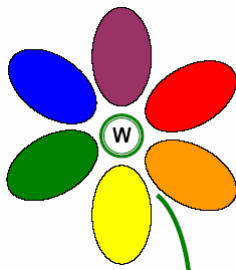


2 Our vision for Wincanton by 2026



Our Vision:

Wincanton - a **welcoming, thriving, caring** community

Our Goals:

- **EMPLOYMENT & BUSINESS** Full employment, well-paid jobs and thriving businesses.
- **SHOPS** A wealth of interesting shops in a bustling High Street.
- **HEALTH** A healthy population with well-resourced healthcare.
- **COMMUNITY** An active, caring and inclusive population with facilities for all.
- **HOUSING** Diverse housing to meet local needs; new build sympathetic to our heritage.
- **TOURISM & LEISURE** A vibrant market town that is a hub for visitors.

How the vision statement and goals were created

At the heart of the vision statement and goals is what you, the community, told the Steering Group through the community consultations.

The Steering Group wanted the vision statement to be attractive and visual. It chose the flower logo to represent Wincanton's rural nature and as a symbol of growth and renewal. The rainbow colours represent the diversity of people, opportunities and facilities that characterise the town. The 'W' represents Wincanton and its villages at the heart of our community's future.

The vision statement and the goals

Wincanton's vision and goals are set out on the previous page. The vision is that by 2026, Wincanton will be **a welcoming, thriving, caring community**. For this to happen, each of the goals must be met. In more detail, the goals mean:

Employment & business. Everyone who wants to work should be able to find work locally. The jobs should be well paid. Local businesses should be thriving, in order both to provide jobs and to make good returns for their owners.

Shops. Wincanton High Street should offer a wide range of interesting shops that meet local needs and attract visitors. The shopping area should be busy, thriving and vibrant - a fun place to be.

Health. The population of Wincanton and the surrounding area should enjoy good standards of health. When people do fall ill, well-resourced local healthcare facilities should be quickly and efficiently available.

Community. The community should be inclusive, caring and supportive, so that no-one needs to feel isolated or abandoned, but respecting individual rights to privacy. There should be a positive attitude with people taking an interest in the well-being of each other and the community as a whole. There should be a diverse range of cultural, educational, sporting and other facilities and activities available to meet the interests of people of all ages.

Housing. Everyone who wants to live in Wincanton should be able to do so. In particular, our young people should not be forced to leave because they can't afford a home here. This means having enough housing at affordable prices. We want our homes and other buildings to be good quality and in keeping with the historical heritage of our town.

Tourism & leisure. Wincanton sits in the heart of beautiful countryside and is surrounded by a wealth of tourist attractions. We want tourists and other visitors to choose Wincanton as their place to stay because of its welcoming, stimulating atmosphere and wealth of local facilities.

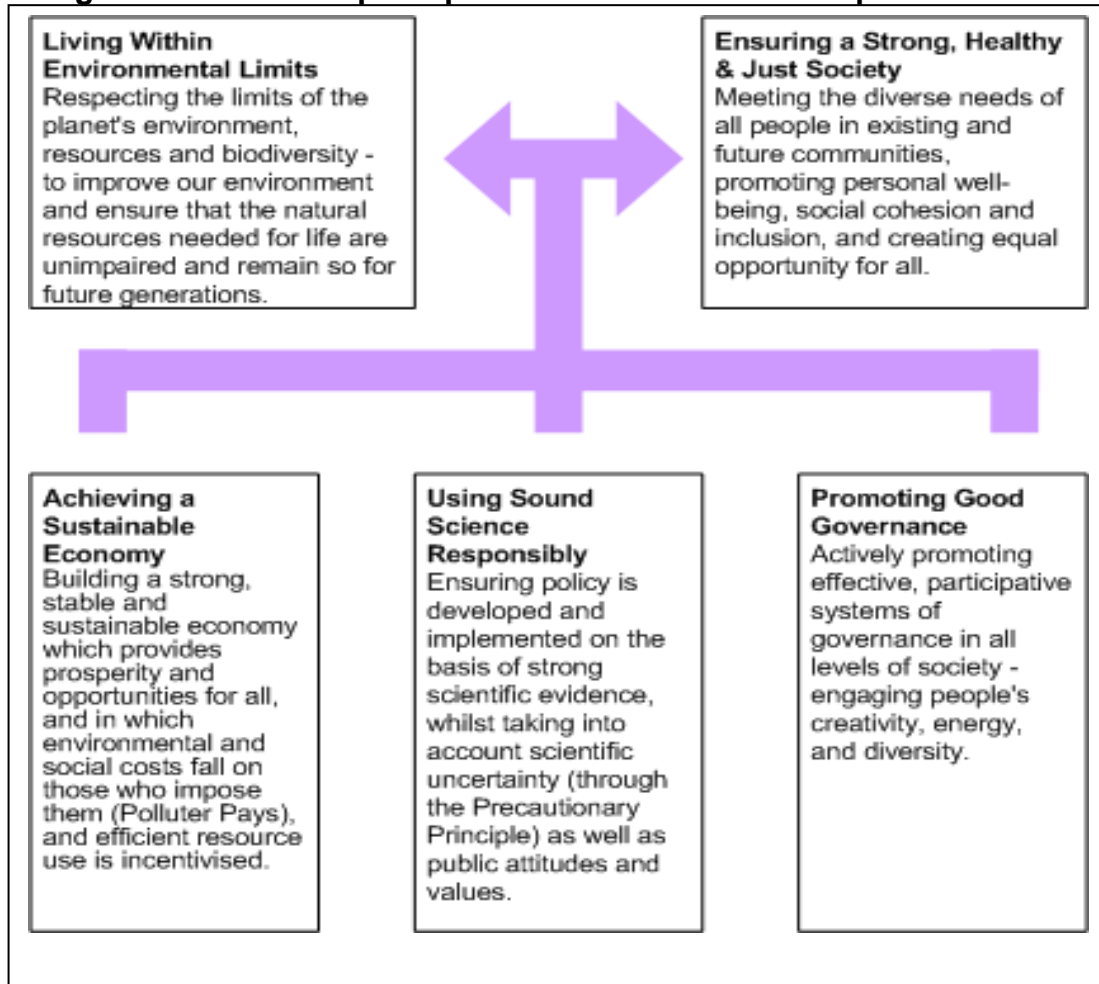
These goals and how we can achieve them are elaborated in Chapters 3 to 5.

Other elements that will shape our future

Wincanton is our local community but we are part of larger communities too: South Somerset, the county of Somerset, the South-West Region, the country as a whole and even the world community. Whatever goals we set for ourselves need to be in harmony with the aims and policies of these wider communities. There is a huge number of such policies but the key ones that provide a framework for the Wincanton People’s Plan are:

- **The UK Government Sustainable Development Strategy.** This sets out a framework for achieving quality of life now without compromising the quality of life of future generations. The strategy is underpinned by five principles as shown in the diagram below and four priorities. The priorities are: sustainable consumption and production; tackling climate change; natural resource protection; and sustainable communities

The government’s five principles for sustainable development



Source: Department for Environment, Food and Rural Affairs, 2005, *Securing the future. Delivering UK sustainable development strategy*, Cm 6467, London, The Stationery Office, page 16.

- **Regional Economic Strategy for South-West England** and the **Regional Sustainable Development Framework**. The Strategy sets three high-level goals: successful and competitive business, strong and inclusive communities, and an effective and confident region. To deliver these goals it sets out eleven priority measures:
 - support business productivity
 - encourage new enterprise
 - deliver skills for the economy
 - compete in the global economy
 - promote innovation
 - improve participation in the economy
 - regenerate the most disadvantaged areas
 - plan sustainable and successful communities
 - improve transport networks
 - promote and enhance what is best about the region
 - improve leadership, influence and partnership.

- **Somerset Local Area Agreement**. This is a Somerset-wide three-year strategy addressing six-themed areas:
 - **children and young people**. Improve emotional, physical and mental health. Promote healthier and more enjoyable lifestyles. Improve expectations, aspirations and life chances for the most vulnerable
 - **healthier communities**. Promote and improve health and lifestyles. Reduce health inequalities. Increase capability of Somerset organisations to have an impact on health
 - **older people**. Prevent dependency, promote social participation, offer greater choice and control
 - **economic development and enterprise**. Increase investment and competitiveness. Increase growth and sustainability of small businesses. More sustainable rural economy. Reduce ‘worklessness’ and increase skills
 - **safer communities**. Reduce crime, harm caused by illegal drugs, reduce fear of crime and anti-social behaviour
 - **stronger communities**. Create a thriving and vibrant voluntary and community sector. Give local people greater influence over local issues. Maximise take up of specific welfare benefits. Maximise opportunities to meet affordable housing needs.

- **Local Plan** and **Local Development Framework**. The Local Development Framework is the new approach to development which will replace the previous South Somerset Local Plan. The Framework will consist of a portfolio of documents setting out aims and policies on land usage and development as they relate to housing, employment, leisure, retail, transport, heritage and so on. In the meantime, the South Somerset Local Plan as adopted in April 2006 remains the key development document.