

## STRATEGIC DEVELOPMENT ADVISORY GROUP – 26 JANUARY 2005

### REVISED PROCESS NOTE – ITEM 3

Following the discussion at the last meeting, it might be helpful to set out the processes by which the group is now expecting to operate. This note attempts to do so.

The purpose of the group is to ensure that the best achievable vision for Uttlesford is agreed. To achieve this objective the group will need to:

Explore all points of view;

Cover a wide range of subjects and themes at a strategic level;

Engage with the whole membership of the council, with officer groups, communities and partner organisations.

A process which might be followed is:

1. SDAG identifies a subject area or theme which needs consideration.
2. An initial paper is prepared (by officers or members or jointly) which sets out the issues in that area, options for consideration and some of the impact that various options might have.
3. This initial paper would form the basis of discussions at SDAG.
4. These discussions may lead to the need for further investigations and/or discussions in particular areas.
5. SDAG might choose a number of ways to explore the issue further:
  - a. A workshop for members;
  - b. A formal report of options
  - c. Requesting the advice of experts (officers, external partners, academics etc)
  - d. Public or community consultation
  - e. Other approaches
6. Only the discussions within SDAG themselves are bound by the 'ground rules' agreed at the initial meeting. All other elements of this process can be shared with members freely – whether in party groups or in other forums.
7. It may be necessary to repeat steps 2 to 5 several times on given subjects or parts of those subjects.
8. When a conclusion has been reached a report with options, and required actions, would need to go to the relevant committee/council or other forum. This would include minority views or alternative approaches if a consensus had not been achieved within SDAG.

9. In the meantime, it would be advisable to report regularly to Council on the progress SDAG is making and on its work programme as it develops.

Members of SDAG are asked to consider and endorse the approach set out above.

Alasdair Bovaird

Chief Executive

December 2004

**Committee:** SDAG

**Date:** 26 January 2005

**Agenda Item No:** 4

**Title:** Sustainable Development

**Author:** John Mitchell (01799) 510450

### **Summary**

- 1 This report is a summary of advice contained in draft Government Guidance (Planning Policy Statement 1) about the principle of sustainable development. Although it is biased towards how town planning may ensure sustainability many of the principles contained therein will be relevant to the deliberations of this Group.
- 2 There is no recommendation as the report is for noting

### **Background**

#### **3 SUSTAINABLE DEVELOPMENT**

- 4 At the heart of sustainable development is the simple idea of ensuring a better quality of life for everyone, now and for future generations. A widely used definition was drawn up by the World Commission on Environment and Development in 1987: "development that meets the needs of the present without compromising the ability of future generations to meet their own needs."
- 5 The Government has set out four aims for sustainable development in its strategy: *A Better Quality of Life, a Strategy for Sustainable Development in the UK*  
The four aims are:
  - Maintenance of high and stable levels of economic growth and employment.
  - Social progress which recognises the needs of everyone.
  - Effective protection of the environment.

- The prudent use of natural resources.

6 Planning for sustainable development should ensure that these four aims are tackled in an integrated way, in line with the principles for sustainable development set out in the strategy.

## 7 Sustainable Economic Development

The Government is committed to promoting a strong, stable, productive and competitive economy that ensures prosperity for all. The planning system has an important role in delivering this. Planning authorities should have regard to the importance of encouraging industrial, commercial and retail development if the economy is to prosper and provide for improved productivity, choice and competition, particularly when technological and other requirements of modern business are changing rapidly. All local economies are subject to change and planning authorities should be sensitive to these changes and the implications for development and growth. Planning authorities should actively promote and facilitate good quality development, which is sustainable and consistent with their plans.

8 Planning policies should enable the provision of good quality new homes in suitable locations, whether through new development or the conversion of existing buildings. This is important not only to ensure that everyone has the opportunity of a decent home but also to avoid constraining economic growth and the delivery of quality public services. Planning policies should enable the provision of a suitable mix of housing including adequate levels of affordable housing, together with the infrastructure and services to support them.

9 Continuing economic growth requires an efficient system for managing development. Fundamental to this are up to date and relevant regional and local plans which can adapt to change. These should take account of the regional economic strategies of Regional Development Agencies and of the local authority Community Strategies respectively. They should identify opportunities for future investment to deliver economic objectives.

## 10 Social Inclusion

11 The Government is committed to developing strong, vibrant and sustainable communities and to promoting community cohesion in both urban and rural areas. Regeneration of the built environment alone cannot deal with poverty, inequality and social exclusion. These issues can only be addressed through the better integration of all strategies and programmes, partnership working and effective community involvement.

12 Planning policies should promote development that builds socially inclusive communities, including suitable mixes of housing. Policies should ensure that the impact of development on the social fabric of communities is considered and taken into account. Planning policies should address accessibility for all to jobs, health, housing, education, shops, leisure and community facilities. Planning policies should take into account the needs of women, young people

and children and the elderly, as well as disabled people, black and minority ethnic groups, and other disadvantaged groups.

13 Protection and Enhancement of the Environment

14 The Government is committed to protecting and enhancing the quality of the natural and historic environment, in both rural and urban areas. The condition of our surroundings has a direct impact on the quality of life and the appropriate conservation and improvement of the natural and built environment brings social and economic benefit for local communities. Planning can not only protect the environment but, through positive policies on issues such as design, conservation and the provision of public space, maintain and improve the local environment and help to mitigate the effects of declining environmental quality.

15 Planning policies should aim to protect the quality and character of the countryside and successful urban areas, and should provide a high level of protection for our most valued townscapes and landscapes, particularly those with national and international designations, habitats and natural resources.

16 Prudent Use of Resources

The prudent use of resources does not necessarily mean denying ourselves the use of non-renewable resources, but ensuring that we use them wisely and efficiently. Resources should be used in ways that do not endanger the resource or cause serious damage or pollution. Policies should reflect a preference for minimising the need to consume new resources over the lifetime of the development by making more efficient use or reuse of existing resources rather than making new demands on the environment; and for seeking to promote and encourage, rather than restrict, the development of renewable energy resources. Consideration should be given to encouraging energy efficient buildings, community heating schemes, and the use of combined heat and power in developments.

17 Delivering Sustainable Development

Planning policies should seek to achieve where appropriate the following specific objectives for sustainable development and sustainable communities:

- **Promoting urban and rural regeneration** to improve the well being of communities, improve facilities, promote high quality and safe development and create new opportunities for the people living in those communities. Policies should promote mixed use developments that create linkages between different uses and create more vibrant places.
- **Promoting regional, sub-regional and local economies** by providing a positive planning framework for sustainable economic growth to support efficient, competitive and innovative business, commercial and industrial sectors.
- **Promoting communities which are inclusive, healthy, safe and crime free**, whilst respecting the diverse needs of the communities, including

women, young and elderly people, people with disabilities and black and minority ethnic groups.

- **Bringing forward sufficient land of a suitable quality in the right locations** to meet the expected needs for housing, for industrial development, and for retail and commercial development to provide for growth and consumer choice, taking into account accessibility and sustainable transport needs and the provision of essential infrastructure.
- **Giving high priority to ensuring access for all to jobs, health, education, shops, leisure and community facilities** by ensuring that new development is so far as reasonable located where everyone can access services on foot, bicycle or public transport rather than having to rely on access by car, while recognising the limited potential for doing so in rural areas.
- **Focusing developments that attract a large number of people, especially retail development, in existing centres** to promote their vitality and viability, social inclusion and more sustainable patterns of development.
- Recognising the need to enhance as well as protect **biodiversity** and the need to address, on the basis of sound science, the causes and impacts of **climate change, pollution and waste and resource management impacts**, for example through design. When the needs of development are such that some environmental detriment has to be accepted measures to prevent, reduce or offset adverse effects should be considered.
- **Promoting the more efficient use of land** through higher density, mixed use development and the use of suitable previously developed land and buildings. Planning should seek actively to get vacant and underused previously developed land and buildings back into beneficial use to achieve the targets the Government has set for development on previously developed land.
- **Reducing the need to travel** and encouraging public transport provision to secure more sustainable patterns of transport.

## 18 Integrating the Four Aims of Sustainable Development

Planning authorities should consider how their plans are addressing the four aims of sustainable development. They should seek to achieve outcomes which enable economic, social and environmental objectives to be achieved together over time.

- 19 A planning authority may consider that, in its circumstances, extra weight should be given in its policies to an economic, social or environmental objective as against the others, having regard to national policy on the specific issue and taking account of any other material considerations. Where this is the case, the reasons for so doing should be explicit and the consequences considered and impacts avoided or mitigated whenever or wherever possible.
- 20 Planning authorities should take account of the following principles when considering the weight to be placed on any particular sustainable development objective. Policies should:
- **Recognise the needs and broader interests of the community** to secure a better quality of life for the community as a whole.
  - **Be drawn up over appropriate time scales**, and should not focus on the short term, ignoring longer term impacts and needs. Planning authorities

would need to consider both whether policies have short term benefits which may have long term costs, but also whether short term detriments which are capable of being mitigated, may be offset by longer term benefits which are realistically achievable.

- **Not impose disproportionate costs**, either in terms of environmental and social impacts, or by constraining unnecessarily otherwise beneficial economic or social development. In drawing up policies, planning authorities should have regard to the resources likely to be available for implementation and the costs likely to be incurred. They should be realistic about what can be implemented over the period of the plan.
- **Take account of the range of effects**, both negative effects on the environment (especially in areas protected by national and international designations), as well as the potential positive effects of development in terms of economic benefits and social well being. Effects will need to be properly identified and assessed through the sustainability appraisal process, incorporating strategic environmental assessment, taking account of the current state of the environment in the area and any existing environmental problems relevant to the plan.
- **Be properly based on analysis and evidence**. Where there is uncertainty, policy makers will need to exercise and demonstrate soundly based judgement, taking account of the other principles set out in this paragraph.
- **The process for developing policies should take full account of the need for transparency, information and participation.**
- **Recognise that the impact of proposed development may adversely affect people who do not benefit directly.**

21 Under the Planning and Compulsory Purchase Act, the Regional Spatial Strategy and Local Development Documents have to be subject to a Sustainability Appraisal, which will incorporate the requirements of the Strategic Environmental Assessment Directive

22 Sustainable Development and Design

High quality design ensures usable, durable and adaptable places and is a key element in achieving sustainable development. Planning policies should promote high quality design for new development areas and individual buildings in terms of functionality and impact, not just for the short term but over the lifetime of the development. Good design is not just about the architecture of individual buildings, but also about the functionality and impact of the development on the overall character, quality and sustainability of an area including resource efficiency (for example energy consumption). There should be no acceptance of ill-conceived designs which do not contribute positively to making places better for people. Design policies should encourage developments which:

- Are appropriate to their context in respect of scale and compatibility with their surroundings.
- Secure positive improvement to the streetscape or place where they are located.
- Create safe environments where crime and disorder or fear of crime does not undermine quality of life or community cohesion.
- Make efficient and prudent use of natural resources.

- Address the needs of all in society, including people with disability.

### **Spatial Planning**

- 23 The new system of Regional Spatial Strategies (RSSs) and Local Development Documents (LDDs) will adopt a spatial planning approach. Spatial planning goes beyond traditional land use planning to bring together and integrate policies for the development and use of land with other policies and programmes which influence the nature of places and how they function. That will include policies which can impact on land use, for example by influencing the demands on or needs for development, but which are not capable of being delivered solely or mainly through the granting or refusal of planning permission and which may be implemented by other means. Where other means of implementation are required these should be clearly identified in the plan. Planning policies should not replicate, cut across, or detrimentally affect matters within the scope of other legislative requirements, such as those set out in Building Regulations which concern the internal layout of a building.
- 24 Spatial plans should:
- **Set a clear vision for the future pattern of development, with clear objectives for achieving that vision and strategies for delivery and implementation.** Planning should lead and focus on outcomes. Plan policies must be set out clearly, with indicators against which progress can be measured. Plans should guide patterns of development and seek proactively to manage changes to the areas they cover.
  - **Consider the needs and problems of the communities they cover and how they interact,** and relate them to the use and development of land. They should cover not only what can be built where and in what circumstances, but should set out also how social, economic and environmental objectives will be achieved through policies in the plan.
  - **Help to integrate the wide range of activities relating to development and regeneration.** Plans should take full account of other relevant strategies and programmes and where possible be drawn up in co-ordination with them. They should work alongside urban and rural regeneration strategies, regional economic and housing strategies, community development and local transport plans. Planning authorities should consult closely with the bodies responsible for those strategies to ensure effective integration. LDDs provide the means of taking forward those elements of the Community Strategies that relate to the physical development and use of land in the authority's area.
- 25 The RSS and LDDs that are Development Plan Documents form the framework for taking decisions on applications for planning permission. Decisions have to be taken in accordance with the Development Plan unless other material considerations indicate otherwise. Planning permission is required for development (as defined in legislation and case law), however, so only policies which can be implemented through the granting of planning permission (ie relating to development as defined) can form the framework for decisions.

## 26 Sustainable Communities

Some of the key requirements of sustainable communities are:

- A flourishing local economy to provide jobs and wealth.
- Strong leadership to respond positively to change.
- Effective engagement and participation by local people, groups and businesses, especially in the planning, design and long term stewardship of their community, and an active voluntary and community sector.
- A safe and healthy local environment with well-designed public and green space.
- Sufficient size, scale and density, and the right layout to support basic amenities in the neighbourhood and minimise use of resources (including land).
- Good public transport and other transport infrastructure both within the community and linking it to urban, rural and regional centres.
- Buildings – both individually and collectively that can meet different needs over time, and that minimise the use of resources.
- A well-integrated mix of decent homes of different types and tenures to support a range of household sizes, ages and incomes.
- Good quality local public services, including education and training opportunities, health care and community facilities, especially for leisure.
- A diverse, vibrant and creative local culture, encouraging pride in the community and cohesion within it.
- A “sense of place.”
- Low levels and fear of crime.
- The right links with the wider regional, national and international community.

Background Papers: PPS 1

### **SDAG – 26 January 2005 - Item 5**

#### **Economic Strategy**

1. The Economic Strategy needs to be integrated with the Uttlesford 2021 Vision. The Vision will provide an overarching context for the development of the District’s spatial strategy as expressed through the LDF, its housing strategy and its economic strategy. These three strategies are probably the most significant of the numerous policy documents produced by the Council. They are closely inter related in that jobs, homes, transport and environment are key elements of quality of life and underpin cross cutting themes of health and social inclusion.
2. The District Economic Strategy should seek to optimise economic benefits in ways that optimise social and environmental benefits. Economic policies and programmes should support economic development and regeneration that has a positive net impact on environmental assets and social inclusion, and that is prudent in the use of natural resources. Where there are overriding economic reasons for a policy or programme that has unavoidable



- environmental and social disbenefits, these should be mitigated as far as possible.
3. As in the wider East of England region, some of the key issues are:
    - Providing housing for workers essential to economic activity locally, especially the service sector, but also potentially to address a significant constraint on the economic dynamism of the sub region.
    - Uncoupling economic growth from growing demands for transport infrastructure
    - Persistence of deprivation in generally prosperous areas.
  4. A district economic strategy can have an external focus, an internal focus, or some combination with lesser or greater emphasis on broader sub regional issues.
  5. Issues that could feature in an an externally focused economic strategy are:
    - Emphasis on Uttlesford as a place to live and commute out to sub regional centres of Cambridge, Chelmsford and Harlow, and to London.
    - Uttlesford's role in supporting the economic dynamism of Cambridge and the regeneration of Harlow.
    - Maximising the potential of proximity to London as a world city while seeking to minimise the disadvantages.
    - Quality of life in Uttlesford as a key sub regional economic asset.
    - Strategic employment sites for inward investment.
    - Address the concept of Stansted Airport as an economic driver.
    - Stansted as an employment opportunity with training for those in a wide catchment including north London whose skill levels pose problems in them accessing jobs.
  6. An internally focused economic strategy could feature:
    - Rural diversification including prosperity of Uttlesford's market towns.
    - Promoting Uttlesford as a tourist destination.
    - Opportunities for firms to expand locally.

- Support for SMEs.
  - Training and improving skill levels of existing residents.
7. An economic strategy can fit somewhere on the spectrum between high level strategy and detailed plan. It can be a fully resourced programme document or a bidding vehicle for funding.
8. EEDA is moving towards a region wide strategy driven approach to improving the employment opportunities of disadvantaged groups and addressing social inclusion and inequalities through the recent launch of its Investing in Communities programme. Funding will be tied to local and sub regional visions for each are under strategic long term investment approach. EEDA will be looking for an integrated approach with other activity at a local level. LSPs like Uttlesford Futures and sub regional economic partnerships like Essex Prosperity Forum are seen as key to this approach. To effectively engage with EPF, Uttlesford needs to support the establishment of a West Essex Economic Forum.

Roger Harborough  
14 December 2004

## Appendix

Extract from the Audit Commission's National Report: A Life's Work published 1999

Local Authorities should:

Develop an informed vision for the future of the local economy:

- Analyse local patterns of economic change and economic disadvantage, ensuring that data is shared between agencies
- Identify opportunities and threats that lie ahead
- Identify those areas of economic activity where intervention may be needed.
- Set clear targets to evaluate the efficiency and effectiveness of economic development and regeneration activity.

Agree with partner agencies and communities a shared understanding of goals and processes:

- Review the number, membership and aspirations of different partnerships to ensure that the right agencies, communities and stakeholders are represented.
- Make partnerships inclusive and engage the right partners from the outset.
- Clearly define the roles of different partnerships, and devise exit strategies for time limited partnerships.

Ensure that local people and businesses know about relevant support services and eliminate duplication of effort between agencies:

- Review accessibility of services to clients of economic development and regeneration, including employers and job seekers, and improve access (eg through better signposting and outreach) where problems are apparent.
- Identify where different agencies complement or conflict with each other's services.
- Where conflict or duplication exists between agencies or tiers agree which agency can deliver most efficiently and effectively, and refocus resources appropriately.
- Consider how different agencies can meet the needs of hard to reach groups either through direct provision or by strengthening community networks.

Ensure that economic and regeneration objectives are reflected in the way that mainstream services are delivered:

- Maximise the benefit of core services such as planning and street cleansing on the local economy – for example through town centre management schemes or local business partnerships.
- Ensure that the local authority's asset use and resources do as much as possible to promote local regeneration and local benefit.

**Forward Planning**

1. Under the new development plan system established by the Planning and Compulsory Purchase Act 2004, forward planning is essentially a top down process. The Act imposes a duty on those with plan making functions to contribute to the achievement of sustainable development in preparing development plans: regional spatial strategies and local development documents. In preparing an Local Development Document (LDD), a local planning authority must have regard, inter alia, to the regional spatial strategy, the community strategy prepared for the area, and the resources likely to be available for implementing the proposals in the LDD.
2. The Local Development Framework should include a core strategy and site specific allocations of land. Area Action Plans may be included where needed. The core strategy is the key document, comprising a spatial vision and strategic objectives for the area. These Development Plan Documents may be supported by Supplementary Planning Documents (SPDs) including design guides, master plans and development briefs. A key feature of the new system is the “chain of conformity”. This has to be clear for a development plan document or supplementary planning document to meet the “soundness” test. Supplementary Planning Documents must flow from a Development Plan policy. They can explain how it could or should be implemented, by expanding or supplementing policies. They should not however contain policies that should be subject of independent scrutiny under the statutory procedures.
3. The draft Local Development Scheme (LDS) recommended to Environment Committee on 11 January sets out a work programme reflecting the hierarchical sequence. The priority is to address the housing growth agenda in the East of England Plan. The core strategy development plan document is therefore the first element of work proposed following the Statement of Community Involvement. Some SPD is also an early priority. This provides further guidance as to the principles of access for all, energy and resource efficiency, extensions to dwellings and replacement dwellings, which if adhered to, should result in development consistent with the generic development control policies. NB It is not intended that development would necessarily have to conform to this guidance, however, because otherwise arguably the criteria should be the subject of independent scrutiny. Where the Adopted Local Plan indicates that development must be in accordance with master plans and guidance approved by the Council, these supplementary planning documents have already been approved.
4. Further master plans or design briefs related to the delivery of the Adopted Local Plan have not been included in the LDS at this stage, as they would have little weight without any saved development plan policy basis. Potentially they could therefore be resource intensive to prepare but with

limited influence on outcomes. Developers could be encouraged to prepare master plans but without a policy basis they could not be required. Most significant development opportunities identified in the Local Plan are already in the control of developers and they will have their own ideas as to how best to develop a site within the framework of development plan policies.

5. An alternative view might be that, notwithstanding their limited weight, master plans and design briefs can prove helpful in engaging local communities in how key sites could be developed. When approved, a developer could then reasonably expect a planning application conforming to the guidance to have a smooth passage to planning permission within the statutory eight weeks.
6. The new LDF presents an opportunity to review the Council's approach to forward planning, in relation to the new sites required and some of the development of urban capacity. It is envisaged that some masterplanning work will need to be undertaken in identifying the issues and options for possible large residential developments on new sites.
7. The report to Environment Committee of 11 January raises the possibility of a working group to consider how a master planning approach might operate. This could consider issues like:
  - The sites where such an approach would be appropriate
  - Alternatively/ in combination with the above, district wide design guidance post PPG3
  - Who should prepare master plans – private sector interests or the planning authority
  - The resource implications.

It might consider some interim pilot projects to trial Members' preferred approach.

8. This working group should report to the Environment Committee, as master plans are concerned with delivery of the Council's Local Development Framework. This will enable SDAG to concentrate on developing an integrated Vision for 2021. Whilst master plans are sometimes seen as visioning documents, to fulfil this role they need to relate to an area of physical change: for example, an urban community needing regeneration or a major urban Greenfield extension as envisaged in the East of England Plan at Harlow. Uttlesford's Vision needs to consist of integrated, mutually supportive strategies, rather than one of physical change at a large scale.

FOR DISCUSSION

Roger Harborough  
13 December 2004

## Appendix

Extracts from “Creating Successful Masterplans” published by CABE (Commission for Architecture and the Built Environment) March 2004

“A master plan addresses the multifaceted aspects that make places successful:

- The quality of the buildings and spaces and their management
- The way these spaces come together to create unique spaces
- Built form in relation to history, culture and landscape
- The provision of services
- The engagement of local people and users in defining and being involved in the process of change
- The economic and financial realities
- The role of different agencies in delivering investment and change.”

“It is important to recognise from the outset that masterplans should not be seen as rigid blueprints for development and design. Rather they set the context within which individual projects come forward.”

“Many terms can be used to describe strategies for the physical regeneration of an area. Some of the most commonly used are master plan, development framework, regeneration strategy, urban design framework or vision. They are used interchangeably and can mean different things to different people.”

A spatial master plan is a product “which sets out proposals for buildings, spaces, movement strategy and land use in three dimensions and match these proposals to a delivery strategy”. This is the definition provided in Towards an Urban Renaissance (Urban Task Force, ODPM, 1999).

“Master plans are only required where the scale of change is significant and the area subject to change is more than a few buildings.”

“Many master plans are prepared by private sector interests, often in discussion with the planning authority, to test development proposals. Whilst design is a reserved matter under outline planning permission, master plans are an effective way of ensuring that the local planning authority has sufficient information on which to make a decision on the key design principles of a scheme.”

“Masterplanning embraces a wide range of complex, sometimes conflicting issues and is a positive proactive process that can bring significant benefits by:

- Helping to shape the 3D physical form that responds to local economic and social dynamics
- Helping to identify the potential of an area or site for development
- Unlocking previously under-developed land
- Engaging the local community in thinking about their role in a development or regeneration process

- Helping build consensus about the future of an area and identify priorities for action
- Increasing land values and making schemes more viable
- Attracting private sector investment and identifying public and private sector aspirations and roles
- Giving clarity to the roles and responsibility of organisations involved in development and regeneration
- Helping to promote an area and market its development and regeneration
- Helping to stitch new development seamlessly into an existing community and heritage
- Showing political leadership
- Defining proposals that will deliver high quality sustainable buildings and public spaces
- Helping to coordinate the activities of different services in an area eg education health and leisure
- Celebrating the natural assets of a place, for example the landscape, topography and ecology.”



**Committee:** Strategic Development Advisory Group

**Date:** 26 January 2005

**Agenda Item No:** 7

**Title:** Towards a Vision for 2021

**Author:** John Mitchell (01799) 510450

### **Summary**

- 1 This report suggests means of achieving a vision for the future of Uttlesford that can be owned by the whole of the District and that will underpin and guide all of the Council's work
- 2 The progress towards a vision will be long and the vision itself needs to be easily understood and simply expressed. There is no recommendation as this item is for discussion at this stage

### **Background**

Without doubt there is a need to express a vision for the future of the District. A vision may be defined as a statement of what the community wants Uttlesford to be like in terms of its appearance, character and social/economic status by 2021. It is needed so that SDAG has a firm and agreed point of reference against which to make judgements against the significant and controversial issues about which it will advise Policy Committees

It is not the purpose of this report to express a vision but rather to instigate a discussion about how to go about agreeing a vision. The vision will need to encapsulate a variety of ingredients that need to be brought together around the theme that this is a mixed rural area with small towns and a diverse and thriving economy but at the same time forms part of a growth area and contains Stansted Airport.

The vision will need to be inspiring, aspirational and encompass the strategic issues. It will need to stress that there is a positive side to new development, emphasise the collective role of various key players. Reference will need to be made to the Government's assessment of sustainable development as set out elsewhere on this agenda

## Towards a vision

SDAG needs to consider and agree how it is to go about engaging the community in agreeing a vision. This will require engagement at strategic (ECC, EERA) levels, local (district and parish council, LSP, LA21) levels and hard to reach groups. All must be able to sign up to a common vision.

SDAG will need to consider the following points, amongst others

- How should this be done?
- Should it fall under the LSP umbrella?
- Is there a hierarchy of visions? (e.g. a strategic vision underpinned by more local visions) – if so, is a term other than “vision” more appropriate?
- What will the vision look like – will it be a short pithy statement or something longer?
- When is it needed by?
- Who should do it?
- Should SDAG produce a preliminary vision?
- How will the vision feed into the Council’s policy direction?

At this stage therefore SDAG will need to consider the best way forward and to devise a programme for community engagement

Background Papers: None