Appendix A: Key Themes

Improving facilities and services and accessibility to them
New developments to be sustainably located, with access to medical and education services, amenities, transport links and green spaces
Provide infrastructure including services, transport links and utilities, to serve existing communities and support future growth prior to new housing development

Valuing the borough's Green Belt
Protect the borough's Green Belt
Prioritise development on brownfield land within existing sustainable areas and reuse empty buildings/office space
Retain the characteristics of the borough with its two main towns and surrounding villages, set within the Green Belt

A borough that is better connected and is more accessible for all
Working with infrastructure providers to ensure additional transport capacity
Prioritise public transport and active travel to avoid car dependency and reduce traffic congestion
Encourage use of public transport by improving interconnectivity, frequency and off peak operation of buses, trains and other public transport services
Promote active travel through walkable neighbourhoods and improved safety, maintenance and connectivity of walking and cycling routes
New development supported by appropriate parking and safe movement for all

Meeting local housing needs
Provide a range of homes to meet the varied needs of all residents including first time buyers, students, families and older persons
Provide affordable homes and council/social housing, for both rental and ownership
Homes to be well designed, good quality and energy efficient

Supporting active and healthy lifestyles
Promote good health and wellbeing (physical and mental) through access to green spaces and the natural environment for all
Promote a healthy, safe and clean environment by reducing air, noise and light pollution, improving road safety and addressing fly tipping
Ensure good healthcare for all residents, including the sick and elderly

Supporting and enhancing the borough's natural infrastructure
Protect wildlife and enhance biodiversity across the borough
Enable access to the natural environment for all for leisure and recreation
Green the urban environment through measures such as living walls, green roofs and treelined streets

Sustaining and promoting the borough's employment and education opportunities
Support the borough's employers and key educational providers
Ensure employment areas are well connected to enable accessibility for all to the borough's employment opportunities
Support small and medium businesses and business start ups
Encourage collaboration between the borough's employers and education providers to develop the workforce and enable access to skilled jobs

Recognising the changing role and opportunities that our town centres offer

Both town centres to be viable, offering a range of retail, entertainment and leisure facilities for both daytime and evening use
Town centres to be mixed-use, attractive, vibrant, safe and active, providing a space for social interaction for all ages and helping to build a strong sense of community
Provide appropriate levels of parking to support retail and businesses

A local response to the global issue of climate change
New homes/developments to be environmentally sustainable, through use of measures such as solar panels, heat pumps, good insulation, electric vehicle charging
Help achieve net zero targets by locating development within sustainable areas of the borough, with good access to services, amenities and public transport, reducing the need to travel
Ensure effective drainage to help tackle flood risk

Creating and maintaining community values and a sense of place
Create places that encourage social interaction and community values
New development should positively complement existing local communities