



Photo: Matt Davies



**SALCOMBE**  
TOWN COUNCIL

# Strategic Plan

## 2025 – 2027

Working together to  
strengthen Salcombe as a  
special place to live, work  
and visit

# Introduction

Salcombe Town Council is pleased to present this Strategic Plan, a guiding document that sets out our vision to deliver a more thriving, resilient, connected and forward-looking community. Rooted in our shared commitment to progress, inclusivity and sustainability, this Strategic Plan reflects our dedication to serve the needs of all our residents, strengthen our local community and preserve the unique beauty of our coastal town.

Nestled on the stunning South Devon

coast, Salcombe is a picturesque seaside town renowned for its golden beaches, scenic estuary and rich maritime history. A much-loved destination for sailing, coastal exploration and relaxation, Salcombe inspires all who live and work here and who visit our town. As we navigate an ever-evolving world, it is vital that we adapt and grow while holding true to the values that define us. This Strategic Plan is the Town Council's pledge to foster a town that meets the needs of


its residents, backs local businesses and welcomes visitors.

Our focus is on cultivating a beautiful and inclusive town - one that retains its cultural heritage and thrives on strong relationships between residents, businesses, community groups and visitors. We recognise our community facilities are essential assets, providing vital spaces for social connection, recreation and wellbeing.



Salcombe is part of a wider natural ecosystem, and we fully embrace our responsibility to protect and nurture our environment. We are committed to a clean, sustainable and nature-rich future, where stewardship of our coastal and rural surroundings is central to our progress.

At the core of this Strategic Plan is collaboration and delivery. No single organisation can address challenges alone. By working in partnership with South Hams District Council and Devon County Council, local organisations and the wider community, we aim to share knowledge and resources to shape and deliver a strong, united future for Salcombe. This Strategic Plan is our commitment to deliver to the people of Salcombe, to our heritage and to a sustainable future. It will serve as our roadmap, guiding decisions and actions to deliver a more thriving, resilient, connected and forward-looking town.



**Together, we look to the future  
with purpose and pride**

# Our Priorities

## Keeping Salcombe Special:

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**We will work to meet the needs of all residents and visitors and help our economy**

Salcombe's uniqueness lies in its combination of stunning natural beauty and coastal setting and in the dynamic mix of year-round residents, as well as second homeowners, visitors and local businesses. Our aim is to maintain the appeal of our town while addressing the evolving needs of those who live and work here and those who visit Salcombe.

Through targeted initiatives across key areas, the Town Council is committed to enhance our economy, community, and environment.

## Community Facilities and Assets:

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**We will safeguard community assets and services and develop facilities to expand leisure and recreation opportunities**

Salcombe's community facilities and green open spaces are the beating heart of local life. They offer places to connect, inform, exercise, relax and celebrate, enriching the wellbeing of our residents and visitors. We are committed to preserving and enhancing our valued assets to ensure they remain fit for purpose for future generations. This includes safeguarding our historical and cultural heritage while investing in improved facilities and opportunities for people of all ages.

## Care for our Environment:

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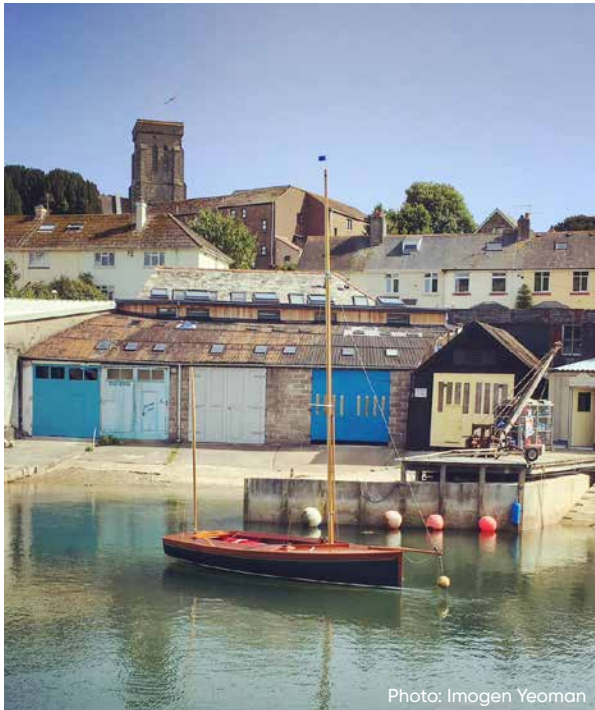
**We are committed to caring for our land and marine environment to ensure a clean, sustainable and nature-rich environment for current and future generations**

Salcombe's natural environment is its most treasured asset. From our iconic estuary and surrounding countryside to our coast and sea, it defines our town and underpins the wellbeing of our community and economy. We are committed to caring for our environment with a vision ensuring a clean, sustainable future for generations to come. As stewards of this setting, we recognise that protecting our environment is a duty and opportunity to build resilience, boost biodiversity and strengthen our connection to the natural world.

## Public Realm:

### We will protect our coastal culture and heritage

Salcombe's identity is deeply rooted in its maritime history, coastal landscape and vibrant local traditions. Preserving this unique heritage is essential to maintaining our town's character and sense of place for future generations. It also improves the visitor experience.



## Partnerships:

### We will work together for greater impact

The Town Council recognises that while we can achieve much on our own, many projects and services that matter most to our community rely on cooperation with others. Lasting change and meaningful progress are best achieved when we work collaboratively, sharing knowledge, pooling resources and aligning efforts. We are committed to developing and strengthening partnerships with organisations, groups, authorities and agencies that share our vision for Salcombe's future. By working together, we can deliver more for our residents, businesses and visitors.

# OUR PRIORITIES

1. Keeping Salcombe Special
2. Community Facilities and Assets
3. Care for our Environment
4. Public Realm
5. Partnerships

# Keeping Salcombe Special

We will foster a thriving local economy by attracting new businesses and retaining existing ones.

Ensure the town marks milestone dates of significance.

Support a diverse annual events calendar—including Salcombe Town Regatta and Crabfest—to celebrate our community and draw visitors.

Enhance Salcombe's Christmas celebrations to create a festive, inclusive atmosphere that unites residents and visitors and boosts winter trade.

Promote the seasonal economy's sustainability by extending business activity beyond peak season, encouraging year-round resilience and employment.



## **Transport and Accessibility**

Effective transport and access are vital for residents and visitors alike. We will enhance the seasonal Park & Ride service to boost our visitor economy, ease congestion and minimise emissions; partner with SHDC and DCC to improve parking, including builders' and holiday-let permits; install Vehicle Activated Signs to improve safety for pedestrians, cyclists and drivers; and work with both councils to secure more electric-vehicle charging points.

## **Better Street Maintenance**

We will work with SHDC and DCC to rationalise recycling and waste collection at peak times, including public bin monitoring and updates; boost the frequency and quality of street cleaning and litter removal; and keep our roads and pavements in good repair.

## **Fishing and Marine Sectors**

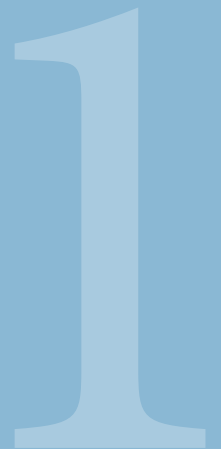
We will champion our fishing and marine sectors at Fish Quay and Island Street. We will seek to enable more employment opportunities, apprenticeships and training to bring on the next generation.

## **Upgrade Street Scene**

An attractive and welcoming public realm is essential to our economy and keeping Salcombe special. We will: Audit, rationalise and upgrade signage to balance promoting local businesses and preserving visual appeal. Maintain and clean street furniture so that all public spaces reflect our town's high standards. Liaise with SHDC to rationalise and repair benches. Design and commission a 'Welcome to Salcombe' sign by creating a distinctive, high-quality gateway sign that reflects our town's character and identity.

# Keeping Salcombe Special

**Cherishing our coast, enriching our community, sustaining our future.**



# Community Facilities and Assets

## Growing Together: Spaces & Housing

The Town Council will assess how best to maintain and enhance our existing assets and community spaces to maximise their use and benefit. Our goal is to provide accessible, inclusive and enjoyable areas that support a healthy lifestyle and a strong sense of community.

We will explore opportunities to increase the number of full-time residents by reviewing and expanding access to affordable housing options that meet the needs of the community.



Our assets enhance the quality of life in Salcombe today and offer a legacy of community facilities and outdoor spaces that reflect our values of sustainability, health, safety and shared heritage.

## Allotments

We recognise the growing importance of self-sufficiency and wellbeing through local food cultivation. Salcombe's allotments offer more than just the chance to grow fruit and vegetables – they foster community connection, promote healthy lifestyles and provide access to fresh, organic produce. We will continue to support and preserve these spaces for current and future growers.

## Courtenay Park and Jubilee Gardens

A popular playground and meeting place for families, Jubilee Gardens needs work for it to be a higher quality experience for children and families to play and explore.

## The Berry

Following public consultation, we will develop The Berry into a vibrant green open space that encourages outdoor activity, recreation, sport and appreciation of nature. Plans will include facilities to make The Berry more inviting and accessible for all ages to enjoy. The newly installed outdoor gym provides residents with free access to fitness equipment in a scenic, open-air setting.



# Community Facilities and Assets

Preserving spaces, inspiring play, enriching community spirit

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# Care for our Environment

## Protect and Improve Green Open Spaces

These areas offer recreational and social value, ensure climate resilience, help wildlife and raise air quality. We want to ensure they are safe, accessible and rich in biodiversity. We will encourage responsible and sustainable management of green open spaces. We want unregistered green open spaces to be protected for community use from encroachment and development

## Flood Management

We will undertake a review of coastal flood management measures to strengthen resilience against rising sea levels and extreme weather events.

## **Consult on Water Quality in the Estuary**

The health of Salcombe estuary is fundamental to our ecosystem, economy and identity. We will directly engage with local residents, environmental organisations, South West Water and statutory bodies to assess concerns about water quality, sewerage, spills, overflows and pollution and advocate for stronger protections and clean ups. Our aim is to achieve clean, safe waters for our community, wildlife and the environment and the fishing and marine sectors.

## **Empowering Local Businesses through Energy and Training Initiatives**

We will assess local energy needs and strengthen support for businesses by facilitating access to relevant information, grants, and training opportunities. This includes promoting energy efficiency, sustainability initiatives, and helping local enterprises navigate available resources to reduce costs and environmental impact.

## **Work in Partnership on the South Devon National Landscape Plan**

Within the South Devon National Landscape, Salcombe has a crucial role in protecting this designated area of national importance. We will engage collaboratively with partners across the region to bring about the objectives of the National Landscape Management Plan, contributing to conservation, education, access and sustainability initiatives.

Through these actions we reaffirm our commitment to environmental responsibility. By working with our community and regional partners, we will ensure Salcombe remains a place of natural beauty, ecological integrity and shared pride for all who live and work here and who visit our town.

# Care for our Environment

**Guardians of land and sea, nurturing a nature-rich future.**



# Public Realm

## **Safeguard Historic Assets**

We will identify and conserve buildings, sites and landmarks of historical and cultural significance, working if relevant with local and national heritage bodies to ensure their protection.

Photo: Imogen Yeoman

## Celebrate Local Traditions

Help with community events, festivals and educational initiatives that promote our maritime heritage, fishing traditions and coastal way of life including the protection of Island Street and seeking to re-establish boat building in Salcombe.

## Share our Story

Invest in our history through Salcombe Maritime Museum, its physical and digital archive, exhibitions that highlight Salcombe's rich rural and maritime history, outreach to local schools, documenting and recording Salcombe's history and interpretation panels and heritage trails.

## Promote Sensitive Development

Ensure that planning and development respect the character of our town, planning rules and guidance, preserving views, building styles and links to our landscape and estuary.

Maintain and safeguard our beaches, estuary and public coastal spaces which are intrinsic to our culture and heritage, balancing access with conservation.

Through these actions, we will protect what makes Salcombe special - ensuring that our unique culture and heritage continue to inspire pride in our community and attraction for visitors.

# Public Realm

Custodians of coastal heritage, enriching our public realm.



# Partnerships

## Engage Proactively on Local Government Reorganisation

As discussions around local government devolution evolve, we will actively participate with other tiers of local government and agencies to ensure that Salcombe's voice is heard. Our aim is to protect assets that matter most to Salcombe, ensuring they will work in the best interests of our community. We will also work closely with other existing and future local authorities to generate optimal outcomes for our community and economy from their assets.

## Deliver our Community Economic Plan

We are committed to backing the projects identified in our Community Economic Plan, including for Whitestrand and Cliff House Gardens, focusing on a thriving, year-round economy that creates opportunities for residents and sustaining local enterprise. We will help champion key actions and work with partners to turn ideas into tangible outcomes.

## Deliver a Review of our Neighbourhood Plan

Our Neighbourhood Plan, shaped through community consultation, provides a locally driven framework for guiding development and preserving the character of Salcombe. The Town Council will play a leading role in ensuring the plan is updated and implemented effectively and in accordance with our community's wishes.

## Voluntary Sector

For its population, Salcombe has a relatively large number of volunteer groups spanning a wide and impressive range of interests. The Town Council respects and applauds the huge contribution these groups make to our community and is keen to recognise and celebrate what they do. Through delivering on these partnerships, the Town Council will be decision-maker and convenor. We will bring people together, participate in shared ambitions and make the best of every opportunity for our town.



# Partnerships

Forging partnerships,  
pooling strengths,  
delivering together.

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