

Key Issue - from Household Questionnaire	Associated Objective	Associated Policy/ Project
Retail offer and services in Alcester town centre should be improved and diversified.	The Steering Group recognised a need for wider business support not just retail. EC Objective A – Promoting and Protecting economic activity and job opportunities	EC 1 – Development within the Town Centre, Policy EC 3 – Supporting employment on Brownfield Sites, Policy EC 4 - Supporting Business Start up, Policy EC 5 Employment land change of use, Policy EC 6 - Support for commercial development. Project 8 - Alcester Tech Concept
Parking facilities in the town centre are insufficient at peak times.	TI Objective A - Accessibility for pedestrians, cyclists and disabled persons. EC Objective A – Promoting and Protecting economic activity and job opportunities	Policy TI 1– New development and connectivity, Project 1 - Promoting and enhancing cycling and pedestrian routes, Project 2 – Town Centre Traffic Flows, Project 3 - Additional Parking Policy EC1 - Development of the Town Centre
Affordable housing- make more appropriate provision for local people in Alcester.	HBE Objective A – Provision of a range of housing types to meet community needs, whilst protecting the town’s character.	Policy HBE1 – Residential Development within the Built-up area, Policy HBE2 - Local Needs Housing, Policy HBE 3 - Housing Mix, Policy HBE4 - Bungalows, Policy HBE 5 - Healthy Living, Policy HBE 6 - Specialist Provision
Family homes- make more provision for local people in Alcester.	HBE Objective A – Provision of a range of housing types to meet community needs, whilst protecting the town’s character.	Policy HBE1 – Residential Development within the Built-up area, Policy HBE2 - Local Needs Housing, Policy HBE 3 - Housing Mix, Policy HBE4 - Bungalows, Policy HBE 5 - Healthy Living, Policy HBE 6 - Specialist Provision
Infrastructure- new housing development must be accompanied by corresponding improvements	HBE Objective A – Provision of a range of housing types to meet community needs, whilst protecting the town’s character. TI Objective A - Accessibility for pedestrians, cyclists and disabled persons.	Policy HBE 10 - Responding to local character, Policy HBE 11 – Space between buildings, signage, lighting street furniture, Policy HBE 12 – Heritage assets, Policy TI 1 – New development and connectivity.
Road safety- new development must not compromise this	TI Objective A - Accessibility for pedestrians, cyclists and disabled persons and minimise air pollution.	Policy TI 1 – New development and connectivity
Flooding- new development must not increase risk	NE Objective B – Improve and maintain flood resilience	Policy NE6 – Mitigating and preventing increased flood risk
Medical services in the town should be improved.	This is not a Town Council function, however the plan includes development policies to support healthy living to protect occupant health and the wider environment, and to reduce pollution	Policy HBE 2 – Healthy living, Policy CLW3 - Health Provision, Policy CLW 5 – Reducing Levels of Air, Noise, Water and Light Pollution
Community facilities in the town should be improved.	CLW Objective A - Promoting and Enhancing Community and Leisure Facilities CLW Objective B – Maximising use of our green spaces CLW Objective C - Promoting an active and healthy community TI Objective A - Accessibility for pedestrians, cyclists and disabled persons	Policy CLW1 – Community and leisure facilities development, Project 1 – Promoting and enhancing cycling and pedestrian routes, Project 4 -Development of the Greig Hall, Project 5– Viability of a swimming pool, Policy CLW 2 - Enhancing access and utilisation of open green spaces, CLW Project 3– New Footbridge Bridge over the River Arrow, Policy CLW 3 - Health Provision, Policy CLW 4 - Allotments and growing spaces, Project 7- Community allotment Policy TI 1 –New development and connectivity. Project 1 – Promoting and enhancing cycling and pedestrian routes
Primary school facilities need to be improved.	This is not a Town Council function however an objective re supporting education is included: EC Objective B - Supporting Education	Policy EC 6- Education and Childcare Provision Policy EC 7 - Further Education support
Open space Facilities should be improved.	CLW Objective B – Maximising use of our green spaces	Policy CLW 2 - Enhancing access and utilisation of open green spaces, Project 3– New Footbridge Bridge over the River Arrow
Employment growth- provision should be made for this.	EC Objective A – Promoting and Protecting economic activity and job opportunities	EC 1 – Development within the Town Centre, Policy EC 2 – Supporting employment on Brownfield Sites, Policy EC 3 - Supporting Business Start up, Policy EC 4 Employment land change of use, Policy EC 5 - Support for commercial development, Project 8 - Alcester Tech Concept
Valued landscape- protection of the town’s green belt and valued landscape.	NE Objective A - Protecting the green landscape, green spaces and rivers and bio-diversity.	Policy NE 1 – Trees, hedges and Landscaping, Policy NE 2 - Biodiversity, Policy NE3- Local Green Spaces, Policy NE4 – Safeguarding rivers and ponds, Policy NE5 – Protecting Valued Landscapes
Built heritage- preservation and promotion of this valuable asset.	HBE Objective B -To safeguard the quality of the built environment and heritage assets	Policy HBE 9– Development design, HBE 10 - Responding to local character, Policy HBE 11 – Space between buildings, signage, lighting street furniture, Policy HBE 12 – Heritage assets

Key Issue - identified by Steering Group	Associated Objective	Associated Policy/ Project
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Keeping up to date with Technology	TI Objective B - Access to the latest communication technologies	Policy T I2 - Telecommunications, Policy TI3 High Speed Broadband, Policy HBE 6 - Electric Car Charging Points, Policy HBE7 – Renewable energy
Support for Tourism and visitors to the town	EC Objective C– Promoting Tourism	Policy EC8 – Support for new or improved tourist attractions and accommodation