

## 2. THE VISION and OBJECTIVES

### INTRODUCTION

- 2.01 The **Vision** for the district results from the analysis of the District and is aligned to that of the Sustainable Community Strategy. Both are firmly based on clear evidence and, in the case of this Vision, evolve from the outcome of intensive public engagement. It is distinctive to the Suffolk Coastal district. It represents an ambition of how the District will look and function in the year 2025. The **Objectives** represent the basic targets that need to be set in order to achieve the Vision together with the expected outcome if a particular target is achieved.

### THE VISION

- 2.02 **The overarching vision of Suffolk Coastal in 2025 is:**  
Having built on the best of the past, Suffolk Coastal will be a district where people want to live and to invest, as well as to care for others and the environment.
- 2.03 **Climate change and the environment:**  
Suffolk Coastal will be a leading area for best practice and innovative approaches to tackling the causes and effects of climate change. The built environment will be developing to the highest environmental standards, biodiversity and landscapes will be protected and sustainable construction methods common practice.
- 2.04 An integrated approach to managing the coastal area will be in place, addressing the impact of climate change and sea level rise on Suffolk's coastline and supporting strong communities, a resilient economy and a high quality natural environment. The significant potential effects of climate change on agricultural production and knock-on effects on rural communities, many of who are reliant upon a thriving agricultural industry, will be recognised and managed.
- 2.05 **Housing and the Economy:**  
Growth point status will have brought real benefits to the district by ensuring that the increased jobs and housing have been planned with the required infrastructure whilst maintaining the quality of the local environment. Focus will have been placed on the Ipswich Policy Area and Felixstowe as part of the Haven Gateway, one of the fastest growing sub regions in the Eastern area. Important regeneration initiatives will have been developed for Felixstowe.
- 2.06 There will be a strong and diverse economy with a workforce that possesses appropriate skills for local employment, and suitable employment opportunities exist. There will no longer be a disproportionate number of educated young people leaving the district to find work or further education and there will also be adequate provision for young people in the lower skills bracket to find work and develop the right skills and qualifications.
- 2.07 Enterprise will be encouraged in rural areas and market towns and more affordable housing will enable the workforce to live and work locally. Business will want to locate to the district and planning policies will support the right environment for strong economic growth. Small and medium sized businesses will be growing and prospering.
- 2.08 The transport infrastructure, in particular the rail network and the A12 and A14, will have developed to support business growth.
- 2.09 **Community Well-Being:**  
All the people who live in Suffolk Coastal will have equal access to services and the district will be an area of excellence for rural accessibility. Closer partnership working will be achieving an increase in the use of public and community transport and a reduced need for personal transport, having the additional benefit of contributing towards CO2 reduction. Better access to leisure facilities and the countryside will have the benefit of encouraging a healthier lifestyle, both mental and physical.
- 2.10 Communities will be cohesive and inclusive. The incidences of poverty will have reduced in the area and all of the residents will live in a healthy, inclusive community and have the opportunity to live in a decent home.

## THE OBJECTIVES

**2.11. Objective 1 – Sustainability**  
**To deliver better integrated and sustainable patterns of land use, movement, activity and development.**

2.12 Outcome: A more sustainable environment.

**2.13 Objective 2 – Housing Growth**  
**To meet the district’s housing requirements**

2.14 Outcomes: A sufficient number of dwellings to meet identified requirements set out in the Regional Spatial Strategy, will be created as a minimum. Allocations will be made sustainably, based on a Settlement Hierarchy.

2.15 The focus for growth will be towards the east of Ipswich, as well as Felixstowe. At Felixstowe new housing will be provided for some of the many workers who are currently forced to commute into the town to work each day, and for local residents (particularly the young) who wish to remain in the locality, and in order to support local services.

2.16 Elsewhere a dispersal of organic growth to other market towns and sustainable settlements will occur. New growth will be at levels appropriate to the settlement size, function, character and environmental capacity.

2.17 As part of a sustainable pattern of living, development will take place in some villages but limited solely to that required to meet local needs, with more focused on those communities that provide a range of services. Communities themselves will be encouraged to tackle issues related to the lack of services, e.g. transport, a local store, community hall etc in order to justify further modest development if the community as a whole desires it.

**2.18 Objective 3 - Local Housing**  
**To provide for the full range of housing needs within the District.**

2.19 Outcomes: Housing will be created of a type, size and tenure appropriate to the needs of the District, established through research and monitoring. New affordable homes for rental and assisted purchase will be created. The level of need will be monitored and if house prices escalate more than incomes there will be an increasing need to be met. Where there is a demonstrable requirement, smaller homes will be available. Other needs will also be assessed such as those of the Gypsy and Travelling communities and a strategy devised to enable those needs to be met where practical.

**2.20 Objective 4 - Economic Development**  
**To support the growth and regeneration of the local economy**

2.21 Outcomes: Across the District employment land will be established or protected in order to create jobs to complement housing growth and to underpin and diversify the local economy. This is particularly significant in the southern part of the District within the Haven Gateway sub-region (a designated Growth Point) where economic development within Suffolk Coastal contributes to the needs of the Ipswich area. Overall, the target will be to have created 8,000 new jobs in the District between 2001 and 2021 as a contribution towards need identified in the Regional Spatial Strategy.

2.22 Martlesham Heath, including BT’s research and development headquarters, will be supported in further development as a key part of the ICT (Information, Communication, and Technology) cluster serving the East of England. Regeneration of the resort and diversification of employment will enhance the role of Felixstowe. In addition, consolidation of the Port and adequate consideration of its associated land requirements will enhance its status as the pre-eminent container port in the country.

2.23 Elsewhere small and medium enterprises will prosper and grow due to a combination of suitable land, premises, adequate infrastructure and labour supply with the necessary skills.

2.24 Deprivation will be addressed, with support given to the needs of the relatively deprived areas of Saxmundham and Leiston, the southern parts of Felixstowe, and large parts of the rural area.

## **2.25 Objective 5 - The Rural Economy To strengthen and diversify the rural economy**

- 2.26 Outcomes: Despite pressures placed upon the farming industry, it will be supported and diversification of the rural economy encouraged. In doing so, a balance will need to be struck. On the one hand there is the prospect of a prosperous rural economy, with its benefits of vibrant communities and local jobs. On the other there are potential disbenefits of impact on the environment and local residents, particularly by lorry traffic.

## **2.27 Objective 6 - Tourism To promote all year round tourism based on the attributes (environmental, cultural and social) of the area**

- 2.28 Outcomes: A tourism strategy that is built on and complements the character of the area will be implemented. This will seek to increase the attraction of the District as a tourist destination, enable the enhancement of existing, and provision of new tourist facilities and attractions that are respectful of the environment, and recognise the value of the environment, particularly the Area of Outstanding Natural Beauty and the estuaries, as an attraction in their own right.
- 2.29 Tourist accommodation should be protected and enhanced, particularly in the resorts.

## **2.30 Objective 7 - Market Towns To sustain and enhance the vitality and viability of town centres and to foster market towns as service, employment and retail centres**

- 2.31 Outcomes: The five market towns of Aldeburgh, Framlingham, Leiston, Saxmundham and Woodbridge will retain their vitality and have their prosperity enhanced by appropriate levels of commercial and residential development. They will be the focus for local services and jobs for the surrounding rural areas.
- 2.32 New retail floorspace will be created in order to meet the identified needs of the District, with existing centres being the priority locations.

## **2.33 Objective 8 - Transport To enhance the transport network across the District**

- 2.34 Outcomes: Improved public transport is considered to be important given both the lack of access by a large proportion of the rural population to a car and issues around climate change. The integration of private and public transport will be a fundamental objective. The two local rail routes along the East Coast and between Ipswich and Felixstowe, including their stations, will continue to be supported and enhanced.
- 2.35 However, use of motor vehicles remains important particularly within the rural areas and this will be reflected in standards of provision for off-street parking.
- 2.36 Opportunities to improve the main strategic road network (particularly the A12 and A14) in order to support economic growth will be taken, or committed to, where this can be achieved without any overriding environmental objection.

## **2.37 Objective 9 – Design To deliver high quality developments based on the principles of good, sustainable and inclusive design**

- 2.38 Outcomes: Whenever new development takes place, a high priority will be given to design, not only in terms of the aesthetics but also function, energy efficiency, risk of crime etc. In terms of housing it will be tailored to meet the immediate and lifetime needs of local people.
- 2.39 Local distinctiveness will be celebrated.

**2.40 Objective 10 - Protecting and Enhancing the Physical Environment**

**To maintain and enhance the quality of the distinctive natural and built environments.**

- 2.41 Outcomes: The distinctive and valued natural and historic landscape, and the built environment, will be protected.
- 2.42 Large parts of the landscape of the district are of national importance. These will be protected, not only because of their visual qualities but also tranquillity and ambience, particularly relevant in the secluded parts of the coast. Those other parts of local importance will be designated as such, being a key asset for local people and visitors. Overall, the character of the landscape, whether designated or not, will be maintained and enhanced.
- 2.43 Biodiversity and geodiversity are also of major importance within the District and opportunities to secure and create new sites and habitats, will be encouraged.
- 2.44 The importance of buildings and places is also recognised and opportunities will be taken where necessary to:
- create new or extend existing conservation areas;
  - to introduce new controls within them;
  - to protect existing entries and seek additions to the List of buildings of architectural or historic interest; and
  - to protect buildings not on the List where warranted.

**2.45 Objective 11 – Climate Change**

**To adapt and mitigate against the potential effects of climate change, and minimise the factors which contribute towards the problem.**

- 2.46 Outcomes: The Council will work with its partners to address the impact of climate change. They will use the planning system and other partnership working methods – low energy use, sustainable construction methods, alternative modes of travel etc - to minimise the impact of climate change and reduce the carbon footprint of the District. By 2025 there will be a 60% reduction in CO2 emissions from 1990 levels.
- 2.47 Given the location adjacent to the coast and rising sea levels, as well as numerous inland rivers and estuaries susceptible to flooding, the Council will work with partners to protect the communities and minimise new development in vulnerable areas.

**2.48 Objective 12 - Physical and Community Infrastructure**

**To ensure that appropriate infrastructure, such as transport, utilities or community facilities, are provided at an appropriate time, in order to address current deficiencies and meet the needs of new development.**

- 2.49 Outcomes: The aim will be to identify needs and deficiencies in public, voluntary and commercial service provision and seek new approaches to meeting those needs in order to address deficiencies. Allocations of land for specific uses will be made.
- 2.50 It will also be essential to ensure that all new development is supported by appropriate infrastructure, and providers/funders are clear as to their responsibilities.
- 2.51 “Infrastructure” extends to leisure and cultural needs, including art.

**2.52. Objective 13 – Accessibility**

**To promote better access to housing, employment, services and facilities for every member of the community.**

- 2.53 Outcomes: There will be improved access to healthcare, leisure, education, training, employment and other services when measured against national standards. This will be achieved by a combination of:
- the retention and enhancement of appropriate key local services such as village post offices and shops, as well as district and local centres; and
  - improvements to transport connectivity.

2.54 Those residents of Suffolk Coastal considered to require particular attention include younger and older people, those who are disadvantaged, and those in remote rural areas.

**2.55 Objective 14 – Leisure**

**To ensure that the community is as healthy as possible**

2.56 Outcomes: This will be achieved by establishing and maintaining a network of accessible good quality play spaces, sport, and recreation facilities (including allotments) based on established standards. In addition, there will be a network of green spaces across the District, based upon local standards to be created.

2.57 Opportunities for the local population to live and enjoy a healthy lifestyle will be encouraged.

**2.58 Objective 15 – The Coast**

**To secure the continuing prosperity and qualities of coastal areas and communities, whilst responding to climate change and the natural processes that occur along the coast**

2.59 Outcomes: Planning for, and adaptation to, the consequences of climate change on coastal areas, by:

- the co-ordinated application of policies and resources to enable key social, economic and environmental assets to be safeguarded where feasible;
- enabling assets and infrastructure (including economic and social infrastructure) to be substituted or adapted where it is not feasible and /or desirable to safeguard them in their current location; and
- risk to people and property being managed to acceptable levels