

Matter 3: Vision and Strategic Objectives

Council Introduction

Chapter 4 of the Submission Plan sets out the Plan's Vision and Strategic Objectives over the Plan Period (2023 - 2041). This Plan Period would enable the plan to run for 15-years post the anticipated adoption of the Plan in accordance with paragraph 22 of the NPPF.

The Plan's Vision is intentionally succinct and overarching and has been formulated through engagement with the councils' elected members and the community. The Vision should be read alongside the Strategic Objective, plan policies and the plan as a whole. The Vision attempts to strike a balanced approach by citing the need to create new places to meet development needs, whilst also seeking to protect and enhance the district's key existing strengths. It is considered that this represents a positive and realistic approach.

There are 13 Strategic Objectives set out in Table 6 of the Submission Plan. As set out in paragraph 4.2 of the Plan, it will be the implementation of the plans policies that will deliver the Strategic Objectives, and ultimately the plan's Vision. Site allocations will be required to be in accordance with the plan's policies, ensuring that individual sites delivery contributes towards achieving the Strategic Objectives and Vision.

The Strategic Objectives have been structured in a way to ensure that there is at least one Strategic Objective relating to each of the plan's chapter themes, such as 'delivering the right homes' and 'building a strong local economy'. It is the policies within the relevant chapter that will deliver the Strategic Objective sitting under that chapter heading, meaning there is a clear link between policies and Strategic Objectives, ensuring that the scope and thrust of the Strategic Objectives are reflected in the proposed policies.

As set out in Chapter 15 of the Plan, the monitoring framework is structured by the strategic objectives with performance indicators measuring their effectiveness. The specific measures/target for each indicator under the relevant Strategic Objective are set out in the monitoring framework in Appendix I of the Plan.