



LOCAL STRATEGIC PLAN

TOWN COUNCIL MEETING

REPORT 44/16

11 JULY 2016

The purpose of this paper is to recommend Members to adopt the recently developed Local Strategic Plan for Ventnor.

No. DETAIL

1) BACKGROUND

- a) The Local Strategic Plan for Ventnor has developed out of the approach and activity of the Town Council over the last five years in responding to the challenges and opportunities the town presents.
- b) Based on commitments to consultation and transparency the Town Council has responded proactively to both the evidence of issues common to many small coastal towns and the inability of the Isle of Wight Council to continue to fund assets and services important to the life of the town.
- c) The work of the Town Council's Community Development Officer and Economic Development Officer has enabled close connectivity with and awareness of both the town's rich voluntary sector and detailed research into its economic base.
- d) The Town Council's successful application to join the Department for Communities and Local Government's (DCLG) Our Place Programme in 2014 provided funding and framework for building on these foundations by engaging both residents and public agencies in planning for the future.
- e) The year's programme culminated in the development of an Operational Plan that was accepted by the DCLG last year.
- f) The programme also funded a town-wide Our Place Survey with a six-page questionnaire delivered to every home and well over 500 completed responses received providing clear qualitative and quantitative evidence of the town's priorities.
- g) The need for an overall Strategic Framework reflecting these developments and establishing the basis for the Town Council's ongoing work had become clear.

2) THE LOCAL STRATEGIC PLAN

- a) The Town Council's Economic Development Officer took on the task of drafting that strategic framework based on studies of the Strategic framework documents of over 50 local authorities involved in embedding the National Planning Policy Framework (NPPF).
- b) The initial draft document was considered at a Saturday morning Seminar for Members on 27 February.
- c) In response, the format of the Plan was revised to consist of set of Core Strategy Statements with documents based on it for each of the three major developmental areas with Social Objectives, Environmental Objectives and Economic Objectives.
- d) This document set was discussed at an informal meeting of Members on 4 July.
- e) The documents are available on the Town Council's web site by following [this link](#).

3) RECOMMENDATION

The Town Council is recommended to adopt the document set as its Local Strategic Plan.
