

4. Strategic Objectives

- 4.1 The following strategic objectives link to the plan's Vision and the Council's corporate priorities of people, place and planet. In short, these objectives support the overarching aim of the National Planning Policy Framework in achieving sustainable development. These are grouped under six thematic areas, accompanied by more specific objectives underneath.

SO1: A Sustainable and Resilient Place

- Contributing the Greater Manchester target of net zero by 2038.
- Requiring all development to be highly energy efficient with a target of zero carbon by 2028.
- Supporting the production of renewable energy where appropriate.
- Increasing the borough's resilience to the effects of climate change, with a focus on nature-based solutions.
- Reducing the likelihood of flooding through appropriate flood risk management.
- Minimising waste and adverse impacts to the environment from pollution.

SO2: A Prosperous Place

- Deliver the Atom Valley Mayoral Development Zone to transform the local economy
- Maximise the opportunities presented by the Sustainable Materials and Manufacturing Centre (SMMC) to meet the ambitions to build a world class cluster of advanced materials and manufacturing in Atom Valley
- Support improvements to skills through training and education to maximise the benefits of this economic growth for local people
- Establishing strong, thriving and attractive town centres which provide a range of services and meet the needs of the community
- Delivering more homes in our town centres to create sustainable communities and increase vibrancy
- Building on the borough's tourism assets to create a strong visitor economy
- Support economic growth through the provision of high-quality green, social and transport infrastructure

SO3: A Place for Homes

- Delivering the number of homes required to meet housing need and support economic growth
- Improving the range of housing to meet needs and aspirations, including affordable housing and more high value housing
- Creating well-designed, desirable housing areas to retain and attract residents
- Focusing housing growth on sustainable locations where it helps to deliver regeneration and economic growth (e.g. Town Centres and close to railway stations)
- Deliver homes for specific groups that addresses local needs whilst creating strong and successful communities
- Ensuring that new housing is supported by community facilities, service infrastructure and high-quality green and blue infrastructure

SO4: A Greener Place

- Ensure that all development achieves nature positive outcomes which deliver wider social, economic and environmental benefits
- Protect, maintain, enhance and expand a resilient, well-connected and high-quality network of green and blue infrastructure to deliver multiple benefits
- Recognise the value of watercourses and their settings, and promote their positive management to create attractive, healthy, resilient places
- Protect and enhance biodiversity and support nature recovery
- Value landscapes to help achieve well-designed places, plan for climate change, and conserve and enhance the natural environment

SO5: A Place for People

- Prioritises health and wellbeing in all aspects of managing the built and natural environment and therefore supporting healthier lifestyles
- Social value is embedded into new development, thereby delivering positive outcomes for all residents
- Communities have easier access to social infrastructure enhancing opportunities for improving health and wellbeing and reducing health inequalities.
- Ensuring the design of buildings, places and spaces delivers equity for all
- Expecting good quality education and skills-based learning opportunities are available for all members of the community from early-years onwards.
- Create, protect and enhance distinctive places and buildings by understanding their contribution to the wider setting
- Across the borough, the preservation and restoration of heritage and conservation buildings and important sites are prioritised and enhanced
- Ensure access to a network of high-quality open spaces for formal and informal sport and recreation, which also delivers wider benefits for nature and supports efforts to address climate change

SO6: A Connected Place

- Direct development to the most accessible locations (town / local centres and public transport corridors) or those that can be made more accessible by sustainable transport;
- Deliver strategic transport connections to drive economic growth in the Atom Valley Mayoral Development Zone and new and existing developments, including to the regional centre and key destinations both in and outside the Borough;
- Extend the Bee Network to offer more travel choice, maximising walking, wheeling, cycling and public transport opportunities and reduce the number and length of single occupancy car journeys;
- Ensure new development contributes to transport improvements and the use of public and other sustainable transport;
- Support measures to enhance safety and access to vulnerable road users including people with impaired mobility, protect traffic sensitive town centres and residential communities and provide street environments that are more appealing to travel along and spend time; and
- Reduce emissions from traffic to support delivery of the Greater Manchester Clean Air Plan, 2050 Transport Strategy and GM “Right Mix” targets for modal shift through healthier travel behaviour and technical innovations to improve network operation.