












THE UDP STRATEGY DIAGRAM



- | | | | |
|---|--|--|-------------------------------|
|  | Green Belt and Safeguarded Land |  | Existing Major Road Corridors |
|  | Urban Area |  | Proposed Major Roads |
|  | West Coast Main Line |  | Proposed Guided Busway |
|  | Proposed Golborne Station |  | Town Centres |
|  | Road Corridors Incorporating Quality Bus Corridors |  | Wigan Transport Hub |
| | |  | Leigh Sports Village |

1. The Spatial Strategy

The Plan's strategy derives from national, regional and Community Plan policies and is expressed through its **vision, objectives, policies** and **proposals map**. By *spatial strategy* we mean the way in which the overall strategy relates to the different parts of the Borough.

The spatial strategy is summarised on the strategy diagram, shown opposite, although for details of site specific policies and proposals only the Proposals Map should be used.

2. The UDP Vision

The UDP vision is the overall aim which the Plan works towards. It is:-

To make the Borough a more attractive place to live and visit and to attract new employment and investment through a sustainable balance between:-

- *Economic growth*
- *Social progress, and*
- *Environmental protection and enhancement.*

It is recognised that these three elements are interrelated and that progress towards one element may well act against progress towards another.

The essence of the vision therefore is the achievement of the optimum balance between these three elements to produce opportunities for action to improve the Borough which are mutually compatible.

The vision is about achieving sustainable communities which offer a good quality of life and which have convenient access to jobs, shops, services and recreation, efficient public transport and attractive local environments.

3. The UDP Strategy

The Plan's Strategy is a development of the Strategy of the first Wigan UDP. It reflects the changes to national and regional policies that have taken place and the changed circumstances of today's economic, physical and social environment. Whilst the UDP vision is the end-state which the Plan is working towards, the Strategy expresses the means by which the Borough will move towards achieving the vision. The Strategy can be summarised as follows:-

- Protection of both Green Belt and greenfield land from development by concentrating new housing development on brownfield sites within urban areas, bringing empty homes back into use and converting existing buildings for housing use;

- Concentration of shopping, commercial, leisure and community facilities in town centres and local centres;
- Using the reduced housing requirement to achieve a better balance between the provision of housing and the provision of jobs. This will help to increase opportunities for those who live within the Borough to also work within the Borough, thus reducing commuting and the need to travel;
- Seeking to promote economic regeneration, which increases the range and number of job opportunities and the proportion of long term high quality employment in growth sectors of the economy;
- Promoting greater travel choices, particularly public transport, walking and cycling through the Local Transport Plan whilst reinforcing land-use policies which minimise the need to travel through the location and juxtaposition of development. At the same time, the essential transport infrastructure for the Borough is to be developed to meet the needs of people and the economy;
- Viewing the environment as an asset to be used in achieving the right development in the right place. The Borough has a finite environmental capacity to absorb development and the strategy seeks to ensure this is used to best advantage.

4. The UDP Objectives

To guide the implementation of the Strategy the Plan has 16 objectives which have been used to formulate the policies and proposals of the Plan. They comprise the detailed translation of the vision and provide a framework against which progress can be judged. The objectives are to:-

1. Promote sustainable economic growth and employment in a way which is compatible with environmental objectives.
2. Protect the amenities of localities from adverse effects arising from development or from other land uses and activities.
3. Provide for shopping, recreation, education, health, community and entertainment facilities which are accessible to all and achieve sustainable development objectives.
4. Provide a wide choice of good quality housing to meet the needs of the whole community.
5. Encourage the use of previously developed urban land and to minimise the use of greenfield sites for development – especially for housing purposes.
6. Facilitate and encourage investment in areas which contribute to regeneration.

7. Protect the Green Belt and open land from encroachment and sprawl.
8. Protect and improve air, water and soil quality.
9. Protect and enhance the built environment and to encourage good quality urban design to achieve urban renaissance.
10. Protect and enhance the natural environment and landscape quality and contribute to biodiversity.
11. Ensure community safety through design, layout and land use.
12. Reduce the need to travel, especially by car, stemming from dispersed land uses and to promote more sustainable transport choices for both people and moving freight.
13. Promote accessibility to jobs, shopping, leisure facilities and services by public transport, walking and cycling.
14. Sustain and enhance the vitality and viability of town centres.
15. Conserve mineral resources as far as possible whilst ensuring an adequate supply to meet needs.
16. Reduce the amount of waste needing disposal by encouraging the re-use, recycling and recovery of waste that is produced.

5. Translating the Strategy into Action

The UDP will only be a useful device, providing the certainty that is important to both the community and developers, if its policies and proposals are implemented. The Plan is realistic. It sets out the overall development framework and areas where action is intended. It seeks to deliver the community's agenda for change in spatial terms. It is recognised that the public sector alone cannot deliver the UDP vision and that a partnership approach is needed which harnesses the skills and resources of both the private and public sectors in addressing the regeneration issues faced by the Borough.

The policies and proposals of the UDP will therefore be implemented in four main ways:-

- Through the Council's actions as Local Planning Authority using its powers under the Town and Country Planning Acts to grant or refuse planning permission for development. Much of the Plan is concerned with clarifying how the Council will reach such decisions and what is, or is not, likely to be acceptable. The Plan will equally be the prime consideration for the Secretary of State and his inspectors in deciding appeals relating to planning applications.

- Through the investment programmes of a whole range of infrastructure providers such as the gas, electricity, water and telephone companies who will use the Plan as a guide to their own expenditure programmes for the future provision for the development anticipated in the UDP.
- Easily the major part of the investment required to achieve the objectives of the UDP will derive from the private sector in terms of the multitude of decisions made by large and small businesses and by private individuals and families which will be determined or influenced by the provisions of the Plan which is concerned with promoting and facilitating such investment as well as guiding and controlling it.
- The Council will also will take a proactive role in implementing the UDP through it's own capital and revenue expenditures programmes, through it's actions as a major landowner in the Borough along with its powers to acquire land by agreement or by compulsory purchase to assemble key sites and bring forward necessary development. It will also enter into agreements with developers (usually but not exclusively under Section 106 of the Town and Country Planning Act) to require the provision of infrastructure and facilities and will actively consider innovative forms of partnership arrangements which deliver the Plan's objectives.

Although the Plan has been prepared in response to a specific statutory requirement, it will also perform a broader role in co-ordinating the investment decisions of others and in serving as a promotional tool for the Council's wider aims. It will highlight opportunities and provide the certainty which is vital for providing the sort of stable background required to create the climate of confidence required for long-term investment. At the same time, it has to achieve a balance in also possessing the flexibility to be able to accept new and unforeseen types of development which will contribute to the fulfilment of the Plan's vision.