

Appendix 4

List of Core Objectives proposed in the Draft Core Strategy

Core Objectives

- 1. Future housing and employment development will take place in a manner that sustains existing communities and businesses without harming the inherent character of the District or unduly increasing the need to travel by private car.**
- 2. The scale and nature of housing and employment development in the smaller rural settlements will reflect their individual local needs.**
- 3. Housing provision is geared to meeting the needs of the District's residents, in a manner which is responsive to changing household circumstances and attends to the specialist requirements of older people and those who are vulnerable.**
- 4. Employment provision will focus on supporting existing businesses and diversifying the rural economy, together with a specific emphasis on attracting technology and knowledge-based jobs into the District.**
- 5. All forms of development are required to incorporate the necessary improvements to infrastructure (including green infrastructure) and services and not make the situation worse for existing communities.**
- 6. All forms of development are required to minimise negative environmental impacts and make a positive contribution to enhancing the environment, including climate change mitigation and adaptation, flood risk, biodiversity, landscape and air quality.**
- 7. The location and design of development will use finite resources efficiently, be of high quality, reflect the character of the local area and be accessible and safe.**
- 8. The commercial centre of Stratford-upon-Avon is enhanced through a wide range of environmental and regeneration projects.**
- 9. The role of the larger rural towns and villages as service centres is bolstered, including through improved links to and from surrounding communities by public transport.**
- 10. Communities are served by a wide range of health, education and leisure facilities that will meet their needs in an accessible and effective manner.**
- 11. Important natural and historic features are protected and enhanced through careful management and control of development.**
- 12. The character of the countryside, together with the setting of settlements within it, is protected for its own sake and for the enjoyment of everyone.**
- 13. Tourism activities are promoted across the whole District, in order to spread its benefits over a wider area and to manage its impacts, particularly on Stratford-upon-Avon.**