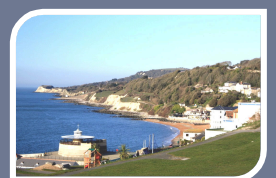


Ventnor Strategy Plan 2015-25 A Sustainable Approach Core Strategy Statements



UNDER REVIEW BY VENTNOR TOWN COUNCIL 2016





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Ventnor Town Council – June 2016

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Ventnor: “The perfect place, the perfect home, the perfect lifestyle”

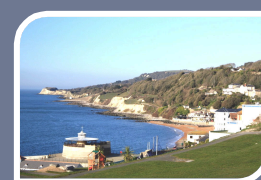
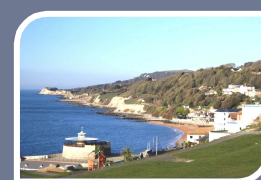




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Message from the Mayor of Ventnor 2016

Welcome

The future long-term strategy for Ventnor represents a continuation of the current regeneration work in the community initiated by the Town Council. Several major projects have been completed since 2012 with engagement by the local community. In terms of the future, this Strategy Plan has been produced to take Ventnor forwards to 2025.

With an essential focus on sustainability, improving economic conditions and creating a modern sustainable community. Transforming Ventnor from where it is today to new levels of socioeconomic prosperity complimented by a dynamic local labour market.

Predominately a place where all local residents feel good about the place they live in and work in, and experience a better quality of life, health and wellbeing.

In consequence then, both the Councillors and staff of Ventnor Town Council will continue to work towards Ventnor being recognised as:

- § ***A place where everyone has a good quality of life within a wholesome, healthy and sustainable community with a strong sense of belonging, identity and social cohesion.***
- § ***A place where the local economy is vibrant and prospering, where both local resources and assets are managed well and utilised to the full for the benefit of residents and visitors.***
- § ***A place where people can freely participate in improving and sustaining the cultural and environmental diversity of the locality, and are innovative in their thinking towards protecting their future.***

§ ***A place that is known to be safe, protected and supportive, where young and older people can carry on their lives in safety without the fear of crime and intimidation or discrimination.***

§ ***A place where the community is socially inclusive and socially equitable, tolerant towards social diversity and being different, treating people fairly and with respect, and supportive of those who are vulnerable and in the minority.***

It appears on the surface to be a formidable set of challenges. But essentially they all revolve around treating people how you yourself would want to be treated in the community that you live and work in. This perspective also applies to those people who visit relatives and friends locally, and to visitors who stay.

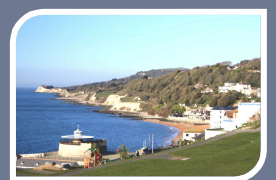
Ventnor by character is a service industry in its own right offering its own local fishing industry, high quality hotels and guest houses, superb restaurants, pubs and cafés, and diverse retail sector. It has much to offer local residents and visitors and is dependent on perceptions and the delivery of excellent customer services.

The Ventnor Strategy Plan defines a range of achievable economic, social and environmental objectives to secure a sustainable community and future socioeconomic stability. The strategy is motivated by three key strategic initiatives which when used together drive the vision and ambitions for Ventnor:

1. Partnership Engagement;
2. Social Cohesion; and
3. Environmental Sustainability.



Ventnor: "The perfect place, the perfect home, the perfect lifestyle"





Ventnor Councillors Supporting Sustainability - 2016



**Jason Mack – Mayor
Lowtherville**



**Delian Backhouse-Fry
St Lawrence**



**Leigh Geddes – Deputy mayor
St Lawrence**



**Stewart Blackmore
Ventnor West**



**Brian Lucas
Bonchurch**



**Harry Rees
Ventnor East**



**Ken Knapman
Ventnor East**



**Jim Toogood
Ventnor West**



**Ed Gouge
Ventnor West**



**Steve Stubbings
Lowtherville**



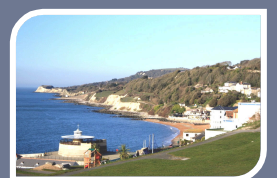
**Tony Marvin
Ventnor East**



**David Barlett
Ventnor Town Clerk**

Strategy Document for Ventnor Approval Statement:

Date:





Executive Summary

Welcome from Ventnor on the Isle of Wight

Part 1: Introduction to the Strategy Plan – The introduction outlines the need and purpose of the Ventnor Strategy Plan 2015-25; and the need for a sustainable approach to the strategy in order to move Ventnor forward into the future economically, socially and environmentally. It also stresses the importance of the community working together, community involvement and building community capacity.

Part 2: Our Special and Unique Community – This section provides an overview of the work undertaken by Ventnor Town Council to manage and operate local services, formerly run by the Isle of Wight Council. A summary profile is provided of the work being undertaken locally for young people, specifically the Ventnor Youth Offering; and potential contributions, skills and experiences that can be captured from older local residents. Particular attention is given to local children in poverty and the work needed through community development to alleviate the situation. The Our Place Survey is mentioned as an important contributor to this strategy.

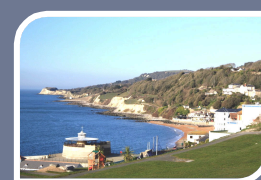
Part 3: Relevance of Sustainability to Ventnor – This part provides a concise overview of sustainability and its relevance to the strategy plan and the future of Ventnor. Definitions are provided from various sources and related sustainable policies provided. A sustainability model for Ventnor is given that combines the wider view of social justice, social attitudinal change, leadership and community resilience, and the UK National Planning Policy Framework (NPPF) with important aspects of acknowledged sustainability goals for a community. The benefits of sustainability are discussed and why it is important for Ventnor; and finally the defined Core Sustainability Policy for Ventnor is provided.

Part 4: Ventnor Strategy Plan Statements – This section provides the core strategic statements for this Ventnor Strategy Plan. Initially an overview of the strategy planning to create the Ventnor Strategy Plan is discussed followed by a synopsis of the core strategy statements. The initial strategy statements relate to the expectation for Ventnor in terms of a champion vision statement and overall strategic objective. This is accompanied by three governance strategic initiatives: Partnership Engagement, Social Cohesion and Environmental Sustainability which drive the vision for Ventnor at senior management level. This is followed by an in-depth look at the statements and descriptions for the Ambitions, Vision and Mission, Core Values and defined Strategy Goals that make up the Ventnor Strategy Plan.

Part 5: Spatial Objectives for Ventnor – This is an important section both from an high-level strategy perspective and strategic foundations for a sustainable approach to the Ventnor Strategy Plan. Here the Spatial Objectives for Ventnor are defined in terms of economic, social and environmental considerations in line with both the European drive for sustainability and also the UK national Planning Policy Framework. The spatial objectives are discussed in terms of their purpose, strategic thinking, driving the vision statements; and critically their link to the identified local priorities obtained through recent community engagement. The spatial objectives are presented alongside the priorities they pertain too or have an impact on.



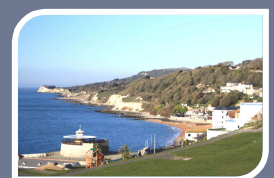
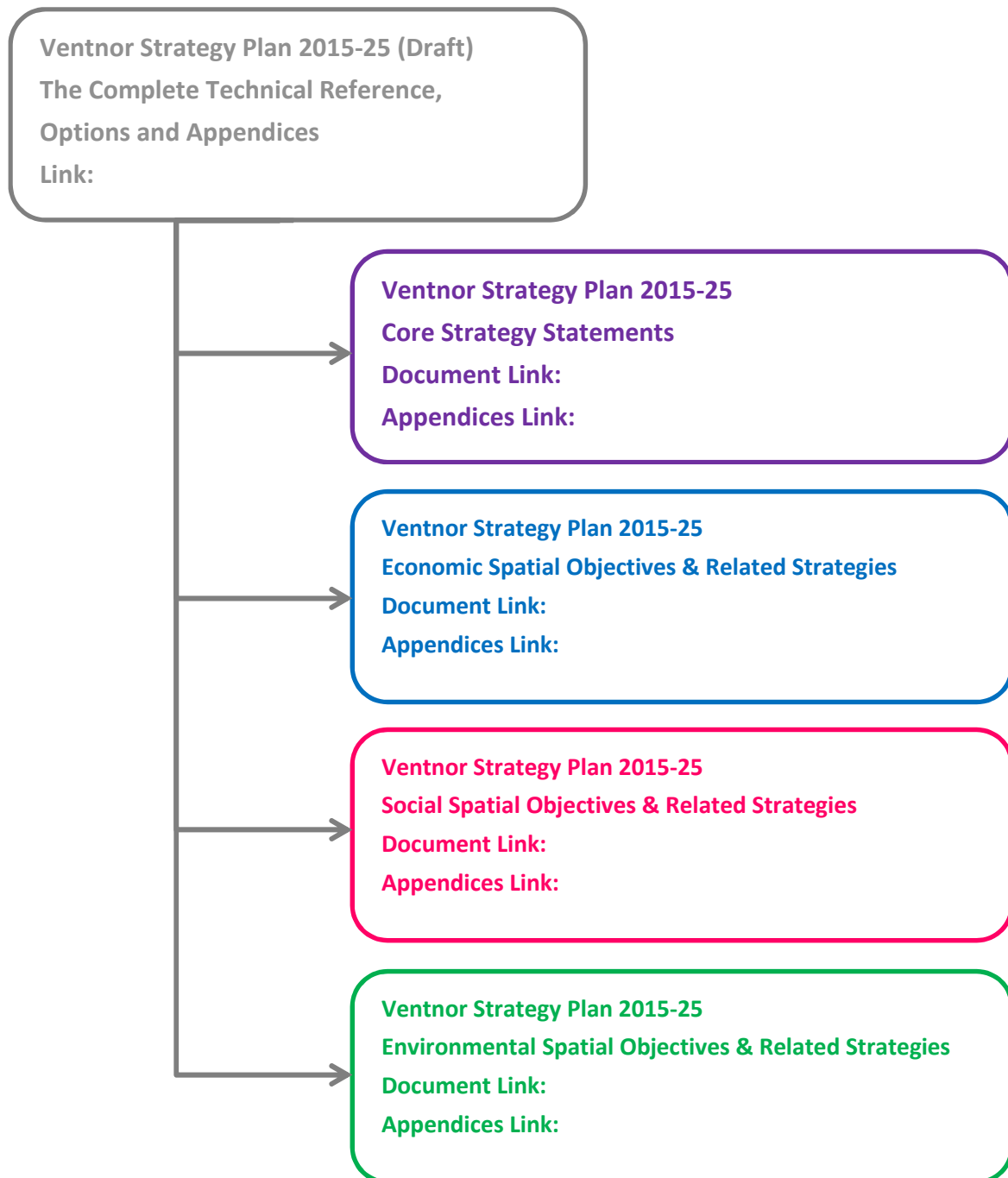
Ventnor: "The perfect place, the perfect home, the perfect lifestyle"





Strategy Document Taxonomy

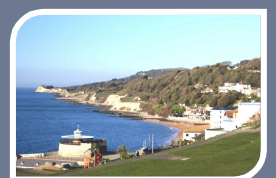
The following taxonomy identifies the flow of documentation to support this Core Strategy document. The combined spatial objectives and related strategies – not provided in the Core Strategy document – are available as separate documents on the links provided.





Part 1

Introduction to the Strategy Plan



Introduction to the Strategy Plan

Introduction

The Ventnor Strategy Plan is an extension to the work that has already taken place in Ventnor relating to local socioeconomic regeneration. Like many other English seaside towns, the popularity of Ventnor has waned over recent years, battered by recession and impacted by severe local deprivation. While the community of Ventnor has been resilient over the last decade against external financial and political changes, it now falls upon the local community to adjust its socioeconomic compass and be proactive in securing itself a sustainable and transformed future.



The future strategy for Ventnor draws on the previous community engagement work during 2014 started by Ventnor Town Council and sponsored by Locality; a national network of community-led organisations, working together to help and support neighbourhoods funded by the Department of Communities and Local Government (DCLG). The purpose of which has been to develop and implement a local Ventnor Our Place programme to improve the health, wellbeing and economic prosperity of the local community.

A Wider, More Applicable Vision

While the Our Place programme for Ventnor was successful at the time, and is still on-going with new initiatives coming into fruition, the programme was never designed or broad

enough to deal with the more difficult economic, social, environmental and political issues facing Ventnor's future. Neither was it able to deliver the sustainable, self-reliant community that Ventnor needs to become in the years ahead.

It has been apparent that Ventnor's Our Place programme as a community strategy, needed to evolve into a more comprehensive plan to tackle some of the sustainable issues arising in the local community. Consequently a top-level strategy was envisioned to tackle and resolve some of the more complex social, economic and environmental problems and concerns facing the local community. Essentially for the local community of Ventnor to become a more sustainable and prosperous place, and less forced out of control by both external and internal socioeconomic problems. In summary then, and also to ensure that the needs and aspirations of local residents are met both now and in the future, the Town Council identified the need for a realistic and sustainable local town strategy plan that brought together both the short and long-term visions, ambitions and goals of the local Ventnor community.

In response to this crucial need, and matured through community engagement and liaison with relevant public and private sector partners, this strategy document now takes the form of the Ventnor Strategy Plan 2015-25 for Ventnor. The purpose and ambition of which being to realign the strategic compass with what has already been achieved together by the community and town council during 2013 and 2014; and to reset the strategic compass for 2025, building a more sustainable and transformed seaside locality.

A Sustainable Community

Although the intention, hopes and ideas for this local strategy plan have been envisioned by the contributions of many local people committed to



Introduction

improving the quality of life for everyone in Ventnor, this is still a difficult and tough journey for any English seaside resort. On reflection, there is no doubt that Ventnor was hammered by the economic downturn of 2008, similar to other towns across the UK. Formerly a popular destination, Ventnor has experienced a slowing of its visitor economy over time, resulting in a downturn in prospects for its local hospitality, leisure and retail sectors.

The situation is further compounded by factors of local poverty and deprivation in two of the four Lower Super Output Areas of Ventnor, resulting in the following problems:

- § *Reliance on seasonal low paid summer seaside jobs and minor winter economy.*
- § *Rising unemployment and a lack of proper sustainable local jobs prospects.*
- § *Greater need and reliance on state and housing benefits to survive.*
- § *Lack of affordable housing for local people, and little opportunity for home ownership.*

In reality these socioeconomic problems only serve to increase the social and economic instability of Ventnor as a viable seaside resort. What is needed is a solid and realistic strategic platform to help grow a new local sustainable community with a solid future. An area where people want to live, work and visit. A location that has employment prospects and offers local housing for local people. A place where there is a future for the sons and daughters of local families. A thriving community which practices social equality and tolerance, and recognises the value of diversity.

Commitment and Working Together

In order to accomplish the collective goals and outcomes defined in the Ventnor Strategy Plan, help and assistance is needed from the local community. The proposed strategy cannot be

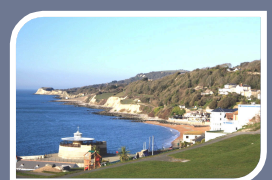
achieved without the full support, participation and determination of local residents. Likewise the involvement and commitment of the Town Council team, Public, Private and Third Sector partners and local volunteers working together as an integrated unit for the benefit of the local community. Sustainability provides a rational and sensible way forward for Ventnor; and too public sector organisations, both in terms of future planning, decision-making, development and the building of a fully sustainable modern seaside community.

Necessary Contributions

It is recognised that the scope of this strategy far outweighs the community's ability to pay the costs. Therefore every effort would be made to leverage both public and private partnership funding and alternative sources. The areas that may need financial support, previously identified through local community engagement, are as follows:

- § *Health and social care support.*
- § *Community safety and protection.*
- § *Reducing community inequality.*
- § *Communities and neighbourhoods.*
- § *Skills and educational attainment.*
- § *The natural and built environment.*
- § *Cultural, leisure and recreation.*
- § *Quality of life, wellness and wellbeing.*
- § *Economic prosperity and local jobs.*
- § *Better and cheaper Transportation.*
- § *Local housing for local people; and*
- § *Quality of schools and education.*
- § *Parenting and child development.*
- § *Elderly loneliness and isolation.*
- § *Opportunities for young people.*

However this proposed strategy cannot exist in isolation and simply rely on monetary funding to proceed, but must out of necessity secure social contributions from the community in terms of: participation, engagement and commitment.





Introduction

voluntary efforts, stakeholder interest, social investment, experience and expertise. Social contributions of this nature can often outweigh monetary funding, representing the elements required to move a local community forward. The list of social, economic and environmental areas cited above, provides many opportunities for the residents of Ventnor to become involved and provide important social contributions.

It is in this respect that the future strategy for Ventnor comes into its own. The intention being to spotlight and use the capabilities of local people to help others in their community and in turn better their community. Such a case might be families struggling daily to make ends meet, while on the other hand the potential of some local Ventnor residents or groups to help and support those families. Social contributions of this nature show true community altruism in action and justifiable local community pride.

Community Capacity

But the problem with community capabilities is that it is not actually enough, and presupposes that local people have the required education, training, skill-sets and abilities to perform the work needed in the community. Community capacity building goes some way in alleviating this problem by fostering community potential. Local contributors in this way naturally become more effective, precise and community-driven; motivated to address community issues while still building on their own personal strengths.

The need for community capacity building is important in that it resources, supports and strengthens the skills, abilities and potential of people in the community. In turn allowing local people to be more constructive for themselves and become self-sufficient in all areas of their lives. Joining capacity building with existing community capabilities, gives rise to a very dynamic local community capable of potentially

anything. This beneficial feature has been cited in the Ventnor Strategy Plan across the mission statements, values and goals with respect to the cultivation of local community leadership. The development of forward-looking community leaders is very high on the strategy agenda.

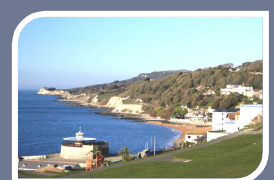
Community Involvement

The strategy plan vision statements and aims provide signposts for taking the community forwarded into a prosperous and healthy future. Not by waving a magic feather duster, but by sheer hard work, resilience and determination to succeed. There is no point in developing a local strategy that has no teeth and cannot address the many problems that continue to plague the lives of people and families, and allowing many problems to remain unresolved. That approach is not only detrimental and demoralising to the health and wellbeing of the local community, but also assumes the problems are insurmountable and too complex to be solved which is invariably not the case.

Again to achieve sustainable answers for the future of Ventnor - whether economic, socio-cultural or environmental, requires involvement at the local community level. Consequently it is hoped that the residents of Ventnor will continue to proactively support Ventnor Town Council in their work to improve the quality of life for those living and working locally; and also continue to support those who volunteer selflessly to make it happen for the benefit of the community.

Government Support

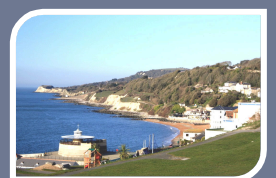
The government appears keen to see local communities become more self-managing through policies of decentralisation, devolution and localism. Providing communities similar to Ventnor with the legal powers to craft their own social, economic and cultural futures. Potentially this is an opportunity of a lifetime but with the caveat that local governance is not tethered.





Part 2

Our Special and Unique Community



Our Special and Unique Community

Local Service Delivery

Ventnor Town Council has taken the initiative and is now responsible for some delivery of local services for the community on behalf of the Local Authority. There will be additional opportunities to secure more statutory and non-statutory services in the future provided they are viable, maintainable and sustainable.

Ventnor Town Council in its present formation will not jeopardise the welfare of the local community purely to gain more civic legal powers. Neither will it risk taking responsibility for professional public services already reliably delivered into the local community of Ventnor.

However the Ventnor Strategy Plan does envision and support service provider engagement and the applicable co-design and delivery of local services alongside existing public, private and third sector organisations. There is scope for the Ventnor local community to influence the design and delivery of public sector services and potentially reduce the costs and resources used to deliver those vital services.

Importantly there is scope for the community to influence the instigation, design and delivery of needed services for those in need and deprivation. The strategy plan is both flexible enough and broad enough to accommodate such issues, and is especially suited for partnership engagement with public sector service providers.

Young People

Ventnor Town Council and local residents have a duty of responsibility to secure the equality of access for all children and young adults. Also to help provide early help and youth offerings to improve the health, wellbeing and opportunities for young local people. It goes without saying then that steps need to be taken to seek the

to take those views into serious consideration prior to decisions relating to youth services and activities intended to develop them.



An important outcome of the Ventnor Strategy Plan will be to ensure that as many young local people as possible can gain access to a wide range of activities after school, weekends and during the school holidays. The purpose being to support, broaden and develop young people by providing them with a range of structured activities that help to cultivate their educational, social and natural interests, and to prepare them for adulthood.

Ventnor Youth Offering

Ventnor Town Council in the last year has taken responsibility for the organisation, supervision and delivery of local youth activities, formerly provided by the Isle of Wight Council. The youth offering has been a tremendous success and is supported by dedicated volunteers and a team of part-time youth workers.

However there are opportunities to foster working partnerships with both Island-wide and national organisations involved in the delivery of sports and recreational services for young people; and involvement by local schools and locally-based groups and associations.

Older People

Almost one in three of Ventnor's population are over retirement age compared with the just over a quarter (27.77%) of the Island's 140,000 whole population and one in five of the



Our Special and Unique Community

population of England & Wales. The proportion is highest in St. Lawrence – with just over 42% of the population of retirement age and lowest in Upper Ventnor – with around 20% of retirement age. Ventnor has a growing population of older people and whilst the problems that this group experiences are often emphasised, ***the valuable contribution that older people make to the life of our community should not be understated.***

Many of our community groups and the local voluntary sector rely on the skills and expertise of people that have retired from full time work. The range of skills and expertise of older people is in many ways a largely underutilised resource and the challenge for Ventnor is how to better utilise that skill and expertise.



A series of issues facing older people have been identified by our Community Engagement meetings. Concern was expressed at the problems experienced by older people relating to isolation, loneliness, lack of social networks, medical support, ill health and long term conditions, home care, and mobility. It was also thought that there was a lack of suitable activities older people could gather and chat. Most pressing concern was social isolation.

Older people can become isolated and marginalized and personal and social identity can fade. The importance of feeling included in a community cannot be understated and providing opportunities for older people to engage with existing community groups and activities is a way of addressing this. Any older

People who are socially isolated and the isolation may be exacerbated by ill-health, disability or long term conditions. The voluntary and community sector have a vital role in addressing these issues – working alongside health and care professionals.

Being Neighbourly

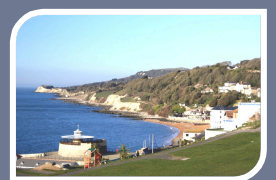
The Ventnor Strategy Plan takes the view that more can be contributed by people in the local community towards supporting and helping their senior citizens. A sustainable future simply does not warrant that all care and support roles are the sole responsibility of the public, private and third sectors to fulfil. A sustainable future infers a positive response from the community to look out for, and look after, the wellbeing and welfare of neighbours, young and elderly. Even if it is only a small gesture once in a while. The first vision defined in the strategy is simply that – to nurture community altruism and community pride.

Affluent and Deprived

While it is expected that the Ventnor Strategy Plan will achieve the following basic outcomes:

- § ***Vibrant, prosperous and sustainable local economy.***
- § ***Safer and more protected local neighbourhoods and communities.***
- § ***Better wellbeing and health for all local people.***
- § ***Reduction in local crime and fear of crime.***
- § ***Better conservation of the local natural environment.***

These positive outcomes fall into insignificance when the level of local deprivation in Ventnor is known and understood. Working together to create stronger sustainable communities is only relevant if there is a pronounced balance and





Our Special and Unique Community

improvement in social equality, social equity and community fairness. The Ventnor Strategy Plan seeks to create a more balanced, fair and sustainable for all members of the community.

Local Children in Poverty

The published Index of Multiple Deprivation 2015 (IMD 2015) of the rankings of Ventnor's four Lower Super Output Areas (LSOAs) with regards to the Island's 89 LSOAs is provided below. Lower statistical values indicate greater deprivation in certain characteristics.

IMD 2015 For Ventnor	Island Rank	Household Income	Employment	Education / Skills	Health / Disability
Ventnor Central	6	10	4	8	2
Upper Ventnor	15	7	13	22	39
Bonchurch	24	38	31	45	47
St Lawrence	61	78	66	48	56

The summary IMD results place both Ventnor Central and Upper Ventnor in the top 22% of the nation's most deprived areas. That implies that these two locations are potentially the poorest and less well-off communities of the four LSOAs that make up Ventnor.

"The statistics that are most disturbing are for Ventnor Central, and therefore affects many local families with children and young adults living in and around the Town Centre."

Upper Ventnor also has its own unique social problems being ranked by the IMD 2015 as an area of severe deprivation. Upper Ventnor does have the largest number people and families having to rely on social housing and higher proportion of elderly retired people. The factors together, **Income** and **Employment** are not just restricted to individuals but also applies to **low income families with children locally**; and potentially those that can work but are

unable to find suitable employment and having to rely on social and housing benefits.

"The implication being that Ventnor Central and Upper Ventnor have a higher proportion of children in families living in poverty and deprivation".

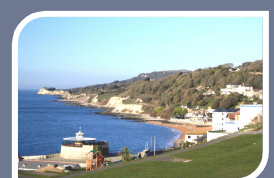
Ventnor, while not in the top twenty most deprived areas of England, it is still of concern that many Ventnor parents and their children have to suffer in this way for no fault of their own. (ref: <http://tinyurl.com/hgyn8nt>)

A recent Barnado's survey indicated that there are currently 3.7 million children living in poverty in the UK. This represents just over a quarter of all children; and 1.7 million of these children are living in severe poverty. In the UK 63% of children living in poverty are actually in a family where someone works.

In terms of the Ventnor Strategy Plan the main concern is that local children in deprivation are likely to experience a detrimental effect on their education, health and well-being, and day-to-day *family life*. There are no soft options – and local Ventnor families and their children should not be living in deprivation and poverty in our local community in this day-and-age.

The Our Place Survey

A major contributor to the Ventnor Strategy Plan has been the results from the community survey published during 2015. Over 3000 surveys were distributed locally and over 500 completed surveys were returned. The community reported on their needs, concerns, likes and dislikes, and things that needed to be done both now and in the future. All the surveys received back were carefully processed and that information helped create and tune the ambitions, values, goals and objectives of the Ventnor Strategy Plan – It was essential to listen to the local community.





Our Special and Unique Community

Summary

The Ventnor Strategy Plan is an extension to the existing socioeconomic regeneration started by Ventnor Town Council in 2012. It fully supports and extends the Our Place programme started in August 2014 to benefit the local community.

It is a high-level strategy plan to tackle and resolve some of the more complex economic, social and environmental concerns now facing the local community. Essentially it aims to make the community of Ventnor a more sustainable and prosperous place, improving the quality of life for everyone living and working in Ventnor.

Partnership alliances with public, private and third sector organisations in terms of economic, social and environmental services are high on the local strategy agenda in order to achieve a sustainable community. But it is not expected that these organisations should supply every local community demand.

“By necessity, and in the spirit of partnership, social contributions will be necessary from the community in terms of: support, commitment, participation and engagement. In addition social value efforts, life experience and expertise.”

To help the Ventnor Strategy Plan move forward community capacity building will be a critical ingredient in developing the potential already in the community – strengthening the local skills, abilities and the capabilities of residents in the community willing to contribute.

Out of necessity and regardless of the flow of future political actions and social changes, the community of Ventnor must attempt to manage themselves. This can only be achieved through collaboration and working together with our immediate and relevant service providers to

create sustainable answers for local problems.

For example...

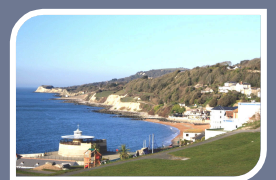
“There is scope in the near future for every member of the local community to influence the design and delivery of public services; and also potentially reduce the cost and resources used to deliver those services into the community. In addition to improve the current set of delivered services and even design new ones to benefit the community.”

Finally, Ventnor had the opportunity to survey its local residents during 2015 about many aspects of the community and important local projects that Ventnor Town Council were engaged in. Once again the survey process reinforced the importance of connecting and listening to the people from the community – Upper Ventnor, Ventnor Central, Bonchurch and St Lawrence. It was a tremendously rewarding experience, and the ideas that flowed back from the community to the Town Council was unprecedented. Thank you Ventnor for your support during the survey.

Ventnor Town Council, Jun 2016

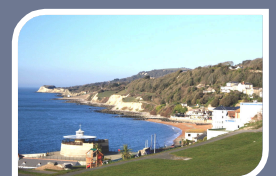


Ventnor: “The perfect place, the perfect home, the perfect lifestyle”



Part 3

Relevance of Sustainability to Ventnor





Definition and Purpose of Sustainability

Introduction to Sustainability

Although the focus on sustainability appears a recently modern perspective originating in the 1980's, it has been in economic, social and environmental use for many centuries. Modern views of sustainability have tended to focus on global agricultural sustainability involving the act of farming based on an understanding of ecosystem services and the relationships between organisms, people and their environment.

But the leadership principles motivating sustainability are equally applicable to an evolving community similar to Ventnor; and therefore of paramount importance when developing future strategies that relate to local economics, developing diverse interconnected communities, and maintaining the existing natural environment.

The equilibrium between economic viability, environmental conditions and quality, raising the living standards of people, and the carefully management of assets and resources, is for the benefit of the community. In effect protecting what we have now so that it is available for future generations to use and enjoy. Therefore sustainability basically comes down to looking after everything that is economically-based, social-oriented and environmentally-linked within a local community such as Ventnor, in order that it survives in tack both now and for future generations.

Definitions from the English Oxford Dictionary

“Sustainability is the ability of some entity to be maintained at a certain rate or level. For example: the sustainability of economic growth, or a scheme or set of actions to ensure the long-term sustainability of a project or process.”

Ecologically it is has also been defined as...

“The avoidance of the depletion of natural resources in order to maintain an ecological balance: the pursuit of global environmental sustainability.”

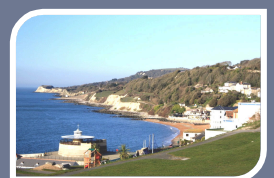
A Modern Perspective

“Sustainability is defined as a requirement of our generation to manage the resource base such that the average quality of life that we ensure ourselves can potentially be shared by all future generations. Development is sustainable if it involves a non-decreasing average quality of life.”

(Geir B. Asheim, "Sustainability," The World Bank, 1994)



Ventnor: “The perfect place, the perfect home, the perfect lifestyle”





Related Sustainable Development Policies

The European Policy on Sustainability

The European policy context for the Guidance is set by the European Union European Spatial Development Perspective (ESDP). The ESDP has three main objectives:

- § *The development of a polycentric and balanced urban systems; and the strengthening of the relationship between urban and rural areas;*
- § *The promotion of integrated transport and communications which support integration and the polycentric development of the European Union territory; and*
- § *The development and conservation of the natural and cultural heritage, contributing both to the preservation and deepening of regional identities; and the maintenance of the natural and cultural diversity of the Region.*

The UK Policy on Sustainability

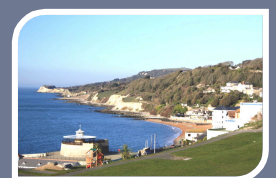
*The UK Government's revised **Sustainable Development Strategy Securing the Future** was published in March 2005. It is based on five Guiding Principles and four Shared Priorities for UK Action:*

Guiding Principles:

- § *Living within Environmental Limits.*
- § *Ensuring a Strong, Healthy and Just Society.*
- § *Achieving a Sustainable Economy.*
- § *Promoting Good Governance.*
- § *Using Sound Science Responsibly.*

Shared Priorities:

- § *Sustainable Consumption and Production.*
 - § *Climate Change and Energy.*
 - § *Natural Resource Protection and Environmental Enhancement.*
 - § *Sustainable Communities.*
-





Dimensions of Sustainability Applicable to Ventnor

Sustainable Development Definition

“Sustainable development is development that meets the needs of the present, without compromising the ability of future generations to meet their own needs.”

“The National Planning Policy Framework (NPPF) practice for sustainable development is to rate the economic and social conditions and status of the environment during the Planning process, prior to property or infrastructure improvements, refurbishments or new development; and to assess the impact on the environment and the community. The presumption is that Planning improves economic growth, commerce, employment and therefore economic wealth.”

Sustainable Communities Definition

“Sustainable communities are places where people want to live and work, now and in the future. They meet the diverse needs of existing and future residents; and are sensitive to their environment and contribute to a high quality of life.”

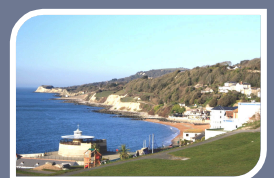
“Having a Sustainable Community would allow people in our community to forge their own futures together, whether in the home or at school, workplace or social spaces; and potentially provide a healthier and more inclusive community environment for people to achieve their ambitions and aspirations, take up new opportunities and interests, and able to express their individual diversity. A sustainable community is a caring and protective environment where everyone is valued, included and supported.”

Social Cohesion Definition

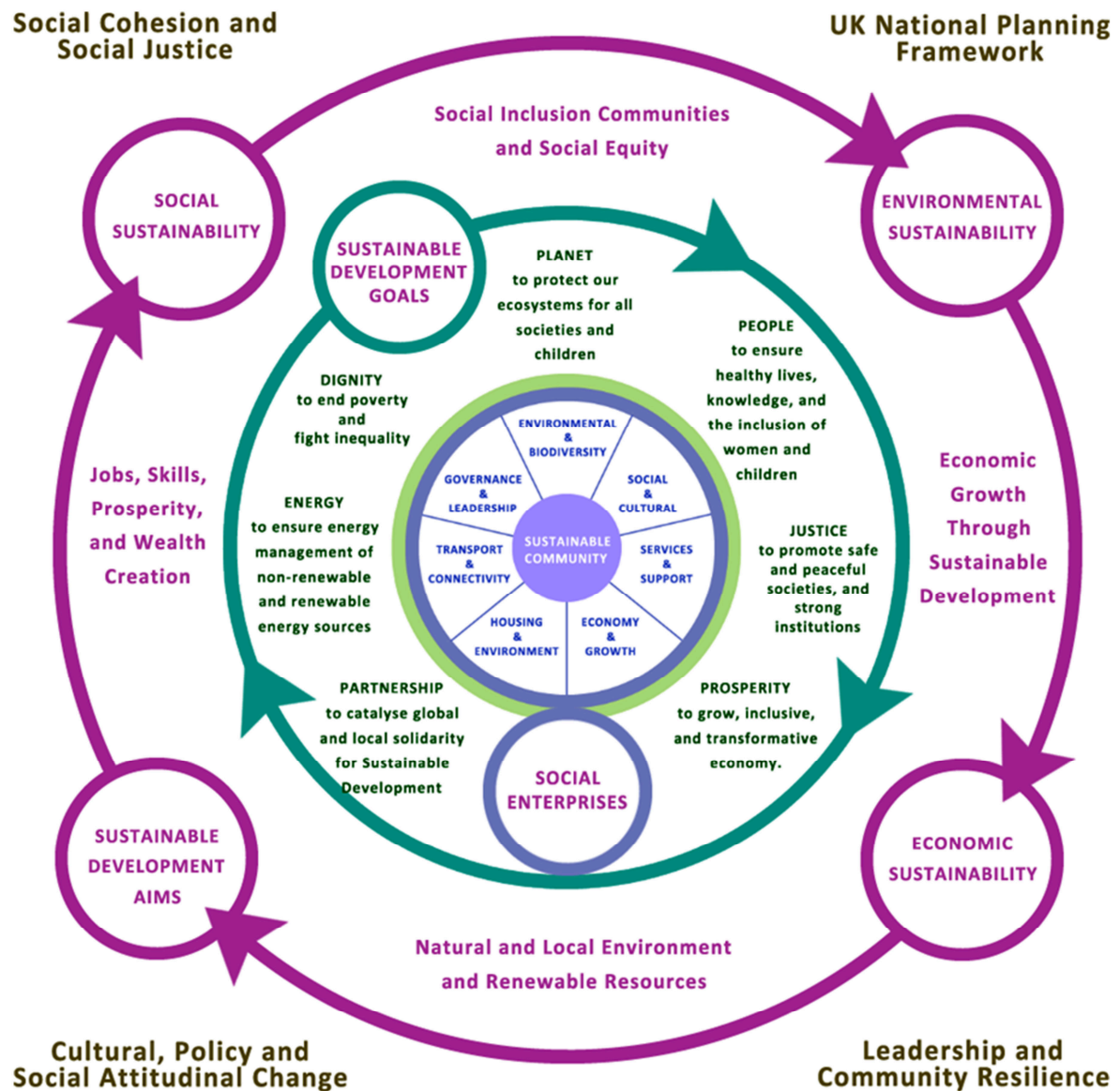
“Social cohesion is a bond that holds a group together, even if individuals within the group have different backgrounds or circumstances of life.”

Also defined as:

“The willingness of members of a society to co-operate with each other in order to survive and prosper – Willingness to co-operate implies the free choice to form partnerships and socially acceptable relationships to achieve singular or collective goals through shared participation.”



Having a Sustainability Model for Ventnor



Sustainable Development meets the needs of the present, without compromising the ability of future generations to meet their own needs. While **Sustainable Communities** are places where people want to live and work, now and in the future. The Integrated Sustainability Model given above unites both concepts and balances the different, and often competing, needs against an awareness of the economic,

social and environmental limitations. The model focuses on the diverse needs of existing and future residents while being sensitive to their urban and rural environments, alongside their social and domestic circumstances. Importantly it contributes to a higher quality of life for all members of a community, promoting personal wellbeing, justice and fairness, social cohesion, inclusion and equal opportunities.



Supported by the National Planning Policy Framework (NPPF)

Sustainable development through the **Formal Planning Process** has benefitted local communities across the county **ensuring a better life for us now, does not compromise the life of future generations.**

Sustainability is about change for the better and not just the planned development of flats, homes or industrial units. It is the relationship that people have with their environment

that is vital for their health and wellbeing; and therefore must be carefully and better looked after both now and the future. **Ventnor is no exception in this respect.**

Environmental habitats which have been degraded can be restored and species that have been isolated reconnected. Land that has been depleted of diversity can be replenished by nature and opened again

for people to enjoy.

The government has adopted this new global view of Planning as outlined in their **National Planning Policy Framework.**



Strategic Themes for Sustainable Development:

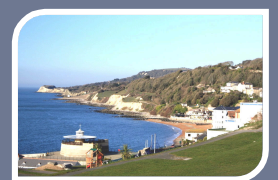
National Planning Policy Framework (NPPF) – March 2012: *The national planning policy emphasises the role of sustainability in guiding plans and policies, setting out three key dimensions to sustainable development: economic, social and environmental, which the Ventnor Strategy Plan seeks to follow in terms of vital Strategic Themes:*

Economic Role: *Contributing to building a strong, responsive and competitive local economy (retail, hospitality, leisure, trade, commercial and professional), by ensuring that vacant land of the right type, place and timing is available to support local growth, employment, innovation and productivity; and identifying and co-planning development demands at the local community level, and provision for infrastructure improvements.*

Social Role: *Supporting a strong, prosperous, vibrant and healthy community, by fairly meeting the demand for local housing for current and future generations; and to develop a high quality, well-designed and sustainable built environment, with accessible local services that reflect the needs of the community; and that supports the health, welfare, social and cultural well-being of people living in, working in, and visiting Ventnor.*

Environmental Role: *Contributing to the protection, conservation and enhancement of Ventnor's natural, built and historic environment; supporting initiatives of biodiversity, renewable green energy, better management of non-renewable energy and natural local resources, disposable waste and recycling; monitoring air, water and soil pollutants, and environmental factors relating to climate change and ecological system preservation.*

[Extension] Governance Role: *Supporting the local community during its acceptance, transition and transformation, while in the stages of negotiated and proposed implementation of policies relating to Sustainability, Devolution and Legal Freedoms now allowed by through the UK Localism Act 2011.*



Benefits of Sustainable Thinking for Ventnor

Currently Ventnor Town Council assumes the governance role for the Ventnor Strategy Plan alongside the local community. However the local community now have an opportunity to change their destiny by becoming a more socially accountable and equitable community through the ideals and relevant application of sustainability. Developing a community that is resourceful, innovative, environmentally-aware and economically prosperous; that is beneficial now and sustainable for future generations.

Sustainability tends to be both considered and monitored by local or regional authorities. But there is now a very real and responsible role for Ventnor Town Council and community to step up to the plate and properly manage their unique and beautiful natural environment. In addition to apply the concept of sustainable growth to its local retail, hospitality and visitor economies using the formal Planning system. To support this move, the government plans to provide local communities with a greater role in shaping their own specific localities and neighbourhoods. Legal changes to planning have occurred and are set out in the **Localism Act 2011** and also the **National Planning Policy Framework 2012 (NPPF)**, that aims to provide local communities the opportunity to become more involved in the preparation and design of local planning for where they live.

The Ventnor Strategy Plan with its sustainable approach does take into account the potential for community contributions into the planning process – especially new developments in and around Ventnor. Equally importantly are the contributions and opinions given by community members of the **social**, **environmental** and **economic** changes impacting individuals and families living and working in the community. The near future could see the accountability for managed sustainable development being

taken by local communities, with town and parish planning engaged in co-planning and sustainability assessment alongside Local Authority planning. Although town and parish councils are unlikely to be empowered by law to exercise statutory town planning functions, their knowledge of the locality and participation in sustainability will inevitably play a major role in local community planning, socioeconomic growth and improving environmental quality.

Ventnor was established during Victorian times on the known ideals of sustainability; the sense of wellbeing experienced from its local natural environmental beauty; and the health giving properties of Ventnor's microclimate similar to the Mediterranean (<http://tinyurl.com/grw8f83>). Any local area strategy therefore pertaining to sustainability will only intensify and reinforce Ventnor as a viable seaside resort and special place of value.

“But the science of ecology and climate change have advanced only to reveal years of wilful damage and plundering of our natural environment and the detrimental effects to the health, wellbeing and stability of small local communities.”



We have built without any real concern for the environment or social impact to local people and families. The inner city developments over recent years have been the tragic testimonies to ever increasing deprivation, crime, poverty, isolation, fear of crime, violence, community disintegration and many other social problems. Ventnor must never be allowed to go that way.



Sustainability is Important to Ventnor

The argument for sustainable development is sound, and naturally increases the chances for creating a sustainable community. If sensibly applied throughout the diverse communities, neighbourhoods and streets of Ventnor, could resolve many of the negative socioeconomic and environmental issues facing the locality.



The Ventnor Strategy Plan deals with the locality as a holistic ecosystem. Each part, and every person, playing their part to create a better life and environment. It accommodates both the sustainable development approach and the sustainable community approach to achieve something relevant, important and most of all sustainable for future generations.

While Ventnor struggles to craft a future based on sustainability, it is not alone. In fact it is a widespread International problem. The United Nations, as of September 2015, defined 17 sustainable development goals to end poverty and deprivation, fight inequality and injustice, and tackle climate change by 2030.

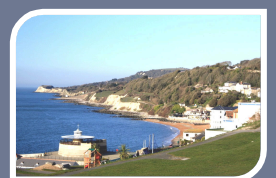
The similarity of the current problems faced by Ventnor within its community ecosystem, are not dissimilar to other locations in other counties; and the United Nation's goals for sustainable development are no less relevant to Ventnor.

- § **No poverty.**
- § **Zero hunger.**
- § **Good health and well-being.**
- § **Quality education.**
- § **Gender Equality.**
- § **Clean water and sanitation.**
- § **Affordable and clean energy.**
- § **Decent work and economic growth.**
- § **Industry, innovation and infrastructure.**
- § **Reduced inequalities.**
- § **Sustainable cities and communities.**
- § **Responsible consumption and production.**
- § **Climate action.**
- § **Life below water.**
- § **Life on land.**
- § **Peace and justice, strong institutions.**
- § **Partnerships for the goals.**

The approved goals Internationally are not too dissimilar to the goals and priorities that the people of Ventnor developed through local community engagement between 2012 and 2014. The inference being that the residents of Ventnor are already in tune with the ideals and application of sustainable development; and want to see and experience a more stable, fair and sustained seaside community.

In alliance with the **National Planning Policy Framework** and the **International Institute for Sustainable Development**, the strategy plan for Ventnor is in favour of the presumption for sustainable development as a contributor to sustained economic growth, wellbeing and prosperity of Ventnor both now, and for future generations.

Ventnor Town Council, June 2016





Core Sustainability Policy for Ventnor

Core Policy Purpose

“To secure the delivery of sustainable development within the four LSOAs of Ventnor, to allow and stimulate economic growth, increased and available employment, and an improved quality of life. All local plans, strategies and development projects with a spatial impact should meet the following core policy directives”

A. To ensure that the existing local housing stock and new affordable and market housing meets the local community need by:

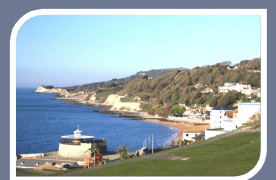
- § *Extends the choice of accommodation in all parts of the community, especially to those in need or with a disability;*
- § *Arranging opportunities for local people wanting to start on the property ladder or are able to buy, rent or lease their own property;*
- § *Engaging with the Local Authority and other relevant public bodies to identify local housing capacity within sustainable development limits for the four LSOAs of Ventnor;*
- § *Supporting the potential development of coastal, rural and urban management plans to help achieve an integrated approach to local sustainable development;*
- § *Monitor that any development along the local coastline, requiring a coastal location, should be located primarily in existing urban or near rural areas; and in ways that protect and enhance the natural environment and cultural heritage.*

B. To reduce social exclusion throughout the local community:

- § *The regeneration of disadvantaged and deprived areas in the community;*
- § *The reduction of inequalities in the community and distribution of employment, housing, health and other community facilities and services; and*
- § *Reacting positively to the diverse needs of all parts of the community.*

C. To protect and enhance the environmental quality of urban, rural and coastal settlements to make them safe, protected, attractive, clean and crime free places to live, work and invest in, through promoting:

- § *Green and managed urban and rural infrastructure;*
- § *Enhancement of urban areas and social spaces;*
- § *Participation in local crime and disorder reduction partnerships; and*
- § *High quality urban, rural and environmental design reflecting local distinctiveness.*





Core Sustainability Policy for Ventnor

D. To improve the health and mental, physical and spiritual wellbeing of local residents by improvements in:

- § Air quality, and urban and environmental cleanness;
- § Affordable warmth, and well-maintained and working utility services and appliances;
- § The availability of good, affordable, suitable and comfortable quality housing; and
- § Access to health, retail, cultural, leisure and recreation facilities and services.

E. To improve economic prosperity, employment opportunities and local competitive advantage through:

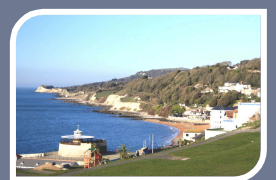
- § The improvement of access for local people to available local employment markets; and
- § Ensuring that sufficient good quality land and premises are available to support economic development in local areas targeted for growth through economic planning; and
- § The level of employability of job seekers is of a high standard for local employers.

F. To improve accessibility to local and Island-wide jobs, homes and services by the:

- § The integration of a more affordable Island-wide public transport system;
- § The promotion and integration of opportunities for walking and cycling;
- § The promotion of the use of high quality environmentally-friendly public transport; and
- § The encouragement of patterns of new development that reduce the need to travel especially by public or private transport using non-renewable energy sources.

G. To protect and enhance the natural and urban environments through the:

- § The protection, enhancement, and sensitive use and management, of local natural cultural and historic assets, and designated sites of historical and international importance; and
- § The avoidance of significant harm, and securing adequate mitigation or compensation, for any unavoidable damage;
- § By reducing the amount of waste produced and increasing the amount recycled or alternatively beneficially managed waste disposal; and
- § The recognition of the limits to the capacity and capability of the local urban, rural and coastal environment to accept further development without irreversible damage.





Core Sustainability Policy for Ventnor

H. To achieve an incremental increase in the level of local biodiversity through:

- § *The management and extension of habitats, both to secure net gains in biodiversity and to facilitate species migration to allow the biosphere to adapt to climate change; and ensuring that no net loss of priority habitats or species is allowed to occur.*
- § *Engagement with biodiversity representatives to plan and develop the future of the local biosphere to create sustainable and flourishing ecosystems for all local and migratory species, suitable year-round habitats.*

I. To reduce the causes of climate change by minimising emissions of CO² in order to meet the national target by:

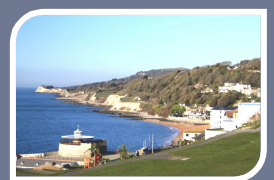
- § *Maximising resource efficiency and the level of renewable energy generation; and the responsible management of air and natural water pollution.*
- § *Making the best use of the existing infrastructure, traffic flow alternatives and vehicle parking facilities both off-street and on-street; and the reduction of vehicle speed in built-up areas and the town centre;*
- § *By promoting sustainable design and construction; and ensuring that new developments, particularly major traffic generating uses, are located so as to reduce the need to travel, especially by private vehicle.*

J. To reduce the impacts of climate change, specifically the risk of damage to life and property from local flooding and sea level change; and the decline in water quality and resources by:

- § *Selecting locations that are suitable for sustainable development, and not potentially subject to climate change, flooding or sea level change;*
- § *Designing and sustainable new developments that use sustainable materials in their construction, and are energy and waste management efficient;*
- § *Reducing the build-up of heat island effects due to human activity in urban areas;*
- § *Controlling the felling of urban and local rural and woodland trees and shrubs;*
- § *Providing natural or artificial reservoirs (carbon sinks) where necessary; and*
- § *Providing modern sustainable drainage; and the management of flood water.*

K. To minimise the adverse environmental impacts of new developments through:

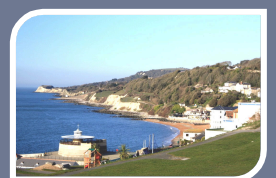
- § *Sustainable design and construction techniques that ensure the optimum economic, social and environmental benefits for property dwellers and the local community;*
- § *Provide education, training and awareness of global and local environmental issues, sustainable development legislation, environmental conservation and social impact.*



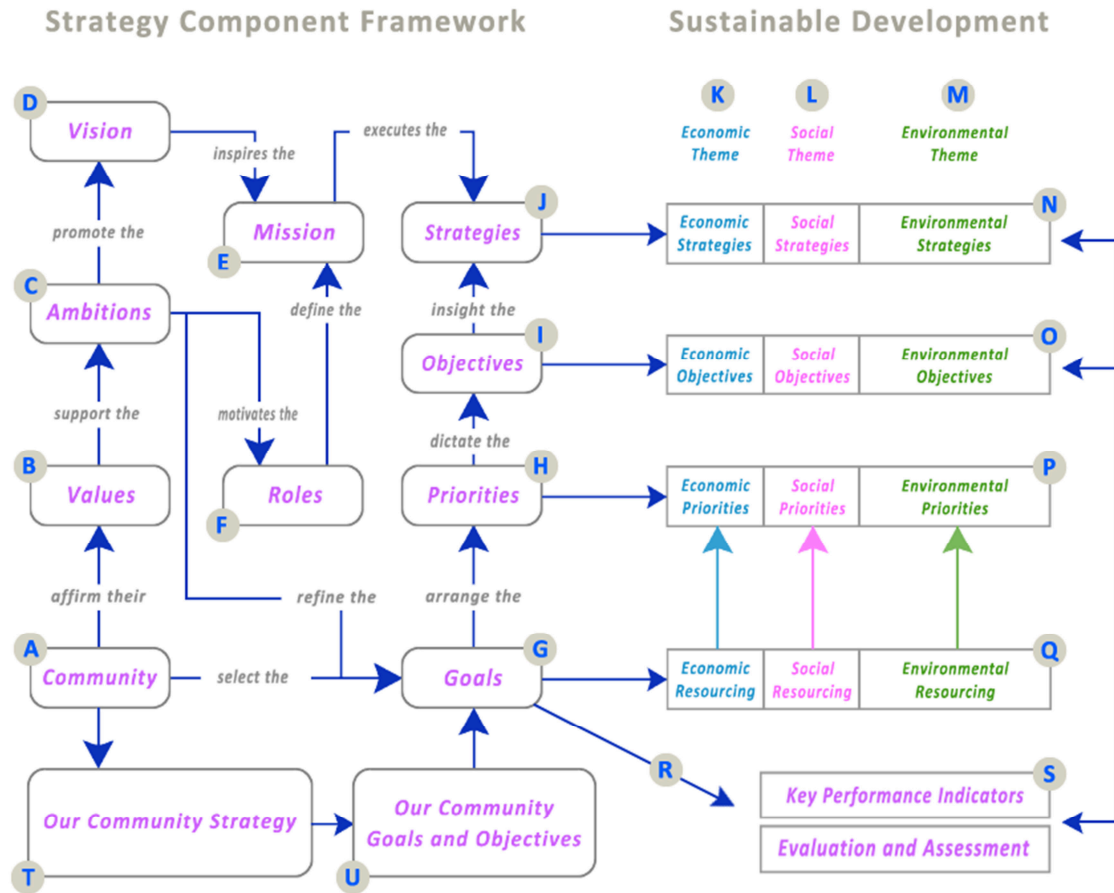


Part 4

Ventnor Strategy Plan Statements



Ventnor Strategy Planning Model Explained



The Strategy Planning Model presents the different strategic elements used to create the Ventnor Strategy Plan. Through community engagement [A] local views and priorities were used to define a broad Community Strategy with specific goals and objectives that feed into the Ventnor Strategy Plan. Community values are affirmed [B] which supports the ambitions of the community [C]. Both short and long-term visions [D] are developed which the community need to achieve and aspire too to transform Ventnor into a prosperous and sustainable socioeconomic environment. By definition a sustainable community would be a place where people want to live and work, now and in the

future. Where the diverse service needs of existing and future residents are fully met and contribute to a high quality of life. A community that is safe and inclusive, that offers equality of opportunities and good services to all. In short Ventnor's future is very reliant on the following:

- **Active, inclusive and safe.**
- **Well run.**
- **Environmentally sensitive.**
- **Well designed and built.**
- **Well connected.**
- **Thriving.**
- **Well served.**
- **Fair for everyone.**



Ventnor Strategy Planning Model Explained

Consequently the Ventnor Strategy Plan needs to drive Ventnor towards becoming a genuine sustainable community that uses the principles of sustainable development, and therefore:

- *Balances and integrates the social, economic and environmental components of their community.*
- *Meets the needs of existing and future generations.*
- *Respects the needs of other communities in the wider locality helping to make their communities sustainable.*

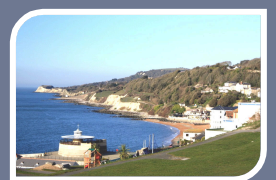
Sustainable communities are diverse, reflecting their local circumstances; and there is no standard template to fit them all. Like Ventnor, each locality and each seaside resort is unique and different. It is important to understand why Ventnor should aim to become a transformed sustainable community which the Ventnor Strategy Plan sets out to achieve.

With respect to the Strategy Planning Model, community ambitions [C] motivate the roles [F] needed by the strategy. Roles naturally define the strategy mission [E], while the vision [D] inspires the mission statements. The mission then executes the required strategies [J] of the Local Strategy Plan. The Ventnor community [A] both through engagement and community survey indicated the type of goals [G] they wanted to pursue refined using the ambitions [C] created by the community, giving rise to a set of community priorities [H]. Strategic objectives, or in terms of sustainability – spatial objectives are developed [I] for the strategy in line with the priorities. In turn each spatial objective has a defined set of strategies [J] to follow guided by the strategy mission statements [E] which adhere to relevant sustainability aspects.

The spatial objectives simply indicate what is to be achieved, while the set of strategies indicate how those objectives will be achieved within the strategy plan. But it is important to monitor the defined goals [R] and the set of objectives to reach those goals and the performance of each defined strategy [S]. Understanding the nature of each goals and their purpose allows us to audit and monitor their performance and validity.

Although this completes most of the elements of the Strategy Planning Model, it does not take into account the balance and integration of economic, social and environmental priorities within the local community of Ventnor. It is at this stage a comprehensive strategy plan but it is not a sustainable development strategy plan, and the distinction is important. The National Planning Policy Framework (NPPF) produced by the government sets out three strategic roles for sustainability: economic [K], social [L] and environmental [M]. Within these themes and under advised guidelines, a local strategy can be developed to accommodate these areas as shown on the Strategy Planning Model.

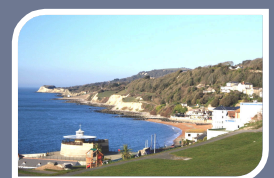
The division into these three specific themes economic, social and environmental move the strategy into the domain of sustainability. The priorities, objectives and strategies are also subdivided into their relevant economic [N], social [O] and environmental [P] categories. Provided that these divisions are followed, the character of the strategy is one of adherence to sustainability in line with European directives for Strategic Environment Assessment (SEA) and world-wide trends in sustainable development. The intention being to integrate the environment into local community Spatial Planning. The final operation of the strategy model is the resourcing component [Q]. A strategy needs to obtain and position resources to target and complete all spatial objectives and action plans.





Synopsis of the Ventnor Strategy Plan Statements

-
- Vision 1:** *To Become a Community Driven By a Sense of Community Pride.*
- Vision 2:** *To Become an Inclusive, Tolerant, Equitable and Fair Community.*
- Vision 3:** *To Become a Friendly, Responsive, Supportive and Helpful Locality.*
- Vision 4:** *To Become an Influential Community, Proactive in Local Current Affairs.*
- Vision 5:** *To Become a Sustainable Community That Collaborates Together.*
- Vision 6:** *To Become a Community With Social Identity and Self-Efficacy.*
- Ambition 1:** *To Achieve Socioeconomic Development and Stability.*
- Ambition 2:** *To Achieve an Integrated Sustainable Community.*
- Ambition 3:** *To Achieve Social Cohesion and Participation.*
- Ambition 4:** *To Achieve Partnership Locality Transformation.*
- Value 1:** *Increase community empowerment and local accountability.*
- Value 2:** *Celebrate cultural diversity and enhance community capacity.*
- Value 3:** *Achieve health, wellness and community wellbeing.*
- Value 4:** *Live safely and soundly in a protected environment.*
- Value 5:** *Work for prosperity and a sustainable local economy.*
- Value 6:** *Embrace socioeconomic opportunities through technology.*
- Value 7:** *Promote inclusion, equality and integration.*
- Mission 1:** *To shape the community through empowerment, equality and tolerance, and social citizenship.*
- Mission 2:** *To develop a sustainable local community with a prosperous seaside resort economy.*
- Mission 3:** *To provide a safe and caring environment, where diversity and ambitions can flourish.*
- Mission 4:** *To support local employers, working and non-working people, and secure both social and employability investment.*
- Mission 5:** *To build relationships and working partnerships to respond and support those in need and poverty.*
- Goal 1:** *To be responsible for the outcomes of our community believing that Ventnor has a future.*
- Goal 2:** *To celebrate social and cultural diversity in our local community.*
- Goal 3:** *To improve our community wellbeing, health, welfare and happiness.*
- Goal 4:** *To improve personal and community safety, and the protection of property and the natural environment.*
- Goal 5:** *To work for local prosperity and a profitable and sustainable local community economy.*
- Goal 6:** *To promote socioeconomic advancement and equality of opportunities through technology.*
- Goal 7:** *To practice genuine inclusion, equality and integration throughout our local community.*





The Expectation for Ventnor

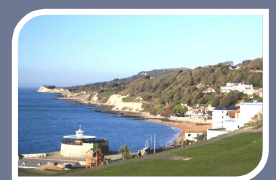
The Champion Vision for Ventnor

*"The perfect place,
The perfect home,
The perfect lifestyle."*

The Overall Strategic Objective...

"To create a high quality 21st century seaside enterprise, that is loved by local residents and visitors, attractive to commerce and investment, profitable and viable for local businesses and community enterprises; powered and planned through well-conceived and innovative sustainable development; empowered through community capacity building to transform Ventnor into a sustainable and prosperous world-renowned seaside destination."

"Essentially what we would like to see happen to Ventnor over the next 5 to 10 years is Ventnor becoming a viable sustainable community; a transformed community – being aware of your leadership choices, thinking and decisions, altering the culture to sustain the kinds of approaches which are demanded today – and which could change tomorrow; and an Influential Community."





Governance Strategic Initiatives and Descriptions

*“As one of the Island’s most desirable seaside locations, the overall vision is to make Ventnor the perfect place both for residents and visitors, who sustain the Ventnor economy all year round. The defined **Strategic Initiatives** not only provide direction of strategic travel: economic, social and environmental, but also actions relating to sustainability. As strategy tools, they enable management to aim for, and provide, a high quality community environment in desirable surroundings, which has been developed and nurtured in a socially responsible manner. This is not only good for the environment but bring benefits to the local community and workpeople, public and private partnerships and local tourism reflecting the efforts made by the community.”*

NPPF: Economic Role

Strategic Initiative 1

Partnership Engagement.

*Develop and cultivate partnership engagement and collaboration with all legitimate service and resource suppliers working and operating in the local community. Doing so will lead to improved local service provision, more informed resource allocation; and reduction and protection of front-line budgets; and delivery of more effective **social value solutions and benefits** by enabling community representatives to communicate with, and work with, service, resource and financial providers.*

NPPF: Social Role

Strategic Initiative 2

Social Cohesion.

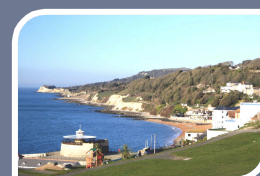
*Develop and cultivate partnership engagement, social cohesion and representative community and neighbourhood leadership and participation throughout the local community. Doing so will lead to improved **social capital across the community**, renewed building of genuine relationships, and a sense of connection and unity; and enable people to live, work and play together in safety and harmony, establishing higher tolerance levels of acceptance, inclusion and equality, growth of creative diversity, the sense of belonging and citizenship; and positive changes in attitudes and social behaviours that benefit the wellbeing of local community.*

NPPF: Environmental Role

Strategic Initiative 3

Environmental Sustainability.

*Develop and cultivate partnership engagement and collaboration with acknowledged environmental, ecological and biodiversity agencies and groups to conserve and protect the community’s natural environment, and to exceed all relevant environmental legislation and regulations. Doing so will lead to the **reduced impact on the natural environment**, use of land for sustainable development and the consumption of resources, and damage to the wider environment, wildlife and marine life; and promoting efficient energy use and the reduction in energy consumption, domestic water usage and waste water reuse; and supporting actions to stabilise and reduce concentrations of Green House Gases (GHG) and pollutants by achieving sustainable long-term reductions in carbon emission that could negatively alter local climate conditions, and potentially affect the visitor economy.*





Ambition Statements and Descriptions

Ambition 1: To Achieve Socioeconomic Development and Stability - (Security).

By 2025 our aim is to have a range of prominent Island and International companies operating locally in Ventnor capable of providing local employment, skills training and work experience opportunities; and investing in the future of Ventnor as a viable, worthwhile and sustainable modern community capable of maintaining and supporting all necessary commercial operations and future business development.

Ambition 2: To Achieve an Integrated Sustainable Community - (Purpose).

By 2025 our aim is to have a modern seaside community that is strong in character, self-identity and purpose that is motivated to contribute and improve the now and persuasive to influence the future; supportive of their local property assets and condition of their town centre; protective of their local resources and culture, heritage sites and facilities, and coastal and rural environments.

Ambition 3: To Achieve Social Cohesion and Participation - (Acceptance).

By 2025 our aim is to have a local community that is ethical and balanced in their approach to the wider social and political issues that might affect and impact their community, and actively involved in helping to meet the needs of others in their local community through responsible community governance and leadership; working for their community in collaboration with relevant public, private and voluntary sectors responsible for delivering community service provision and support.

Ambition 4: To Achieve Total Locality Transformation - (Productivity).

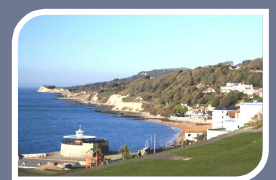
By 2025 our aim is to have a local community that is forward-looking and organised in their attitude towards creating a flourishing and sustainable local economy capable of supplying high quality products, services and events; proactive in developing and sustaining their visitor economy, local retail, hospitality, leisure and recreational offerings, and professional services; fully engaged in the preservation and conservation of their surroundings and use of utilities, local community welfare and lifestyle – The entrepreneurial spirit.

Ambitions Are Better Than Aims...

“Ambitions, rather than strategic aims, have been chosen for their more inherent strength of character; and are more reflective of what the people of Ventnor can achieve over time provided the conditions and circumstances are in their favour. The ambitions look for future security in economic terms and a community that is socially tightly knit together having a real purpose in life with a well-defined social identity. A community where people care and support one another, and with a dash of hard work and determination, transform themselves into a community of influence, empowerment, social equality and prosperity – In effect a sustainable community.”



Ventnor: “The perfect place, the perfect home, the perfect lifestyle”



Vision Statements and Descriptions

Vision 1: To Become a Community Driven By a Sense of Community Pride.

A flourishing and happy community that is strong in character, purpose and ambition with a sense of belonging and helpfulness, local identity and civic pride.

Vision 2: To Become an Inclusive, Tolerant, Equitable and Fair Community.

An inclusive and integrated community where everyone from the youngest to the oldest have a special part to play in creating for themselves and others a better quality of life.

Vision 3: To Become a Friendly, Responsive, Supportive and Helpful Locality.

An open and friendly community that is healthy and safe with a welcoming atmosphere where people choose to live and visit, and freely help one another in altruistic services.

Vision 4: To Become an Influential Community, Proactive in Local Current Affairs.

A strong and persistent community that can influence local decisions that affect their families, livelihoods, circumstances, service provision, future economic prosperity, urban planning and rural preservation.

Vision 5: To Become a Sustainable Community That Collaborates Together.

A mature and co-operative community that can work together to improve their socioeconomic conditions, neighbourhoods and streets, urban and green spaces, community cohesion and social public relations.

Vision 6: To Become a Community With Social Identity and Self-Efficacy.

A sustainable, transformed and influential community that is confident, self-reliant and realistic about its future; and not afraid to engage, support and guide other local Island communities.



“The Visions for Ventnor focus on the people of the local community and their potential capacity to do great things; and to be able to bring about a brighter future for themselves and future generations. The Visions point to a sustainable and prosperous future for people living in, and working in, and visiting Ventnor. To achieve these Visions, the community needs to be empowered and willing to work together cohesively, using the skills, experiences and commitment of every local resident able to contribute in helping to improve the quality of life for every person and family living and working in Ventnor. Creating a culture of healthiness and wellness, wellbeing and safety, opportunity and hope, for all to access and enjoy.”



Mission Statements and Descriptions

“Local community people need to accept and maintain the role of stewardship for Ventnor, sharing the responsibility for safeguarding their community, valued local assets, natural environment, Ventnor’s culture and important historic heritage.”

Mission 1:

To shape the community through empowerment, equality and respect, and community citizenship.

To shape the future of Ventnor by empowering local people to act for themselves and on behalf of others in the community; working together to unite the community through friendship, common purpose and benefit; treating each other fairly, equally and respectfully, and upholding the personal rights and dignity of others recognising their worth and value as contributing citizens of the local community.

Mission 2:

To develop a sustainable local community with a prosperous seaside resort economy.

To develop a vibrant, attractive and prosperous seaside resort, where local people and visitors are able to enjoy high quality local service offerings and products; celebrate in the unique cultural diversity and local heritage of Ventnor; and experience a sense of health and wellbeing from the natural beauty of the surrounding rural countryside and local coastal areas and beaches.

Mission 3:

To provide a safe and caring environment, where diversity and ambitions can flourish.

To ensure a safe and protected community environment without fear, with opportunities to cultivate individual and collective interests, talents, skills and ambitions in a caring and supportive community where health, wellbeing and diversity flourishes; with access to a wide range of support services, best education, modern recreational facilities and social spaces.

Mission 4:

To support local employers, working and non-working people, and secure both social and employability investment.

To value the contributions made by all local businesses, the self-employed, private and public sector professionals, and teams of volunteers working in, and serving in, Ventnor; and recognise their importance to the wellbeing and prosperity of the local community, and future economic stability and prosperity of Ventnor; encouraging opportunities for work and skills training for local people seeking local employment; and contribute to the marketing and public relations of Ventnor as a desirable coastal location of choice for new business development, financial investment and community enterprise.

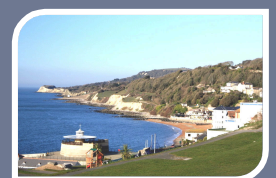
Mission 5:

To build relationships and working partnerships to respond and support those in need and in poverty

To create a community environment where local people contribute their time, resources and efforts to support and influence not only their own community but other regional communities, creating partnerships to help and support individuals, couples and families in need and deprivation; using their own strong sense of worth, value and self-identity to support, profit and inspire others; and for the community to be a flagship and beacon of hope to other seaside towns.



Ventnor: “The perfect place, the perfect home, the perfect lifestyle”





Strategy Core Values, Goals and Descriptions

Ventnor is a special place and we all need to look after it...

“For our survival and our future, the people of Ventnor need to aspire to being a unified community that is strong in character, purpose, ambition and self-identity. Where everyone who lives and works locally, and those that visit and stay with us, experience a genuine sense of belonging and safety; and a real impression of health, wellbeing, friendship and trust while in our community.”

NPPF: Social Role

Core Value 1:

Increase community empowerment and local accountability.

Goal 1: To be responsible for the outcomes of our community believing that Ventnor has a future.

We aspire to being a community with the capability, capacity and determination to self-manage local community concerns and resolve our own internal socioeconomic affairs and service provision needs; being responsible for our own social, cultural and economic destiny for the benefit of future generations; actively promoting accountable and representative community leadership to voice the needs, the requirements, and the desires of all local families and people living in and working in our local community.

NPPF: Social Role

Core Value 2:

Celebrate cultural diversity and enhance community capacity.

Goal 2: To celebrate and cultivate social and cultural diversity throughout our local community.

We aspire to being a community of diverse people motivated to contribute our talents, skills and experiences to benefit the local community; and to positively influence and improve the welfare, circumstances and living standards of people and families living and working in the community irrespective of race, colour, age, gender, disability, national origins, marital status, belief or sexual orientation.

NPPF: Social Role

Core Value 3:

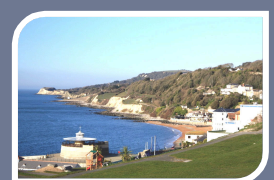
Achieve health, wellness and community wellbeing.

Goal 3: To improve our community wellbeing, health, welfare, attitude, participation & happiness.

We aspire to being a seaside community that is understanding, compassionate and responsive to the wellbeing, health and happiness of others; discerning what is socially acceptable, equitable and fair for local people wanting to have a better life for themselves and their families through opportunities of lifestyle change, health, education, work, leisure and interests; being fully supportive of those with physical, psychological, emotional and mental needs, and those who are vulnerable, separated, isolated and minority in the local community.



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Strategic Values, Goals and Descriptions continued...

NPPF: Environmental Role

Core Value 4:

Live safely and soundly in a protected environment.

Goal 4: To improve personal and community safety, and the protection of property and the natural environment.

We aspire to being a community that is in agreement and confirmation of the lawful protection of public and private property, and actively involved in safeguarding the rights and protection of all local residents and visitors to the area; protecting all our local assets and resources, and maintaining the unique and treasured natural environment for the benefit of local residents and visitors.

NPPF: Economic Role

Core Value 5:

Work for prosperity and a sustainable local economy.

Goal 5: To work for local prosperity and a profitable and sustainable local community economy.

We aspire to being a community that is commercially astute and forward-looking in our attitude towards creating a flourishing and sustainable local economy, capable of delivering and sustaining a range of high quality services and products by all local sector businesses, shopkeepers, trades, professions and homeworkers.

NPPF: Economic Role

Core Value 6:

Embrace socioeconomic opportunities through technology.

Goal 6: To promote socioeconomic advancement and equality of opportunities through technology.

We aspire to being a community that embraces and sponsors the introduction and deployment of new assistive technologies; and social media marketing to enhance and support local business activities, multi-channel retail and service opportunities alongside the continued support, expansion and evolution of local tourism; and encouraging local employers to offer suitable job prospects for local people seeking work, apprenticeships and careers.

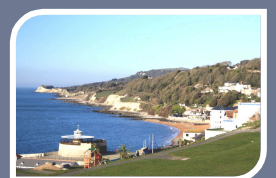
NPPF: Social Role

Core Value 7:

Promote inclusion, equality and integration.

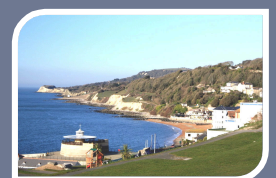
Goal 7: To practice genuine inclusion, equality and integration throughout our local community.

We aspire to being a community where inclusion for all means being connected with other people, family and friends; a place that is called 'home' evoking feelings of belonging, safety, comfort, and personal space; that places of work, education and recreation are protected spaces where personal invasion and interpersonal conflict are opposed; being able to freely live in the community where social equality and inclusion are genuinely practiced and diversity is valued irrespective of a person's status, disability or mental impairment, vulnerability, ethnicity or belief, race or sexual orientation; maintaining a balanced and ethical approach to the wider social and political issues that may impact both majority and minority groups in our local community.



Part 5

Spatial Objectives for Ventnor





Spatial Objectives for Ventnor in Context

Spatial Objectives

The spatial objectives defined for the Ventnor Strategy Plan have been divided into three specific strategic areas: economic, social and environmental. These areas enforce and support the concept of building a sustainable community in accord with the National Planning Policy Framework. In terms of achieving a sustainable community the spatial objectives have been aligned with the following important strategic outcomes:

- § *A quality built and natural environment;*
- § *A flourishing and diverse economy;*
- § *Places where people live in an environmentally-friendly way;*
- § *A full range of appropriate, accessible public, private, community and voluntary services;*
- § *Good transport services and communication, linking people to jobs, schools, health and other services;*
- § *A vibrant, harmonious and inclusive community; and*
- § *Effective and inclusive participation, representation and leadership.*

The spatial objectives for the local Strategy Plan are very specific, unrelenting and selected for their ability to transform local businesses, the community and nurture and protect the local environment.

Driving the Vision

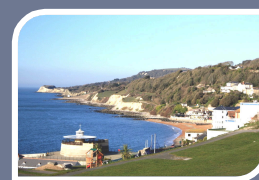
The strategy plan for Ventnor needs effective management, leadership and support to take it forward and accomplish all the objectives and goals. Three critical strategic initiatives have been created to help achieve the future vision for Ventnor and guide senior management – these are partnership engagement, social cohesion and environmental sustainability.

Strategic Thinking

The proposed strategy for Ventnor is about sustainability and transformation to ensure its survival. From the national perspective across the UK, sustainability sensibly comes under the umbrella of Planning. The Strategy Plan then becomes a useful and realistic tool for use within formal planning circles to move Ventnor forward in developing business opportunities, enhance natural areas of beauty, and improve social circumstances within the community. However some important themes need to be considered from a governance perspective in order to retain the viability and survival of Ventnor in the future.

- § *Ventnor needs to be a place with its own identity and which has continuity;*
- § *A place where public and private spaces are attractive and maintained for constant social use;*
- § *A place that is easy to get to and move through;*
- § *A place that is easy to navigate, protected and safe for everyone;*
- § *A place that can accommodate and adapt to change easily;*
- § *A place where variety, choice and interest is allowed, and are given the opportunity to flourish; and*
- § *A place where people are happy, healthy and socially content.*

Pursuing a holistic strategic approach towards Ventnor helps to provide designed urban, rural and social solutions that do not undermine social cohesiveness. In essence concentrating on those aspects that produce the most value for the locality and people of the community. ***Consequently it is those priorities identified through local engagement that ultimately define the required Spatial Objectives.***





Priorities Identified Through Community Engagement

Economic Priorities

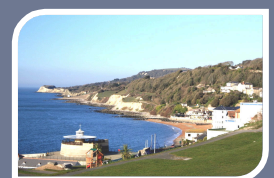
01. To achieve a prosperous and sustainable economy.
02. To support local employers, self-employed and craftsmen.
03. To secure investment for future economic growth.
04. To promote local retail, trade and professional sectors.
05. To engage and collaborate with local hospitality sector.
06. To create a competitive and profitable visitor economy.
07. To improve local area accessibility and transportation.
08. To benefit from new technology and telecommunications.
09. To encourage and support local entrepreneurialship.
10. To work with housing agents, associations and landlords.
11. To focus on sustainable development for commerce.
12. To improve opportunities for local industrialisation.
13. To pursue alternative sustainable living opportunities.
14. To develop a culture of self-efficacy and self-sufficiency.

Social Priorities

01. Sustainable community and sustainable development.
02. Community citizenship, empowerment and equality.
03. Community cohesion, diversity, inclusion and integration.
04. Equitable access to opportunities, support and care in life.
05. Potential of community members nurtured and developed.
06. Continuous personal development, accessibility and mobility.
07. Societal norms of social and distributive justice are upheld.
08. Social Deprivation and poverty reduction and prevention.
09. Localised community health, wellbeing and welfare services.
10. Community engagement and participation partnerships.
11. Decisions and policies made with community engagement.
12. People are healthy in mind and body and living in harmony.

Environment Priorities

01. Protected, clean and sustainable environment.
02. Vehicle pollution, quality of air, and traffic noise.
03. Sustainable environmental health in the community.
04. Household utilities, drainage and disposable waste.
05. Green power renewable energy and efficiency.
06. Unsustainable non-renewable energy and wastage.
07. Climate change, air quality and greenhouse gases.
08. Biodiversity, ecosystems and environmental status.
09. Beach quality, seawater cleanness and marine life.





Required Spatial Objectives for the Future of Ventnor

“There will be an important future demand to develop spatial planning approaches that foster the sustainable management of natural resources, land use and coastal areas; integrating biodiversity protection into development approaches through rational uses of natural resources and renewable energy sources; using the sustainable management of natural resources as a driver for economic and social development, involving local communities in biodiversity conservation activities so that they benefit from the resulting social, economic and environmental advantages – a better life.”

Strategic Themes with Spatial Objectives.

Specific areas of achievable sustainability involving everyone in the local community.

Economic Theme

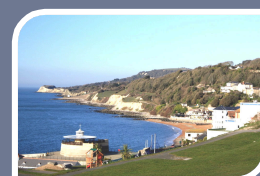
- Spatial Objective 1: *To Support Community Sustainable Development.*
- Spatial Objective 2: *To Engage in Integrated and Sustainable Transport.*
- Spatial Objective 3: *To Achieve Sustainable Community Prosperity.*
- Spatial Objective 4: *To Stimulate Retail and Service Centre Regeneration.*
- Spatial Objective 5: *To Provide Sustainable Destination Management.*
- Spatial Objective 6: *To Organise Sustainable Community-Based Tourism.*
- Spatial Objective 7: *To Develop Sustainable Culinary-Oriented Tourism.*
- Spatial Objective 8: *To Organise Sustainable Leisure Event Tourism.*

Social Theme

- Spatial Objective 09: *To Ensure Local Community Infrastructure Improvements.*
- Spatial Objective 10: *To Have Affordable and Liveable Local Accommodation.*
- Spatial Objective 11: *To Generate Employment and Improve Employability.*
- Spatial Objective 12: *To Achieve Healthier and Stress-Free Lifestyles.*
- Spatial Objective 13: *To Promote Positive and Healthier Sustainable Workplaces.*
- Spatial Objective 14: *To Cultivate Social Cohesion in the Local Community.*
- Spatial Objective 15: *To Deliver Health and Wellbeing through Recreation.*
- Spatial Objective 16: *To Ensure Personal Safety and Community Protection.*
- Spatial Objective 17: *To Preserve Local Heritage and Cultural Diversity.*
- Spatial Objective 18: *To Affirm the Equality, Inclusion and Respect of Women.*

Environmental Theme

- Spatial Objective 19: *To Safeguard Rural, Farming and Horticultural Interests.*
- Spatial Objective 20: *To Manage Climate Change and Global Warming Locally.*
- Spatial Objective 21: *To Conserve and Protect the Countryside and Wildlife.*
- Spatial Objective 22: *To Preserve Natural Ecosystems and Local Biodiversity.*
- Spatial Objective 23: *To Facilitate Integrated Sustainable Energy Management.*
- Spatial Objective 24: *To Monitor Natural Resources, Land use and Coastal Areas.*



Spatial Objectives Linked to Our Community Priorities

“The purpose, scope and boundary of each Spatial Objective will be defined by their related Spatial Strategies. It is essential however that the essence and strategic direction of each Spatial Objective marries up with one or more of the recognised community priorities.”

Community Economic Priorities	Economic Spatial Objectives							
	SP1	SP2	SP3	SP4	SP5	SP6	SP7	SP8
01: To achieve a prosperous and sustainable economy.	X		X			X		X
02: To support local employers, self-employed and craftsmen.	X		X	X				
03: To secure investment for future economic growth.	X				X		X	X
04: To promote local retail, trade and professional sectors.	X			X			X	
05: To engage and collaborate with local hospitality sector.					X		X	
06: To create a competitive and profitable visitor economy.					X	X		X
07: To improve local area accessibility and transportation.		X			X			
08: To benefit from new technology and telecommunications.	X							
09: To encourage and support local entrepreneurship.	X		X					
10: To work with housing agents, associations and landlords.	X							
11: To focus on sustainable development for commerce.	X				X			
12: To improve opportunities for local industrialisation.	X		X	X				
13: To pursue alternative sustainable living opportunities.	X							
14: To develop a culture of self-efficacy and self-sufficiency.	X		X			X		X

Community Social Priorities	Social Spatial Objectives									
	SP9	SP10	SP11	SP12	SP13	SP14	SP15	SP16	SP17	SP18
01: Sustainable community and sustainable development.		X	X						X	
02: Community citizenship, empowerment and equality.						X				X
03: Community cohesion, diversity, inclusion and integration.						X				
04: Equitable access to opportunities, support and care in life.				X	X					
05: Potential of community members nurtured and developed.				X		X	X			X
06: Continuous personal development, accessibility and mobility.	X			X						
07: Societal norms of social and distributive justice are upheld.					X			X		X
08: Social Deprivation and poverty reduction and prevention.		X	X	X		X	X			X
09: Localised community health, wellbeing and welfare services.					X		X	X		
10: Community engagement and participation partnerships.		X				X	X		X	X
11: Decisions and policies made with community engagement.	X			X		X			X	X
12: People are healthy in mind and body and living in harmony.				X	X		X			

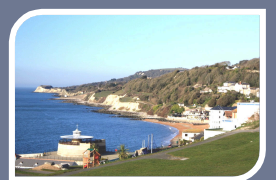
Community Environmental Priorities	Environmental Spatial Objectives					
	SP19	SP20	SP21	SP22	SP23	SP24
01: Protected, clean and sustainable environment.	X		X			X
02: Vehicle pollution, quality of air, and traffic noise.		X		X		
03: Sustainable environmental health in the community.	X		X			
04: Household utilities, drainage and disposable waste.						X
05: Green power renewable energy and efficiency.					X	
06: Unsustainable non-renewable energy and wastage.					X	
07: Climate change, air quality and greenhouse gases.		X		X		
08: Biodiversity, ecosystems and environmental status.				X		
09: Beach quality, seawater cleanness and marine life.				X		X



Notes



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Document End Page



Ventnor: "The perfect place, the perfect home, the perfect lifestyle"

