

AIM ONE Addressing local housing need



- OUTCOMES SOUGHT**
- More housing is available at a price local people can afford
 - Residents feel they have more influence over the development that takes place in their area

PRIORITIES

- 1 We will promote investment in the existing stock of housing that enhances its affordability, seeking in particular to bring empty properties back into use and to reduce the high cost of heating experienced in many existing properties.
- 2 We will work from the bottom up, facilitating community led locality plans that contribute to meeting the District's identified housing need. We will build on the work already done to produce parish plans where such plans exist and are up to date.
- 3 We will require all prospective housing developers to work up their schemes with the active involvement of the local community and to provide housing of a type and tenure that will prioritise meeting the District's identified needs.
- 4 We will require a high quality of design for all developments, consistent with our planning policies, the District Design Guide and other more local design statements where they exist.
- 5 We will equip our councillors with the skills and support they need to play a leading role in facilitating community involvement in the development of locality plans relating to their wards.

AIM TWO A District where Business and Enterprise can flourish



- OUTCOMES SOUGHT**
- An increased proportion of residents are able to find work in the District
 - Increased economic vitality across the District

PRIORITIES

- 1 We will establish an environment in which retail and commercial businesses can flourish across the District. We will adopt a constructive approach to regulation, keep streets and public spaces clean and keep our car parking strategy under review.
- 2 We will improve the prospects of success for rural businesses. We will champion the roll out of high speed broadband, foster digital growth and adopt approaches that support the establishment and expansion of businesses where that is consistent with the locality plan.
- 3 We will promote the concept of "buying local". We will set the right example by ensuring that local businesses are fully aware of all opportunities to supply goods and services to the Council.
- 4 We will encourage the development of locality plans that incorporate proposals for business development, building on the aspirations set out in parish plans where such plans exist and are up to date.
- 5 We will ensure that the District's business development, rural economy and tourism needs are promoted at a strategic level.
- 6 We will adopt a pro-active asset strategy that will realise opportunities to develop District Council owned land and buildings where this will enhance the commercial viability of our towns and villages.

AIM THREE Improving access to services



- OUTCOMES SOUGHT**
- An increase in the percentage of residents who find it easy to access local services
 - An increase in the number of vulnerable residents who are supported to live independently in their own homes
 - An increase in the proportion of people who feel they can influence decisions in their local area

PRIORITIES

- 1 We will work with public and voluntary sector partners to provide accessible and affordable community transport to improve access to services and help maintain independent living.
- 2 We will work with our partners in the health sector to deploy new approaches such as tele-care and tele-health that will enable people to live independently in their own homes for as long as possible.
- 3 We will make it easy to undertake as many service transactions as possible on-line, enabling customers to access services at the times most suitable to them.
- 4 We will support wider participation in local decision making processes through the use of digital technologies, enabling people who are unable to physically attend meetings or to take part in more traditional consultation programmes to have their views heard.
- 5 We will work with our partners to develop single points of access for all customers. This will mean that customers contacting the Council receive advice and are able to make service requests for any public service, irrespective of which individual organisation delivers that service.

AIM FOUR Minimising the impacts of climate change



- OUTCOMES SOUGHT**
- A reduction in the Council's carbon footprint
 - A reduction in the District's carbon footprint
 - A reduction in the risk of flooding

PRIORITIES

- 1 We will promote renewable energy generation and improved energy efficiency for all types of buildings, using our various regulatory powers to influence the approach adopted by property owners.
- 2 We will reduce the Council's energy consumption and realise the potential to generate energy from renewable sources.
- 3 We will use our planning policies and support proposals by flood relief agencies to minimise the number of properties at risk of flooding.
- 4 We will seek the highest standards of sustainable construction in all building projects.
- 5 We will encourage our communities to incorporate into their locality plans the related actions that are proposed to address the impacts of climate change.