



SIMPSON CROSS



ACTION PLAN

prepared by

SIMPSON CROSS COMMUNITY

in conjunction with



PEMBROKESHIRE LOCAL ACTION NETWORK

FOR ENTERPRISE & DEVELOPMENT

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(PLANED)**

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THIS ACTION PLAN WAS AGREED AT A PUBLIC MEETING HELD ON
18TH APRIL 2005, FOLLOWING THE CIRCULATION OF THE DRAFT
PLAN TO ALL HOUSEHOLDS IN THE COMMUNITY.

SIMPSON CROSS ACTION PLAN FLOWCHART OF PROPOSALS

Establish a community Forum to carry out the following projects

COMMUNITY FACILITIES & SERVICES	ENVIRONMENT (INCLUDING RIGHTS OF WAY)	COMMUNICATIONS	BUSINESS & EMPLOYMENT	WASTE DISPOSAL & RECYCLING	TRANSPORT, ROADS & TRAFFIC
Village shop to stay open longer	Maintain & improve accessibility of local rights of way e.g. footpath to Roch	New editor to publish Newsletter – clubs & individuals to prepare articles and distribute	Create year round local employment	Identify location for civic amenity site for recycling bins	Work with County Council, Highways, & Transport Authority to:
Increase use of community centre, associated car park, playing field and children's play area	Start an environmental group, involving school and parents	Set up community phone around 'care' line	Promote businesses to increase visitors		Improve evening bus service & install modern bus shelter
		Ensure Broadband is delivered & improve IT knowledge with classes at community centre	Liase with local businesses to market Simpson cross as tourist destination		Improve the local pavements
		Develop Website	Purchase locally to support local businesses		Increase signs for pedestrians and motorists
		Erect information board incorporated into new bus shelter	Install Broadband for home based employment		Maintain roads & verges are in good condition
		Produce local village guide			Prepare cycle routes, including safe routes to (Roch) school

INTRODUCTION AND WAY FORWARD

In this Action Plan residents of Simpson Cross outline issues and ideas they have, which if addressed over the next few years, would improve their quality of life.

By preparing the community led Action Plan, which stresses the benefits that can be achieved through working together locally and with key partners, it is hoped that support and funding can be attracted to implement the various initiatives described in the Plan.

BACKGROUND TO THE ACTION PLAN

In September and November 2004 representatives of the area discussed with PLANED proposals to prepare an Action Plan for Simpson Cross which lies in the Nolton and Roch division of Camrose Community Council. The Community Visioning Exercise was held on 16th September and 13th November and the results have formed the basis for the first draft of the Action Plan.

The intention was to involve all ages and representatives from the various sections of the community in the preparation, adoption and implementation of the Action Plan.

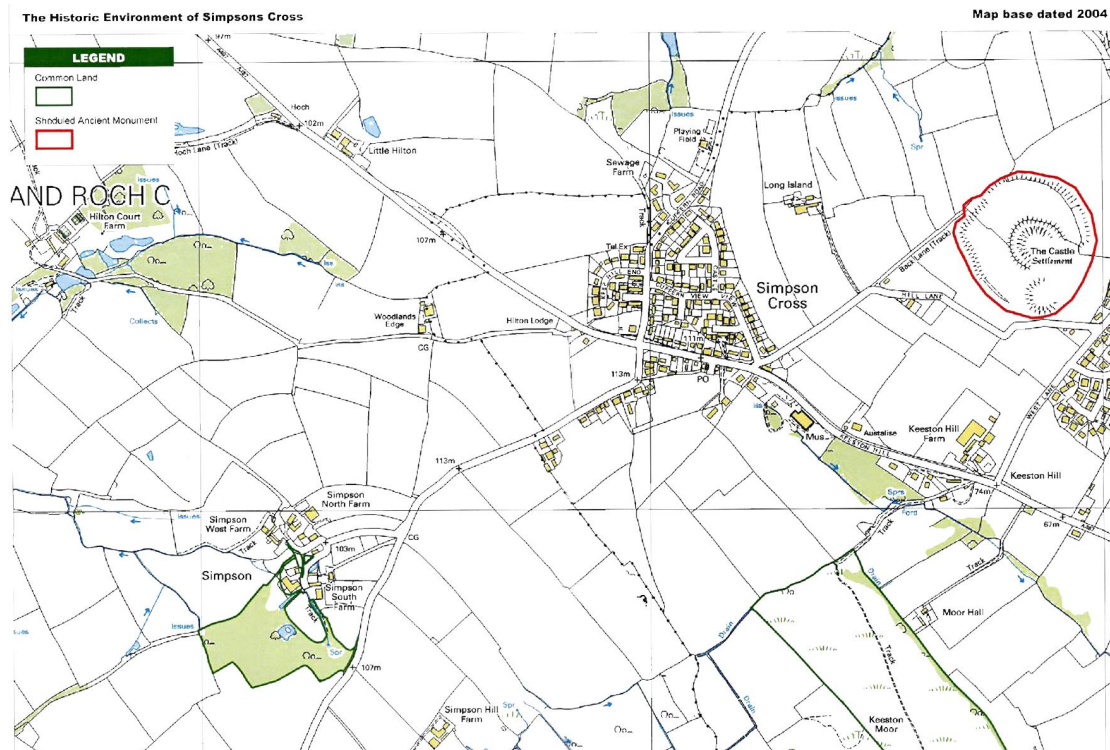
THE ACTION PLAN AREA

Simpson Cross is sited on the A487 about 5 miles north west of Haverfordwest and three miles from the coast at Newgale. The majority of the residential development has occurred since the 1950s. The population is about 365.

The A487 east of Simpson Cross and the 'C' road from Simpson Cross south towards Broad Haven form the landward boundary of the Pembrokeshire Coast National Park (PCNP). The National Park Authority is the local planning authority; it also prepares a Management Plan for the whole of the Park. The County Council is the Planning Authority for the majority of the village.

HISTORY OF THE COMMUNITY

Simpson Cross is a busy community of some 365 residents lying 5 miles from Haverfordwest and 10 miles from St Davids along the A487. The main businesses within the area are the local shop/post office, a motor museum, several accommodation providers and the farming industry.



Simpson Cross is a relatively new community. It is believed that the community now known as Simpson Cross is a derivative of the small farming hamlet of 'Simpson' which lies South West of the village on the Nolton Road (compare 'Map base dated 2004' with 'Map based dated 1843 –1893'). Simpson Cross did not start to evolve as a community until the end of the last century and it is thought to have grown on the crossroads due to its prime location for travelling to neighbouring towns and villages.

There is evidence of a Motte and Bailey Castle (see both maps) but it is thought that this would have better served the neighbouring community of Keeston. It is thought that dignitaries stayed overnight in the motte and bailey during the pilgrimage to the ancient holy site at St Davids. (2 pilgrimages to St Davids were counted as being equal to 1 pilgrimage to Rome, such was the difficulty of the journey in this wild and foreign land). The Pilgrims Way is still a right of way that passes through the area along a track passing through Rosepool Farm (previously Dirtypool Farm).



The motte and bailey is now badly overgrown. Sadly, the site is largely ignored but the enthusiast will be rewarded with a good example of a classic motte and bailey castle, should they make the effort and seek it out.

The community was served by a public house which was situated at Hill Arms on the main road from Haverfordwest to St Davids but this ceased many years ago and has since been replaced by a licensed bar within the Community Centre.

The pottery was previously a blacksmiths shop and farm run by the Jenkins family. The farmhouse is now used as Tearooms. Greenacre Farm was the neighbouring farm found between the pottery and the shop up until 12 years ago but has since been sold off for housing.

The detached houses opposite the shop are original properties dating back to 1948/1949, one of which was the police house. Council bungalows were added in the late 1950's (and can be found in 'Wayside Close'). The shop and flats were built in the 1960's followed by the main estate 'Cuffern View'.

ACTION PLAN PROPOSALS

The production of an Action Plan gives local residents an agreed programme for community development, both in terms of improvements to the infrastructure and to the social life of its residents.

COMMUNITY FACILITIES AND SERVICES

Commentary

The Community Centre - with adjoining car park, playing field and children's play area - is the community's main facility. The building has a capacity of 150 and incorporates modern heating, wheelchair access, a disabled toilet, cooking facilities and a bar.

The local residents are very proud of their community centre and are able to enjoy a variety of events including a Disability Club, a dance club with line dancing, an arts club, luncheon club, bingo and a good neighbours club.

It is felt by the community that there is a decline of interest in activities held at the community centre. As a consequence there is little support for the activities taking place at the community centre and for the "ageing" management committee.

The community has identified the need for a greater range of activities for the youth of Simpson Cross at the community centre – other than the sports field and children's play area there are no play or sports facilities. Many new activities and facilities have been suggested such as a skate park, tennis courts, running track and youth club.

Other facilities and services in the village include; post office & village shop, a neighbourhood Watch Scheme, milk delivery, a mobile library and there are also a number of businesses based in or near the village.

It is generally felt that Simpson Cross should strive towards being a self-sufficient community with strong links between the generations by developing and introducing more facilities and services aimed at the youth.

Proposals

1. It was suggested that a community forum be established in order that the community can have a stronger voice that can be heard and an opportunity to draw issues together for discussion. The Simpson Cross Community Forum will meet on a regular basis to support implementation of the Action Plan. The Forum:

- to include representatives within the area, e.g. Camrose Community Council and Pembrokeshire County Council.
- to focus the energies and skills of residents to maintain and develop the community identity.
- may wish to invite representatives of other relevant organisations to meetings as and when appropriate, for example Dyfed-Powys Police or the National Park Authority.

2. Increase use of the community centre and the associated car park, the playing field and the children's play area by:

- Strengthening the existing Community Centre Management Committee and ensuring that it includes representatives of the user groups.
- Fully utilise and re-energise the opportunities offered by the community centre, for example by
 - i. Organising a disco for 13-17 year olds on Friday night
 - ii. Holding church services
 - iii. Creating a theatre group as a basis for the production of plays, music and the showing of films. Musical interests include jazz and western.
 - iv. Organising a creche or nursery school for local children or a post school day club
 - v. Starting a Youth Club

- vi. Holding quiz evenings
- vii. Extending support for local carers and the elderly.
- viii. Maximizing use of the existing bar facilities.

3. Increase use of the car park by the community centre, the playing field and the children's play area by:

- Increasing the number of activities in the village, for example a flower festival and garden competitions.
- Broaden the attraction and use of the playing field, particularly for older children and young adults. Improvements could include drainage and more frequent grass cutting.
- Develop additional sports facilities for youth and adults on part of the playing field or the car park. For example
 - a skate board park.
 - a running track incorporating a fitness trail as an aid to improved health – investigate support from Pembrokeshire County Council, Sports Council for Wales and other funding bodies.
 - a basketball or netball court.
 - tennis court(s)
 - bowls green

Some of these activities would require a tarmac surface which could suggest using part of the car park (possibly involving multi-use of the tarmac and marked out area when the car park is full).

- Closer ties with adjacent communities, for example Camrose, Roch and Keeston, to progress ideas and projects that are beyond the resources of Simpson Cross or arrange events to be held 'home and away'.

4. Identify a site for a graveyard for peoples' pets.

5. Investigate the potential for the following establishments:

- Activities school
- Doctors surgery

ENVIRONMENT (INCLUDING RIGHTS OF WAY)

Commentary

Simpson Cross is regarded by its residents as an attractive and quiet place to live where the air and streets are clean. The village is located in the countryside with a variety of peaceful and attractive landscapes for passive or active recreation. The community feels strongly that its environment is precious and needs protecting and enhancing.

Local people have identified an overgrown footpath that they would like to restore and re-establish to use for recreational purposes and as a safe walkway through to the adjoining village of Roch, where most of the children from Simpson Cross go to school. The footpath will also improve relations between both communities as the residents of Roch do not have their own play park and would then be able to take advantage of the play park by using the safe footpath.

The very rural location of this stretch of land encourages activities such as photography or bird watching. A number of people in Simpson Cross feed the birds, supply nest boxes and are members of the RSPB.

Many of the people in the village enjoy the opportunity to go walking or taking the dog for a walk and this would provide a much more pleasant and safer alternative to the poor pavements of the A487.

Proposals

1. Request the County Council to signpost, maintain and improve the accessibility of local rights of way. In particular, improve the footpath across the moorland to Roch. (A right of way runs from Rainbolt Hill to Roch).
2. Start an Environment Club, involving the school and parents, to increase interest in the local countryside and coast.
3. Open and publicise all footpaths

COMMUNICATIONS

Commentary

The majority of residents feel that there is a lack of communication within the community and would appreciate a regular newsletter as the existing newsletter is only produced as required.

The post office and village shop have a notice board where local events are advertised. The Western Telegraph, local flyers and word of mouth are also sources of information.

Proposals

It is necessary for the locals to approve the quality and availability of local information for example -

- A new editor to publish the current newsletter on a quarterly basis – investigate the possibility of PLANED providing support for printing the newsletter.
- Clubs, such as Good Neighbours, Luncheon, Disabled and Art Club, and individuals to prepare articles for the newsletter and distribute it on publication.
- A community phone around 'care' line(s).
- The local delivery of Broadband.
- Improving knowledge of IT - possibly by the delivery of local classes at the Community Centre.
- Develop and manage a Simpson Cross web page
- Erect a village information board or boards which can be seen from the A487, and possibly incorporated into a new bus shelter – Pembrokeshire County Council to be approached about redevelopment of and support for bus stop area. The board(s) would contain information on local businesses, clubs and events, walks and points of interest and would be funded locally by business advertising and manufactured locally by local sign makers.
- A local guide could also be compiled and printed with copies being held in the shop and in the community centre.

BUSINESS & EMPLOYMENT (INCLUDING HERITAGE AND TOURISM)

Commentary

Simpson Cross is situated on the main road to St Davids and is also only three miles from the coast at Newgale and as a result is popular with tourists driving through. There is no tourist information centre serving the area however there are a number of local businesses which serve this tourism demand: the Motor Museum, the Old Smithy Welsh Crafts and Gallery, local restaurants and cafes, Hilton Craft Centre, bed and breakfast establishments, caravan sites and farms. These businesses are the main local businesses offering employment opportunities and only provide seasonal work for locals.

In the past there were many small local businesses located in the village but there has been a loss of small businesses, Collins Coaches, the post office, village shop and farms are the only non-seasonal businesses in Simpson Cross. The majority of the local residents work outside the village by large organisations such as the County Council, Withybush Hospital, Brawdy Army base and the oil refineries.

Proposals

1. The residents of Simpson Cross need to harness the skills of the population and create opportunities for local employment; particularly for all year (part and full-time) jobs.
2. Promote the community and local businesses to increase the visitors to Simpson Cross.
3. Liase with local businesses to market Simpson Cross as a tourist destination. Members could include the Motor Museum and Craft Centre, local restaurants and B & B establishments.
4. Support the local businesses by purchasing locally.
5. Install Broadband for home based employment.

WASTE DISPOSAL AND RECYCLING

Commentary

Although there is a local sewage works that serves the village a few of the residents are not pleased with their waste disposal as the pumping station is not big enough to cope with the demand and as a result is flowing into peoples gardens. Residents are however pleased with the provision for disposing of dog waste, for residents walking their dogs at the playing field there is a dog waste litter box sited adjacent.

Local people feel strongly about the lack of recycling facilities in Simpson Cross. Although Simpson Cross now has the orange bag recycling scheme, residents still have to self-sort glass waste and drive to glass recycling facilities at Haverfordwest or Roch.

Proposals

There is a need for local residents to work with the County Council to improve waste and litter collection, glass recycling and waste disposal arrangements by:

- Identifying a suitable location for a glass bank, possibly on the car park area near the village hall.

TRANSPORT, ROADS AND TRAFFIC

Commentary

Lack of an evening bus service is seen as a barrier for old and young people. It is felt that the existing bus shelter is of an impractical design and does not offer good shelter for the bus taking pupils to schools in Haverfordwest.

Due to an increase in traffic volumes and speeds residents feel that the A487 divides the village – the shop and the post office is on one side, the majority of the housing on the other. Although traffic is limited to 40mph, there is a local concern that the speed restriction is too close to the village limits and could be extended to the entrance of Keeston, while the speed limit closer to the village could be reduced to 30mph.

The state of pavements is also an issue for residents, the poor quality pavements affect the confidence of people walking or running for fitness as well as day-to-day users. However, access to the community centre has been assisted through the provision of a pavement with drop kerbs and street lighting. It would be excellent if a similar pavement design could replace the existing poor pavements along the A487.

Proposals

Local people should be encouraged to concentrate on the development of sustainable transport (actions which would encourage people to walk, cycle or take public transport rather than depend on the private car).

A Transport

1. The community should undertake a survey of local public transport needs with the intention of encouraging the operators to increase the frequency and improve the convenience of the 411 service, in particular to
 - Meet the need for improved public transport, particularly evening services.
 - Install a modern bus shelter(s) for pupils catching the bus to Haverfordwest schools.

Any proposals would have to be progressed with the County Council as the Transportation Authority and, where appropriate, with the operators.

B Roads and traffic

Any proposals affecting roads and traffic should be progressed in conjunction with the County Council as the Highway Authority. The local community should be encouraged to work with the County Council to:

1. Improve the quality of local pavements (unifying the ad hoc surfaces) and increase the number of flush kerbs for those using wheelchairs or pushing prams.
2. Increase the number of information signs for pedestrians and motorists.
3. Maintain the roads and verges are in good condition.
4. Prepare cycle routes, including safe routes to (Roch) school.
5. Investigate a variety of ways of reducing speed through the village.

IMPLEMENTATION / ACTIVITY GROUPS

In order that the Action Plan can be progressed effectively it is proposed to form special interest Working Groups within the Community Forum. The Groups would, in consultation with the relevant providers, for example the Highway Authority or the Princes Trust, concentrate on preparing more detailed action programmes giving priority and focus to those proposals which are capable of early implementation.

The Groups could be centred on

- Community Facilities and Services.
- Environment (including rights of way)
- Communications
- Business & Employment (including Heritage and Tourism)
- Waste Disposal and Recycling.
- Transport, Roads and Traffic

It is important that the Groups would:

- Work within the agreed Action Plan and the Community Forum,
- Work with existing groups and organisations,
- Meet on a regular basis,
- Keep the broader community informed of progress.