Appendix 5: Initial draft vision and strategic objectives

Key Issues and Challenges

- Providing new and additional employment opportunities to meet the area’s needs and aspirations, ensuring sufficient employment land is available to provide for sufficient choice and so strengthen a diverse economy which allows for sustainable growth in key sectors of the local economy.
- Delivering and managing the District’s growth in line with the principles of sustainable development, including how we intend to meet the District’s housing requirements to 2036, how this will be distributed across the District and what will be the mix of that housing.
- Maintaining local services and facilities and ensuring that local people have accessibility to them, including the promotion of sustainable transport choices wherever possible.
- Enhancing the vitality and viability of town centres by adapting to changing consumer patterns in shopping and leisure.
- Maintaining and enhancing the district’s attractive and distinctive environment in urban and rural areas whilst accommodating appropriate change and sustainable growth.
- Identifying and promoting those infrastructure improvements that need to support and accompany the significant growth envisaged for the District.
- Enabling sustainable growth and proactive change to contribute towards a higher quality of life for all residents.
- Ensuring that the District can prepare for and seek to respond to the challenges of mitigating climate change.

Vision
South Kesteven will become by 2036

"An area of sustainable, quality growth and an increasingly popular place in which to work, live, visit and invest.

The District will have a successful, diverse economy providing employment opportunities to a local workforce, equipped with a wide range of skills to meet employer needs.

South Kesteven will provide a high quality of life, consisting of sustainable urban and rural communities where people want to - and can - live and work.

Grantham’s role as the Sub-Regional Centre will be strengthened through significant housing and employment growth. Stamford, Bourne and The Deepings will have further developed their distinctive market town roles. Rural communities will have remained viable by supporting development that meets local needs.

Access will be improved, key transport improvements will have been secured and non car use encouraged wherever possible.

The built and natural environment will be protected and enhanced, and local distinctiveness will have been respected and promoted in the course of positive change that has been guided by the principles of sustainable development.

Development will be encouraged to be environmentally sound, energy and water efficient, minimize waste, helping to reduce the impact of climate change."
This will be achieved by:

- Creating the right balance of jobs, housing and infrastructure;
- Ensuring that development is sustainable in terms of its location, use and form;
- Balancing the development needs of the District with the protection and enhancement of the natural and built environment;
- Working with partners and residents to develop a place where people and the environment really matter.

**Strategic Objectives**

**Enhancing Prosperity**

**Objective 1**
To welcome and encourage development that supports the sustainable growth and diversification of the local economy

**Objective 2**
To develop a strong, successful and sustainable economy that provides a range of employment opportunities for local people by:
- Providing a range of well located sites and premises for employment;
- Supporting the retention of existing jobs and the development of local businesses;
- Promoting additional growth and diversification of the District’s economy, particularly in “knowledge-rich” business and higher skill level jobs:
  - Actively attracting inward investment;
  - Encouraging the attainment of high educational qualifications and skill levels; and
  - Stimulating tourism.

**Objective 3**
To broaden and diversify the employment base of the District to meet the needs of a changing local economy by:
- Identifying development opportunities for specific employment sectors within Grantham, Stamford, Bourne and The Deepings;
- Ensuring an adequate and appropriate supply of land;
- Increasing inward investment; and
- Encouraging appropriate employment and diversification schemes to assist the rural economy and supporting existing employment uses in sustainable and accessible locations throughout the District.

**Objective 4**
To strengthen the economic vitality and viability of town centres by adapting to changing consumer patterns in shopping and leisure.

**Sustainable Settlements**

**Objective 5**
To facilitate and sustain a network of sustainable communities which offer a sense of place, that are safe, inclusive and can respond to the needs of local people, establishing an appropriate spatial strategy that will guide the scale, location and form of new development across the District, providing the long term basis for the planning of South Kesteven.

**Objective 6**
To facilitate and enhance the role of Grantham as an important Sub-Regional centre by ensuring the town is the main focus for new housing, employment and other facilities, as well as enhancing the role and function of the market towns of Stamford, Bourne and The Deepings.
Objective 7
To make effective use of land by maximising the amount of development on suitable previously
developed sites and on sites in locations which reduce the need to travel.

Accessibility and Travel

Objective 8
To retain and improve accessibility for all to employment, services, community, leisure and cultural
activities through:
- Integrating development and transport provision, ensuring new development is located where
  it is most accessible by a range of modes of transport;
- Retaining and upgrading existing infrastructure related to transport and communications; and
- Ensuring choice and encouraging the use of public transport, walking and cycling, for as
  many journeys as possible.

Community Needs

Objective 9
To make provision for an adequate supply and choice of land for new housing, employment, retail,
leisure, culture and other necessary development, to meet the needs of the District to the
year 2036, and in so doing improve the quality of life for all.

Objective 10
To ensure that new residential development includes a mix and range of housing types which are
suitable for a variety of needs, including the need for affordable and local-need housing in the
District.

Objective 11
To support new and existing community infrastructure, and to ensure that relevant community and
other infrastructure costs such as facilities for leisure, open space, green infrastructure, health,
education, affordable housing, transport, water infrastructure and the arts arising from new
development are delivered through on and off site contributions.

Protection and Enhancement of Environment

Objective 12
To protect and promote the enhancement, sensitive use and management of the District's natural,
historic and cultural assets and the built environment through good design that respects important
local characteristics, ensuring new development is well designed, promotes local distinctiveness,
integrates effectively with its setting and secures community safety.

Objective 13
To plan for and reduce the impacts of climate change including ensuring that new development is
not exposed unnecessarily to the risk of flooding or increases the risk of flooding elsewhere.

Objective 14
To promote the prudent use of finite resources and the positive use of renewable resources,
through the design, location and layout of development and by optimising the use of existing
infrastructure, wherever possible.