

CHAPTER 2

Aims, Objectives & Monitoring

INTRODUCTION

2.1 The overall intent of the Local Plan is a commitment to the promotion of sustainable development. Sustainable development has been defined as ‘*development that meets the needs of the present without compromising the ability of future generations to meet their own needs*’ (Brundtland Report 1987). Sustainable development embraces economic, social and environmental issues as recognised in the Government’s document ‘*A Better Quality of Life*’, which sets out four key objectives: -

- ◆ *Effective protection of the environment;*
- ◆ *Prudent use of natural resources;*
- ◆ *Maintenance of high and stable levels of economic growth and employment; and*
- ◆ *Social progress which recognises the needs of everyone.*

A VISION FOR NORTH DEVON

2.2 The key sustainability principles identified above are articulated in the Vision for North Devon to the year 2011 which is: -

To enhance the quality of life for its residents, workers and visitors by protecting the environment, creating a vibrant and diverse economy, tackling social exclusion and improving health and accessibility.

2.3 It is accepted that the vision for North Devon cannot be achieved through the planning system alone. The Local Plan cannot resolve all the social, economic or environmental problems of the area. However, the vision sets out the priorities and expectations of this Plan and recognises that new development can often be a catalyst to improving the health of the economy in order to generate the resources required to protect the environment and secure a better quality of life for the people of North Devon.

THE AIMS AND OBJECTIVES OF THE PLAN

2.4 The vision for North Devon is underpinned by five aims which translate into more detailed objectives.

Aim 1 – To protect and enhance the natural, historical and cultural environment of North Devon settlements, coast and countryside for current and future generations.

2.5 This aim is translated into the following objectives: -

- ◆ *To protect the open countryside and coast from inappropriate development;*
- ◆ *To maintain and enhance the quality and distinctiveness of the eight main landscape character areas comprising the Exmoor and North Devon High Coast, North Devon Downs, Barnstaple and Tav-Torridge Estuary, Exmoor Fringe, High Culm Measures, Witheridge/Rackenford Moor, Tav Valley Systems and Filleigh, Swimbridge and Landkey;*
- ◆ *To maximise the reuse of previously developed sites and the existing building stock and to use land efficiently in order to minimise the loss of countryside;*
- ◆ *To maintain and enhance the biodiversity and geological interests of North Devon;*
- ◆ *To protect and enhance the quality and distinctiveness of the historic, architectural and archaeological heritage of North Devon;*
- ◆ *To protect open space within urban areas which are valued for their recreational or visual interest;*
- ◆ *To improve the quality of design and landscaping in new development;*
- ◆ *To maintain and improve the water quality of the coast, estuary, rivers and other water courses and prevent any increase in the risk of flooding and coastal erosion;*
- ◆ *To prevent development which will create risks to public health and safety or the wider environment as a result of pollution; and*
- ◆ *To compensate for any losses to the natural, historic and cultural assets of North Devon’s environment.*

Aim 2 – To improve accessibility and communications throughout North Devon and reduce the need to travel by promoting more balanced, integrated and environmentally friendly transportation and information technology systems.

2.6 This aim is translated into the following objectives: -

- ◆ To guide new development to locations which reduce the need to travel and offer a choice of transport modes as an alternative to the private motor car;
- ◆ To improve the linkage between housing, employment, services and facilities by influencing the location of new development and encouraging a mix of uses;
- ◆ To promote walking and cycling through the creation of more direct, safe and secure routes and the provision of associated facilities;
- ◆ To promote investment in public transport to encourage its greater usage;
- ◆ To ensure that new development and public transport is accessible to those with a mobility or sensory impairment;
- ◆ To ensure that any non residential development that generates a significant amount of travel is accompanied by a green travel plan to ensure the delivery of sustainable transport and travel measures;
- ◆ To support the implementation of the Western Bypass to improve the strategic road network and reduce traffic congestion in Barnstaple;
- ◆ To reduce the provision of on site car parking generally in new development, especially in locations accessible to a choice of transport modes;
- ◆ To improve information technology coverage in North Devon through the provision of new infrastructure where appropriate to the environment; and
- ◆ To maintain and improve the quality of air in North Devon, particularly in the urban areas of Barnstaple, by reducing car dependency.

Aim 3 – To provide a greater choice of housing options in order to ensure that all sections of the community have the opportunity of living in a decent home in a manner that does not reinforce social distinctions.

2.7 This aim is translated into the following objectives: -

- ◆ To provide an adequate and continuous supply of land and buildings to meet the strategic housing requirements for North Devon;
- ◆ To promote more sustainable patterns of housing development and make the best use of previously developed land and buildings;
- ◆ To provide a range and mix of dwelling types, sizes and tenures to meet the varying requirements of the whole community, including those in need of affordable or special housing, in a manner that creates mixed and balanced communities;
- ◆ To ensure that new housing is well designed and creates an attractive and safe living environment;
- ◆ To promote better design to contribute to urban renaissance and improve the quality of life; and
- ◆ To develop housing at the highest densities compatible with the characteristics of the site and surrounding area.

Aim 4 – To strengthen and diversify North Devon's economy in a manner that offers the widest possible variety of employment and business opportunities for the whole community in order to raise income levels.

2.8 This aim is translated into the following objectives: -

- ◆ To ensure that sufficient land is available to meet the strategic employment needs of North Devon;
- ◆ To ensure that there are a range of sites and premises available in different locations to meet the varying requirements of new and existing industries and businesses;
- ◆ To direct employment development to those areas of the District requiring economic regeneration and diversification;
- ◆ To maximise the economic benefits of tourism by supporting initiatives which extend the holiday season whilst maintaining and enhancing the quality and diversity of North Devon's natural and historic environment;
- ◆ To promote mixed use developments to reduce the separation of home, work and play;
- ◆ To regenerate Ilfracombe Harbour; and
- ◆ To encourage investment in infrastructure that supports economic growth.

Aim 5 – To reduce social exclusion, sustain and enhance the vitality and viability of town centres and improve the self sufficiency of North Devon’s settlements.

2.9 This aim is translated into the following objectives: -

- ◆ *To sustain and enhance the vitality and viability of town and village centres;*
- ◆ *To promote the self sufficiency of settlements by focusing new growth where it either supports the retention of existing facilities or facilitates the provision of new facilities;*
- ◆ *To prevent the loss of viable community facilities to alternative uses;*
- ◆ *To encourage the provision of adequate healthcare, education, community, social and cultural facilities to meet the needs of all residents and visitors in locations that are accessible to the whole community;*
and
- ◆ *To ensure that potential impacts on health of proposed developments are assessed rigorously and any negative impacts identified are mitigated.*

MANAGING CONFLICT

2.10 The aims and objectives have influenced the policies and proposals contained in the Plan. Although the objectives have been grouped under specific aims, in reality the aims and objectives all inter-relate. In framing policies and identifying sites for development, some conflict between the aims and objectives is inevitable. Policies and proposals have sought to address this issue by attempting to reduce the impact of any conflict or seeking compensatory measures. These conflicts are addressed in more detail in the Sustainability Appraisal accompanying this Plan.

IMPLEMENTATION AND MONITORING

Implementation

2.11 The Local Plan has been prepared in the context of the prevailing political, economic and social climate and the resources likely to be available within the District in order to achieve the implementation of its aims, objectives and site specific proposals. However, many of these factors are difficult to predict and are changeable which will inevitably have implications regarding the Plan’s implementation.

2.12 The private sector, members of the public and a range of statutory and voluntary organisations will all influence the implementation of the Plan. However, the Council will primarily control its implementation by using its policies and proposals to determine planning applications for development including the use of conditions and obligations. The Council will also use its enforcement powers to ensure that proposals are properly implemented and to prevent unauthorised development.

2.13 The successful implementation of the Plan will be dependent on the Council working in partnership with others and taking a more pro-active role in planning matters including: -

- ◆ *Working in partnership with developers, agencies, local communities and voluntary groups to secure beneficial developments;*
- ◆ *Issuing supplementary planning guidance including development briefs and design guides in order to provide detailed advice and information on the type and form of development that will be acceptable;*
- ◆ *Promoting land assembly including the use of compulsory purchase powers where necessary;*
- ◆ *Directing its own capital programme so that it fulfils the Plan’s strategies and proposals;*
- ◆ *Encouraging other local and central government agencies to fund or implement development and carry out enhancement schemes in accordance with the Plan proposals;*
- ◆ *Encouraging and supporting community and voluntary initiatives;*
- ◆ *Seeking other sources of funding and grant aid for the Plan proposals; and*
- ◆ *Undertaking the conservation and management of the countryside, coast and the historic environment either directly or in partnership with other agencies.*

Monitoring

2.14 The Plan’s progress will be continuously monitored in order to assess the extent to which: -

- ◆ *policies and proposals are meeting the aims and objectives; and*
- ◆ *there is a need for policies and proposals to be changed.*

Effective monitoring will be achieved through the setting of a range of targets. To complement these targets, a range of statistical information will also be collected. The results of the monitoring will be published on a regular basis. However, the performance of many of the policies and proposals contained in the Plan cannot be easily measured by quantifiable targets.

2.15 Many of the targets and some of the statistical information will need to be monitored and collected within the Council and from other organisations including Devon County Council, Devon Wildlife Trust and the Environment Agency. The range of targets, statistical information and possible sources are set out under the headings in Table 1, which correspond to the forthcoming chapters of the Plan.

Table 1 : Monitoring

Topics and Policies	Monitoring Indicators/Information	Target
CHAPTER 3 : THE PLAN STRATEGY The Distribution of Development (Policies STY1, STY2, STY3, HSG2, HSG3, HSG4, ECN1, ECN3 and ECN4)	<ul style="list-style-type: none"> ◆ The proportion of new housing and employment development within the Sub Regional, Area Centres and Local Centres. ◆ The proportion of new housing and employment development built in the Priority Area for Rural Regeneration and the Area of Strategic Landscape and Development Constraint. <p style="text-align: center;">Source : NDDC</p>	<ul style="list-style-type: none"> ◆ At least 50% of new homes and employment development built in the Sub Regional Centre of Barnstaple during the Plan period. ◆ Maintain rates of development in the Priority Area for Rural Regeneration. ◆ Progressively reduce rates of housing development within the Area of Strategic Landscape and Development Constraint throughout the Plan period excluding the Area Centre of Ilfracombe.
CHAPTER 4 : DEVELOPMENT STANDARDS Sustainable Development (Policy DVS1A)	<ul style="list-style-type: none"> ◆ Incorporation of the principles of sustainable development (Table 2A) ◆ Appeal decisions relating to sustainable development. <p style="text-align: center;">Source : NDDC</p>	<ul style="list-style-type: none"> ◆ At least 90% of developments be required to submit a Sustainability Appraisal in order to demonstrate that at least 6 of the sustainable development principles (listed in Table 2A) have been incorporated or addressed within the development. ◆ At least 90% appeals dismissed.
Design and Landscaping (Policies DVS1 and DVS2)	<ul style="list-style-type: none"> ◆ Producing Quality Design Audits for major development proposals. ◆ Assessing the quality of design in completed schemes in association with architects, residents groups and amenity societies. ◆ Appeal decisions relating to design/landscaping issues. <p style="text-align: center;">Source : NDDC</p>	<ul style="list-style-type: none"> ◆ No specific targets identified. ◆ No specific targets identified. ◆ At least 90% appeals dismissed.
Public Health, Safety and Amenity Considerations (Policies DVS3 and DVS4)	<ul style="list-style-type: none"> ◆ Complaints to Environmental Health Unit resulting from new development. <p style="text-align: center;">Source : NDDC</p>	<ul style="list-style-type: none"> ◆ No substantiated complaints from development completed after April 2006 which cannot be resolved using enforcement measures.
Flood Risk and Water Quality (Policies DVS6 and DVS7)	<ul style="list-style-type: none"> ◆ Improvements in estuary, sea and river water quality. ◆ New development at risk from flooding. ◆ New development increasing flood risk elsewhere. <p style="text-align: center;">Sources : EA/NDDC</p>	<ul style="list-style-type: none"> ◆ To meet targets set by the Environment Agency. ◆ No new development at risk from flooding. ◆ No increase in flood risk areas.
CHAPTER 5 : THE ENVIRONMENT Landscapes of National Importance (Policies ENV2 to ENV4)	<ul style="list-style-type: none"> ◆ Major development proposals permitted in the AONB, Heritage Coast and Exmoor National Park Fringes. ◆ Minor development proposals permitted in the AONB, Heritage Coast and Exmoor National Park Fringes. <p style="text-align: center;">Source : NDDC</p>	<ul style="list-style-type: none"> ◆ No significant departures from the Development Plan permitted. ◆ No specific target identified.

Topics and Policies	Monitoring Indicators/Information	Target
Landscapes of Local Importance (Policies ENV5 and ENV6)	<ul style="list-style-type: none"> ◆ Major development proposals permitted in the CPA and AGLV. ◆ Minor development proposals permitted in the CPA and AGLV <p style="text-align: center;">Sources : NDDC/DCC</p>	<ul style="list-style-type: none"> ◆ No significant departures from the Development Plan permitted. ◆ No specific targets identified.
Nature Conservation (Policies ENV8 to ENV12)	<ul style="list-style-type: none"> ◆ Development proposals affecting locally distinctive and important biodiversity habitats or networks. <p style="text-align: center;">Sources : DWT/EN/DCC/RSPB/NDDC</p>	<ul style="list-style-type: none"> ◆ No net loss to locally distinctive and important habitats or networks. ◆ No net loss or damage to SSSIs or County Wildlife Sites.
Archaeology (Policies ENV13 and ENV14)	<ul style="list-style-type: none"> ◆ Number of recorded nationally and locally important archaeological sites and remains. <p style="text-align: center;">Sources : DCC/NDDC/English Heritage</p>	<ul style="list-style-type: none"> ◆ No loss or damage to archaeological sites and remains of national importance (as identified by the National Monuments Register). ◆ No damage without archaeological record to sites of local importance (as advised by the County Sites and Monuments Register).
Built Heritage (Policies ENV16 to ENV18)	<ul style="list-style-type: none"> ◆ Changes to Conservation Areas. ◆ Changes to listed building register. ◆ Number of listed buildings at risk. <p style="text-align: center;">Sources : NDDC/English Heritage</p>	<ul style="list-style-type: none"> ◆ No reduction in the area of Conservation Areas. ◆ No buildings delisted or downgraded to a lower status. ◆ No increase in number of listed buildings at risk.
CHAPTER 6 : TRAVEL TRANSPORT AND COMMUNICATIONS Promoting Sustainable Transport Choices (Policy TRA1A)	<ul style="list-style-type: none"> ◆ Modal split of trips made in new major developments. ◆ Air quality at monitoring stations in main settlements. ◆ The number of Travel Plans adopted in major new non-residential developments. ◆ Frequency of bus and rail services. <p style="text-align: center;">Sources : DCC/NDDC</p>	<ul style="list-style-type: none"> ◆ Increase in proportion of journeys by walking, cycling and public transport by April 2006 in major new development. ◆ To achieve the national air quality standards locally. ◆ Travel Plans adopted for all major new non-residential developments. ◆ Increase in range and frequency of bus services throughout North Devon. ◆ Increase frequency of train service between Barnstaple and Exeter. ◆ The establishment of a train service direct to London.
The Road Network (Policy TRA6)	<ul style="list-style-type: none"> ◆ Number of road casualties. <p style="text-align: center;">Source : DCC</p>	<ul style="list-style-type: none"> ◆ Decrease in road casualties in accordance with Government targets (see Local Transport Plan).
Transport Parking (Policy TRA8)	<ul style="list-style-type: none"> ◆ Number of average car parking spaces in residential development <p style="text-align: center;">Source : NDDC</p>	<ul style="list-style-type: none"> ◆ Level of on-site car parking not to exceed an average of 1.5 spaces per dwelling.

Topics and Policies	Monitoring Indicators/Information	Target
<p>CHAPTER 7 : HOUSING Various site specific proposals and policies HSG1 to HSG5</p>	<ul style="list-style-type: none"> ◆ The number of dwellings provided in the Plan area per year based on:- <ul style="list-style-type: none"> i) the area of land gaining planning permission and approximate number of dwellings (to be added to existing planning permissions); ii) the number of dwellings under construction; iii) the number of dwellings built. ◆ The number of dwellings provided on previously developed sites and through the conversion of existing buildings and the number of dwellings provided on greenfield land. ◆ The number of dwellings provided on windfall sites. ◆ The net density of development in new housing. ◆ The number of vacant dwellings brought back to use. ◆ The number of people in the District classified as homeless. ◆ The number of households on the housing register. <p style="text-align: center;"><i>Source : NDDC</i></p>	<ul style="list-style-type: none"> ◆ To meet strategic housing requirements in a phased manner. ◆ By 1 April 2006, a minimum of 60% of new homes to be built on previously developed land including the conversion of existing buildings. ◆ No specific target identified. ◆ Increase net densities to at least 35 dwellings per hectare by 1 April 2006. ◆ At least 5 dwellings per year. ◆ No net increase in the number of people classified as homeless. ◆ No net increase in the housing register.
<p>Various Site Specific Proposals and Policies HSG6 to HSG8</p>	<ul style="list-style-type: none"> ◆ The number of affordable homes provided. ◆ The mix of types, sizes and tenures in new housing schemes. <p style="text-align: center;"><i>Source : NDDC</i></p>	<ul style="list-style-type: none"> ◆ At least 150 affordable homes built per year. ◆ To reduce the number of households in housing need. ◆ To improve the mix of house types, sizes and tenures in new development.
<p>CHAPTER 8 : THE ECONOMY Various Site Specific Proposals and Policies ECN1 to ECN4</p>	<ul style="list-style-type: none"> ◆ The amount of employment land provided in the Plan Area per annum based on:- <ul style="list-style-type: none"> i) the area of land gaining planning permission (to be added to existing planning permissions); ii) the amount of land under construction; iii) the amount of land built. ◆ Loss/net gain in employment land. ◆ The number of new jobs created by major new employment development. ◆ GDP per head/average household incomes. ◆ Unemployment levels. <p style="text-align: center;"><i>Sources : NDDC/DCC/ SWRDA</i></p>	<ul style="list-style-type: none"> ◆ To meet strategic employment requirements in a phased manner. ◆ No net loss in employment land. ◆ To reduce unemployment levels. ◆ To increase GDP per head and household incomes. ◆ To improve the ranking/score of need in index of deprivation.
<p>Reuse of Rural Buildings (Policy ECN5)</p>	<ul style="list-style-type: none"> ◆ Percentage of rural buildings converted for economic use. <p style="text-align: center;"><i>Source : NDDC</i></p>	<ul style="list-style-type: none"> ◆ No specific targets identified.

Topics and Policies	Monitoring Indicators/Information	Target
Tourism policies (Policies ECN8 to ECN11)	<ul style="list-style-type: none"> Loss/gain of tourist accommodation and facilities. Sources : NDDC/DCC/ SWRDA/NDMB 	<ul style="list-style-type: none"> No net loss of tourism accommodation.
Renewable Energy (Policy ECN15)	<ul style="list-style-type: none"> Renewable Energy generation by major new developments Source : NDDC 	<ul style="list-style-type: none"> At least 15% of energy generation for major developments from renewable energy.
CHAPTER 9 : SHOPPING AND COMMUNITY FACILITIES Various Site Specific Proposals and Policy COM1	<ul style="list-style-type: none"> The % of shops (A1 Class Use) in the primary shopping frontages of Barnstaple and Ilfracombe. The % of shops (A1 Class Use) within the centres of Braunton and South Molton. Health checks in the four main shopping centres; Diversity of Uses, Retailer Representation and Demand, Shopping Rests, Proportion of Vacant Street Level Property, Shopping Centre Yields and Pedestrian Flows. Sources : NDDC/DCC/Estate Agents 	<ul style="list-style-type: none"> No net decrease in the number of shops within the primary shopping areas of Barnstaple and Ilfracombe. No less than 50% of the total number of units in non-shop use within the centres of Braunton and South Molton. To improve the commercial rankings of each of the four main centres.
Local Shops and community facilities (Policies COM2 to COM4)	<ul style="list-style-type: none"> The location and number of local shops, post offices, public houses and community facilities. Sources : NDDC/DCC/Estate Agents/Parish Councils 	<ul style="list-style-type: none"> No net loss of local shops, post offices, public houses and community facilities within villages.
CHAPTER 10 : RECREATION Various Site Specific Proposals and Policies REC5 and REC6	<ul style="list-style-type: none"> Loss/gain of open space. Amount and type of open space provided in new development. Sources : Sport England/NDDC 	<ul style="list-style-type: none"> No net loss of public open space. To meet locally adopted standards of provision in new development.
Public Art (Policy REC8)	<ul style="list-style-type: none"> Contributions towards public art arising from development. Source : NDDC 	<ul style="list-style-type: none"> No specific targets identified.

Definitions :-

NDDC	North Devon District Council	RSPB	Royal Society for the Protection of Birds
DCC	Devon County Council	SWRDA	South West Regional Development Agency
DWT	Devon Wildlife Trust	NDMB	North Devon Marketing Bureau
EA	Environment Agency	EN	English Nature