

**Appendix one - what impact will the objectives have?**

Creating an economy that is fit for the future	Reducing inequalities and disadvantage	Tackling climate change
Making the most of what Wiltshire has to offer through encouraging the right kinds of businesses, improving skills of Wiltshire people to meet demand and supporting existing businesses.	Taking into account the needs of all Wiltshire people in how we plan for the future will improve home, work and school life for everyone.	Action at local level to lower individual, household and business environmental impact.

Strengthen the connectivity of the county by delivering excellent broadband access, effective mobile phone reception and the development of low carbon transport options, especially with respect to the main commuting corridors.	<ol style="list-style-type: none"> <li>1) Provide existing businesses with technology to remain competitive in global market</li> <li>2) Attract new businesses to the county</li> </ol>	Offer equal transport and communications networks to everyone	Encourage more home working and therefore reduce travel - particularly out commuting
Develop a wide consensus on how Wiltshire responds in an optimal way to the UK's financial difficulties so that its impact is minimised and any changes contribute to a shared and publically supported vision for the future role and contribution of public services to local life.	Be more responsive and better prepared for future economic challenges	<ol style="list-style-type: none"> <li>1) Limit impact of cuts on front line services</li> <li>2) Support public to be more financially conscious</li> </ol>	<i>No identified impact</i>

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Encourage the restructure of the economy so that it is less reliant on the public sector and on financial services, and generates a greater proportion of high value-added businesses and green jobs.	Support the MoD and military communities to remain and continue to invest in the county	Ensure impacts of military presence does not disadvantage existing communities, in particular in rural areas	Better understand and address the environmental impact of military bases on Salisbury Plain
Forge much stronger links with universities that are to the mutual benefit of the university sector and the county.	Encourage local graduates to Wiltshire businesses, where appropriate	Improve skills set of younger people	<i>No identified impact</i>
Ensure that the establishment of the super garrison on Salisbury Plain and other changes concerning the armed forces bring positive benefits to the county and to military communities.			
Define a vision for what sort of place Salisbury, Trowbridge and Chippenham should become, including agreeing their future scale and roles.	Improve the main towns/city to boost the economy appropriately	Make the most of what areas have to offer - not just limiting development and improvement in the usual places	Limit adverse environmental impact of future improvements

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<p>Ensure that the Wiltshire workforce benefits from better preparation of young people for the world of work and from the retention and attraction of graduates, as well as from older people continuing to work beyond retirement age.</p>	<p>Boost local businesses with local people - make the most of new skills set and experience</p>	<p>Ensure younger people and older people are not disadvantaged in terms of employment opportunities</p>	<p><i>No identified impact</i></p>
<p>Ensure that Wiltshire is able to meet the needs of its rapidly growing older population. This will include planning to meet future health and social care workforce requirements; effective support to maintain self care and the care provided by relatives and friends; the creation of sufficient adapted housing, extra care accommodation and residential care and nursing home facilities to meet expected demand; and being more aware of older people living on very low incomes who are otherwise not supported by local public services.</p>	<p>Limit the costs of care and accommodation in later life on public services</p>	<p>Protect older people from having decisions made for them and keep them in their home for longer</p>	<p><i>No identified impact</i></p>

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<p>Address, as far as is possible, the lack of affordable housing in Wiltshire by building more such housing, by bringing empty homes back into use, and through any other means that may become available.</p>	<p>Limit costs of new build and private purchase first</p>	<p>Offer more people a permanent home</p>	<p>1) Lessen the impact of use of green sites for housing development 2) Encourage more environmental awareness through improving the appearance of towns</p>
<p>Reduce inequality in the county by reducing the attainment gap in schools; better meeting the needs of gypsies and travellers; addressing child poverty; taking account of older people on low incomes; promoting literacy; putting in place a more integrated approach to addressing the needs of the most disadvantaged neighbourhoods; and ensuring that all people have access to key services.</p>	<p>Support boost in education to lead to more employment, home ownership and disposable income</p>	<p>More equality for all - therefore improving life for everyone, not just the most disadvantaged</p>	<p>Improve environmental awareness - this is more likely in more equal societies.</p>

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<p>Help people to take more responsibility for their futures and lead more independent lives by encouraging them to look after their own health through diet, exercise, sensible use of alcohol, giving up smoking and driving carefully, saving for their retirement and possible future care needs, actively developing their own learning and skills and reducing their carbon footprint.</p>	<p>Support people to be more financially responsible and therefore less reliant on public services and the state</p>	<p>Improve education and health - supporting the ambition for more equal societies</p>	<p>More recycling and less car and energy use - reducing the carbon footprint of Wiltshire</p>
<p>Continue to support the thriving voluntary and community sector to address local needs through volunteering activity, strengthening infrastructure and building good working relationships with statutory organisations.</p>	<p>1) Support VCS to support the economy through provision of specialist services 2) Build skills of volunteers to convert to the future employment</p>	<p>Improve understanding of local needs through better engagement with VCS</p>	<p>Support and encourage voluntary organisations focused on environmental issues</p>
<p>Strongly promote the refitting of all existing public buildings, businesses and private homes with energy efficient features to reduce their energy use dramatically and reduce their vulnerability to predicted changes in the climate.</p>	<p>Reduce business energy costs long term</p>	<p>Reduce household energy costs - in particular for the most vulnerable, to improve quality of life</p>	<p>Reduce CO2 emissions from building energy use</p>

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<p>Reduce the level and frequency of out-commuting to jobs outside the county through the generation of sufficient numbers and types of jobs and the creation of local work facilities to attract these people back to working locally.</p>	<p>Boost GVA</p>	<p>Offer more opportunities to local people appropriate to their skills</p>	<p>Reduce travel related CO2 emissions.</p>
<p>Significantly increase the amount of electricity and heat generated by local renewable schemes to draw level and grow in line with the South West region for greater energy security. This will ensure that there are benefits to local communities in the form of generated income and reduced energy costs.</p>	<p>Reduce spending on national energy suppliers and sell back surplus units</p>	<p><i>No identified impact</i></p>	<p>Reduce CO2 emissions from energy and heat</p>
<p>Agree a way forward where all can contribute to achieving a major shift to sustainable transport, such as walking, cycling and the use of public transport for local trips, especially in the larger settlements of Trowbridge, Chippenham and Salisbury.</p>	<p>Boost links between rural areas and main business markets</p>	<p>Reduce health inequalities</p>	<p>Reduce travel related CO2 emissions.</p>

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<p>Prepare for and protect the most vulnerable members of communities from the impacts of unavoidable climate change, such as heat waves and flooding, through appropriate adaptive responses.</p>	<p>Support public services and businesses to continue to operate</p>	<p>Ensure services can continue to meet the needs of the most vulnerable</p>	<p>Adapt to climate change impacts to limit further environmental impact</p>
<p>Explore the extent to which Wiltshire needs to improve its own food security by focussing more production on local markets, reducing its dependence on oil-based fertilisers, building local food storage facilities and farming in a way which is sympathetic to Wiltshire's geology, biodiversity and predicted weather patterns.</p>	<p>Support the local farming and manufacturing industries</p>	<p><i>No identified impact</i></p>	<p>1) Limit CO2 from importing foods from elsewhere, where possible 2) Protect and make the most of the natural environment</p>

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<p>Create a series of living landscapes across the county to help local people, communities and businesses to thrive through opportunities for learning, whilst protecting wildlife from the changes to the climate and in agriculture and industry.</p>	<p><i>No identified impact</i></p>	<p>More green space for recreation</p>	<p>1) Supporting natural wildlife habitats 2) Adaptation to climate change</p>
<p>Produce a design framework for the county which encourages the development of communities, not just houses. An important aspect of this will be for developers to ensure that new buildings fit their location and that the distinctiveness and history of the area is acknowledged and responded to.</p>	<p>Make towns and villages more attractive to new residents and businesses</p>	<p>Ensure communities feel natural - not manufactured</p>	<p>Protect and make the most of the natural and existing developed environment</p>

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<p>Promote a greater public understanding and ownership of the difficult choices facing Wiltshire and foster a greater willingness to engage with public authorities in a shared approach to such decision-making.</p>	<p><i>No identified impact</i></p>	<p>Support the public to better understand compromises being made on their behalf and, in the future, encourage greater engagement with decision making</p>	<p>Improve environmental awareness</p>
<p>Increase public confidence and trust in the police, NHS and council services and the local democratic process through encouraging greater involvement in community and stronger public engagement with the area boards and the community partnerships.</p>	<p>Spend less public sector money on handling complaints and FOI requests, etc and more on service provision</p>	<p>1) Make Wiltshire a happier place to live 2) Reassure public that services will meet their needs when they are no longer able to</p>	<p><i>No identified impact</i></p>