

Milford-on-Sea  
Parish Vision 2020



Milford-on-Sea  
**Action Plan**



1st September 2007



## Milford-on-Sea

### Parish Vision 2020 Action Plan Forward



This Plan is a wide-ranging statement of community ambitions, based on sound research and extensive public consultation. It aims to retain the best of Milford-on-Sea, to improve many of our facilities, and to ensure the vibrancy of our village. It builds on the 2002 Village Design Statement which dealt essentially with land use issues.

The Plan demonstrates the clear need and strong public support for improvements, and both will be critically important in winning backing from bodies such as the District and County Councils.

The Steering Group of volunteers, which has done so much work in leading the consultations and preparing the Plan, has now joined with the Parish Council to form our new Community Partnership to drive the Plan forward. Many of the aims have been identified and pursued by the Parish Council for some time, but the Partnership now has a more solid base to work from to deal with the inevitable challenges that lie ahead, particularly in delivering our more ambitious objectives.

So, congratulations to the Steering Group for producing such a thorough and compelling document, and if there are new volunteers ready to help, please contact our Parish Clerk, Keith Metcalf.

**Bob Bishop**  
Vice-chair,  
Milford-on-Sea Parish Council

# Parish Vision 2020

## Vision Statement



“To protect and enhance the special coastal and rural character of Milford-on-Sea village and its hamlets of Keyhaven, Lymore and Downton, whilst ensuring that in the year 2020 a viable and vibrant community exists for the enjoyment of future generations”.

### Strategic Objectives:

- Improving housing and employment opportunities, particularly for young people.
- Improving the provision of social, cultural and recreational facilities.
- Enhancing and protecting the natural environment.
- Maintaining and developing parish facilities for tourism and business opportunities.
- Improving transport links with hinterland communities.
- Making the village centre safer for pedestrians whilst protecting its special character.

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## Introduction



Welcome to Milford-on-Sea Parish Vision 2020 - a 15+ year action plan, expressing the wishes of the village for the village.

Many small towns and villages have taken part in the Government's Health Check Initiative. The following is a description of a Market Town Healthcheck taken from the New Forest Community Planning Guide, November 2005.

“ Market town healthchecks have been initiated by the South East Economic Development Agency (SEEDA). The healthcheck provides a process for examining the economic, environmental and social aspects of the town and its surrounding countryside. A series of worksheets help focus on the strengths and weaknesses of the community which ultimately forms the action plan.”

Milford-on-Sea accepted the challenge in the spring of 2005. After a summer of public meetings, an enthusiastic group of volunteers established the Steering Committee in October 2005. Their brief was twofold: to conduct surveys under the headings of Economy, Environment, Social & Community, and Transport and to devise a means of consulting every household in the village to establish the wishes of its residents for the continued success of Milford-on-Sea. A detachable Love/Hate/Wish flyer was produced and included in the November/December 2006 edition of the local Village Voice magazine. Throughout the summer of 2006 the Committee manned stalls at most fairs, festivals and events in the village to elicit as many responses as possible from residents and visitors. 906 residents were engaged during the 2006 events, representing 19% of the community. The Committee was thus able to draw up a concise list of hates and aspirations from everyone who took part. A list of the events attended follows.

## Introduction

The results of the Strengths, Weaknesses, Opportunities and Threats from the original surveys and the information from the flyers enabled the Committee to draw up a consultation document of 50+ actions.

This consultation document was launched in early October 2006 at a well attended public meeting in the Church Hall. It was subsequently distributed to all households in the village. In total 712 replies were received following the Public Consultation Day, representing approximately 15% of residents. A total of 1,618 responses were received during the consultation process of the PV2020 project.

Finally, all replies were analysed, and in May 2007 a draft action plan was presented to the Parish Council and New Forest District Council (NFDC) for endorsement.



### Attendance at Community Engagements & Public Events 2006

Annual Parish Meeting	3 April 06
Plant Fair	20 May 06
Garden Fete - War Memorial Hospital	24 June 06
Gardeners' Club - Open Day	25 June 06
Music & Arts Festival	1 & 2 July 06
Walkies Dog Show	29 July 06
Royal British Legion Fete	5 August 06
Carnival	26 August 06
Your Say (Public Open Day)	7 October 06





## Heritage and Culture



Milford-on-Sea, named “Melleford” in the Domesday Book, is the last coastal village in Hampshire, with magnificent views of the Solent, Christchurch Bay, the Isle of Wight and the Needles.

The village has many interesting, historic buildings, foremost of which is Hurst Castle which was built for Henry VIII and dates from the 1540's. Charles 1st was imprisoned there in 1648. Between 1860-1872 the defences were enlarged to meet the threat of French invasion. The Castle is in the stewardship of English Heritage and open to the public.

Newlands Manor, a substantial property in very large grounds, was rebuilt in Gothic Style in 1803 for Admiral Cornwallis but is now divided into separate dwellings.

Milford House, near the village centre, was built in the Georgian era on land once owned by the Knights Templar and is divided into separate dwellings.

There are numerous other listed properties both inside and outside the central conservation area. Four churches stand within the village, the

oldest being the Anglican church of “All Saints”, part of which dates from the 12th Century. There are also Catholic, Methodist and Baptist churches, which all have regular congregations.



The five historic inns - The Red Lion, The Smugglers Inn, The White Horse, The Royal Oak and The Gun Inn - are popular with locals and tourists alike.

Enlarging the conservation areas which include buildings of special interest, would provide welcome protection of the special character of the village.

The Village Green hosts many popular events during the year including May Day celebrations, a Plant Fair, a three day Festival of Art and Music, a Dog Show, a Carnival and Christmas celebrations.

## Heritage and Culture



Milford-on-Sea benefits from a part-time library based in the Village Hall. A wide range of Clubs and Societies caters for all age groups and are

well supported. However a permanent youth meeting place is lacking.

In June 2007 a Community Centre was established in Sea Road, using the building once leased to a children's nursery. However, a lottery grant has been applied for to build an all-purpose Community Centre to provide additional leisure facilities, including cinema, art, evening classes and a permanent youth club base. The decision of the Lottery Board will determine whether a new Community Centre is built on the site or whether the existing building is extended.





## Economy



Of the 200 businesses identified in Milford-on-Sea, most are go-ahead and fit for today's "high tech" world of commerce. A survey of businesses was carried out in four main areas: 36% of those questioned were High Street shops; 10% were on the two small Trading Estates; 42% were various home based businesses and 12% were Hotels and B&Bs.

47% of employees were from Milford-on-Sea. However, local recruitment is a problem as there is a shortage of affordable housing available and the population is largely elderly.

Milford-on-Sea has a unique shopping area. At the beginning of the survey, 54% of traders were confident about trading in the village but recent shop closures have caused some concern.

The instigation of a Milford Business Association (MBA) to promote the benefits of the village as a one-stop shopping experience would raise awareness of the local shops,

public houses and restaurants. (The MBA is now formed and playing an active role in promoting Milford-on-Sea's commercial business enterprise.)

This association could also help with training, education and skills development. Holding farmers/craft markets and summer open evenings, possibly in the High Street or on the village green, could also be promoted and administered by this association.

The re-use of farm buildings should be encouraged, with the help of government agencies, to increase local job opportunities.

Lack of suitable public transport, pedestrian safety and parking restrictions also deter elderly residents and nearby communities from coming into the village. Innovative ideas are necessary to solve these problems.



## Economy



### Aims, Aspirations and Actions:

- Engender a vibrant Milford-on-Sea village by encouraging local patronage of our shops, public houses, restaurants and village services to help maintain a sustainable community. This can be achieved by extolling the virtues of Milford-on-Sea's one-stop local shopping experience which offers shops on your doorstep, energy efficiency by saving fuel, convenience, home-delivery and friendly, welcoming staff.
- Encourage and make more welcome, visitors and hinterland communities to Milford-on-Sea, e.g. by holding regular village centre/green farmers/craft markets controlled by MBA.



- Strive to bring closed/unused shop premises back into commercial retail use.



- Improve existing trading estate at Laundry Lane and enhance use of Barnes Lane Business Park.
- Further enhance seafront improvements by the careful selection and provision of interesting and varied activities and facilities in keeping with the existing ambiance, to encourage hinterland communities and holiday makers to visit.
- Where appropriate, encourage business diversification to help attract more tourists, shoppers and young people to increase local trade and sustain the village.

## Economy

### Tourism



Milford-on-Sea is a unique village on the South coast and a thriving tourist destination, with its close proximity to the sea and the New Forest National Park. It is easily accessible by road with rail links some 4 miles away and a bus once an hour to and from Bournemouth. There are a number of busy caravan parks in the village and an abundance of B & B's and guest houses.

However, not enough is being done to



encourage tourists and visitors to eat in the local public houses, inns and cafés or to shop in the village centre. At present many eat in their caravans and day visitors go to the seafront, without necessarily visiting the village centre.

A Tourist Information Point is necessary to promote the wide variety of shops, walks and places of historical interest, (e.g. Hurst Castle).

This could be achieved by making extra space

available to put up displays and information promoting forthcoming events in the village.

The local tourist industry is currently threatened by plans to begin gravel extraction close to the village. This would endanger the ambience of the area as large numbers of heavy vehicles would be using the narrow, rural roads surrounding the village.

Global warming is another threat which Milford-on-Sea, with its coastal location, cannot ignore.



## Economy Tourism



### **Aims, Aspirations and Actions:**

- Raise the profile of Milford-on-Sea to emphasise the value of Hampshire's last remaining coastal village.
- Promote the places of historic and scenic interest, the wide variety of shops, holiday accommodation and eating places in and around the village.
- Maintain, manage and enhance all seafront and village facilities.
- Set up a Tourist Information Point in the village centre providing information on village events, "things to do" and public services.
- Ensure all flood defence measures are enhanced in line with the threat of climatic change.





## Environment



Milford-on-Sea parish has a wealth of areas of both landscape and wildlife value. This includes the coastal cliffs and foreshore, Hurst Spit, the saltmarshes and part of Keyhaven Marshes, Sturt Pond and its reed bed, the Pleasure Grounds, Studland Common and the Avon Valley. This has resulted in important national and international designations for nature conservation reasons. These are supported by other amenity-based designations. A tranche of the Local Plan's policies is directed towards ensuring that the best features of these areas are protected and enhanced.

Much of Keyhaven village and the inner, older parts of Milford-on-Sea village are designated Conservation Areas. Elsewhere in Milford-on-Sea there are designated Areas of Special Character where the existing form of



development is seen as worthy of protection. Local Plan policies have been established to ensure that change within the two villages is beneficial to the local communities. The hamlets of Lymore and Downton lie within the defined Green Belt, which constitutes all the land outside the two villages. Development here will be restricted to that which is normally permissible in the countryside.

Planning control for the parish falls primarily under the provisions of the New Forest District Council's Local Plan (First Alteration) which was adopted in August 2005. A Village Design Statement, produced by the community and adopted in 2002, provides Supplementary Planning Guidance. The eastern part of the parish now lies within the recently defined New Forest National Park. With the introduction of new planning legislation, the Local Plan will be replaced by a Local Development Framework.



## Environment

### Aims, Aspirations and Actions:

- Protect those areas of special nature conservation value by the designation of Sturt Pond, the Pleasure Grounds and Studland Common as Local Nature Reserves. Enhance biodiversity by encouraging public ownership and appropriate management, using voluntary community conservation groups.



- Improve amenity and educational value and further protect existing natural and semi-natural community and privately owned land. This includes the Pleasure Grounds, Studland Common, Sharvells Copse, Sturt Pond, the cliff top scrub and grassland, the Avon Valley and Great Newbridge Copse.
- Protect Pleasure Grounds and adjoining flood plains from development.

- Set up work group to protect against light pollution especially along the seafront.
- Protect Sturt Pond (LNR) from sewerage overflow and pollution by taking action (where appropriate) against irresponsible public service bodies.



- Support the enhancement of the sewerage infrastructure, especially to dwellings and local nature reserves.
- Maintain village and hamlets' individuality and independence and thus avoid ribbon development.
- Maintain the traditional character of Milford-on-Sea and Keyhaven villages and especially of their Conservation Areas.

## Environment

- Support, utilise and update the existing Village Design Statement.
- Promote activities which will reduce pollution and CO2 emissions.
- Promote the best use of existing local resources.
- Increase the amount of waste recycling by extending the New Forest District Council scheme.
- Campaign against gravel and sand extraction in close proximity to local villages, hamlets and holiday parks.
- Promote walking and cycling for health reasons and for the conservation of resources.



## Social & Community

### Health and Public Safety



Milford-on-Sea, due to its location and climate, is a healthy place to live, with life expectancy above the national average.

It is well served by a thriving Medical Centre, a much loved Community Hospital (now under threat of closure), a dispensing chemist, a dental practice (still treating existing NHS patients), 2 chiropodists, a chiropractor, nursing and care homes and home care services.

The closure of Milford-on-Sea War Memorial Hospital would reduce access to some outpatient clinics, recuperative and post-operative care.

A new, purpose built hospital has recently opened at Lymington, some 4 miles away, (not 24 hour casualty).

In order to access major hospitals at Southampton or Bournemouth for major surgery, radiotherapy, etc. one needs to travel some 15-20 miles.

With a growing proportion of elderly residents, there will be an increasing demand for support services and this will, in due course, put a strain on the existing provision.



The Village is considered to be a low crime area but due to reduction in police resources and the disposal of the Police House, there is a fear of crime amongst some residents. There is an increasing problem of anti-social behaviour by a small number of local youths which affects residents' quality of life. A regular police proactive rather than reactive presence, would encourage a greater sense of security.

## Social & Community

### Health and Public Safety



### Aims, Aspirations and Actions:

- Retain and enhance Milford-on-Sea War Memorial Hospital to provide support services for recuperative and elderly care.
- Provide local, 24 hour minor injuries service and retain hinterland 24 hour casualty service medical centre.
- Promote pro-active policing and warden presence. Reinstatement of the "beat bobby" to secure a high level, crime prevention police presence.





## Social & Community

### Population and Housing



Milford-on-Sea has a vibrant, somewhat numerically unbalanced population compared with the New Forest and Hampshire generally. At the last census in 2001 the figures of all three areas were as follows:

	M-O-S	N.F	HANTS
<b>Population</b>	4703	169,331	644,249
<b>60/65 or over</b>	48.22%	28.3%	20.6%
<b>Under 16</b>	11.97%	18.1%	19.8%

There was an increase of 269 (6%) persons in Milford-on-Sea between the 1991 and 2001 census. The number of people wishing to live in Milford-on-Sea is rapidly increasing and the opportunities for developers to expand their building programmes continues. These property developments are often at the expense of local infrastructure and local, young families who can no longer afford to remain in their home village. Brownfield and previously developed sites have long since been utilised, thus the only option open to developers is to continue to build inside the existing village envelope (infilling) or in the greenbelt, something we find inherently unpalatable and unacceptable!

However, if one reflects that in 1086 Milford comprised just a few properties clustered around the village centre to house the 50 or so residents, then it is obvious that all our properties have subsequently been built in the greenbelt. However, in order to retain a village status any future development on greenbelt land should be monitored extremely carefully.

The village generally has a good mix of housing - freehold, leasehold and rented, comprising detached, semi-detached, terraced, flats, apartments and retirement flats in very good condition. However, very few fall into the category of 'affordable' housing.





## Social & Community

### Population and Housing



Properties in the area are very expensive and because of a lack of reasonably priced housing, there is growing concern locally that young people and families have difficulty in gaining a foothold on the property ladder. In addition there are very few rented, low cost houses being built.

Developers prefer to build flats and apartments rather than houses and residents are concerned that infilling sites are often used to build houses of unsympathetic and inappropriate design. Ownership schemes e.g. shared-equity, are needed to enable local people, especially the young, to buy homes and remain within the village.

Milford-on-Sea is keen to preserve its existing special character from over-development and to ensure that the surrounding countryside, which is partly in the National Park, is protected.



### Aims, Aspirations and Actions:

- Protect villages and hamlets to preserve their special character.
- Extend village conservation areas where these are of special character.
- Resist intensive “infilling” where this would constitute over-development.
- Promote fully integrated housing schemes which provide mixed communities.
- Promote the provision of affordable housing in perpetuity for local, young families by lowering site thresholds i.e. the point at which developers must make a meaningful contribution towards local affordable housing need.
- Encourage developers to build appropriate houses of good design, in all sizes, tenures (i.e. rented low-cost and shared-equity) and in all price ranges.
- Encourage owners to improve existing local building stock.

## Social & Community

### Sport, Leisure and Open Space



#### Informal Open Space:

Milford-on-Sea, as a coastal village and community, enjoys the benefit of extensive informal, public, open space. It has magnificent sea views over Christchurch Bay, the Isle of Wight, the Needles and the Solent. There are gentle cliff-top walks along Hordle Cliff, Hurst spit to Hurst Castle, to Keyhaven marshes, Sturt Pond Nature Reserve and along the newly revitalised seafront promenade.



Inland, we have superb walks along the Ancient Highway, on Studland Common, through Sharvells Copse and in the Pleasure Grounds woodlands, which after 100 years of neglect, are now being managed at a measured pace by the Parish Council, with voluntary help

from the Milford Environment Group and the Wildlife Recording Group. The Danes Stream meanders gently along from Shorefield Country Park, through the Pleasure Grounds and behind the village shops, to Sturt Pond. Much of the Danes Stream has a formal footpath running alongside the water's edge.

These amenity areas are being under-utilised for educational purposes. Local conservation volunteers are currently enhancing the various habitats to encourage biodiversity. Swallow Drive and Grebe Close have two small areas of open space used by youngsters and dog walkers.

#### Formal Open Space:

Milford-on-Sea has relatively few formal open spaces. These include the old, unused Putting Green alongside the Bowling Club, the larger grassed area to the east of the Bowling Green, the newly formed grass banked area immediately to the east of the Needles Eye Café and the small grassed area adjacent to Milford Bridge, known as Centenary Copse, which now has two seats and is being carefully nurtured by volunteers from the Milford Gardeners Club. Additionally, the parish has two children's play parks. The Park at

## Social & Community

### Sport, Leisure and Open Space



Carrington Lane benefited a few years ago from a £50,000 grant from Onyx.

In 2005, the District, County and Parish Councils in partnership provided a new, long overdue, seafront Play Park which is used to capacity for much of the year. The village green is a hive of activity with several summer events and is annually used for village fêtes, the Dog Show, the Plant Fair, the Carnival and Arts & Music Festival. However, for much of the year it is under utilised. The green could be used more extensively, e.g. for traders and craft markets.

### Sports Provision:

Given the size of the community, there is a modest mix of community based sports facilities, including one senior and two junior Under 10's football pitches at Barnes Lane Recreation Ground. There is a cricket square used by both senior and junior cricketers, also at the Recreation Ground, and an excellent seafront Bowling Green in Hurst Road. The Club makes one bowling green rink available for public use.



There is a private tennis/squash club with junior coaching available to non-members and private sailing and yacht clubs at Keyhaven. Shorefield Country Park provides membership for multi-gym and swimming, but the price of these private facilities may be too expensive for the many young families of the village. Horse riding and carriage driving through the village and country roads is also available with yoga, pilates, keep fit, belly-dancing and table tennis available in the various small community halls which are often fully booked.

## Social & Community

### Sport, Leisure and Open Space



Although adults generally have a wide range of facilities available to them, young people have little local access to BMX or Skate Park facilities. Two Milford junior football teams already have to play their home games outside the village, showing that an additional area for formal sports is required to meet present and latent need. In addition, all generations would benefit from an indoor, multi-use games areas (a MUGA) with a multi-gym facility and space for all-weather outdoor sports pitches.



A recent Forest-wide survey carried out by an independent consultant as part of the NFDC's Local Development Framework, suggests that the farmland site between School Lane and the Primary School (known as the MS-2 District Local Plan policy site at 1.92 hectares) should be given high priority to help provide a MUGA, a senior football pitch and 2 junior football/sports pitches (subject to the retention of the two existing mini-pitches at Barnes Lane Recreation Ground).

Dressing/Changing rooms would also be required, together with suitable, off-street parking. This could also help address the long-term school parking problem on the B3058, Manor Road and Knowland Drive.

## Social & Community

### Sport, Leisure and Open Space



#### Aims, Aspirations & Actions:

<ul style="list-style-type: none"> <li>Action Local Plan Policy MS-2</li> </ul>	<ul style="list-style-type: none"> <li>► Provision of a Multi-use Games Area MUGA           <ul style="list-style-type: none"> <li>1 x Senior Football Pitch</li> <li>2 x Junior Football/Sport pitches</li> <li>Changing Rooms</li> <li>Off-street Parking</li> <li>All-weather sports pitches</li> </ul> </li> </ul>
<ul style="list-style-type: none"> <li>Provide Indoor Sports/Games Area</li> </ul>	<ul style="list-style-type: none"> <li>► Mini-football - Short-mat bowling - Short tennis - Badminton - Multi-gym area.</li> </ul>
<ul style="list-style-type: none"> <li>Consider Re-use of Putting Green</li> </ul>	<ul style="list-style-type: none"> <li>► As a putting green, or an attractive sensory rock/relaxation garden.</li> </ul>
<ul style="list-style-type: none"> <li>Enhance seafront facilities</li> </ul>	<ul style="list-style-type: none"> <li>► Re-opening of the Marine Café. Construct a covered bandstand</li> </ul>
<ul style="list-style-type: none"> <li>Enhance Nature Areas for Educational use</li> </ul>	<ul style="list-style-type: none"> <li>► Sturt Pond Nature Reserve - Pond-dipping stage. Organise and encourage educational visits to nature reserves at Sturt Pond, Pleasure Grounds woodlands and Studland Common (via MEG/WRG/MGC)</li> </ul>



## Transport and Accessibility



Milford-on-Sea is situated equidistant (4 miles) from Lymington and New Milton railway stations. Milford-on-Sea's main transport problems arise from the lack of regular public transport (buses) and the need to rely on private cars. Within the last 10 years, Hampshire's car and van ownership has risen 15%, and in the village, 49.6% of people have at least one car against 44.8% within the New Forest and 42.8% in the county.

The original survey results showed the need for greater pedestrian safety, especially within the village centre and on the route to the primary school.



Particular problems highlighted included poor parking by private car drivers, the difficulty of lorry access for retail deliveries, vehicle speeds, lack of policing of illegal parking, the poor state of some pavements and footpaths, the cleanliness of streets (and beaches) and inadequate school car parking facility.



Lack of provision for cyclists was also highlighted, especially where dual use of footpaths caused confusion.

Many residents wanted to see improvements at certain junctions, in particular Park Road, Carrington Lane, Kivernell/Westover Roads, Solent Way and the Church Hill exit onto B3058.

Finally the survey results showed that for the economic survival of Milford-on-Sea's shops and services, an innovative approach was required to bring visitors and residents into the village without relying on the private car.

## Transport and Accessibility



### Aims, Aspirations and Actions:

<ul style="list-style-type: none"><li>• Reduce vehicle speeds and improve pedestrian safety within the village centre, including the slowing of vehicular traffic, plus paving and road crossing enhancements.</li></ul>	<ul style="list-style-type: none"><li>▶ Through the County Council's Hampshire Village Initiative the Parish Council will be carrying out a feasibility study in late 2008 to investigate all aspects of pedestrian safety and traffic management within the village.</li></ul>
<ul style="list-style-type: none"><li>• Improve the A337/B3058 junction at Everton by the provision of a roundabout to help slow A337 traffic and allow safer exit from the B3058 onto the A337.</li></ul>	
<ul style="list-style-type: none"><li>• Improve poor sight lines at many road junctions.</li></ul>	<ul style="list-style-type: none"><li>▶ Milford Community Partnership to initiate further negotiations with local traders to provide more parking for short term visits to the village centre, and, with Hampshire County Council and the Primary School, try to relieve the problems of illegal school parking.</li></ul>
<ul style="list-style-type: none"><li>• Work towards improving parking facilities, especially new provision for school parking, for village centre shop deliveries and disabled badge holders.</li></ul>	



## Transport and Accessibility



- Improve cycle routes across and within the parish and provide a cycle network to include safe 'dual-use' (pedestrian/cycle) for school runs, the seafront, cliff top and Solent Way paths.
- ▶ With input from Hampshire County Council investigate a cycle route through and around Milford-on-Sea by linking existing routes and providing new routes where necessary.
- Determine public transport needs of visitors and residents and to encourage more people to visit the village.
- ▶ Milford Community Partnership to consults with Dorset and Wilts Bus Company to attempt to improve the bus service. Encourage and investigate innovative forms of transport from outlying areas to bring visitors into the village.



## Transport and Accessibility



<ul style="list-style-type: none"><li>• Initiate means of improving cleanliness of streets, public open spaces and the beach with special regard to dog fouling.</li></ul>	<ul style="list-style-type: none"><li>▶ Milford Community Partnership to reinvestigate new educational and warden schemes within the village and on the beach.</li></ul>
<ul style="list-style-type: none"><li>• Give further help and encouragement for disabled access into village shops, business and service providers.</li></ul>	<ul style="list-style-type: none"><li>▶ Milford Community Partnership to work with the Milford Businesses Association, HCC and NFDC to make these improvements</li></ul>
<ul style="list-style-type: none"><li>• Improve footpaths and pavements especially on primary routes to the school, the village centre and network paths.</li></ul>	
<ul style="list-style-type: none"><li>• Improve village centre environment by removing excess street-clutter, rationalising of signs and enhancing existing street furniture, whilst retaining the present style.</li></ul>	





## Youth

Milford-on-Sea has a population of 576 children and young people under the age of 18. Milford-on-Sea Primary School is situated half a mile from the centre of the village. It is a Church of England School with a positive attitude towards work and behaviour within a Christian framework of values and beliefs. The children tend to perform above county and national average. The school currently has 300 children on roll, the vast majority of whom live in the village.

There are no secondary schools in the parish. The nearest are Priestlands in Lymington, Arnewood in New Milton and Highcliffe School in Highcliffe. Brockenhurst College caters for sixth form students and further education.

The parish has a reasonable range of childcare facilities available within the area. There is a Day Nursery in Keyhaven and a Pre-School attached to the local primary school. Kid Ease,

a Day Nursery for children aged 3 months to 5 years has recently closed leaving a gap in the provision for children of working parents. There is an after-school club and a holiday club which is run from the Pre-School and there are other extra-curricular activities for children, such as Brownies, Rainbows, Scouts, Cubs and Explorers.

The village also has Milford Youth Football Club, a junior cricket club (part of the senior club) and, after an absence of ten years, the Youth Group which will be based in a temporary building located in the Sea Road car park. This has planning permission until December 2009.





## Youth



In January 2006, the Steering Committee appointed a teenager to their team whose role was to gather the views of the youth in the parish. The first task was to reach as many of them as possible with “Love it ~ Hate it ~ Wish it” flyers and to analyse the data. Children in the school were asked to participate and flyers were also delivered to the youth groups, school buses and clubs and organisations. Approximately 50% of the target population responded.

### **It was discovered that what the youth loved was:**

- The Shops
- The Beach and Sea
- The Parks and The Green
- The School
- The Pubs and Clubs
- The Social Events

### **What the youth hated was:**

- The Litter
- The Shops
- Being Bored
- Being Scolded
- The School

### **And what the youth wished for was:**

- Youth Centre
- Youth Shops
- Fun Things To Do
- Cinema
- Swimming Pool

Following this survey, children were asked to give their views on the consultation document. Owing to the extensive detail in the main document, it was felt helpful to prepare a simplified version which was more tuned to the language of the youth. This was circulated to the school and youth groups and the outcome of that survey suggested the need for the actions listed below:

## Youth



### Aims, Aspirations and Actions:

- Provision of a permanent youth meeting venue.
- Development of a Community Centre and youth facilities to accommodate theatre, leisure, evening classes and cinema.
- Acquisition of land to provide new, purpose-built and safe skateboard/BMX facility.
- Acquisition of land to provide additional youth football and other sports pitches. (See Social & Community - Sport, Leisure and Open Space.)
- Provision of Central indoor multi-purpose games hall for sports and art. (See Social & Community - Leisure and Open Space.)
- Encouragement of business diversification to help attract more young people and to increase local trade.
- Local sites to watch, enjoy and learn more about nature.



## Milford Community Partnership (MCP) The Future



In order to ensure the progression of the Aims, Aspirations and Actions listed in this Plan, the Steering Committee of Parish Vision 2020 and the Parish Council have agreed a Partnership Document which has been signed by both parties.

The Milford Community Partnership came into being on the publication of this Final Plan. The Management Committee of this Partnership will oversee the progress on each of the aims (or projects) listed, each aim having a nominated leader. Copies of the Project Profiles are available from Milford Community Partnership.

It is inevitable that some aims will be easier to bring to fruition than others and early completion of an aim does not necessarily mean that it has been given a higher priority than that shown in the Consultation and Results document. Some aims will require the acquisition of funding/land/planning permission which is likely to take longer to achieve.

It is hoped that this Plan will be of great interest to all residents of Milford-on-Sea and its surrounding hamlets. So much so that some will wish to become involved in furthering the aims. New volunteers are always welcome and anyone interested should contact

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## Acknowledgements

### **The Parish Vision 2020 Steering Committee:**

Virginia Darley,	Joint Chairman, Youth Lead
Jennifer Spenser,	Joint Chairman, Transport Lead
Jill Hodgkins,	Treasurer and Economy Lead
Amanda Tanner,	Publicity
Zoe Khalaf,	Publicity
Sam Mapes,	Publicity
Maureen West,	Social & Community Lead
Tony Locke,	Environment Lead
Anne Jenks,	Minute Secretary
Jennifer Davies,	Initial Coordinator
Eleanor Darley,	Youth Section

### **Parish Council representatives:**

Keith Metcalf,	Parish Clerk
Cllr Bob Bishop	
Cllr Sue Whitlock	
Lynda Hynd,	Asst. Parish Clerk

### **Local Organisations which took part in the consultation:**

Women's Institute  
Community Care  
Arthritis Care  
Milford Church of England Primary School  
Milford Environment Group  
Wildlife Recording Group  
The Royal British Legion  
Save the Children Fund  
Milford Music and Art Festival  
Milford Gardeners' Club  
Ladies Luncheon Club

Milford Carnival Committee  
Milford Historical Records Society  
Village Community Centre Committee  
Milford Medical Centre  
All Saints Church  
Milford Bowling Club  
Milford Probus Club  
Milford Community Tourism Group  
Milford Business Association

### **Local Residents participating:**

Jan England	Peter Jennions
Elizabeth Young	Les Greenaway
Caroline Browne	Hilary and Frank Short
Frances & John Hand	Gill Hinds, Proof Reader
Paul Close, for contribution to photographs	

### **Local Councils:**

Milford-on-Sea Parish Council  
New Forest District Council  
Hampshire County Council  
Hordle Parish Council

### **Sponsors:**

Hollands of Milford	Carrington Caravan Park
Shorefield Country Park	Solent Projects Ltd.
Threshers	Everton Nurseries Ltd.
Hugh Whitlock, Solicitors	Leon Crouch
Paradigm Partnership Ltd	Murray & Hayward
Dennis and Maggi Rigg	Sue Hill, The Village Voice

# Consultation Results

Love it-Hate it-Wish it Survey, 27th Feb 2006



Number of Survey Returns - 287		
Love		Votes
1	Friendliness ~ community spirit ~ people ~ atmosphere ~ ambiance ~ olde-worlde	195
2	Shops & Staff Seaside location (inc. beach ~ cliff-top ~ sea ~ views ~ tranquillity ~ environment)	160 160
3	Unspoilt village green/centre inc. events & activities	109
4	Pleasure Grounds inc. woodlands ~ Danestream river walks ~ care given	32
5	War Memorial Hospital ~ Medical Centre & caring staff ~ patient oriented Medical Centre	16
6	Churches & all denominations working together	15
7	Beautiful walks	14
8	Range of well-maintained services (inc. floral displays ~ hanging baskets ~ cleanliness)	11
9	Music & Arts Festival ~ Carnival & village green events New sea front promenade Vibrant village life	10 10 10
10	Countryside Old Pubs Closeness to the New Forest	9 9 9

Hate		Votes
1	Village Centre parking ~ increasing traffic speed & congestion inc. large lorries unloading	116
2	Infilling ~ cramming ~ over & inappropriate development ~ endless building	74
3	Derelict shops & buildings ~ Salad Bowl ~ Marine Café ~ Mill House ~ Kingsland	36
4	Irresponsible dog owners ~ dog fouling ~ dogs on the beach	34
5	Cliff-top flats	29
6	Lack of activities for youngsters Poor bus service ~ transport links ~ public transport ~ disgusting bus stops	14 14
7	Lack of pedestrian crossings e.g. Smugglers~Hammonds~High Street~Church Hill Poor driving/drivers ~ aged Milford drivers!	10 10
8	Litter ~ dirty streets ~ litter on beaches	9



## Consultation Results

Love it-Hate it-Wish it Survey, 27th Feb 2006



Hate - continued		Votes
9	Car parking prices/charges Lack of affordable housing Poor road surfaces e.g. Sea Road ~ Church Hill ~ Village Centre State of pavements & footpaths	8 8 8 8
10	Vandalising of beach huts & anti-social behaviour	7

Wish		Votes
1	Community Centre ~ inc. theatre stage ~ leisure club ~ evening classes ~ cinema	93
2	More shops e.g. electrical ~ hardware ~ opticians (3) ~ delicatessen ~ pet shop ~ boulangerie (1) ~ gentlemen's clothes shop (3) ~ travel agents (1) ~ photographers (1) ~ wool shop (1) ~ Indian/Chinese take-away (7) ~ better quality 'supermarket'	60
3	Youth Club ~ youth worker ~ youth cafe ~ coffee bar for kids ~ teenage entertainment	52
4	Better/cheaper/more regular public transport	39
5	Safer village pedestrian crossings ~ pedestrianise High Street & reduce village centre traffic speeds.	31
6	Restaurant/beach bar on sea front ~ Marine Cafe to re-open.	21
7	Library to survive ~ bigger & better/full-time ~ bookshop/stationers	20
8	More village restaurants	15
9	Mill House to re-open e.g. as traditional tea room/coffee shop	13
10	Indoor sports activity centre ~ MUGA inc. bowls rink ~ badminton ~ table tennis ~ basketball More sea front facilities e.g. play park ~ mini golf ~ bandstand Some sand on the beach ~ easier access to beach	12 12 12

# Consultation Results

## Economy



PV2020 Project No.	Project description	No. of responses	% Agree	% Disagree	% No View
PVEC 1	Revive an all-encompassing Milford Traders / Business Association (MBTA) to provide new business start up guidance, training & support to ensure a stronger, more 'listened to' and cohesive local voice for its established trades, professions & services.	544	77	2	21
PVEC 2 Traders & Businesses	Engender a vibrant Milford village by encouraging local patronage of our shops, pubs, restaurants, village services & facilities to ensure a continuing & sustainable community e.g. by extolling the virtues of Milford's one-stop (local) shopping experience with: shops on your doorstep, energy efficient, fuel saving, convenience, healthier home-delivery, friendlier, welcoming staff.	698	87.5	5.5	7
PVEC 3 Traders & Businesses	Encourage & make more welcome, visitors & hinterland communities to shop in Milford e.g. by holding regular village centre/green Farmers/Craft markets controlled by MTBA.	702	82	10	8
PVEC 4 Farm Buildings	Encourage reuse of redundant farm buildings or new business use to help increase job opportunities for local people.	531	86	4	10
PVEC 5 Traders	Strive to bring closed/unused shop premises back into commercial retail use.	541	95	1	4
PVEC 6 Light Industry	Improve existing trading estate at Laundry Lane & enhance use of Barnes Lane Business Park.	536	60	9	31

## Consultation Results

### Economy



PV2020 Project No.	Project description	No. of responses	% Agree	% Disagree	% No View
PVEC 7 Public Transport	Provide new, imaginative, innovative and more frequent public transport services to & through the village from the hinterland.	694	77	15	17
PVEC 8 Seafront Enhancements	In keeping with existing ambience, further enhance seafront improvements by the careful selection & provision of interesting & varied activities & facilities, to encourage hinterland communities & holidaymakers to visit.	689	67	19	14
PVEC 9 Information Centre	Set up Tourist Information Point in village centre providing information on village events, 'things to do' & public services.	540	66	14	20
PVEC 10 Traders & Businesses	Encourage business diversification to help attract more tourists, shoppers, young people to help increase local trade & retain sustainability of village.	528	84	6.5	9.5

# Consultation Results

## Economy



PV2020 Project No.	Project description	No. of responses	% Agree	% Disagree	% No View
PVEN 1 Pedestrian Safety	Improve village centre pedestrian safety and Environment. (Including slowing traffic +pavement and crossing enhancements.) All to make it safer, healthier and friendlier for shoppers and visitors.	523	88	5.5	6.5
PVEN 2 Community Youth Centre	Support development of Community Centre & Youth facilities especially where this will enhance the range of indoor, cultural, sports and recreational activities.	524	87	4	9
PVEN 3 Affordable Housing	Support development projects, which will provide 'Affordable Housing' for local people in perpetuity, in small clusters and in locations where this would not involve over-development.	520	83	7	10
PVEN 4 Infilling	Resist intensive 'infilling' where this would result in over-development of the site.	535	97	2	1
PVEN 5 Sewage Infrastructure	Support enhancements to existing sewerage infrastructure to prevent pollution, especially to dwellings and local nature reserves.	524	97	1	2
PVEN 6 Biodiversity & Amenity	Enhance biodiversity (for species and habitat), improve amenity value and further protect existing natural and semi-natural community owned land. Inc: The Pleasure Grounds; Sharvells Copse; Studland Common; Sturt Pond; Clifftop scrub & grassland; Avon Valley and Great Newbridge Copse.	695	88	5	7
PVEN 7	Resist Downton Manor Farm gravel extraction.	523	88	5	7

## Consultation Results

### Environment



PV2020 Project No.	Project description	No. of responses	% Agree	% Disagree	% No View
PVEN 8 Footpaths	Improve footpaths & pavements (village wide), especially on primary routes to school, village centre & network paths.	530	87.4	4.1	8.5
PVEN 9 Cycle-ways	Improve & network cycle routes to include safe dual use (pedestrians/cycles) for school runs, seafront, cliff top & Solent Way paths.	529	78	10	12
PVEN 10 Information	Support projects, which better inform residents & visitors of the range of local shops, services and places of interest. To include local literature, interpretation boards/points and the worldwide web.	686	66	16	18
PVEN 11 Dilapidated Buildings	Encourage 'ownership enterprise' to improve shop & housing stock, including best use of existing sites, buildings & local materials.	523	84	2	14
PVEN 12 Village Design	Support, utilise and update community inspired Village Design Statement & its aspirations.	511	75	2	23
PVEN 13 Parking	Support scheme to eradicate illegal school parking.	518	84.5	3	12.5
PVEN 14 Recycling	Extend NFDC recycling scheme to include paints, batteries and aluminium foil.	528	80	5	15
PVEN 15 Junction Enhancements	Improve A337/B3058 Everton junction to include a roundabout & safer cycle access into Lymington Road & make B3058 access points (both ends of village) more welcoming.	524	85	6	6
PVEN 16	Support re-use of sea front Putting Green.	485	62	13	25



# Consultation Results

## Social & Community



PV2020 Project No.	Project description	No. of responses	% Agree	% Disagree	% No View
PVSC 1 Community Centre	To provide a new Community Centre with facilities to accommodate theatre, leisure, evening classes, arts & cinema.	699	83	9	8
PVSC 2 Development Control	Maintain village & hamlets individualities & independence & not become part of urban ribbon development between New Milton & Lymington.	555	98	0	2
PVSC 3 Development Control	Substantially extend village Conservation Areas/Areas of Special Character to encourage developers to build appropriate houses of good design in all sizes, tenures & price brackets.	535	85	7	8
PVSC 4 Grounds Protection	Protect the pleasure Grounds & adjoining floodplains from development.	544	99	0	1
PVSC 5 Green Spaces	Protect & manage small green spaces not suitable for development for wildlife habitat & amenity.	542	96	1	3
PVSC 6 Pollution Control	Protect Sturt Pond (LNR) from sewage overspill by taking action (where appropriate) against irresponsible public service bodies.	543	99	0	1
PVSC 7 Light Pollution	Protect against 'light pollution', especially along the seafront & cliff top.	536	85	3	12

## Consultation Results

### Social & Community



PV2020 Project No.	Project description	No. of responses	% Agree	% Disagree	% No View
PVSC 8 Indoor Sports	Provide central indoor multi-purpose games hall suitable for sports & artistic activities for all age groups.	699	72	12	16
PVSC 9 Youth Football	Provide additional youth football & other sports pitches to meet present & future anticipated demand.	692	70	10	20
PVSC 10 Youth Facilities	Provide new, purpose built & safe skateboard facility. (Consider shared mobile & re-locatable tracks.)	699	42	38	20
PVSC 11 Youth Club	Provide permanent Youth Meeting Venue.	702	72	12	16
PVSC 12 Young Families & Affordable Housing	Release small areas of land near to school & other suitable locations to build, in perpetuity, affordable houses to enable young families to remain & set up homes in their home village. Properties should be high quality & eco-friendly, some of which should be shared equity for local first time buyers to get onto the first rung of the housing ladder.	529	71	16	13
PVSC 13	Retain & enhance local health care services at the War Memorial Hospital to include a 24hour minor-injuries service. Push for 24hour casualty service at Lymington.	544	97	1.5	1.5
PVSC 14 Public Safety	Retain 'Beat Bobby' to ensure a high-level village presence.	698	90	6	4

# Consultation Results

## Transport



PV2020 Project No.	Project description	No. of responses	% Agree	% Disagree	% No View
PVT 1 Pedestrian Safety	Pedestrian safety measures: Improve pavements. Provide 'linked-up' footpaths. Improve crossing points. Decongest village centre. Increase policing on all overstay & illegal parking. Review & revise perceived one way system in village centre & G & M traffic island.	530	87	6	7
PVT 2 Traffic Speeds	Slow vehicles through village (20mph) along the B3058 (30mph) & improve all road surfaces.	695	80	10	10
PVT 3	Improve footpaths on 'Safer Routes to School' especially along the B3058, Lymington Road.	703	78	9	13
PVT 4	Improve cleanliness of streets, public open spaces & beach with regard to dog fouling & provide more waste bins.	694	89	4	7
PVT 5 Access	Improve temporary/short term parking arrangements for shop delivery vans. Restrict large vehicle movements in village to specific times.	536	87	5	8
PVT 6 Resident Parking	Provide specific off-street parking (away from centre) for village centre residents/traders without garage or off-street parking facilities.	537	70	8	22
PVT 7 Disabled	Increase & improve village centre parking for genuine disabled badge holders.	528	67	12	21

## Consultation Results

### Transport



PV2020 Project No.	Project description	No. of responses	% Agree	% Disagree	% No View
PVT 8	Work towards adequate provision for school parking.	695	82	7	11
PVT 9 Signage	Rationalise road signage to environmentally improve village.	528	71	6	23
PVT 10 Access	Improve poor road junctions at Carrington Lane, Park Rd, Kivernell Rd, Westover Rd, Solent Way.	523	67.3	12.4	20.3
PVT 11 Traffic Flow	Improve exit from Church Hill onto B3508 (Lymington Road) to alleviate increasing all year round traffic flow.	531	69	12	19
PVT 12 Disabled	Encourage improvements for disabled access into village shops, businesses and services .	532	76	8	16
PVT 13 Transport Needs Survey	Set up study to determine public transport needs, having special regard to bringing holiday makers and residents of smaller hinterland villages, without their own shops, into & out of our shopping centre.	532	75	8	17
PVT 14 Public Safety	Improve & extend cycle network across the parish. Review interrelation between pedestrians & cyclists along existing footpaths.	694	73	14	12

## Consultation Results

### Potential re-use of Hurst Road Putting Green



There were 500 responses	%
Leave as it is for kite-flying, family games, picnics, dog games, mini-golf, croquet, badminton, & mini-cricket.	40.2
Create a low maintenance sponsored sensory rock garden with water feature, suitable for wheelchair access & seating. Plants for colour, scent & texture to help attract birds & butterflies.	20.4
Create a safe & secure relaxation area. Place sponsored seats & tables in sociable clusters for 'snoozing', chatting, watching children play.	12.4
Re-instate putting green.	16.8
Create an attractive garden with small lake & covered bandstand.	10.2





# Consultation Results

## School Consultation Analysis April 2007



Position	Project		Like	Dislike	Don't know	Total
	No.	Description				
1	SC2	Would you like a new hall where you could watch films & theatre & meet friends?	151 (93%)	6 (4%)	5 (3%)	162
2	T9	Should there be more routes for bicycles?	147 (89%)	6 (4%)	13 (7%)	166
3	T4	Should the streets be cleaner?	144 (87%)	6 (4%)	15 (9%)	165
4	T8 & EN13	Should there be a better school car park?	139 (85%)	17 (10%)	8 (5%)	164
5	EN6	Would you like to visit nature reserves to study wildlife?	137 (84%)	14 (9%)	12 (7%)	163
6	EC2 & EC3	Do you think we should use the local shops & restaurants more?	135 (82%)	13 (8%)	16 (10%)	164
7	SC8	Would you like another hall for sports and games?	126 (77%)	18 (11%)	19 (12%)	163
8	SC9	Do you think we need more space for football/sports pitches?	123 (77%)	22 (14%)	15 (9%)	160
9	T4	Is there a lot of litter?	123 (73%)	24 (14%)	21 (13%)	168
10	T4	Is there a lot of dog mess?	119 (72%)	26 (16%)	21 (12%)	166
9	EC8	Would you like to learn more about the area, fly kites, play games?	118 (72%)	27 (17%)	18 (11%)	163

# Consultation Results

## School Consultation Analysis April 2007



Position	Project		Like	Dislike	Don't know	Total
	No.	Description				
12	EC8	Would you like more to do on the cliff-top?	117 (72%)	30 (19%)	15 (9%)	162
13	SC10	Would you use a skateboard park or BMX track?	Both (79) Skate PK (9) BMX Tk (20) (71%)	37 (24%)	8 (5%)	153
14	SC14	Would you like to see a beat Bobby?	119 (70%)	34 (20%)	17 (10%)	170
15	T2	Should cars and vehicles travel more slowly through the village?	116 (70%)	24 (15%)	24 (15%)	164
16	EC2 & EC3	Would you like Street/village green markets?	102 (63%)	37 (23%)	23 (14%)	162
17	EN6	Would you like to learn more about nature & management?	102 (61%)	43 (26%)	21 (13%)	166
18	EC2 & EC3	Would you like more Shops?	92 (56%)	51 (31%)	21 (13%)	164
19	EC7	Would you like better public transport?	86 (53%)	46 (28%)	15 (9%)	160
20	T3	Do village pavements need repairing?	85 (52%)	45 (27%)	34 (21%)	164
21	EN10	Would you like to learn more about what is happening in the village?	80 (50%)	54 (34%)	26 (16%)	160
22	SC11	Would you use a youth club?	69 (43%)	66 (41%)	26 (16%)	161

## Consultation Results

### School Consultation Analysis April 2007



Position	Project		Like	Dislike	Don't know	Total
	No.	Description				
23	T9	Should cycles be allowed to use the cliff-top footpath?	117 (72%)	30 (19%)	15 (9%)	162
24	EN10	Would you like more information about the village?	Both (79) Skate Pk (9) BMX Tk (20) (71%)	37 (24%)	8 (5%)	153
25	EC7	Do you use Public Transport?	119 (70%)	34 (20%)	17 (10%)	170
Total votes cast			2604	937	505	4075
Total percentage			1611	580	309	Div. by 25
Average percentage			64.44%	23.20%	12.36%	163











# Milford - on - Sea PARISH



Hampshire County Council



