

Strategic Objectives

- **SO1:** To maintain Wheathampstead village as a close community where residents have a sense of belonging and participation. The village should not be perceived as a town. Residents in settlements within the parish but remote from the village should also share that sense of belonging.
- **SO2:** While welcoming incomers, to have sufficient and affordable accommodation of the right kind so that second generation residents can settle in the community, first generation residents can downsize when appropriate, and reasonably priced housing for first time buyers.
- **SO3:** New buildings will be in-keeping both in design and size with the current architecture and be of such design as not to detract from the rural setting. Signage will be controlled to prevent clutter and inappropriate use of lighting, materials and design. The rural landscape in the parish and in particular along the Lea Valley will be maintained and any development that scars the scenery or causes coalescence with adjacent urban areas will not be allowed.
- **SO4:** To preserve Wheathampstead's historic buildings and conservation areas for future generations and to help draw visitors into the area. To develop a heritage centre close to the village centre and make available a web site and suitable maps and leaflets for visitors.
- **SO5:** To maintain a thriving, vibrant and prosperous High Street acting as the commercial hub for the benefit of residents. To help support our businesses we will encourage visitors into the village and surrounding countryside.
- **SO6:** To provide facilities for businesses to thrive and grow; delivering employment opportunities, support for the High Street and contributions to village activities. Areas will be designated for business use only.
- **SO7:** To minimise our carbon footprint and improve personal health through the provision of local services, improved public transport and cycleways to adjacent settlements both within and outside the parish. To reduce the use of vehicles across the parish and through the village.
- **SO8:** To provide a wide range of educational, leisure and support services for young and old alike with a modernised and enhanced Memorial Hall acting as the services hub.
- **SO9:** Our public open spaces will balance biodiversity, appearance and public access, and land owners will be encouraged to adopt an ecological approach to land use.