

2. AIMS AND OBJECTIVES

2.1 Strategy

- 2.1.1 For a number of years the actions of Ribble Valley Borough Council have been guided by a "mission statement" which says:

"Our aims are to identify, develop and promote the social, economic, cultural and physical well-being of the community of Ribble Valley in the most efficient, effective and economic manner consistent with the rural nature of the area."

- 2.1.2 The Districtwide Plan should be the "land use" expression of this statement. It must reflect the need to ensure that any development promoted or allowed is "sustainable" ie. it does not restrict the opportunity of future generations to enjoy the high quality environment of Ribble Valley.
- 2.1.3 The basis of the strategy is that development is directed and controlled. No, or at the worst, little damage should be caused to the natural or built environment. In that part of Ribble Valley designated an area of outstanding natural beauty, development should actually improve the environment if at all possible. Any development permitted should always be in the most suitable practical location and be geared to meeting the needs of the present and future population for housing, employment and all services.
- 2.1.4 Development will be directed to those locations which offer the greatest opportunities for movement by methods other than the private car ie walking, cycling and public transport. Environmental harm caused by the use of car is at the same time severe and also potentially preventable.
- 2.1.5 Self-sufficiency should be a constant theme throughout the plan. Those growing up in Clitheroe, Longridge, or indeed one of the Bowland villages should as far as possible be able to continue to live and work there should they so choose. The plan cannot achieve this alone but can aim to prepare policies, which allow the possibility.
- 2.1.6 Major expansion is not envisaged for the area. This would not be consistent with the regional and local need to minimise unnecessary travel and protect the quality of the countryside for its own sake. The plan must however recognise the needs of residents and the perception of the area by its neighbours as a beautiful place to visit. Development that does take place to meet these needs should be directed to those parts of the area most capable of accommodating it on the basis of:
- the need to redevelop/reclaim unused, unattractive or derelict land
 - the availability of public transport;
 - the availability of existing infrastructure and services;
 - the absence of environmental harm.
- 2.1.7 A vital function of the plan is to offer a degree of certainty to people. No plan can guarantee the future use of any piece of land but it can give clear indications of the likelihood of development. House purchase can be heavily influenced for example by the likely use of a neighbouring field.

2.2 Objectives of the Plan

- 2.2.1 The objectives that the plan seeks to achieve can be grouped under the headings of three broad aims. These aims are concerned with:
- the environment;

- economic health;
- quality of life.

2.2.2 It is important to recognise at the start that there will be times when the objectives will be in conflict. Some level of balance and give and take is inevitable. Economic growth is at least in part based upon new development. New development must have some impact on the environment wherever it is located. The plan's duty is to form a framework for making decisions to balance these aims.

2.3 **The Environmental Aim**

2.3.1 To protect and enhance the built and natural environment of Ribble Valley. 2.4

Objectives

1. To safeguard all open land from unnecessary development.
2. To protect all sites of particular landscape or wildlife value including: Sites of Special Scientific Interest (SSSI's), Tree Preservation Orders (TPO's), wildlife habitats, County Heritage Sites.
3. To safeguard the character of the Forest of Bowland AONB.
4. To safeguard protect and enhance the qualities of the 16 conservation areas in the district and the thousand plus listed buildings.
5. To provide for valuable uses for unused buildings of recognised quality.
6. To safeguard the peace and quiet of the countryside.
7. To promote new and protect existing local nature reserves.
8. To reclaim and reuse contaminated and derelict land for a beneficial purpose including open space.
9. To safeguard and record the archaeological heritage of the Borough.
10. To promote an increase in the total tree cover in the district and increase the proportion of trees/woodlands in a healthy condition.
11. To maintain and enhance hedgerows.
12. To direct development in a way that minimises the use of private car transport.
13. To introduce usable open space and to those areas short of such space and to increase the access to such areas where direct provision is not possible.
14. To restrict land use that would generate a noise nuisance.
15. To protect the best and most versatile agricultural land.
16. To encourage and promote the use of public transport, cycling and walking.

2.5 **The Economic Aim**

2.5.1 To allow enterprise to flourish and the needs of the people for employment to be met.

2.6 Objectives

1. To promote and encourage economic and productive agriculture.
2. To develop the tourist potential of the district where it is consistent with maintaining the quality of the environment of the area.
3. To identify land for new industrial/employment generating operations in sites attractive to potential users.
4. To promote the diversification of farms.
5. To recreate the jobs lost at Brockhall Hospital during the 1980's/1990's on site.
6. To encourage the efficient operation, and where appropriate expansion, of existing industrial concerns.
7. To encourage a broader economic base.
8. To ensure adequate and safe transport infrastructure for industry.
9. To protect and enhance the existing shopping centres of Clitheroe and Longridge.
10. To protect remaining and increase job opportunities in the more remote rural parts of the borough.

2.7 Quality of Life

2.7.1 To make a positive contribution to the quality of life of all Ribble Valley residents.

2.8 Objectives

1. To meet housing and employment needs in the Borough by the allocation of land as necessary.
2. To make specific provision for locally generated housing needs.
3. To provide for special housing needs.
4. To ensure all residents have good access to the countryside, sports and entertainment facilities, shops, health care and all other facilities.
5. To protect residents from nuisance from all sources, particularly temporary retail uses, traffic, noise, pollution and the impact of nearby development.
6. To offer residents of the area and enterprises within the area a clear indication of the likely future pattern of development.
7. To enhance safe mobility for all in the community.

