

Recommend changes to the vision and objectives

(A) VISION / OBJECTIVES

The following changes are suggested as a result of feedback received:

Section	Change suggested	Recommendation
VISION	Add clearer reference to the environment.	Wording changed to ' <i>...it will be a place where sustainable growth provides a better <u>and healthy</u> future for everyone <u>both people and the environment.</u></i> '
	Add reference to 'health/ healthy'.	
PILLAR: Living green in a healthy natural environment	Clarify explanatory text of 'Commit to net zero' objective to reflect the way other objectives are worded.	Refer to 'carbon performance of <i>the</i> existing built environment' rather than ' <i>...our</i> existing environment.'
	Add a specific reference to protection of water resources.	Amend the ' <i>Create sustainable buildings and infrastructure</i> ' by adding ' <i>... <u>and protect and enhance water resources</u></i> ' to the end of the explanatory text.
PILLAR: Growing opportunities to work locally	Amend wording of the 'Create space to grow' objective to ensure it is clear that it refers to both urban and rural economic sectors.	Amend the 'Create space to grow' objective to read ' <i>Support the delivery of a wide range of quality workspaces, where new and existing businesses from different sectors, <u>in both urban and rural areas</u>, can grow and flourish.</i> '
PILLAR: Living in healthy, thriving local communities	Make more explicit reference to air quality.	Add new objective ' <i>Improve air quality</i> ' and explanatory text to read ' <i>Maximise opportunities to maintain and enhance air quality standards.</i> '
PILLAR: Moving easily in connected places	Make clear that reference to neighbourhoods is plural.	Change ' <i>a neighbourhood</i> ' (singular) to ' <i>neighbourhoods</i> ' (plural) under the 'Create walkable neighbourhoods' objective.

PILLAR: Building homes and places that people are proud of	Add more explicit reference to heritage protection.	Add a new objective entitled ' <u>Value the historic environment</u> ' and associated explanatory text to say ' <u>Development to reflect and respect the historic environment.</u> '
PILLAR: Delivering robust and sustainable infrastructure	N/A	No changes.

The following extracts from the Regulation 18 document show how these changes would appear in the document. New text in red italics, deleted text in red strike through.

The draft vision – tell us what you think

We have drafted a vision statement for the South West Herts Joint Strategic Plan, which we would like your feedback on.

This vision has been developed in line with issues raised about our environment, and living, working, playing and moving around in the area.

Our vision
statement

Realising our potential

*“South West Herts will realise its full potential of being globally connected, nationally recognised and locally cherished. Known for its creative spirit, collaborative working and willingness to accelerate positive change, it will be a place where sustainable growth provides a better *and healthy* future for ~~everyone~~ *both people and the environment.*”*



Living green in a healthy natural environment

We have nationally recognised and locally cherished green and open spaces, but our natural environment is fragile. We are facing a climate and ecological emergency and it is time for us to accelerate change. Our future will balance demand for resources and growth with the natural capacity of our environment. We must be greener, healthier and leaders in climate action.

Our objectives



Commit to net zero carbon

Ensure all new development is net zero carbon and striving to be carbon negative, while improving the carbon performance of *the our* existing built environment.



Bring people closer to nature

Protect the natural, recreational and character value of the area's green spaces, integrate nature into all new development, and improve existing links.



Create sustainable buildings and infrastructure

Introduce nature based solutions that are resilient to the effects of climate change *and protect and enhance water resources*.



Enrich native biodiversity and ecology

Protect, enhance and connect new and existing biodiversity and ecological networks.



Green construction

Build responsibly with modern methods that reduce resource consumption and reuse materials.



Growing opportunities to work locally

We have a high performing economy with globally leading scientific research, film, TV and creative media together with office and service sector jobs. But it will not be enough to rely on these businesses and sectors alone to drive our future. We must embrace new and growing sectors, new models of working, and new ways of shopping and accessing services. There must be opportunities for everyone.

Our objectives



Create space to grow

Support the delivery of a wide range of quality workspaces, where new and existing businesses from different sectors, *in both urban and rural areas*, can grow and flourish.



Target investment

Encourage investment in new and high performing sectors to allow the local economy to prosper and keep the workforce local.



Diversify and increase activity in centres

Encourage the resilience of high streets and town centres by supporting mixed use and their diversified role as destinations for leisure, culture and work.



Retain and develop talent

Support and promote the provision of facilities, funding, and links to business for education and training, including access to higher education, lifetime learning, apprenticeships, and re-skilling for all.



Strengthen the visitor economy

Build on our globally recognised attractions, to develop a thriving visitor economy.



Living in healthy, thriving local communities

Our area is a desirable and attractive place to live. Our population is generally healthy, prosperous and people feel positive about the experience of living and working here. But this must not mask our challenges. We have areas of deprivation and a number of services under pressure. We know that our people are our future, and we must help both new and existing communities achieve the highest quality of life and support their physical and mental health and wellbeing.



Our objectives



Provide healthy places to live

Focus on creating homes and neighbourhoods that provide opportunities for healthy living and strong physical and mental wellbeing.



Locate facilities to encourage community interaction

Support the timely delivery of well located, flexible spaces for work, leisure, health, learning, cultural, community and shopping facilities.



Ensure safe and inclusive places and spaces

Create and protect environments where individuals and communities feel safe and supported.



Improve air quality

Maximise opportunities to maintain and enhance air quality standards.

Moving easily in connected places

Our area is defined by its location and its easy access to London. However, our roads are congested and east-west public transport links are poor. It is time for us all to change the way we travel. We need a future where fast, efficient and affordable public transport and walkable neighbourhoods encourage greener travel, where our communities feel connected and where our people, businesses, visitors and goods can move around easily.

Our objectives



Transform travel

Encourage a radical shift away from car travel by providing accessible, efficient, safe, and affordable alternatives.



Connect towns and villages

Make travel between new and existing communities easier by strengthening public transport, cycle and walking networks and promoting on-demand services.



Improve delivery solutions

Support a move towards carbon negative and more sustainable delivery networks.



Create walkable neighbourhoods

Create a neighbourhoods full of activity, where people can access all their daily needs, workplaces and transport options by foot and bike, and where life is active.



Building homes and places that people are proud of

Our area's distinct qualities have long attracted people to move here. The natural environment, the mix of towns and villages and the proximity to London are all key factors in what makes the area an enviable place to be. There is no single unifying character, but this variety is our strength. We want to build on our diversity and desirability by making strategic decisions about where and how we build.

Our objectives



Design attractive places

Deliver places that are fit for current and future needs, where high quality buildings and public spaces create places that people feel proud to call home.



Celebrate a diverse place

Reinforce the varied urban and rural character of the area.



Deliver new homes in the right places

Ensure homes are built in sustainable, well connected locations, accompanied by the timely delivery of new infrastructure.



Recognise current and future housing needs

Ensure current and future residents can live in a high quality home they can afford, that is flexible and adaptable to different lifestyles and work patterns.



Value the historic environment

Development to reflect and respect the historic environment.



Delivering robust and sustainable infrastructure



Our area is growing and there is an ever increasing demand on resources. This will not change and indeed we want to actively encourage continued investment in our area. But we must change how we do this. We need a proactive and positive approach to planning and delivering infrastructure that focuses on a more resilient and sustainable future.

Our objectives



Deliver key infrastructure

Identify the infrastructure required to support new and existing growth, work with partners to deliver it in a timely manner and ensure it meets local needs, and adapts to the effects of climate change.



Green energy generation

Promote local energy production with an increased focus on renewable sources.



Promote circular economies

Minimise waste by promoting the reduction, reuse and recycling of materials.



Advance digital infrastructure

Ensure everyone can be connected through fast digital networks.

(B) OTHER SECTIONS OF CONSULTATION

The following table lists a range of other helpful comments and suggestions that were made regarding the wider Regulation 18 document. Whilst they do not directly impact on the wording of the vision and objectives, it is recommended that the suggestions are noted and taken forward through:

- Information being passed on to relevant consultants to inform technical work;
- Amending / updating the Topic Papers that will continue to accompany and inform future iterations of the JSP;
- Reflecting the points in the wording of future iterations of the JSP itself; and/or
- Influencing responses to consultation documents published by third parties.

Issue raised and recommendation re how they are taken forward
Refer to 'sites of nature value' within the area (alongside the landscape and countryside designations already referred to) in future iterations of the plan.
Ensure that the Chilterns AONB and Chilterns Beechwoods SAC are referred to as separate entities in future iterations of the plan, as they are different designations and cover different areas.
Ensure the fact that SW Herts's high quality environment is one of the reasons that attracts business and employees to the area is reflected in future iterations of the plan and relevant Topic Paper updates. This is already covered in the text under Pillar – 'Building homes and places that people are proud of,' where it says ' <i>Our area's distinct qualities have long attracted people to move here.</i> '
JSP team to keep an eye out for any consultations relating to potential extensions to HS2 which may affect the SW Herts area and respond accordingly.
Pass comments relating to the issues with infrastructure provision / quality with the area to consultants preparing a Strategic Infrastructure Baseline for the JSP.
Add reference to 'Living Landscapes' work to relevant Topic Papers when these are updated.
Add reference to the need to take account of flood risk and agricultural land quality to relevant Topic Papers when these are updated and ensure these factors are fully reflected in technical work to inform potential spatial options.
Add reference to the Hertfordshire Green Infrastructure Plan top relevant Topic Paper(s) when these are updated.
Amend the 'How the Joint Strategic Plan links to other key documents' graphic if this is used in further iterations of the JSP, to include reference to Minerals and Waste Plans alongside Local Plans.
Pass comments relating to the pros and cons of the growth types put forward for consideration to consultants carrying out the Strategic Growth Locations Study and Multi Modal Study, to ensure the relative merits of each growth option are fully considered.
Acknowledge SPZs as being a significant development constraint in future iterations of the plan and in relevant Topic Paper(s) and technical work.

Consider adding more explicit reference to the value of the chalk streams in the SWH area and the need for their protection, restoration and enhancement in future iterations of the plan and ensure they are referenced appropriately within relevant Topic Paper(s).

Check and correct number of registered parks or gardens if this is referenced again.

Reference should be to 'The Making of Harry Potter' Studio Tour rather than 'the Studio.'