

Shaftesbury Neighbourhood Planning Training Session – 8th Feb 2014
By Locality Consultant
Mayors Parlour – Town Hall

1. Review of Original Vision Statement - 2005:-

In 2020 the Shaftesbury area will be thriving, centred on its Dorset Market Town, with a strong and distinctive character with respect for its past and pride in its diverse built, natural and cultural heritage.

It will be an area where the community works together firmly committed to securing a sustained and prosperous future, with a high quality of life and access to services, providing opportunities for all who live and work in the town and surrounding villages.

4 Themes:-

Prosperity, Quality of Life, Community, Character

Comments from Training Course 8/2/14 on Vision Statement:-

- Themes Don't Work
- Not Punchy
- Essence – Missing

2. Proposed Revision to Vision Statement 2014:-

Shaftesbury, 'Home of Gold Hill' and famous Saxon Hilltop market town, with a rich and diverse history mapping back to 900 AD starting with Great King Alfred; has matured into a peaceful, welcoming, rural market town with strong connections, via the Shaftesbury Art Centre, with the Artistic and Cultural World.

Shaftesbury was voted the best place to live in Daily Telegraph 02/10/10

The future for Shaftesbury to be:-

Three enabling factors

- Growing the capacity of local people, agencies and professionals that support rural communities
- Enhancing community assets
- Increasing the scope and quality of community planning (at a local and strategic level)

Evidence suggests that dynamic, vibrant and sustainable communities need creative people working together, assets to support their aspirations and agencies and local people collaborating to an agreed plan.

All three are needed.

The model of the rural community of the future:-

- Identifying, utilising and optimising assets

Shaftesbury Neighbourhood Planning Training Session – 8th Feb 2014

By Locality Consultant

Mayors Parlour – Town Hall

- Achieving fairness for everyone
- Empowering local governance
- Increasing resources for community benefit
- Enjoying locally relevant services
- Enriching social capital and well-being
- Valuing local distinctiveness
- Developing reliable infrastructure
- Enhancing environmental capacity
- Supporting a dynamic local economy

Pressing challenges facing rural communities; especially Shaftesbury:.

- How can rural communities take a lead in securing essential services?
- How can rural communities plan their futures?
- What can we learn from the special characteristics of rural communities in remote areas – as culturally rich areas and hotbeds of invention?
- What must be done to manage community assets in a sustainable way?
- How can newcomers to rural areas be included in community life?
- What are the essential skills needed to build excellent rural communities?

Slides from the Last Meeting – Sat 8th Feb 2014:-

What Makes Shaftesbury Strong:-

- Gold Hill
- Abbey
- Destination - 28th most visited tourist location
- Compactness
- Traffic – Negative
- Spirit of the People
- Artistic/Intellectual influences
- Villages surrounding support the town
- Relationships – Live/Work/Visit

What do you like best about Shaftesbury?:-

- Places around town, open spaces
- Independent shops
- Nature of the town
- Views – park walk
- Peaceful
- Community Spirit
- Compact
- Friendly Town/Village
- Community Group, Town Choir
- Countryside surrounds

Shaftesbury Neighbourhood Planning Training Session – 8th Feb 2014

By Locality Consultant

Mayors Parlour – Town Hall

- Safe, Friendly
- History

What is Unique about Shaftesbury?

- Tourist Town
- Saxon Hill Top Town
- Gold Hil
- Topography, setting, townscape – Exceptional
- Lack of Change – resistance to change
- Diverse people
- Artistic/Culture – Art Centre