

CHALE

Parish Plan



PARISH PLAN *for Chale*



Reproduced from OS Explorer Map 1:25 000 scale by permission of Ordnance Survey on behalf of The Controller of Her Majesty's Stationery Office. © Crown copyright. All rights reserved. Licence number 100043843



About the Plan

The exercise of carrying out a Parish Plan for Chale has revealed much about the character of the community. It is a community that appreciates its quiet and rural setting. It shows no desire for substantial change but wishes to preserve the character of the village. Chale has many valuable amenities for a small village and the community is fierce in its desire to hold on to them.

Looking deeper into the development of the parish over time shows a wealth of historic inheritance which is under-appreciated by the majority of today's residents. Examination of the activities in the village shows the potential for a strong and strengthening community that again many have not perceived.

During the preparation of this Plan some remarkable progress has been made, perhaps in some small way encouraged by the Plan exercise itself. The Women's Institute hall, on the verge of closure because of lack of disabled facilities, has been refurbished after a successful fund raising campaign involving many local people.

It is now ready to serve as Chale's Village Hall, providing an invaluable resource. Imaginative thinking and working with the Education Department has ensured the immediate future for the tiny village school which was vulnerable to closure. The village shop, put up for sale by its long-serving family owners has been bought by a local resident and is being refurbished and upgraded when it could so easily have been lost. The Chale Village Partnership has been revitalised and is about to launch a monthly news letter, "The Chale Mail" which will keep every resident in touch with activities in the village.

All these projects demonstrate the potential of Chale to achieve and will strengthen the community spirit which is already showing signs of growing. A clear message emerging is that Chale must work together to preserve its facilities by firstly making full use of them itself and also developing them so that they have wider use than just the residents of Chale themselves.

*David Overton, Chairman
Parish Plan Steering Group
March 2005*

PARISH PLAN *Introduction*



Chale, situated on the south coast of the Isle of Wight, is, and always has been, a small community. Despite its long boundary with the sea and stunning views, it is not a significant tourist centre. With no natural bay to give shelter, and unstable cliffs discouraging development on the shoreline, it does not lend itself to the types of

development that characterise the numerous resorts on the Island. The Victorian development which sprang up in the boom years of seaside development around the village of Blackgang has now largely been lost to the encroaching sea. Blackgang Chine, although having virtually lost the gorge-like feature which gave it its name, has continually adapted itself to remain a popular theme park, attracting visitors from many parts of the UK. With the rise in car travel it has not been necessary to replace the lost hotel and housing infrastructure which were vital to its success in Victorian times.

Neither is Chale a fashionable village, displayed in pictures and postcards. As a result, Chale has maintained itself as a "real" community. It is not diluted by empty "second homes" or stressed by tourist facilities. It has a complete range of ages and social classes and a range of housing stock from modern housing association terraces to manor houses with histories going back to mediaeval times.

For a small community, with 285 households and 511 electors in the parish, it has a good range of amenities. It has a parish church, a primary school, a garage (with repair and servicing facilities) a public house and hotel and a shop and post office. It has a regular (if infrequent) bus service and several mobile facilities including a mobile library and a mobile fish and chip van.

Given the size and layout of the village, all these amenities are potentially at risk. Not only is the number of residents small but the way the main development has occurred linearly between Chale and Chale Green over a distance of over one and a half miles, many residents are not within the easy walking distance of the local school, shop or pub which would maximise their use. Their continued availability relies on them being used, as well as being appreciated, by the community.

...FOR CHALE *History notes*

Chale is referred to in the Domesday Book as "Cela" almost certainly from the Old English "ceole", a throat, in the transferred sense of a gorge or ravine, presumably the chine at Blackgang. Later it appeared as "Chele" or "Chielle", stabilising as "Chale" from the 12th century onwards.*

*Taken from "Place Names of the Isle of Wight" by H K Keritz.

At the time of the Domesday Book three manors were recorded in what is now the parish of Chale: Chale, Gotten and Walpen.

There have been settlements in the area since prehistoric times but it is known that there has been continuous settlement in Chale since before 1114 when the Parish Church of St Andrew was founded by Hugh Gendon. The present church structure dates from the 14th century. As well as some fine stained glass windows it has a peal of six bells, one of which may possibly date back to 1360. The bells are regularly rung and are a popular target for visiting bands of bellringers.

The oldest secular building in the parish is Chale Manor, also known as Chale Abbey which has a 14th century window. It was never actually an Abbey, the name being adopted in the 19th century probably because of the ecclesiastical looking window. Chale Abbey and Walpen Manor, also in the parish, are probably two of the oldest buildings on the island.

The south coast of the Isle of Wight has always been known for its treacherous rocky outcrops causing many shipwrecks. In 1314, William de Godeton, Lord of the Manor, appropriated casks of wine from a wrecked French cargo ship. Unfortunately the wine belonged to the Church and William was found out. He was made to have built a light tower and oratory at the top of the hill above Chale. The furze fire was tended at all times to act as a warning to shipping and a monk was installed in the oratory dedicated to St Catherine. The octagonal tower of the oratory remains at the top of St. Catherine's Down. It now belongs to the National Trust and is sited on their land.



Following the public outcry at the loss of some 15 lives in the sinking of the vessel Clarendon in Chale Bay in 1835, the authorities decreed that a new lighthouse should be built. From their mainland offices, experts decided the best place for this was the high ground of St Catherine's Down. It was not until there were further wrecks that these officials realised that the village was not known locally as Foggy Chale for nothing and that their light was often obscured by the mists. A second light was built on the coast at St Catherine's Point and it is still in use.

The oratory and remnants of the Victorian lighthouse are known to islanders as the pepper pot and salt cellar.

History notes

At the inland end of the same ridge the Hoy Monument was built by Michael Hoy in 1814 to commemorate the visit of the Tsar of Russia to Great Britain. This pillar belongs to the parish of Chale but, like St. Catherine's Oratory, it is on National Trust land. A later plaque erected on the bottom of the pedestal in 1857 was to commemorate soldiers killed in the Crimea. The pillar was surveyed and repaired in 1992 using donations in cash and kind, amounting in value to some £85,000, from members of the community at large and expert contractors.

Blackgang Chine was opened in the 19th century. It was Britain's first theme park and is still a national attraction managed by the same founding family.

Chale had at least one school as early as 1784. The main school building which was completed in 1843, still remains with more recent additions including the hall and kitchens. To bring it up to date for the 21st century it has a well-equipped computer complex.

The church, school and Wight Mouse Inn lie close together at the southern end of the parish.



The Wight Mouse Inn and Clarendon Hotel - named after the 1835 wreck, some of whose timbers were incorporated in the building, was a thriving coaching inn through the second half of the 19th and first half of the 20th centuries. It was a favourite haunt of European royalty, society and literary figures in the heyday of the Island as a holiday venue for the smart set.

About a mile and a half inland, Chale Green lies on either side of the common land which was enclosed in 1855. Originally known as Stroudgreen, the

name Chalegreen began to appear on maps in the first half of the 19th century as development increased. The earlier name is still retained in Stroud Green Farm which is situated at the north of the Green. In 1870, clustered around the Green there was a shoeing smith, a wheelwright and carpenter, a sweep, a beer retailer (The New Inn) a grocer and a shoemaker. There was also a sawpit in the first half of the twentieth century. Sprake's Brewery was founded in 1833 and The Star pub on the same site only closed a few years ago.

Much of the land around Chale and Chale Green was held in the 19th century by Charles Seely. He was required to build the Military Road in the 1860's as part of the defence measures along the coast. The exposed southern coast offered no shelter so all development had been inland leaving the shore vulnerable to invasion. The Military Road enabled troops to be deployed rapidly along the cliff top in case of imminent attack

The largest single residential development in the village was built in the late 1970s. Spanners Close consists of about 70 units of flats and terraced homes situated to the west of the Green.

Landscape Setting

From the crumbling chalk and clay cliffs of Blackgang and Whale Chine the Parish of Chale extends over 3 miles north terminating in a narrow ridge between Appleford and the Medina Valley. The east and west boundaries are marked by the distinct sandstone and chalk ridges of St Catherine's down extending



to over 230 metres in height and the lower sandstone ridge line of Chale Lane. St Catherine's Oratory and Hoy's Monument serve as grand markers to the eastern parish limits. By contrast to the west the area spills over the ridge and extends to the edge of the Atherfield plain. This is a landscape of considerable contrast in elevation, land use, field patterns and settlement and as a result falls within three distinct character areas.

1. The Medina river rises in the north east corner of the parish and as a result this area typifies the features found within the Medina Valley Corridor which extends from Newport through to Chale and Niton. It is an enclosed valley landscape with dispersed farmsteads and a clear historic agricultural pattern. There is a wide variety of land use both arable and pasture and there are extensive areas of wetland, woodland copses and hedgerows. The western flank is a unique landscape of downland and woodland and is managed by the National Trust to retain its historic and natural character.

Below the downs and extending west, the original small field boundaries of banks, ditches and hedgerows remain leaving a landscape little changed since the time of enclosure. The continuity of this landscape should be no surprise as Chale is the source of the Medina. As the head of the valley it remains more isolated and resistant to agricultural changes.

2. To the east of Chale Lane there is a marked change in character. The Back of the Wight and Downland Fringe extends from Brook to Chale occupying the lower slopes of the downs and extending to the sea. This is an expansive landscape of sparse dispersed settlement and extensive agricultural change. The largely arable landscape is marked by few trees or hedgerows creating the feel of a large open plain.
3. The Coastal Fringe is an area of magnificent, dynamic and ever changing topography. This is a dramatic landscape in a constant state of flux bearing little similarity to the wooded almost tranquil treed haven seen on the early Victorian paintings and engravings of Chale and Blackgang. The massive movements of sandstone and clay create a hostile almost lunar landscape and it is difficult to imagine a period of calm and regeneration of natural cover in the future.

PARISH PLAN *Landscape Setting*

Settlement

The nature of the topography creates a sheltered central valley affording considerable protection from the elements. It is therefore not surprising that the area has evidence of early occupation.

The Parish has a medieval pattern of dispersed farmsteads with clear nucleated early centres at Chale and Stroud Green (now Chale Green, identified as Stroude Green in 1345*).

By the 18th Century the centres of settlement were established largely in the form seen today with outlying hamlets clustered around the two centres and the major outlying farmsteads of Pyle and Walpen.

A major period of change and growth took place during the 19th and early 20th century when the new settlements growing outward from the Methodist church at Newman Lane and Chale Street created a built infill between the two hamlets forming the linear settlement recognised today.

A further surge in growth took place on the seaward side of Chale and at Blackgang as part of the gentrification of the countryside and the coastal fringe with development for pleasure and status. This mixture of fine country houses, villas and terraces along the Chale to Niton road was part of the then new Victorian seaside retreat which gave Blackgang fine hotels, grand houses and a golf course. Sadly much of this magnificent and fanciful building has been claimed by the sea leaving only incongruous remnants at Blackgang.

Development in the 20th century tended to reinforce the nucleated centres of Chale and Chale Green which has served to dissipate the impact of modern growth. This evolution resulted in the two separate centres developing their individual local amenities and services. Over time, these amenities have reduced in number with the loss of churches, meeting room, the shop in Chale and two public houses in Chale Green. This has left the remaining facilities of school, community buildings, shop, pub and church relatively remote from a considerable number of residents through the distribution of development in the parish of Chale.

Land Use

The Parish has a predominantly agricultural past and future. There are however clear changes in emphasis and the impact of agricultural practice. Though originally almost entirely a pastoral landscape as seen on the 1844 tithe map, consisting of small fields flanked by



...FOR CHALE *Landscape Setting*



Photograph by IWCAM

hedgerows with limited arable production, considerable changes have taken place both in the north and west of the parish. The flatter topography and better potential within the soil has led to the amalgamation of fields, loss of field boundaries and creation of redundant farm buildings.

Traditionally some fishing and perhaps a little smuggling were the remaining occupations of the parish until the Victorians developed Blackgang as a gentleman's novelty and retreat. This has led to a continuation and expansion of tourism at this location. However this is subject to the continual cat and mouse game of re-siting and restructuring to accommodate the almost perpetual movement within the cliffs.

The creation of redundant buildings within the original farmsteads through agricultural change has led to the development of a number of commercial and tourist facilities and may well signal changes of use and reuse of derelict and under utilised buildings within the area creating the opportunity for a wider tourist and commercial market.

There is an extensive network of footpaths and bridleways giving access both to the downs and adjacent countryside. This local network is in addition to the designated coastal path to the south and reflects the large number of east to west routes created to connect the historically dispersed settlements.

Chale recreation ground lies to the extreme south of the parish and although it lies adjacent to the coastal path it is not well connected geographically or by the footpath network to the residential areas.

Local Distinction - The Character of the Built and Natural Environment

The evolution of the Chale landscape can be clearly seen in its buildings and the pattern of agriculture and environment, it remains largely undamaged by the excesses of development and agricultural change with the relationship between farm holdings and traditional patterns intact.

1. THE BUILT ENVIRONMENT - shows an evolution through periods of development clearly identified in materials, scale and style.

(i) All early buildings are exclusively in stone. The absence of a local brickworks and the prohibitive cost of bricks limited their use to chimneys, flues and occasional detailing around openings. As a result, all the original manor buildings, domestic and agricultural structures prior to 18th century would have been devoid of brickwork. They are built of stone of varying quality dependent upon status, and were roofed almost exclusively with thatch and occasionally stone or clay tiles for the high status buildings. Roof pitches are generally steeper than later structures. The evolution of early

PARISH LANDSCAPE SETTING

buildings can be seen by changes in style and material reflecting the period of the change and reconstruction.

(ii) Through the 18th and 19th century the introduction of brick into the traditional stone cottage is widely evident. Quoins, chimneys, doors and window openings coupled with tiled roofs show the advance of clay products. There is a reduction in roof pitches on the buildings no longer thatched. the introduction of slate roofing originates during this period

(iii) With advent of the 20th century and the arrival of national house building styles there is a loss in local distinctiveness and harmony. Almost all of the later interventions are in brick and tile and are built of national rather than local materials. The impact of individual plots is very high.

It is worthy of note that the Spanners Close development despite its comparatively large size demonstrates remarkable low impact. The results of the siting, layout, materials and scale serving to greatly reduce its potential impact compared to contemporary speculative private developments.

Commercial development has been a limited feature of the parish since the 19th century. The scale and extent of residential and hotel development associated with Victorian tourism at Blackgang now seems almost to complement the landscape and environment compared to modern developments with the large scale of associated parking and lighting provision. It is clear that the Chale landscape can absorb domestic scale interventions of appropriate form and materials, however, its sensitivity to large commercial change is exacerbated by the open high visibility typified by the Back of the Wight and the transparency of any change when viewed from St Catherine's Down.

2. THE NATURAL ENVIRONMENT - retains a unique character within the adjacent countryside. The nature of the land and its topography has led to the retention of much of the early enclosure landscape. In consequence, the parish retains an historic rural character now frequently lost throughout the Isle of Wight.

The drama of the land form, the contrast between the enclosed valley and the extensive downland ridges creates a landscape of considerable value reflected in its Area of Outstanding Natural Beauty (AONB), Heritage Coast status and Sites of Special Scientific Interest (SSSI). It is both a vantage point to appreciate the whole island and an enduring example of the early island settlement.

The coastal fringe remains one of the most stunning features of the island coastline. Its capacity for change, its scale and history remain features of compelling interest and mystery not widely appreciated by those viewing the island from the viewpoint car park or the Military Road.

The area is one of the few locations within the South of England to benefit from truly dark skies and is protected through an identified Isle of Wight Council policy within the Unitary Development Plan. Despite a number of regrettable interventions the clarity and quantity of stars visible remains high. The control of light pollution is of paramount importance if this valuable resource is to be protected and to limit the perceived spread of urbanisation within the countryside.

Despite its contrasts and high levels of visibility, its history and landmark features and the unspoilt rural character, Chale remains one of the little-appreciated gems of the Isle of Wight landscape.

FOR CHALE Community

Although, as revealed by the Parish Plan survey, a majority of residents do not perceive Chale as being a “strong community” there are numerous active groups and initiatives within the Parish. Among the most encouraging of these is the newly revitalised Chale Village Partnership.

This organisation has been restructured during the preparation of this Plan and now has a constitutional membership of 16. The principle of operation is that if one of the organisations fails consistently to send a representative to the bi-monthly meeting their place amongst the 16 will be offered to another organisation. The current membership includes representatives of:

The Chale Village Partnership will encourage groups to work together and undertake joint projects, including some identified in the Parish Plan.

- St Andrew’s Church
- Methodist Church
- Horticultural Society
- Recreation Ground Committee
- Women’s Institute
- Scouts
- Appleford Residents
- Spanners Close Residents
- Chale Arts Group
- Bellringers
- Chale School
- Senior Citizens
- Business Community
- Farming Community
- Parish Council
- Local Ward Councillor

The Parish Church

St Andrew’s Church has provided the one continuous thread running through the history of Chale since the 12th century. After nearly nine hundred years it still hosts a worshipping community and, through its links with the school, continues to act as a focus and influence on village life. Its churchyard is maintained by an energetic and enthusiastic committee and its bells still ring out their traditional message with the help of a small but dedicated band of ringers.

Chale School



Chale School is a Church of England primary school and nursery founded in 1843. It caters for 2-9 year olds after which they transfer to middle schools under the Isle of Wight three tier system. Numbers are never high and currently stand at 23 pupils. Apart from its role as primary school it undertakes youth work up to 18 year olds. The school is open for adult learning and social events. It hosts the horticultural society autumn show and Southern Arts Theatre visits. The school has just been awarded ‘lead status’ for extended school status. Adult ITC courses are held in the school. The “Friends of Chale School” run a games club for 7-13 year olds and other fund raising events during the year.

PARISH PLAN *Chale Community*



The Women's Institute

Chale WI was founded in 1929. Its hall, located near the school, was given to the WI in 1956 by the Working Men's Club. The 13 members have recently raised over £13,000 to enable the hall to be refurbished with disabled access and disabled toilet ensuring its continued availability for public meetings and providing an invaluable Village Hall facility. It is used, amongst many other things, for Parish Council meetings and as a Polling Station for elections. Both these uses require public accessibility and since October 2004 this has involved a requirement for disabled access. Without the recent improvements to the Hall, the Polling Station would have had to be located in the school involving a days closure.

Chale Arts Group

The arts and crafts group was founded relatively recently and meets weekly to undertake anything creative. To date, projects have involved flower arranging, art, clay and patchwork.

Horticultural Society

The Chale Horticultural Society is a long-founded organisation of huge importance to the village. Its enormously successful two-day summer Chale Show held each August attracts thousands from all over the island as well as numerous holidaymakers for arena events, sideshows, fairground attractions, commercial stands as well as the wide range of traditional class competitions for arts, crafts and produce. The Autumn show is a more modest affair but provides opportunities for villagers to show their produce in competition.

The Recreation Ground

The recreation ground committee is responsible for administering the recreation ground, a large, relatively flat piece of grassland between the Military Road and the cliff top which is leased from the Isle of Wight Council. It raises income from the Chale Show and other events such as kite flying for which it is the perfect venue.

The Methodist Church

The large Victorian Wesleyan Methodist chapel on Chale Street, towards the Chale Green end of the village closed in 2002 when membership fell below the level needed to maintain it. Nevertheless, the Methodists retain a presence in the village and are supporters of the Chale Village Partnership.

...FOR CHALE *Transport Issues*

Traffic flows

Traffic flows in the parish are low by national standards. The Isle of Wight Council undertook a traffic count on Chale Street (near "Fairview") over the week Monday 11 November to Sunday 17 November 2002. The weekday peak hour flow in one direction (northbound between 17.00 and 18.00) averaged 58 vehicles. This is less than 10% of the working capacity of the road. The highest one-way flow in any hour during the week was 64 vehicles (Southbound, Saturday between 14.00 and 15.00).

The Council classifies Chale as part of the "rural area" of the Island. The Council targets in this area are to limit traffic growth to 1.5% per annum on A roads and zero growth on others.

Road accidents

There are 12 recorded accidents in the parish involving personal injury in the three year period ending June 2003. Of these, four were on Chale Street/Chale Green and eight on the coast road (Military Road/Blythe Shute). Significantly, six of the eight coast road accidents involved motorcycles, four of them resulting from motorcyclists overtaking cars turning right or pulling out. There were no accidents involving pedestrians.

Bus services

It is the target of the Isle of Wight council that rural communities should have access to a bus service with at least one bus per hour. The most frequent service serving Chale is between Chale Church and Ventnor where the service provided by both the 7/7A round-the-island route and the No 6 route between Ventnor and Newport via Chale Green which has nine buses between 09.12 and 18.46 with no service outside these times. Buses between Chale/Chale Green and Newport have six/seven buses per day. First service to Newport leaving Chale Church at 08.00 and the last service returning to Chale Church at 23.26.

Buses therefore do not provide an adequate service for Chale residents who work in Ventnor. The service to Newport does allow workers with reasonable hours to commute to Newport and also to allow Chale residents to visit Newport for the evening but buses during the day are sparse. Additional special services are provided for some school/college trips.

Chale bus services are subsidised by the Council and Southern Vectis would be unable to improve the services to Chale without additional subsidy. It is worth noting that the total subsidy paid to Southern Vectis for all Island bus routes is £400,000 p.a. compared with £2,000,000 paid annually to subsidise the Island Line rail service between Ryde and Shanklin.



PARISH PLAN *The Survey*

According to the Electoral Roll, Chale Parish has some 285 inhabited properties with 511 electors. This is a small village by any yardstick and probably one of the smallest to attempt to produce a Parish Plan. In order to assess village opinion it was decided to invite all inhabitants, of all ages, to complete individual surveys.

Survey forms were distributed to every household, where possible by hand delivery with the remainder by post. Additional forms were available from the shop, garage and school. It was originally intended that all forms should be collected by hand to maximise the response rate, with the opportunity to return forms to the shop, garage or school if they were uncollected. In the event, it was not found possible to recruit sufficient volunteers to collect all forms so the response had to rely to some extent on forms being returned to the collection centres. An envelope was provided for the returned forms to preserve privacy of the opinions expressed.

In all, 124 valid forms were returned. Two forms were returned with no questions answered. The responses came from a wide range of ages reflecting a good cross-section of residents. Although in one sense it was disappointing that only some 20% of residents responded, this is more than enough to represent a statistically significant sample. In strictly statistical terms, the sample can be interpreted as biased as it was limited to the self-selecting minority who were prepared to complete and return the form. On the other hand, in democratic terms, it is the opinions of those prepared to express them (when everyone has the opportunity to contribute) which are considered in making community decisions.

Design of the survey

The survey form as sent out is included as Appendix 1. It was decided that two pages of questions is probably the maximum that can be attempted before the task becomes daunting enough to seriously discourage response. The survey was constructed in several sections.

(i) VIEW OF VILLAGE FACILITIES

To assess how strong the support is for the various existing facilities within the village

(ii) LONG TERM STRATEGY

To elicit the opinions of residents about they would like to see the village develop over the next few years or so. This was broken down into several topic areas.

(iii) PROJECTS

Respondents were invited to give opinions on a range of suggested projects, all of which had been suggested by one or more people in the preparation of the survey. Some of the projects are probably not feasible and others were always unlikely to receive much support but it was hoped that the responses would reveal the underlying feelings of residents towards the types of project they would like to see. From this it should be possible to bring forward projects which are eminently achievable and likely to draw widespread support.

(iv) PERCEPTION OF THE VILLAGE

Respondents were invited to identify words which encapsulate for them their perception of the village by selecting one or more adjectives from a list with the opportunity to write in their own

...FOR CHALE *The Survey*

words in addition. This was intended not only to identify the strong points but also, from those words which received little support, to identify those less positive aspects of the village perceived by residents.

(v) PERSONAL DETAILS

It was decided that the survey should be kept completely anonymous. No names were asked for and the forms could not be traced back to the respondent by any numbering system. It was felt that this would improve response and not discourage the expression of any negative opinion that respondents might have. Respondents were asked to say if they were male or female and to indicate their age group. A choice of eight different age groups were offered with one for each ten-year period between 15 and 75.

Further questions were asked about availability of motor vehicles for personal use and access to the internet. No questions were asked about employment status or income levels as being unnecessarily intrusive for the purposes of this survey.

STRUCTURE OF QUESTIONS

The questions in the first three sections offered five possible responses from strong support to strong opposition with a neutral central response. This helps to prevent bias and is in keeping with good market research practice.

Analysis of the Survey

The survey was coded by hand and copied into an Excel spreadsheet. Using the sorting facilities available in Excel, the responses to each question could be quickly listed to show how many respondents chose each of the available responses. An average score was calculated from those responding and converted to a rating in the range +10 to -10, where +10 would represent strong support from all respondents and -10 strong opposition from all.

The numerical analysis of the survey is presented in Appendix 2. The numbers for individual questions do not always add up to the number of forms received as some respondents did not answer all the questions. In each case, the ratings were based on the responses received and blank responses were discounted.

Although the rating score gives an overall indication of the level of support for a question, the detailed distribution of responses is also important. A neutral rating score may represent an issue where there are no strong feeling for or against. Or it may represent an issue for which strong support and strong opposition are equally balanced.

Commentary on the analysis

Figures in brackets represent the support rating (positive unless preceded by a minus sign)

FACILITIES

All the facilities mentioned in the questionnaire provoked strong support. The general shop (9) and the post office (9) followed by the primary school (8) produced the strongest support. The filling station (which also provides repair and servicing facilities) was also well supported (7).

PARISH PLAN *The Survey*

The response to the pub (6) is a little more difficult to interpret. The Wight Mouse Inn has an island-wide reputation for its food and facilities and has recently completed a major refurbishment. At the same time, there is some feeling in the community that it does not fulfil the role of a village pub. Recently a planning application for a smaller pub-type development in the village was granted by the Isle of Wight Council against the advice of planning officers as councillors perceived strong local support for it. Overall there is strong support for retaining a pub in the village and the survey response which is related to existing facilities must be considered as support for the Wight Mouse. At the same time, had a question been asked about the importance of having a more intimate "local", there might have been support for an additional alternative facility.

The support expressed for the parish church (7) might depend on how the question was interpreted. Preserving the church as a community organisation is a different concept from preserving the church as an historic building. The question was intended to refer to the value of the church in the community and that would seem to be how the respondents interpreted it. It would be difficult to imagine that anyone would think it not at all important to preserve the 14th century building. If this is a correct interpretation of the response, this represents a very strong endorsement of the value of the church to village life in these days when church attendance is declining.

The Women's Institute Hall also received considerable support (5) but in retrospect it might have been higher had respondents understood its function better. Although the WI Hall is owned by the local WI and is used for their meetings, it also performs the function of a village hall. In the "projects" section of the questionnaire, a village hall received one of the highest responses (6). It may be that in responding the question about the WI Hall, some respondents who were not interested in the WI itself therefore considered the hall to be relatively unimportant.

POPULATION

Overall, the respondents seem to think that Chale is fine the size it is. There is a very small support (1) for modest growth. Whatever growth there is to be, respondents are positive that it should be amongst families (4), and young people (2) are preferred to older people (0). This suggests that the underlying concern for the village is that younger people and families will move out (due to lack of employment and affordable housing?) leaving an ageing population supplemented by incoming retirees.

BUILDING DEVELOPMENT

The standard responses offered of "a lot more" to "a lot less/fewer" may have provided some difficulty in interpretation for respondents because it is not realistic to think in terms of reducing the actual numbers of existing buildings. At the same time, some respondents have clearly used the two negative boxes to express opposition to that form of development

Reflecting the views expressed on population, respondents see the need for some new housing in the village but that it should be affordable housing. This would enable more young families to stay in the village and other young families to come in. The preference is for Affordable Housing to buy (3) rather than Affordable Housing to rent (1) or Free Market housing (0). The village already has social housing developments provided by Housing Associations. A feature of this type of housing is that there is no right-to-buy. Consequently, there is no easy path to home ownership for tenants. There is little support for Free-Market housing although this is the only type of housing development which has occurred recently in the village.

...FOR CHALE *The Survey*

The opposition to flats (-2) and the modest support for barn conversions (1) suggests that respondents are concerned for the appearance of the village and this is confirmed by some of the written-in comments such as "too many ugly bungalow's".

There is no support at all for Chale developing into a holiday centre with mobile home parks (-3) and "second homes" (-4) receiving a very negative reaction.

EMPLOYMENT

There is strong support for more employment opportunities in the village with equal support for more full-time jobs (5) and more part-time jobs (5). There is no clue in responses to other questions in the survey as to where these jobs might be found.

TRANSPORT/ROADS

The highest support in this area is for better public transport (6). Apart from special school and college services, there is a reliable bus service provided by Southern Vectis through the village to Ventnor and Newport but with very few buses during the day. This service falls very far short of the Isle of Wight Council's aim of a once an hour service and significantly restricts access to employment opportunities for those dependent on public transport.

There is some support for more cycleways (4) and off-road footpaths (3). Also scoring 3 is the introduction of more speed limits. At present, there are 30mph limits through Chale village and Chale Green with 40mph along Chale Street which links them. Reducing this limit to 30mph throughout is one possibility that respondents may have in mind. Otherwise, the only other road in the parish where a reduced speed limit might be appropriate is parts of the coast road (Blythe Shute and the Military Road) where it passes through the parish.

There is support at a lower level (2) for more road signs. Currently there are no signs at the transition between Chale and Chale Green and no signs at all indicating the boundaries of Blackgang. Also there is no advanced direction sign for northbound traffic approaching the junction between Chale Green, Town Lane and Appleford Road. It may be that the results of the residents' survey underestimate the need for more signs as these are more required by visitors than by residents.

More parking spaces also has a support of 2. This support is probably centred on areas where houses have little opportunity for off-road parking.

The support for more street lighting is fairly neutral (1) but the rating obscures the range of opinions between those who are strongly in favour and those strongly against (who presumably favour a "dark skies" approach). There is certainly no consensus which would recommend an increase in street lighting provision.

RECREATION

All three categories (Recreation Areas, Sports facilities and Cultural facilities) attract support at level 4. These are categories where respondents are unlikely to have strong opinions that there should be fewer facilities than at present and some level of support is virtually guaranteed. While this level of support suggests that any opportunity to introduce more recreational facilities would be welcome it is not sufficiently strong to indicate that major investment is justified. At the same time, there is an evident lack of recreational facilities in the Chale Green area.

PARISH PLAN *The Survey*

CONSERVATION

The support for the categories in this section are higher than any other section in the survey. More coastal protection achieves a high support level of 6. This suggests that residents are generally not in sympathy with the current established policy of allowing this section of coast to erode naturally. This may mean that residents have not been sufficiently consulted on coastal protection issues or had their questions answered adequately. It may also reflect concern that the effects of constant erosion (such as regular temporary loss of beach access) have not been addressed in an acceptable way.

"Preserving old buildings" also has a high support rating of 6. This suggests that there is a strong feeling that more should be done to maintain and improve the traditional appearance of the buildings in the village. Many old buildings have been lost over the years and the architecture of new buildings over recent decades has tended to follow current suburban fashion rather than a style which would complement a traditional rural village.

The support for more drainage works (5) may have been interpreted in two different ways. There are drainage issues on some sections of road which are prone to standing water or flash flooding after heavy rain. On the other hand, improved drainage might be effective in delaying coastal erosion where properties are under threat. On the assumption that each respondent who has voted for more drainage works has some drainage problem in mind, more should be done to investigate what problems village residents are aware of and what measures could be taken to alleviate them.

The support for more nature reserves (4) shows there is strong interest in the rural environment in which Chale is situated and indicates the likely support from residents for projects to promote and preserve wild-life.

COMMERCE/BUSINESS

There is no strong support for a major growth in commerce and business in the village. More shopping facilities (3), craft industries (3) and agriculture (3) have modest support but more light industry (1) has little. There is opposition to having more offices (-1). The implication is that, although respondents have expressed support for more employment opportunities in the village they are not in favour of anything that would threaten the rural nature of the village. "More teleworking" (1) is not supported although this form of working could provide employment with little threat to the appearance of the village. It may be that the concept is not understood by many of the respondents.

TOURISM

The responses to this section indicate there is no general support for developing Chale as a tourist centre. Growth in hotel accommodation (0) or camping sites (0) has no support and the idea of sites for touring caravans (-1) is opposed. More unobtrusive holiday accommodation such as self catering (2) and bread-and-breakfast (3) have very modest support as has the idea of more tourist attractions (2).

CRIME AND DISORDER

There was no question in the survey about crime and disorder and in retrospect, this was an omission. By Island standards, Chale is a low crime area and the Island itself is a low crime area by national standards. Consequently it would be surprising if crime were a major issue for Chale residents. Even so, the written-in comments on the questionnaires do include

...FOR CHALE *The Survey*

references to vandalism, graffiti and litter. These are most evident around Chale Green and centred on the bus shelter. This is an issue which can be addressed and may be linked with the lack of recreation opportunities in the village, and particularly in the Chale Green area.

PROJECTS

The list of projects in the questionnaire was compiled from some ideas which have been widely proposed and others which are individual suggestions. It was not intended to imply that all are feasible or expected that all would receive widespread support. It was hoped that the responses would identify some projects which could be taken forward and also, together with other responses in the questionnaire show what types of project would be likely to be popular with residents.

Support levels for various ideas ranged from 6 to -4. Those that have a support rating of 3 or more were:

SUPPORT RATING 6:

- Village Hall in Chale
- Safe route to school
- Footway outside school
- Evening classes (school)
- Better public transport
- Doctor's surgery

SUPPORT RATING 5

- Beach access from Chale

SUPPORT RATING 4

- Community minibus
- Playing field at Chale Green
- Nature reserve
- WI Hall improvement
- Village newsletter
- Cycle track to Newport

SUPPORT RATING 3

- More activities on the Green
- Pavilion at recreation ground
- Purchase of recreation ground
- Broadband internet access
- Saleable village history
- Creche facilities
- Save the Terrace from falling into the sea

Twelve further projects received lower levels of support or a level of opposition. The least popular were:

Twinning with a French village (-3) and
Motor Sport on Military Road (-4)

PARISH PLAN *The Survey*

CHARACTER OF CHALE

Of the 118 respondents who answered the question, 108 thought that Chale had a character worth preserving.

Asked to identify words which respondents thought characterised Chale the results were:

Rural	95
Quiet	77
Friendly	62
Peaceful	61
Relaxed	58
Picturesque	42
Historic	40
Pretty	29
Strong community	17

It is not surprising that on the Isle of Wight with so many village views immortalised in post cards and chocolate boxes that Chale does not rate itself as a "pretty" village, although it has many attractive old buildings, several of them listed. The higher rating for "picturesque" is probably in recognition of the many stunning views which can be seen from points within the parish. It is more surprising that only a minority regard Chale as being historic, although the village can trace its roots back over more than a 1000 years, longer than many better known settlements on the Island.

What is of more concern is that so very few think that Chale is a strong community and there is no way that it can be argued that there is a strong community in Chale if so few of its residents are aware of it. At the same time, there is strong support for community projects. The community facilities are considered very important and there is good support for projects which would improve the strength of the community including a Village Hall and a village newsletter.

GENDER/AGE DISTRIBUTION

The question on gender and age group shows a wide distribution which underlines the validity of the survey.

VEHICLE AVAILABILITY

The overwhelming majority (108) of respondents have access to a motor vehicle. Of those reporting no vehicle available for their private use (16) eight are under 15, three are 15-24, one is 55-64 and four are over 75. This means that no more than four respondents of driving/working age have no access to a vehicle. Significantly, all 17 respondents aged 65-74 and 12 of the 16 aged over 75 do have access to a vehicle.

It would appear that a very small proportion of the population is dependent on public transport. This does not necessarily mean that improvement in public transport is unnecessary. It may very well be due to the low level of public transport available that residents are forced to obtain their own vehicles and the lack of public transport may well discourage people from coming to live in the village.

...FOR CHALE *The Survey*

ACCESS TO THE INTERNET

Access to the internet was reported by 64 out of 123 respondents (52%). This compares with a national average of 58% for the period April 2003 – March 2004 quoted in government statistics. It is interesting that only 16 respondents were prepared to give their e-mail addresses. This may be due to concerns about confidentiality of the survey information and tends to confirm the decision to make the forms anonymous.

Written-in comments

There were one or more comments on the following:

TRANSPORT AND ROADS

- Need for speed ramps along Terrace
- Badger warning signs needed
- Need for regular clearing and maintenance of drains
- Need for affordable transport at more frequent and convenient times (that would allow people to get to and from work)
- Need for a cycle track
- Need for a pathway to school
- Repair of roads rather than investment in new road schemes

COMMUNITY

- Feeling of lethargy in the community
- Need for games room for youths/ youth/ community centre – several comments
- Need for affordable housing for local people
- Need for football team and pitch
- Get rid of recreation ground – waste of money
- Need for a playground – several comments
- Not pleasant at night
- Need for a stronger community and respect for others

THE SCHOOL

- Retain the school – several comments
- Extend the school hall for community use

THE ENVIRONMENT

- Desire for beach access
- Need for dog poo bins at the Terrace
- Suggestion of refurbishment of shop forecourt – several comments plus comments about updating / upgrading the shop
- Awareness of the presence of vandals
- Disgraceful state of bus shelter on the green
- Lack of lighting – comments on dark areas
- Light pollution – several comments, the south of the Island is valued for its dark unpolluted skies plus comments about poorly sited and aimed floodlights
- Need for a village map
- Reinstatement of hedges needed

PARISH PLAN *The Survey*

THE COUNCIL/PARISH COUNCIL

High council tax
Double standards of planning decisions

Summary of survey analysis

From the analysis of the survey a picture emerges of how the residents of Chale view their village.

They enjoy its quiet, rural character and wish to preserve it.

They do not see the village as particularly pretty or historic.

They value the facilities they have but would appreciate improvements.

They have no desire for major growth in population or to see Chale develop into tourist destination.

They would like to see more families with children in the village.

They would not wish to have major building development but what building is undertaken should be unobtrusive and in character with its surroundings.

They are supportive of community projects but generally do not yet see a strong community spirit.

This picture gives clear guidance of what sort of village Chale is and what sort of Parish Plan it needs to support it.

The main indicators are:

- To preserve the character of village
- No major growth
- Preserve old buildings
- New buildings in sympathy with old
- To maintain and improve facilities
- To strengthen the community
- To improve the environment

Action Plan

Issue	Action	Responsibility	Timescale
Village Hall	To provide and maintain an accessible hall for community use <i>(The Chale Women's Institute has now raised funds and improved the WI Hall to provide disabled access and redesignated it "Chale Village Hall". It now requires village organisations and residents to use it to ensure its continued success)</i>	Women's Institute/all Village organisations	On-going
Village School	To ensure the retention of the Village School	School governors/ Friends of Chale School	On-going
Village Shop and Post Office	To ensure the retention of a Village Shop <i>(The Village Shop and Post Office has now been acquired by a local resident and is being refurbished and improved which will ensure its retention for the foreseeable future)</i>	All residents	On-going
Evening Classes (School)	To maintain and improve use of school for adult education <i>(The School has recently been awarded 'lead status' for extended school status)</i>	School governors/ Friends of Chale School/ Village Partnership	On-going
Safe Route to School; Footpath/ cycleway linking Chale & Chale Green	To investigate the possibility of improving safety for walking and cycling between Chale Green and Chale	Parish Council (to liaise with IW Council)/Village Partnership	2005*
Footway outside School	To improve safety by allocating part of carriageway for pedestrians	Parish Council (to liaise with IW Council)/Village Partnership	2005*
Beach access	To investigate the possibility of improved access to beach from Chale	Parish Council (to liaise with IW Council)	2005
Public transport	(i) To provide a service better coordinated to village school needs & working hours in Newport & Ventnor (ii) to improve bus service to the IW Council's target of an hourly service	Parish Council/Southern Vectis	2005*
Road safety	To reduce the speed limit between Chale and Chale Green from 40mph to 30mph	Parish Council (to liaise with IW Council)	2005
Graffiti - Chale Green	To discourage and remove graffiti from bus shelter at Chale Green	Parish Council/Village Partnership	2005*
Litter - Chale Green	To discourage and remove litter from Chale Green	Parish Council/Village Partnership/Chale Green Stores	2005*
Development	To discourage major development in the Parish	Parish Council (to liaise with IW Council)	On-going
Affordable Housing	To encourage any permitted development to include affordable housing to buy	Parish Council (to liaise with IW Council)	On-going

**achievable immediately
*achievable soon

PARISH PLAN

Action Plan

Issue	Action	Responsibility	Timescale
Village Newsletter	To develop a community newsletter <i>(already underway)</i>	Village Partnership	2005**
Village history	To develop a written history of Chale	Parish Council	2005
Doctor's surgery	Consult with the Niton Practice to see if a surgery could be provided in Chale	Parish Council	2005
Recreational Facilities	Investigate the provision of more recreational facilities, particularly for young people, accessible from all areas of the Parish	Parish Council/Village Partnership	2005
Light pollution	To press the IWC to enforce its own planning regulation on unnecessary light pollution for new and existing developments, especially those near the coast	Parish Council	2005*
Outdoor map	To provide a weatherproof map showing local walks, etc for the benefit of visitors	Village Partnership	2005*
Light in council Car Park	To Provide a light to assist people using the car park near the village hall	Parish Council/Village Partnership	2005*
Event on the green	To arrange a community event on Chale Green	Village Partnership	2005*
Signs	To investigate the need for more place and direction signs	Parish Council/Isle of Wight Council	2005/6
Drainage	To investigate drainage problems	Parish Council/Isle of Wight Council	2005/6
			**achievable immediately *achievable soon



Chale Parish Plan

Your chance to influence the future of Chale

What is a Parish Plan?

The Government's Rural White Paper "Our Countryside – The Future" (November 2000) launched the idea of Parish Plans and set out their purpose as:

"... to set out a vision of what is important, how new development can best be fitted in, the design and quality standards it should meet, how to preserve valued local features and to map out the facilities which the community needs to safeguard for the future."

Plans should *"identify key facilities and services, set out the problems that need to be tackled and demonstrate how distinctive character and features can be preserved."*

The structure of planning changes radically next year. Out goes the old "Unitary Development Plan" and in comes the "Local Development Framework". The Isle of Wight Council will be among the first authorities to develop an LDF. They are required to consult local communities on how they themselves want planning guidelines to be developed. The Chale Parish Plan is an opportunity for everyone to have an input into that process. This survey will provide the basis for drafting the Plan and it is very important that as many people as possible contribute their views.

If you feel that the questions have missed important points there is the opportunity to write in your own comments.

What is Chale Parish?

The Parish Plan is based on the Civil Parish of Chale which is the area used for electoral rolls and censuses and the area covered by Chale Parish Council. It stretches from Blackgang in the West to Whale Chine in the east and just beyond Chale Green in the north. There are 511 people on the electoral roll in the parish.

Who is the survey for?

The survey is for anyone who is resident in Chale, of any age. You can have a form for every person in your household. Additional forms can be obtained from Chale Green Stores or from Chale Service Station.

What do I do with the completed form?

We will try to collect your form during the next two weeks. If your form isn't collected, you can leave it at Chale Green Stores, Chale Service Station or Chale School.

What happens next?

When the survey forms have been analysed, the Parish Plan Steering Group will incorporate the conclusions in a draft plan. There will then be opportunity for anyone to make further comments before the Plan is published.

Will there be any other consultation?

If you represent an organisation or business based in Chale you are invited to contribute directly any thoughts on problems or opportunities for that organisation or business which might be relevant to the Plan. See contact details at the end of the questionnaire

Will it make any difference?

Planning authorities are obliged to take parish plans into account when preparing their own planning priorities. The Chale Parish Plan can have a significant effect on the future of Chale provided that it is soundly based on substantial local opinion – which is why it is vital that as many residents as possible take part in this survey. Any project which has strong local support has much more chance of being implemented and the Parish Plan is the recognised way in which that support can be demonstrated.

Someone will call to collect your completed forms during the next two weeks

If it is not collected, please leave it at Chale Green Stores, Chale Service Station or Chale School
Extra forms can also be collected from these places

Everyone is invited to complete a form – no age limits!

1. How important is it to you that Chale should keep the following?:

	Very important	Quite important	Undecided/ no opinion	Not very important	Not at all important
Primary School	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
General Shop	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Post Office	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Filling Station	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pub	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Parish Church	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
WI Hall	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

2. Long term strategy (next 10 years or so) How would you like to see Chale develop?

(if an item would be new to Chale and you wouldn't want it, tick "no change")

	A lot more	A little more	No change	A little less/fewer	A lot less/fewer
Building Development					
Affordable housing (to rent)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Affordable housing (to buy)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Free-market housing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Flats	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Second homes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mobile home parks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Barn conversions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Population					
Total population	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Young people	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Older people	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Families	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Employment					
Part-time jobs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Full-time jobs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Transport/Roads

	A lot more	A little more	No change	A little less/fewer	A lot less/fewer
Cycleways	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Parking spaces	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Footpaths (off-road)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Street Lighting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Public Transport	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Road (direction) signs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Speed limits	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Recreation

	A lot more	A little more	No change	A little less/fewer	A lot less/fewer
Recreation areas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sports facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cultural facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Conservation

	A lot more	A little more	No change	A little less/fewer	A lot less/fewer
Coastal protection	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Drainage works	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Nature reserves	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Preserving old buildings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Commerce/Business

	A lot more	A little more	No change	A little less/fewer	A lot less/fewer
Shopping facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Light industry	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Craft industries	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Agriculture	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Teleworking facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Offices	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Tourism

	A lot more	A little more	No change	A little less/fewer	A lot less/fewer
Self catering accommodation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bed and Breakfast	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hotel accommodation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Touring caravan sites	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Camping sites	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tourist attractions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please write in any other topics you feel are important

3. All these ideas for projects have been suggested by one or more people. What do you think?

	Very good idea	Good idea	Neither good nor bad	Bad idea	Very bad idea
Village hall in Chale	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cycleway along main road	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Safe route to school	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Footway outside school	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Evening classes (school)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Community minibus	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Better public transport	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Licensed community centre	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Playing field at Chale Green	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
More activities on the Green	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pavilion at recreation ground	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Purchase of recreation ground (currently rented)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Nature reserve	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Theatre facility	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
WI Hall improvement	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Nature reserve	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Duck pond	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Swimming pool	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bowling green	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Broadband internet access	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Village newsletter	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Revive village website	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Saleable village history	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Twinning with French village	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Crèche facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Adult activity trail	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
"Art Hut" regularly repainted	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Motor sport on Military Road	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Additional paragliding sites	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Doctors' surgery	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cycle track to Newport	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Beach access from Chale	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Save The Terrace from falling into the sea	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

4. The Parish Plan will identify those characteristics of Chale that the residents would like to preserve.

Do you think Chale has a character worth preserving?

Yes No

Circle any of the words below which you think are characteristic of Chale (please write in any other words you think appropriate)

Quiet	Relaxed	Friendly
Peaceful	Pretty	Picturesque
Historic	Strong community	Rural
-----	-----	-----
-----	-----	-----

5. About yourself. To help the analysis of the results, please answer the following:

Are you male or female? Male Female

Your age group Under 15 15-24 25-34 35-44 45-54 55-64 65-74 Over 75

Do you have a motor vehicle available for your personal use? Yes No

Do you have access to the internet? Yes No

If you would like to be included in a village e-mail database to receive progress reports on the Parish Plan, village news and information on other village events please write in your e-mail address. It will not be given to any third parties.

E-mail address (optional)

If you have any queries on this survey or need more forms please contact:
David Overton
Tel 551475
E-mail: dtoverton@compuserve.com

Chale Parish Plan – Survey Questionnaire Results (124 valid forms received)

	Very important	Quite important	Undecided/ no opinion	Not very important	Not at all important	Ranking
Primary School	99	15	6	2	1	8
General Shop	104	14	5	1	0	9
Post Office	109	9	5	1	0	9
Filling Station	79	35	8	5	2	7
Pub	61	34	15	7	5	6
Parish Church	86	19	10	5	3	7
WI Hall	61	24	21	10	6	5

	A lot more	A little more	No change	A little less/fewer	A lot less/fewer	Ranking
Building Development						
Affordable housing (to rent)	18	26	53	7	18	1
Affordable housing (to buy)	24	43	42	6	7	3
Free-market housing	6	17	74	5	11	0
Flats	3	14	67	12	23	-2
Second homes	3	5	53	13	44	-4
Mobile home parks	4	5	60	6	44	-3
Barn conversions	9	31	58	9	13	1
Population						
Total population	2	32	77	2	2	1
Young people	10	35	67	4	0	2
Older people	2	17	80	13	3	0
Families	21	43	53	0	0	4
Employment						
Part-time jobs	37	51	28	1	1	5
Full-time jobs	38	48	33	1	0	5

	A lot more	A little more	No change	A little less/fewer	A lot less/fewer	Ranking
Transport/Roads						
Cycleways	40	29	47	0	4	4
Parking spaces	11	30	75	0	3	2
Footpaths (off-road)	30	25	65	0	1	3
Street Lighting	16	34	53	4	17	1
Public Transport	47	44	31	0	0	6
Road (direction) signs	13	35	57	3	7	2
Speed limits	31	23	57	5	4	3
Recreation						
Recreation areas	27	39	54	0	0	4
Sports facilities	30	37	41	1	2	4
Cultural facilities	23	43	49	1	1	4
Conservation						
Coastal protection	54	41	26	0	3	6
Drainage works	41	36	31	2	6	5
Nature reserves	32	40	42	1	1	4
Preserving old buildings	45	42	30	0	1	6
Commerce/Business						
Shopping facilities	14	42	62	0	1	3
Light industry	5	34	61	4	13	1
Craft industries	17	44	51	0	4	3
Agriculture	24	28	60	2	3	3
Teleworking facilities	10	20	74	3	8	1
Offices	3	13	75	6	14	-1
Tourism						
Self catering accommodation	4	34	60	6	14	2
Bed and Breakfast	10	45	63	1	1	3
Hotel accommodation	3	17	90	3	5	0
Touring caravan sites	3	12	84	12	16	-1
Camping sites	5	14	84	5	12	0
Tourist attractions	8	33	73	1	5	2

...FOR CHALE *Appendix 2*

	Very good idea	Good idea	Neither good nor bad	Bad idea	Very bad idea	Ranking
Village hall in Chale	51	39	21	4	1	6
Cycleway along main road	34	26	27	20	9	2
Safe route to school	52	42	20	2	0	6
Footway outside school	51	45	20	1	1	6
Evening classes (school)	39	44	23	2	0	6
Community minibus	34	38	39	3	3	4
Better public transport	49	42	25	3	1	6
Licensed community centre	19	19	48	14	16	1
Playing field at Chale Green	42	32	27	11	7	4
More activities on the Green	36	38	26	7	11	3
Pavilion at recreation ground	34	36	31	10	7	3
Purchase of recreation ground (currently rented)	34	27	37	12	7	3
Nature reserve	28	42	40	5	1	4
Theatre facility	10	21	51	25	7	0
WI Hall improvement	26	48	32	9	3	4
Duck pond	26	31	40	13	8	2
Swimming pool	14	26	32	28	14	0
Bowling green	6	23	52	22	11	0
Broadband internet access	39	25	32	14	6	3
Village newsletter	28	53	33	4	1	4
Revive village website	17	29	49	10	8	2
Saleable village history	24	35	47	5	6	3
Twinning with French village	5	11	47	15	36	-3
Crèche facilities	13	53	45	3	2	3
Adult activity trail	6	29	69	3	8	1
"Art Hut" regularly repainted	19	19	48	14	11	1
Motor sport on Military Road	14	15	15	22	51	-4
Additional paragliding sites	8	13	54	14	25	-2
Doctors' surgery	48	46	23	0	1	6
Cycle track to Newport	23	39	33	6	7	4
Beach access from Chale	55	40	18	5	6	5
Save The Terrace from falling into the sea	42	25	27	9	15	3

Circle any of the words below which you think are characteristic of Chale (please write in any other words you think appropriate)

Quiet 77	Relaxed 58	Friendly 62
Peaceful 61	Pretty 29	Picturesque 42
Historic 40	Strong community 17	Rural 95

	Male	Female
Are you male or female?	59	65

	Under 15	15-24	25-34	35-44	45-54	55-64	65-74	Over 75
Your age group	9	5	6	11	24	35	17	16

	Yes	No
Do you have a motor vehicle available for your personal use?	108	16
Do you have access to the internet?	64	59

E-mail address (optional)

16 e-mail addresses provided

Do you think Chale has a character worth preserving?

Yes 108 No 10



Blythe's Lane, Chale, Isle of Wight 331



Chale Green, I. W.



Chale Green, I. W.



CHALE (I.O.W. VILLAGE SERIES)



PARISH PLAN STEERING GROUP

David Botha
Melanie Danaford
David Overton
Sue Starke

PARISH PLAN DOCUMENT

Editor - David Overton*
Landscape Assessment - David Whitehurst* M.L.I., Consultant Landscape Architect
History - Sue Starke*
Questionnaire design and analysis - David Overton*
Additional analysis - Melanie Danaford*
Graphic design and Illustration - Simone Whitehurst*, Coco Design Co

Additional historical information - Derek Sprake*

Thanks also to Chale Village Partnership
(Chairman Vern Tyerman*) for their enthusiastic support

*(*Chale residents)*

ALSO FOR HELP AND ADVICE FROM

Ashley Curzon, Isle of Wight Council Planning Department
Peter Taylor, Isle of Wight Council Highways Department

AND, OF COURSE, THE SUPPORT AND ENCOURAGEMENT FROM

The Countryside Agency
The Rural Community Council
The Parish Council (Clerk: John Whitney)

and the residents of Chale

Chale Parish Plan was funded by a grant by the Countryside Agency