

## DRAFT Vision and Objectives

- Draft vision and objectives for the plan have been prepared by the Steering Group, drawing on work and feedback to date.
- Our Vision and Objectives set how the Plan can contribute towards making Seend Parish an even better place to live and work in the future.
- Extracts from the **draft** Vision are set out below and linked to the **draft** Objectives.
- *Your Vision, and Objectives, and your policies and projects, will need regular checking back from one to the other. You will probably find that you are doing this right until you are 'polishing' the final Plan; and that is how it should be.*

Vision extracts	Draft Objectives
... our distinctive landscape setting and key views will have been protected ...	1. To protect the sensitive and distinctive landscape of Seend Parish and protect and enhance views valued by the local community.
Our parish, with its three distinct settlements of Seend village, Seend Cleeve and Sells Green, will see sustainable and sensitive development through the plan period to 2036	2. To keep the settlements of Seend village, Seend Cleeve and Sells Green distinct and separate, and protect their distinct character, historic heritage and natural environment.
...new houses will have been sensitively integrated into the parish...	3. To ensure that any new development is of a high quality and locally distinctive design and maintains the essential character of the different settlements.
...strengthening and reinforcing the positive character of our parish settlements...	4. To identify and designate important Local Green Spaces in the Parish.
The excellent community spirit within the parish will continue and be something of which we will remain proud ....	5. To protect the existing parish amenities and facilities and support their future enhancement.
New housing will have been built and enabled our community to grow and respond to local housing needs.	6. To enable the delivery of an appropriate level of new housing in the parish, providing a range of housing tenures and types that meet the needs of the local community.
The Kennet and Avon canal will remain an important asset to our parish. Its setting will have been protected and, in places, improved.	7. To protect nationally and locally valued ecology and heritage assets.
The footpaths that criss-cross our parish will have been retained and improved by better and increased stewardship....	8. To improve and create footpath connections between the settlements and the facilities of the parish.
...responsive to the environmental, economic and social needs of our parish and its inhabitants	9. To support local businesses and employment opportunities in the parish.
...by 2036 the balance between traffic and the safety and civility of our rural roads will have been improved.	10. To reduce the negative impacts of through traffic with the particular aim of addressing safety and speed.