

Chapter 3: Vision and Objectives

Local Plan Vision

3.1 Our vision sets out the Council's aspirations for inclusive growth and desired change to achieve sustainable development up to 2043. The vision was influenced by the Regulation 18 Consultations and has been revised to place greater emphasis on protecting and enhancing the natural environment.

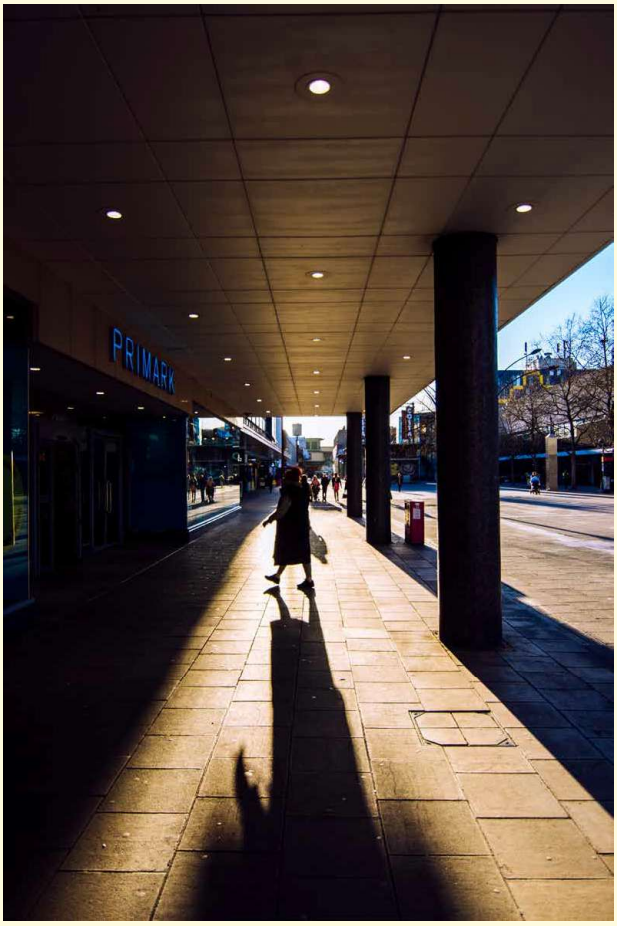
Strategic Objectives

3.2 Our Strategic Objectives set out how we will deliver this vision. They form the basis of the Local Plan, ensuring that growth is focussed in the most sustainable locations and supported by proportionate improvements to essential infrastructure. These Strategic Objectives have been informed by the Regulation 18 Consultations and revised throughout accordingly.

Vision 2043

Basildon Borough will:

- *Be a great place to live and work, delivering ambitious opportunities and sustainable development.*
- *Maximise development opportunities to the benefit of our population and economy whilst protecting and enhancing the natural environment.*
- *Deliver a wide range of housing to meet the needs of all our residents.*
- *Deliver an improved quality of life and wellbeing for all.*
- *Embrace our New Town heritage and our opportunity as a Borough.*



Strategic Objectives	Main Tasks
SO1: Protect and enhance the quality of the Local Environment	• Enhance the quality of the Borough's natural, historic, and built environment through spatial planning and design. • Conserve heritage assets and enhance the distinctive character and sense of place of each area of the Borough. • Provide, protect and enhance high-quality multifunctional blue and green infrastructure and its connectivity that demonstrably contributes to delivering Local Nature Recovery Strategy priorities and Biodiversity Net Gain (BNG) outcomes across the Borough. • Provide living and working environments which are attractive, enjoyable, safe, and accessible.
SO2: Improve the quality and value of the Green Belt	• Ensure that land in the Borough's Green Belt continues to contribute positively to the functions of the Green Belt. • Continue to enforce against inappropriate and unauthorised development in the Green Belt. • Maximise use of previously developed land to accommodate development. • Provide opportunities to enhance environmental quality and accessibility of the remaining Green Belt in proportion to development, ensuring attractive and improved landscapes near residential areas, fostering a connection to nature.
SO3: Minimise our impact on the Environment	• Maximise sustainable patterns of development. • Seek to deliver more than 10% biodiversity net gain where possible. • Protect our water resources and minimise flood risk. • Protect the highest quality agricultural land. • Maximise resource efficiency to support the circular economy, reducing waste and promoting reuse and recycling. • Encourage sustainable modes of travel by enhancing greener travel networks.
SO4: Create vibrant and thriving town centres	• Enable town centres in the Borough to grow and thrive. • Offer new opportunities for town centre living alongside an improved retail and leisure offer in Basildon Town Centre. • Conserve the distinctive identities of Billericay, Wickford, Pitsea and Laindon town centres. • Promote mixed use developments providing a range of retail, leisure, cultural activities, education, healthcare and community facilities alongside high-quality public realm improvements, safe active travel opportunities and good access to public transport. • Ensure sufficient housing growth is directed to appropriate locations to support the vitality of the Borough's town centres • Integrate new urban greening of our town centres with climate resilience and other co-benefits.

Strategic Objectives	Main Tasks
SO5: Strengthen the competitiveness of the Local Economy	• Maintain the Borough's position as a sub-regional economic hub by allocating sufficient land for businesses to grow and to improve the quality of business accommodation. • Improve access to education, skills, and training opportunities for the local workforce and to increase the percentage of local residents achieving level 4 qualifications and reducing Young People Not in Education, Employment or Training (NEET) across the borough. • Capitalise on local tourism opportunities. • Protect major strategic employment sites.
SO6: Deliver a range of new homes to meet local needs	• Identify sufficient land for housing needs to be met. • Prioritise urban areas and previously developed land for high quality residential development. • Ensure a range of size, types, and tenures of homes to meet local needs including key worker housing, specialised and adaptable housing for the elderly and those living with a disability. • Deliver a range of affordable housing to meet all needs, including social housing. • Ensure new homes meet high-quality design standards.
SO7: Mitigate against the impact of Climate Change	• Ensure all new buildings, including homes, are net zero carbon in operation, minimise embodied carbon, and generate sufficient renewable energy to meet or exceed their consumption. Incorporate material and resource efficiency, energy and water conservation, and a design for climate resilience. • Increase the use of renewable energy technologies and opportunities for on-site energy generation. • Prioritise development in sustainable locations and locations which provide high levels of connectivity to jobs and services. • Increase the sustainability of locations by improving accessibility through use of active travel and public transport measures. • Encourage a reduction in private car use and commuting by promoting the use of public transport and active travel to minimise the environmental impact of the Boroughs growth. • Utilise green and blue infrastructure to enhance climate resilience, reduce urban heat and manage stormwater effectively. • Promote the retention and reuse of existing buildings, and the appropriate retrofitting of historic buildings.

Strategic Objectives	Main Tasks
SO8: Help local people maintain healthier lifestyles	• Ensure access to leisure, sport, and green and blue spaces for our inter-generational population. • Provide leisure opportunities, safe walking and cycling routes to support active lifestyles with active travel. • Secure access to high quality healthcare facilities. • Design and create healthier food environments. • Promote health and wellbeing and prevent ill-health in line with the Basildon Health and Wellbeing Strategy; and reduce health inequalities. • Encourage urban planting for its co-benefits to serve its inter-generational population to support physical, mental and emotional well-being that will also benefit biodiversity and our local economy.
SO9: Enhance the quality of life for all	• Ensure equitable access to education, skills, and training. • Deliver an improved quality of life and wellbeing for all while looking to reduce health inequalities. Provide accessible community, sports, and cultural facilities to support healthier, stronger communities. • Provide well-designed public spaces that are safe, secure, and welcoming.
SO10: Secure the delivery of supporting infrastructure	• Prioritise new development in well serviced locations. • Ensure new developments are supported by the necessary infrastructure to make them sustainable and beneficial to existing communities. This includes transport; utilities, including digital connectivity; nature-based solutions for climate resilience which encompasses sustainable drainage; green and blue infrastructure; flood defences; education and skills; play space provision; health services; police, ambulance and fire and rescue; waste management and community facilities. • To secure transparent, viable and deliverable new developments with clear funding, phasing, implementation and delivery mechanisms, to secure the timely provision of new infrastructure and services from new developments.

