Appendix 1 – Initial Draft Vision and Strategic Objectives

1. Vision and Strategic Objectives

1.1. The key issues that need consideration within an updated vision and objectives and upon which to focus are considered to be:

- *The need to address the causes and mitigate the effects of climate change – including setting consistent targets for net zero carbon communities;*

- *Aspiring to a spatial strategy that ensures all brownfield opportunities are exhausted and which offers growth with sustainable development opportunities whilst ensuring the identity of existing settlements are uniquely retained and without environmental consequences;*

- *Fully embedding nature recovery and fully utilising 'nature-based' solutions into climate change aspirations; including aspiring to increase biodiversity including the quality and quantity of green infrastructure to provide multiple benefits;*

- *Conserving biological and geological diversity by reversing its loss in the protection of endangered and vulnerable species and habitats and enhancing the ecological status of watercourses;*

- *Recognising and addressing the implications of all the population's needs and improving health opportunities for everyone;*

- *Creating opportunities for young people to stay in our area and facilitate infrastructure for their education;*

- *Ensuring the right amount of land for houses, gypsy, travellers and travelling showpeople, employment, leisure and renewable energy is identified to meet needs across the whole timeframe of the SLP;*

- *Ensuring that people can access the right types and sizes of*

homes at an affordable price, including those with specialist housing needs such as travellers, the elderly, key workers and people with disabilities to prevent homelessness;

- *Aspiring to a spatial strategy that ensures existing and new active travel routes facilitate development where services and facilities can be accessed by different types of transport, including 'high quality public transport corridors', rail travel, walking and cycling;*

- *Ensuring that the area manages all waste in a green manner through reducing, re-using and recycling;*

- *Putting 'placemaking' at the heart of development, securing high quality and safe design and respecting the character of our existing communities and the surrounding landscape whilst providing greater emphasis on the efficient use of land and flexibility in housing types, densities and design approaches;*

- *Managing town, city, high street and local and district centres in a way that responds to changing work, shopping and leisure habits, including in the rural areas;*

- *Ensuring growth and communities are fully supported by identifying and facilitating all necessary infrastructure before development occurs, linking in with the IDP;*

- *Setting clearer and more flexible time frames for different periods of the SLP lifetime;*

- *Making clear how the vision will be delivered (i.e. working with partners) and monitored;*

- *Ensuring the conservation of the landscape, townscape and natural resources, conserving and enhancing sensitive areas and finite reserves; repurposing where possible to lessen the impact of development on the environment;*

- *Ensuring the future health and wellbeing of our communities through reversing pollution, reducing health inequalities and*

providing the right environment to prevent social isolation and loneliness; and

- *Identifying and driving opportunities in all aspects of economic development and ensuring the right infrastructure and skills are in place to facilitate new investment and retain and strengthen existing businesses.*

1.2.   The adopted JCS and district plans contain a vision and objectives which drew on the priorities of the councils and national planning policy at the time that they were in the process of being produced. Since then, the councils have reviewed and updated their priorities, for example through the preparation of new corporate strategies and plans. The Government has also published new national guidance through the NPPF. The vision and objectives consulted upon at the Regulation 18 stage was formulated as a result of these updates, albeit the NPPF was in a draft format at this point in the plan-making process.

1.3.   Subsequent to this, the councils have again reviewed and updated their priorities through new corporate strategies and plans. Furthermore, further changes to the NPPF published in December 2024 has had an impact on the vision and objectives for the SLP.

1.4.   The draft vision and accompanying strategic objectives that were consulted upon at the Regulation 18 consultation are set out at Appendix 1 to this document:

Draft Vision

By 2041, and beyond for larger scale developments, the Cheltenham, Gloucester and Tewkesbury area will have harnessed the opportunities of green growth to create thriving, beautiful, energy efficient, resilient and healthy places. Growth will have afforded the highest possible quality of life for all in a manner which achieves carbon reductions and addresses the causes and effects of climate change.

Investment in training, skills and development will have attracted and retained a younger workforce and provided new premises and flexible workspaces to support a flourishing circular economy in both urban and rural areas. Inward investment, innovation and growth in key sectors including, amongst others, cyber and digital-tech, food/agri-tech, advanced engineering and tourism will have been fostered.

People's housing needs will have been met through the provision of sustainable, high- quality market, affordable and other specialist homes set in beautiful, safe places and conforming to sustainable standards of design and construction. The focus will have been on making best possible use of brownfield sites in built up areas and large-scale, comprehensively planned new development to ensure our valuable green spaces and highest quality farmland are preserved. The vital role of the area's city centre, town centres and high streets will have been improved through careful management of development and land uses.

Growth in sustainable locations will have enabled the provision of healthy, accessible and walkable neighbourhoods, the promotion of active travel and sustainable travel, and provision of new transport systems that work for local people.

Growth will have been supported by the provision of a range of essential digital, transport, community and other infrastructure. Equally, alongside conserving the area's special landscapes and its attractiveness as a place to visit, a network of interconnected green spaces and waterways will have secured a high-quality environment for people and nature. Together with necessary retention and management of existing sports and leisure facilities, this will have unlocked opportunities for healthy lifestyles, inclusive access to sport and recreation, active flood risk management and improvements to biodiversity.

The area's thriving cultural offer will have flourished, and its rich diversity of heritage assets preserved through carefully considered developments and enhancements.

Draft Strategic Objectives

Meeting the challenges of climate change
1. *Ensure that growth contributes to decarbonisation through reduced reliance on fossil fuels and achievement of biodiversity net gain; and the delivery of zero and low carbon development that is resilient and adaptable to climate change incorporating measures to aid urban cooling and biodiversity such as green walls and tree planting.*
2. *Ensuring growth takes place in sustainable locations that minimise the need to travel and provide genuine sustainable transport and active travel options.*
3. *Making the most effective use of previously developed land, including higher density development in city and town centres and other locations well served by public transport.*

4. *Ensure development effectively integrates with existing development, and/or is a self- contained development that provides shops, services, facilities through walking, cycling or public transport.*
5. *Delivers low and zero carbon energy development, making the most effective use of renewable energy opportunities, both in new developments and off-site energy generation.*
6. *Ensure development is located in areas that are not liable to flooding, considering the implications of climate change, making effective use of sustainable drainage systems and natural flood management techniques. Ensure that existing infrastructure is adequately protected from the threat of flooding, and that existing flood defences are protected and enhanced.*
7. *Ensure development incorporates measures to reduce waste.*
8. *Ensure people can make carbon friendly choices at home by providing easy to use cycle storage, covered space to dry washing outside, space to grow food and compost.*

Building strong, competitive and sustainable urban and rural economies
1. *Providing the right conditions and sufficient land in the right locations to support existing and new businesses and deliver the 'green growth'.*
2. *Improve the area's economic resilience, supporting a highly skilled workforce, skills and educational development attainment. Providing the right environment for business start-ups, entrepreneurship, and the improvement and expansion of education and training facilities to develop the skills employers need.*
3. *Supporting the needs of agricultural businesses, encouraging farm diversification, the development of small rural business units, the conversion of existing buildings for rural business use, appropriate expansion of existing businesses.*
4. *Supporting effective home working through provision of housing with adequate space and services.*
5. *Developing the area's role as a tourist destination, building on the unique and varied cultural offer that already exists.*
6. *Ensuring access to high speed, reliable full-fibre broadband connectivity in both urban and rural areas.*

Ensuring strong and vibrant city and town centres
1. *Ensuring a network of city and town centres that meet the needs of communities, including supporting cultural uses and events, and that are able to respond and evolve as the role and function of centres changes.*
2. *Support the provision of a wide range of different uses appropriate to city and town centres, including new homes, to create activity at different times of the day and build an active city and town centre community.*
3. *To draw on the uniqueness of the different centres in planning for their future. Delivering a wide choice of homes that meet the needs of our communities*
4. *Delivering sufficient new homes in the right places to meet the needs of our communities, including market and affordable, specialist homes (e.g. older*

persons), Gypsy, Travellers and Travelling Showpeople and those wishing to build their own homes (self and custom build homes).

5. *Delivering housing of the right size, type and tenure to create mixed and balanced communities, in sustainable locations and with good access to shops, services and facilities.*

Delivering well designed, beautiful and safe places

1. *Supporting the creation of high quality, beautiful and sustainable buildings and places through good design;*
2. *Ensuring that new development is integrated well with existing communities and providing well-located infrastructure which meets the needs of communities;*
3. *Creating a strong sense of place through high quality and inclusive design that respects and enhances local distinctiveness.*

Prioritising sustainable transport and active travel

1. *Reducing the need to travel by creating real options for healthy, accessible and walkable neighbourhoods where key services are available without the need to use private motorised transport;*
2. *Promoting the use of sustainable travel modes by improving existing and providing new frequent public transport links and safe walking and cycling routes in all new developments;*
3. *Reducing reliance on the private vehicle by improving access to services in rural and urban areas through new development, improved integrated transport links and supporting local and community led transport initiatives in the Local Transport Plan;*
4. *Creating a genuine choice between different modes of transport by integrating new development with existing networks and enhancing these wherever possible.*

Making as much use as possible of brownfield land and conserving and enhancing thenatural and historic environments

1. *Protecting and enhancing the area's unique historic and cultural environment, archaeological heritage and geological assets whilst enabling appropriate development that facilitates the cross-cutting objectives of sustainable development;*
2. *Conserving, managing and enhancing the area's unique natural environment and biodiversity, including its waterways, Sites of Special Scientific Interest (SSSI), the Cotswolds National Landscape, and areas of landscape and biodiversity importance, and maximising the opportunities to use land to manage flood water;*
3. *Ensuring developments support green infrastructure and improve existing green infrastructure within urban and rural areas to provide movement corridors for people and wildlife.*

Promoting healthy and resilient communities

1. *Delivering new developments that are supported by the necessary social and*

community infrastructure, including schools, open space, playing fields, community facilities and green and blue infrastructure and promote community cohesion.

2. *Supporting and safeguarding village shops that serve the everyday needs of local communities.*
3. *Delivering new developments that are fully integrated into the green infrastructure network to allow people access to nature and green spaces to maximise wellbeing and active travel opportunities*
4. *Ensure new developments create high quality living environments and prioritise health and mental wellbeing.*
5. *Ensure that all homes have useable functioning amenity space that allows residents the opportunity to live, work and relax outside.*