unique, historic, rural villages and their satellites set within an environment of open countryside landscape of mostly agricultural land and areas of mature trees rising from a protected coastline of beach and rocky shore.

3.3 The first views of any settlement are important in forming an initial impression, particularly for visitors and tourists.

3.4 Approaches into the Parish from the west, down Puckpool Hill, along Calthorpe Road and down Oakhill Road, with their canopies of mature trees and old stone walls, offer enticing glimpses of both historic parkland and the imminent seascape; the hedgerow planting lining Nettlestone Hill frames the surrounding fields of open farmland descending down to the Hersey Nature Reserve; there is little indication of the extent and amount of housing development, with vegetation dominating the views, and only glimpses of built forms available. These approaches provide a transition from the urban environment of Ryde to the rural villages of Seaview and Nettlestone.

3.5 The approach from the east is lined by mature roadside trees and hedgerow planting, with glimpses of the seascape to the north, before winding through fields of open farmland and heading towards St. Helen's Church, ensuring the village of Nettlestone is unveiled in a gradual manner.

3.6 The approach from the south along Bullen Road transitions swiftly from suburban housing, through a canopy of mature trees into open farmland lined by hedgerow planting with a view of the settlement edge of Nettlestone village in the distance.

3.7 The approach to the village of Seaview from the west follows the important coastal path route along Springvale Road and Seaview Duver, running parallel to the beach between the sea wall and a ribbon development of housing built over centuries in a piecemeal fashion, to the edge of the historic core of the village, Salterns Cottages. Two undeveloped gaps remain, both offering highly valued unrestricted views inland and important biodiversity opportunities; the valley of farmed parkland and mature trees surrounding Woodlands Vale (Grade II *) and the valley surrounding and including Hersey Nature Reserve.

3.8 The valley of farmed parkland and mature trees surrounding Woodlands Vale which runs down to Springvale Road separates Seaview from Ryde and plays an important role in preventing settlement coalesce. The valley surrounding and including SSSI/RAMSAR/SPA designated Hersey Nature Reserve is an important area for nature conservation and protects and safeguards the rural setting of the settlements. The Isle of Wight Green Infrastructure Mapping Study proposes both provide biodiversity opportunities. Both valleys are SFRA Flood Zones 2 and 3.

3.9 The Parish Council considers it critical to retain these gaps as predominantly open and undeveloped landscape in order to ensure:

- (a) the effective separation of Seaview from Ryde
- (b) the safeguarding of two important visual amenities which provide a distinctive open, rural feel and unrestricted views to/from the sea
- (c) the improvement of Green Corridor provision as per GI Mapping Study
- (d) there is no inappropriate development within flood zones

3.10 The National Planning Policy Framework (NPPF) establishes that local communities "*should be able to identify for special protection green areas of particular importance to them*". The Parish Council considers this would rule out development on these areas, other than in very special circumstances with quantifiable public benefit.

3.11 Landscaping within any development is an important aspect of that development. In recent decades the villages of Seaview and Nettlestone have expanded. A general wealth of surrounding greenery and mature vegetation helps in the most part to retain the sense of rural villages. However, there has been loss of greenery in front gardens due to demands for on plot parking and fragmentation of frontage treatment through the removal of hedgerows, hedges, shrubbery, grass verges, trees and planting which erode the villages' rural character and heighten the dominance of the built form.

3.12 The Parish Council recognises that some changes come without the need for planning permission, under permitted development rights, however, some more recent developments, which have required planning permission, have failed to retain and/or introduce sufficient planting and landscaping to enhance and soften the setting of these newer dwellings and they project more of a suburban rather than rural village character. The Parish Council considers this dilutes the distinctive rural character of the wider area.

3.13 The Localism Bill encourages pre-application consultation with communities as follows:

- 1) Developers must consult communities before submitting certain planning applications, having regard to any advice their local planning authority may provide.
- 2) They must consider any responses they receive before they finalise their proposals and submit their applications.
- 3) When submitting their application they must account for how they have consulted the local community, what comments they have received and how they have taken those comments into account.

3.14 Although this requirement applies only to developments - and the IW Council policy on the extent to which pre-application consultation should be mandatory is yet to be determined – the Parish Council believes all schemes would benefit from pre-application discussion with the community.

4. Nettlestone and Seaview Policy 2 - Open Space

N&SP 2 – Open Space

The Parish Council considers that existing open spaces and wooded areas should, wherever possible, be preserved in perpetuity.

Because of their particular importance to the community as both recreational and visual amenities, the Parish Council will seek Local Green Space Designation for open spaces threatened by a development proposal, unless there is an over-riding public benefit.

- 4.1 National Planning Policy Guidance PPG17 states that open space should be taken into account in planning for new development and considering proposals that may affect existing open space.
- 4.2 Open space includes all open spaces of public value, including land, inland bodies of water and open areas within a development, which offer important opportunities for outdoor recreation and sport, as well as being an important part of the landscape and setting of built development, and can also act as a visual amenity.
- 4.3 The Isle of Wight (PPG17) Open Spaces Audit states “A large number of natural green spaces were not audited where existing public access was not available. However many of these, which included woodland copses, (and) land between high and low water are significantly important to visual amenity and local biodiversity.”
- 4.4 The Parish Council, in response to the community survey, is supporting a community-led programme of projects that enhance and promote local distinctiveness, well-being, environmental quality and bio-diversity. Working with the Community Partnership, an appraisal of the open spaces for which the Parish Council is responsible has been undertaken and a new scheme of more natural landscaping and planting is underway to ensure they are maintained and managed to realise their full sustainable potential.
- 4.5 In accordance with PPG17, the Parish Council lists existing open spaces as:
1. *parks and gardens* - Puckpool Park; Woodlands Vale garden and parkland
 2. *outdoor sports facilities (with natural or artificial surfaces and either publicly or privately owned)* - Seaview Recreation Ground, Puckpool Park, Priory Bay Hotel and Seaview Sports Club tennis courts, and Nettlestone Primary School playing fields;
 3. *amenity green space (most commonly, but not exclusively in housing areas)* - Puckpool Park informal recreation spaces, communal green spaces in and around Caws Avenue/Greenham Drive housing development, and Nettlestone village green;
 4. *provision for children and teenagers* - Puckpool Park and Kerry Fields play areas;
 5. *allotments and community gardens* - Steyne Road allotments and Sophie Watson’s Garden;
 6. *cemeteries and churchyards* - St. Helen’s Church and St. Peter’s Church;
 7. *green corridors* - All footpaths and bridleways;

8. *natural and semi-natural green spaces* - In addition to the valleys running down to Springvale and Seaview Duver detailed in 3.7 and 3.8 above, the Parish Council list: Westbrook woods; Harcourt Sands patch of ancient woodland; Eton College Donkey field; the land between this Donkey Field and Seaview Recreation Ground; Sites of Importance for Nature Conservation C081 Westridge Copse Green, C169 Barnsley Farm, C170 Nettlestone Marsh, C217 Cothey Bottom Copse, C226 Priory Woods, C227 Longlands Copse, C254 Bullen Cross Wood and PC301 Westbrook Meadow; all open spaces cited in the Seaview Conservation Area Appraisal, which also states “The main area of open space is provided by the Beach.”

4.6 The Parish Council considers all these open spaces perform multiple functions; in accordance with the guideline, these functions will be taken into account as material considerations when applying planning policy and include:

1. strategic functions - defining and separating urban areas; providing community greenways, ‘green lungs’ or landscape buffers; better linking of town and country; and serving recreational needs over a wide area;
2. urban quality - helping to support regeneration and improving quality of life for communities by providing visually attractive green spaces close to where people live;
3. promoting health and well-being - providing opportunities to people of all ages for informal recreation, or to walk, cycle or ride within parks and open space or along paths, bridleways and canal banks. Allotments may provide physical exercise and other health benefits;
4. havens and habitats for flora and fauna – sites may also have potential to be corridors or stepping stones from one habitat to another and may contribute towards achieving objectives set out in the Biodiversity Action Plan;
5. as a community resource – a place for congregating and for holding community events; and
6. as a visual amenity – even without public access, people enjoy having open space near to them to provide an outlook, variety in the urban scene, or as a positive element in the landscape.

4.7 The Parish Council considers all the sites listed in 4.5, 3.7 and 3.8 should be protected from development where appropriate. It is recognised that, should a development site come forward that would deliver community aspirations identified in other policies of this SPD, not all open spaces and wooded areas may be preserved in perpetuity.

5. Nettlestone and Seaview Policy 3 - Design

N&SP 3 - Design

The Parish Council expects development proposals to demonstrate how they have considered the following:

- the development site's surrounding environment
- the densities of the surrounding built form
- views into or out of the landscape/seascape
- avoidance of 'street clutter'
- treatment of hedges and verges of narrow rural lanes where appropriate
- provision of sustainable hard and soft landscaping to compliment, and wherever possible, improve the natural environment
- the Conservation Area Character Appraisal and Parish Design Statement

5.1 All development should respect and where possible enhance local distinctiveness and the intrinsic qualities of the countryside.

5.2 The Parish Council considers that some infill development and unsympathetic alterations prior to the designation of Seaview's Conservation Areas have contributed to a loss of character and would encourage the restoration of unique characteristics laid out in the appraisal.

5.3 The Parish Council considers that it is particularly important that any development and alterations within and adjacent to the designated Conservation Areas should enhance the unique characteristics of the area and should look to complement the scale of the most dominant properties nearby.

5.4 This does not mean that new development should replicate its surroundings. Away from the designated Conservation Area, the use of modern sustainable materials and design should be encouraged providing it does not lie at odds with its environs. The key consideration should be whether a development positively improves the character and environmental quality of the parish.

5.5 Any form of development which would be dominant in its setting, have an adverse impact on and detract from views into and out of the built environment should be discouraged. Ideally design and setting should be in harmony.

5.6 The Parish Council considers that the local environment is often affected by signage clutter and presentation. Traffic management signs and road markings should be sympathetic to the environment in which they sit whether this is an historic or modern setting.

5.7 Private green space contributes to environmental quality. Landscaping should retain indigenous species of trees and shrubs wherever possible replant these to preserve the arboreal relationship. Wherever possible hedges and verges should be retained. Indigenous species should be used to build new hedges.

5.8 The Parish Council considers that all applications should take into consideration the necessity for sustainable drainage to reduce the chance of flooding within the parish. With particular reference to materials used in the provision of vehicle access and parking, the Parish Council expects the use of permeable or porous paving, permeable material such as gravel or porous asphalt, or similar approved material.

6. Nettlestone and Seaview Policy 4 - Housing

N&SP 4 – Housing

The Parish Council will support small scale housing development schemes that:

- demonstrate how they contribute to a local need or demand being met and/or
- contribute to delivering wider community aspirations including a new care home facility, health facility and public car parking.

6.1 NPPF and the Isle of Wight Plan requires that any housing development has to meet the identified needs of the population. In 2016 the Parish Council undertook a Housing Needs Survey. The outcome of this survey was that the vast majority of the community have no identified future housing need and that the emphasis of any future proposed development should be small scale provision of smaller market and affordable homes.

6.2 Key Points from Housing Data

- 96% indicated current accommodation was suitable for their current needs
- 80% do not anticipate need or want to move property within foreseeable future;
Of the 20% indicating a need to move, 62% with aspirations to purchase a house had affordability less than the average current Nettlestone and Seaview house price value of £330K
- Older, mature, stable parish population (56% of households have one or two persons aged 60-74; 24% of households have one or two persons aged 74+)
- The survey registered 200 children under 16 in households across the parish; 75 aged 0-5; 54 aged 5-10; 71 aged 11-16)
- The survey suggests the future need from parish respondents to be for smaller, two and three bedroom, detached homes in the parish.

6.3 The Parish Council recognises that second home ownership has historically played a role in tourism provision within the parish, however, like many areas, the community now faces the challenge of an increasing proportion of second homes and the problem second homes can cause in reducing the housing supply for local people, whether this be to access to the property ladder or to downsize within the community. National demographic statistics for the parish disguise the fact that over the last decade, many houses that once housed permanent members of the community have entered the second home market and second home ownership is in part responsible for rising property prices. Second homes often stand empty for a large proportion of the time and the diminishing rate of daily footfall has affected the viability of amenities and infrastructure vital to community cohesion – the Post Office, shops, pubs, churches and meeting halls.

6.4 Over the period of this Parish Plan, the current population will age further with too few young families remaining to sustain and build the community of the future, a lack of suitable mixed housing provision for both younger and older members of the community who aspire to remain within the parish and a lack of housing at a market value affordable to younger families wishing to move into the parish.

6.5 The Parish Council will support a small housing scheme that meets these locally identified needs on a suitable, viable site at an appropriate scale with good design and expects developers to provide justification, in line with the policy statement N&SP 4, for any units provided.

6.6 The Parish Council wishes to protect the rural setting by confining development, where possible, to brownfield sites but recognises there may be the need, in certain areas, to support development on appropriate greenfield land if the aspirations of the community are to be delivered.

7. Nettlestone and Seaview Policy 5 - Parking

N&SP 5– Parking

The Parish Council will support development proposals that maintain and increase the availability of parking within the parish, particularly for Nettlestone Primary school.

The Parish Council will expect relevant development proposals to:

- **enhance the provision of drop-off parking within the vicinity of Nettlestone School**
- **prevent loss/maintain the availability of public car parking spaces for residential and visitor use, particularly within the Conservation Area**
- **protect and enhance the availability of privately owned car parking.**

The Parish Council will not support development proposals that:

- **rely on the council owned car park on Pier Road**
- **lead to a significant increase in traffic along Duver Road**

The Parish Council will support the creation of parking provision for electric vehicles

7.1 The Isle of Wight Draft Parking Strategy assumes that, by 2021 there will be an average of nearly 1.3 cars per household on the Isle of Wight; it states that the quantum of private parking has a direct impact on the availability of on and off-street parking, with the primary way in which local authorities are able to influence private parking being through the planning process and recommends that the Isle of Wight Council should support the development of local strategies when based on a comprehensive evidence base of parking supply and demand

7.2 'Tourism trends quarterly bulletin: Visitor statistics for summer 2012' shows the majority of visitors (approximately 86%) to the Isle of Wight had visited the island before, with over 60% of those doing so by private car. The parish has a far higher average of second home ownership than the Isle of Wight as a whole (2% island-wide; 27% in the parish of Nettlestone and Seaview) and the village of Seaview struggles to provide adequate on and off street parking for residents and visitors during the peak summer months of the tourism season.

- 7.3 The Parish Council will continue negotiations with the Isle of Wight Council with a view to take over management of the existing public car parks within the Parish.
- 7.4 The Parish Council will support the improvement of parking provision in Nettlestone where there is congestion and pressure on parking during term time at school drop off and collection times around the Primary School.
- 7.5 The Parish Council will not seek allocation of parking to individual housing units which could unnecessarily increase the amount of parking needed. However, garages are often used for storage, rather than parking. Given the increase in cars per household assumed within the Isle of Wight Draft Parking Strategy, the Parish Council expects any new residential development to include a baseline amount of space for parking relevant to the type, mix and use of the development.
- 7.6 Although it is one of the main approaches to the village of Seaview, the whole length of Duver Road from Oakhill Road to Salterns Road is not part of the public highway, but is designated as a car park with an advisory speed limit of 20mph. Large numbers of walkers use the coastal path, many crossing the road to access the Hersey Nature Reserve. The road is used by cyclists, horse-riders, runners, and sailors launching dinghies. The Parish Council will not support proposals that lead to any significant increase in traffic along Duver Road, unless Duver Road is upgraded to an acceptable standard and adopted into the highways network.

8. Nettlestone and Seaview Policy 6 Community amenities

N&SP 6 – Community Amenities

The Parish Council will encourage proposals which provide amenities for community benefit.

The Parish Council will use powers granted under the Localism Act of 2011 to preserve, wherever possible, community amenities and create opportunities to provide multi-use facilities for greater community benefit.

8.1 The Parish has lost amenities important to both community cohesion and tourism. In recognition of concern expressed by the community, the Parish Council will seek to preserve, wherever possible, Assets of Community Value. Of particular concern are the loss of amenities in Seaview village itself, where the slow change in demographics of home ownership has led to a reduction in permanent residents and daily footfall.

8.2 The Parish Council lists the following buildings which have been used as a community asset in the recent past as Assets of Community Value: The Roadside Inn Public House, The Wishing Well Public House, the Catholic Church, Grace Church, the Masonic Hall.

8.3 There have also been closures of other important community and tourism assets: the Post Office, retail outlets, Wishing Well campsite, Seaview Wildlife Encounter, Springvale Hotel.

8.3 The Parish Council already supports the Community Partnership who organise local events, street parties, sports, arts and culture event providing opportunities for social interaction and community pride.

8.4 The Seaview Pavilion was a successful outcome of the 2005 Parish Plan. The consultation process that informed the writing of the updated Parish Plan revealed an aspiration to replace lost amenities.

8.5 The Parish Council will support initiatives to build up local expertise in running sustainable community spaces and replace gaps in provision of both community amenities and essential facilities for visitors that also benefit the community.

9. Nettleston and Seaview Policy 7 – Economy and Tourism

N&SP 7 - Economy and Tourism

The Parish Council will pro-actively support initiatives that ensure existing businesses and jobs within the parish are retained.

As a means of supporting local businesses and to promote sustainable tourism, the Parish Council will support initiatives which showcase the heritage and biodiversity of the parish.

The Parish Council will positively encourage the establishment of new businesses in the parish.

9.1 Within the Parish there is a wide range of employment – from businesses based around the Cothey Way industrial estate and along Brading Road, to the Primary School, the construction industry, agriculture and the service industry which includes retail, recreation and tourism.

9.2 The Parish Council will support local businesses and considers effective communication is critical to their success. Initiatives that improve the provision of internet and mobile telephony connections will be supported.

9.3 The Parish Council wishes to encourage and stimulate tourism, but not to the detriment of the environment and considers that any new tourism related development should be reconciled with the protection and preservation of the environment that attract tourists in the first place.

9.4 In the community questionnaire that formed part of the housing needs survey, 80% of respondents considered ‘awareness & community involvement in projects that maintain, enhance & sustain the natural environment within the Parish for future generations’ - as important or high on their priority list. The Parish Council’s “Action” Plan will support a programme of sustainable community projects that enhance and promote local distinctiveness, well-being, environmental quality and bio-diversity. The Parish Council considers this will both benefit permanent residents, second homers and seasonal visitors alike and increase the vitality and viability of the tourism provision.

9.5 The Parish Council recognises that second home tourism can result in both positive and negative impacts economically, socially and environmentally. The Parish Council will expect any new tourism related development in the form of second home ownership to quantify, in line with the Isle of Wight Tourism Development Plan, how it will cater to the visitor of the future and how it will provide employment that is not merely temporary and seasonal.