

## Recognising Local Aspirations

The Core Strategy will need to reflect the different aspirations of each community area using the community area plans as a guide. The Core Strategy could contain policies specific to each community area if local people wish. Summarised below are some of the planning objectives that stand out in each community plan to begin to articulate the characteristics that make each community area different.

### DEVIZES Community Area Focus = *Devizes as a service centre*

- Maintain Devizes as a thriving market town which provides the services and facilities the wider community area needs.
- Attract more shops to the retail centre of Devizes.
- Reduce road traffic and improve opportunities for walking, cycling and public transport.
- Retain an adequate range of hospital and healthcare services in Devizes
- Retain existing and promote new/better sports, arts and multi-use community facilities in the town and villages.
- Retain village and suburban shops and post offices and resist pub closures.
- Good access to services and facilities from the villages and rural areas.



### MARLBOROUGH Community Area Focus = *Developing the Local Economy*

- Support agriculture and new business start ups in rural communities
- Conserve and enhance all aspects of the countryside (Area of Outstanding Natural Beauty, by-ways, Avebury World Heritage Site, River Kennet)
- Promote visitor facilities and jobs in tourism
- Preserve and enhance historic villages and their landscape setting
- Improve access to cultural activities/facilities



### TIDWORTH Community Area Focus = *Balanced Community*

- Continue to promote a diverse and healthy economy by attracting more jobs, better shops and releasing land for civilian non-rented housing.
- Expand the retail and other services in Tidworth town centre.
- Provide a mix of business premises and started units.
- Develop and improve healthcare facilities and services in the community area.
- Develop and improve health services.
- Retain village shops and post offices and resist pub closures.
- Enhance the environment of the River Boume Valley



### PEWSEY Community Area Focus = *Rural Services*

- Recognise the role that Pewsey plays within the community area as a service centre.
- Seek to improve health, education and service facilities in the community area.
- Retain village shops and post offices and resist pub closures.
- Promote tourism and craft based industries within the Community Area
- Assist and support the farming community



**Do these reflect the key characteristics that define the area where you live? We would welcome your views on what makes your community area different.**



## Background

Since 1995 Kennet has recognised there are natural communities within the District based around Devizes, Marlborough, Tidworth/Ludgershall and Pewsey. Each of these communities has set up a local partnership to promote the needs and aspirations of local people. Local councils, voluntary groups, the police, development trusts and health providers are some of those invited to become part of each local partnership. Community Planning is about discovering the concerns of the community and preparing a plan of action based on their needs and aspirations. The aim is to improve the quality of life for all who live, work or visit areas of the District. Each community area has developed a vision for their areas, through consulting with local people. Aims, objectives, targets and action are set out in a Community Area Plan. Kennet as a whole and Wiltshire as a whole also have a community strategy.

The Core Strategy within the Local Development Framework has to take the principles and objectives contained in community strategies affecting Kennet into account.

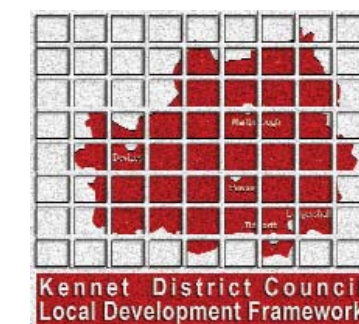
## Sustainable Communities

Strong and Prosperous Communities - The Local Government White Paper was published towards the end of October 2006. The aim of this White Paper is to give local people and local

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communities more influence and power to improve their lives. As part of this empowerment, local authorities are under a duty to prepare a Sustainable Community Strategy which sets out a shared, strategic vision for an area.

Central Government already expects local authorities, when carrying out their planning responsibilities, to use local community aspirations as a foundation for planning policies.



The White Paper takes this relationship further stating the Core Strategy within the LDF should be the spatial expression of

the Sustainable Community Strategy. The LDF should not simply reflect the aspirations of the local community but seek to deliver its vision.

The **Kennet Community Strategy** was prepared in 2006 for the period 2005 - 2015. This is a statement by the Kennet Community Partnership of their commitment to work together for the long term sustainability and improvement of the District. It's vision states:



The three main priorities of the Community Strategy are:

### COMMUNITY PARTICIPATION

### MAINTAINING A PLEASANT ENVIRONMENT

### ACCESSIBLE SERVICES

There is also a **Kennet**

**Corporate Strategy** which sets out the Council's long term vision for the area with medium term goals as to how Kennet, through its services, will deliver that vision. This is not the Sustainable Community Strategy required by

Government but a 20 year vision that states:

*The council will maintain sustainable communities; provide a clean, healthy and safe environment; and good access to council services. The council will encourage the participation of residents in decisions about their communities.*

The Corporate Strategy focuses on 4 themes:

### COMMUNITY LEADERSHIP

### DEVELOPING STRONG, SAFE AND HEALTHY COMMUNITIES

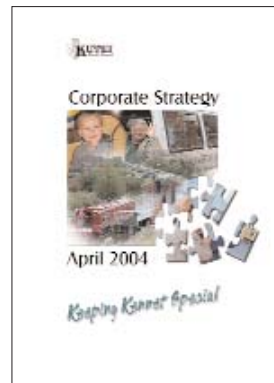
### STEWARDSHIP OF THE ENVIRONMENT

### IMPROVING COUNCIL SERVICES

The challenge for the local development framework is to draw together the vision of the Community Strategy and Corporate Strategy to develop a strategic, shared, sustainable future for Kennet.

## Existing Community Strategies

Each of the community area strategies has a long term vision. These are repeated below. To view any of these documents in full log onto [www.Kennet.gov.uk](http://www.Kennet.gov.uk) and follow the links from "community". Kennet Community Strategy (2005-2015)

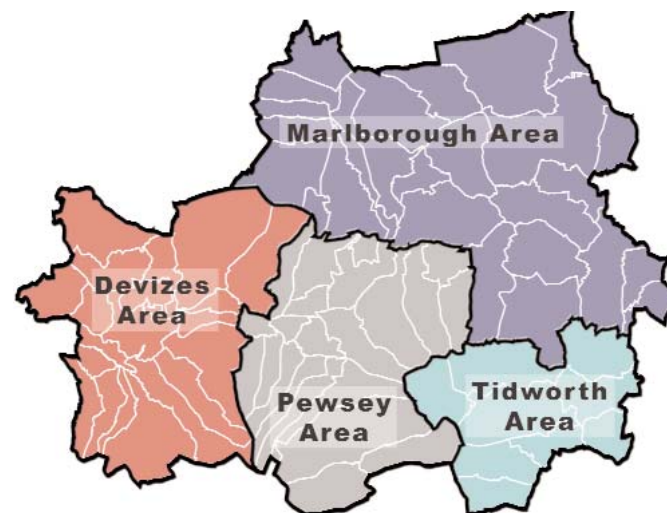


### Devizes Community Area Plan (2003-2015)

To form an integrated community of people and businesses, blending a living and working countryside with its service centre, the thriving market town of Devizes and ensuring that all people have a good quality of life with access to the facilities they need.

### Pewsey Community Area Plan (2002-2012)

A beautiful and pleasant natural environment with strong community spirit and plenty of local involvement. It is a living and working countryside. Access to education, health, social care and policing will be available to everyone in the Community Area. People will live without the fear or threat of crime. All sections of the community are able to participate in decision making.



### Marlborough Community Area Plan (2004-2014)

A safe and vibrant community benefiting from high standards of housing, health, education and culture in the context of a growing economy in the area as a whole. Improved delivery of services to the population of the Marlborough Community Area making the most effective use of available resources.

### Tidworth Community Area Plan (2003-2013)

The continuing improvement of the living and working environment to create a fair and vibrant community area and to encourage greater participation of residents in decisions that affect them.

## Community Themes

Each of the community area plans in the District focus on eight themes - culture and leisure, education and lifelong learning, health and social care, housing and the built environment, economy, transport, countryside and land based, and crime and community protection. Clearly many of the aspirations are not related to land use planning. Issues raised in the 'vision' or 'key objectives' section of each document relevant to spatial planning and the core strategy are highlighted below, they suggest areas of policy that should be included and developed in the Core Strategy.

In the table below, three areas stand out where

Theme	Dev	Marl	Tid	Pew	Ken	Wilts
<b>Housing</b>						
More affordable housing	✓	✓	✓	✓	✓	✓
Range of housing	✓		✓		✓	
<b>Economy</b>						
Encourage local jobs	✓	✓	✓	✓	✓	✓
Protect existing jobs/healthy economy	✓	✓	✓	✓		
Create vibrant centres/community	✓		✓	✓		✓
<b>Countryside/Environment</b>						
Protect cultural heritage	✓		✓	✓		
Living & working countryside	✓	✓	✓	✓	✓	
Protect biodiversity	✓		✓			✓
<b>Local Facilities</b>						
A range of health services	✓	✓	✓	✓		
Improve access to education	✓	✓	✓	✓	✓	✓
Promote tourism	✓					
Direct influence	■		■		■	
Indirect influence	■		■		■	
Marginal influence	■		■		■	

## Sustainable Development

Sustainable development is not included as a theme in individual community area plans. The objective is that the individual parts of each plan will combine to create more sustainable communities and deliver sustainable development. One issue of sustainability that arose in all plans was energy efficiency. This

there is widespread community support and policies within the core strategy can have a direct influence - affordable housing, encouraging local jobs and a living & working countryside. Another strong theme that emerges is community facilities appearing in different guises, for example in terms of access to education and creating vibrant communities.

Three areas stand out where there is widespread community support and policies within a core strategy can have a direct influence - affordable housing, encouraging local jobs and a living & working countryside. Another strong theme is community facilities appearing in different guises.

Issues Paper has not included a debate about energy efficiency and climate change because it is a key theme of the Government that has to be addressed in Local Development Frameworks. Instead the topic is discussed in greater detail in Issues Paper dealing with the environment.

**Your views are invited on how important these issues are to you on the attached questionnaire.**