**APPENDIX 1**

**Draft Vision, Aims and Objectives**

|  |  |
| --- | --- |
| **VISION**  To improve the quality of life for people who live, and/or work in March, including those who visit and depend on its services and facilities. | |
| **AIMS**  That growth within the town is accommodated sustainably.  That new housing creates and maintain healthy mixed communities.  That March Town Centre becomes a shopping destination of choice for residents, businesses and visitors.  That the quality of the built and natural environment is improved.  That the level of provision and quality of recreational land facilities is increased and improved. | **OBJECTIVES**  Provide more certainty about the sequence of development across the town and the delivery of infrastructure.  Secure an appropriate mix of new housing informed by housing need.  Secure the appropriate regeneration of the town centre, tackling long-standing issues around traffic, parking, retail offer and environment.  Secure high quality development in all new schemes.  Safeguard and improve all land and facilities of community importance and secure the provision of new land and facilities. |