

## Objectives 5

**5.0.1** The following Strategic Objectives will help to deliver the Vision and guide development throughout the District over the period to 2031.

### 1. Natural and Historic Environment

Through the use of appropriate planning policies in the development management process:

- a. Conserve and enhance the high quality, local distinctiveness and diversity of the natural and historic environment.
- b. Ensure that new development is of high quality and sustainable design, which reflects local character and distinctiveness, is appropriately sited, and provides attractive and inclusive environments.
- c. Protect the open countryside against sporadic development, while also avoiding coalescence of settlements, particularly around Cirencester.
- d. Support the creation of new green infrastructure to enhance environmental quality and provide health benefits.

### 2. Population and Housing

Through establishing the District's OAN for the Plan period and allocation of land:

- a. Provide an adequate supply of quality housing, of appropriate types and tenures, to at least meet objectively assessed needs.
- b. Identify suitable land in appropriate locations to provide sufficient pitches for gypsy and traveller accommodation, to meet the needs established through the Gypsy & Traveller Accommodation Assessment.

### 3. Local Economy

Through implementation of the OAN, Economic Strategy and allocation of land:

- a. Support the local economy and enable the creation of more high quality jobs in the District, which meet local employment needs.
- b. Encourage the vitality and viability of town and village centres as places for shopping, leisure, cultural and community activities, including maintaining Cirencester's key employment and service role.
- c. Support sustainable tourism in ways that enable the District to act as a tourist destination which attracts higher numbers of longer-stay visitors.

### 4. Infrastructure and Service Provision

Through implementation of the IDP, maximise the quality of life by maintaining and supporting the delivery of infrastructure, services and facilities needed to support local communities and businesses.

## 5 Objectives

### 5. Sustainable Travel

Reduce car use by:

- a. Locating most developments in sustainable locations where there is better access to jobs, services and facilities and public transport.
- b. Supporting improvements in public transport and walking/ cycling networks.

### 6. Climate Change and Flood Risk

Reduce the environmental impact of development and vulnerability to the impacts of climate change by:

- a. Maximising water and energy efficiency, promoting the use of renewable energy sources and sustainable construction methods, and reducing pollution and waste.
- b. Supporting the principle of waste minimisation.
- c. Locating development away from areas identified as being at high risk from any form of flooding or from areas where development would increase flood risk to others.