Growing our people, our places, our potential Buckinghamshire Strategic Vision 2050

DRAFT

Produced for the Buckinghamshire Growth Board

Buckinghamshire's Strategic Vision for 2050 has been prepared by Buckinghamshire's Growth Board. This joint committee of partner organisations includes Buckinghamshire Council, Buckinghamshire Local Enterprise Partnership, Buckinghamshire Business First, Buckinghamshire Clinical Commissioning Group, Buckinghamshire Healthcare NHS Trust and, business and environment specialists. Our strategic vision is a non-statutory document setting out our agreed ambition for the future growth and regeneration of Buckinghamshire. It seeks to build on Buckinghamshire's diverse and productive economic foundations, rich cultural heritage, and beautiful natural environment alongside existing plans for the future to set a clear and connected countywide identity over the next 30 years.

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Our Vision

Growing our people, our places, our potential

By 2050
A collaborative Buckinghamshire will grow as a thriving, resilient and successful county; where our residents and businesses can reach their best potential, growth is delivered sustainably, and environmental enhancement is achieved to support a high quality of life for our communities.

Underpinned by our diverse local economy and super growth sectors, our depth of cultural and heritage opportunities and our highly valued environmental infrastructure, each central to our communities' health and wellbeing, Buckinghamshire will be recognised as a vibrant place to grow your skills, your business and your family.
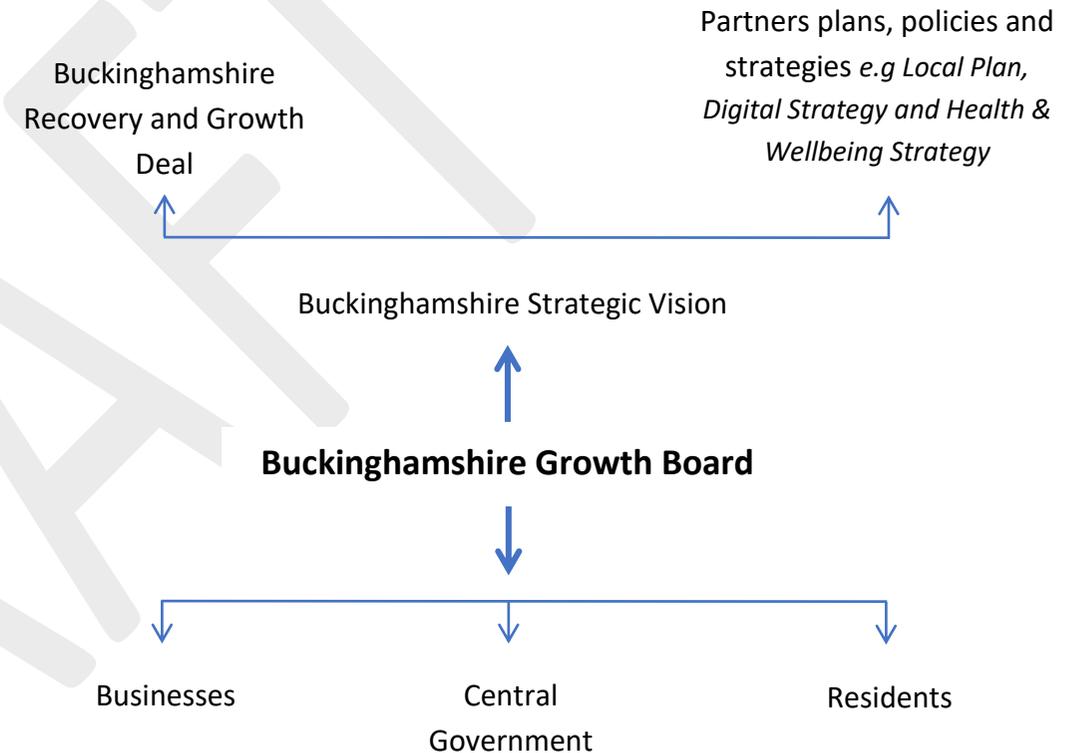
Our location connecting the Midlands, London and the South East will be capitalised on to generate investment and deliver exceptional and sustainable connectivity to our distinctive local destinations and landscapes. The unique opportunity presented by our strong, stable and effective partnerships will enable this strategic vision to be delivered in a truly integrated way.

The purpose of our vision:

Four important objectives underpin this Strategic Vision 2050:

1. **Expressing our shared ambition and focus** by setting the commitment and direction to improve the economic, environmental and social health of Buckinghamshire

2. **Telling the compelling narrative for Buckinghamshire** by using our single voice to make clear our willingness to engage and deliver sustainable and ambitious growth. Setting out what our priorities are and where we wish to go to deliver long-term change

3. **Setting the strategic direction and overarching guidance** that has previously been absent to enable the shared 2050 goal to be achieved through all future plans, strategies and frameworks across the partner organisations

4. **Establishing our identity** nationally and in the context of the wider South East region by bringing together our unique successes, future opportunities and challenges

The diagram below illustrates the interface between the Growth Board, external partners and how the Strategic Vision can influence other emerging and future plans, policies and strategies.

Buckinghamshire Recovery and Growth Deal

Partners plans, policies and strategies *e.g Local Plan, Digital Strategy and Health & Wellbeing Strategy*

Buckinghamshire Strategic Vision

Buckinghamshire Growth Board

Businesses

Central Government

Residents

Buckinghamshire in 2020

Birthplace of the Paralympic movement, Buckinghamshire is a richly diverse, enterprising and attractive county located in the heart of a growing and innovative region. Boundaries stretch from the west of Greater London in the south to the East Midlands in the north; and from Oxfordshire in the west across to Bedfordshire and Hertfordshire in the east. With a population of over half a million people, the county is one of the traditional Home Counties, bringing with it great connections into central London and ready access to international gateways at Heathrow and London Luton Airports. From quintessential rural villages and a backdrop of beautiful countryside to urban-based living in our network of attractive and diverse towns, Buckinghamshire is a sought-after location.

As a place to raise a family, we benefit from top-performing schools, family-friendly communities and a variety of accessible cultural and natural attractions on our doorstep including Waddesdon Manor, the Roald Dahl Museum and theatres including the Wycombe Swan and Aylesbury Waterside.
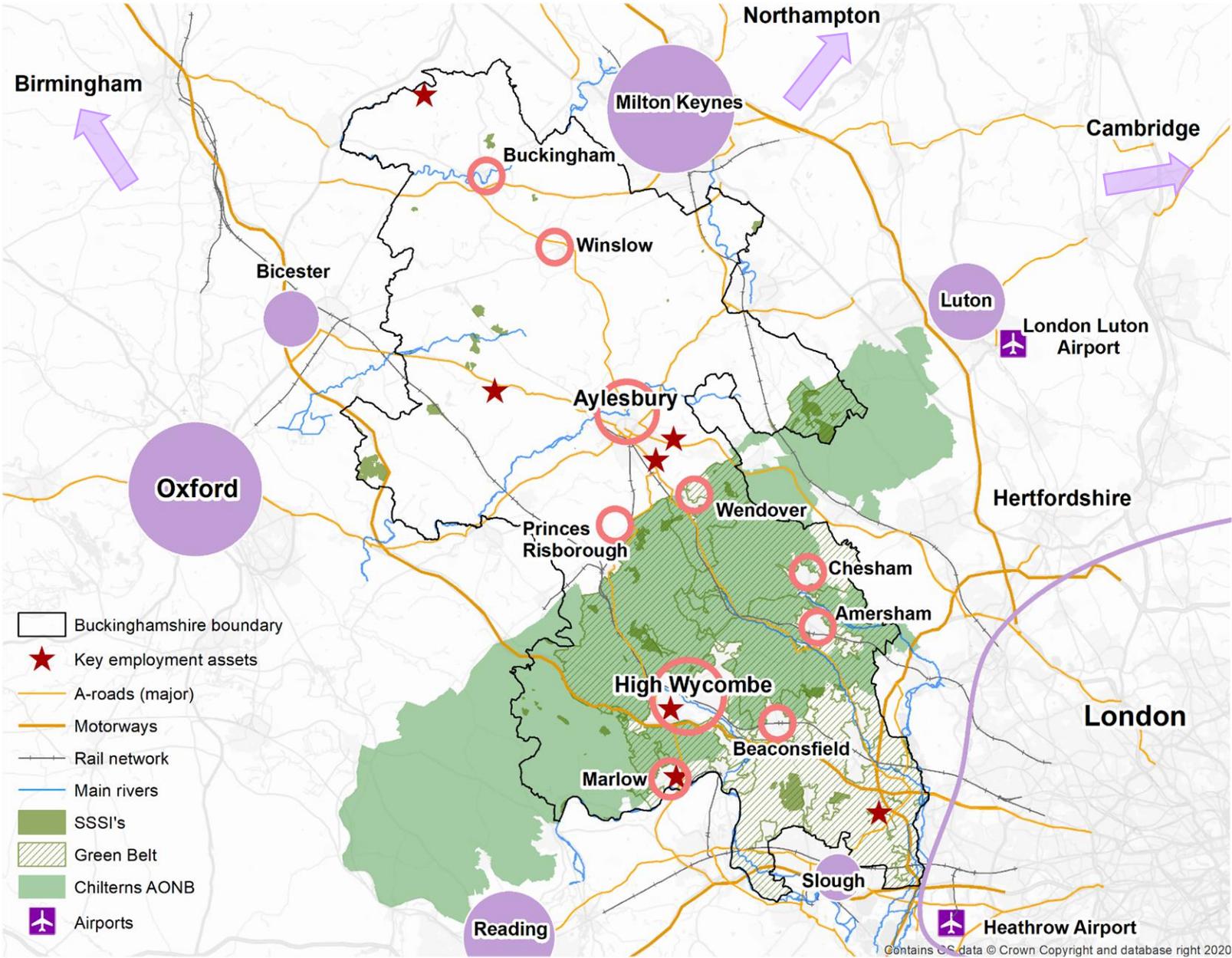
As a business base, we have much to offer. Over 31,000 businesses call Buckinghamshire their home from major international brands to a strong Small Medium Enterprise (SME) community, taking advantage of our flexible and extensive choice of locations, good road and rail network access and the supportive and inclusive nature of our local business community.

Buckinghamshire offers an exciting and unique range of opportunities for young people starting out on their career path, from supporting the creation of the next round of blockbuster movies at Pinewood Studios to being involved in influencing the future at global companies such as McAfee and Esri UK. Alternatively, there are wide-ranging opportunities to get involved in developing and expanding our expansive collection of smaller, entrepreneurial, businesses, helping to build their reputation and cement their place in the market.
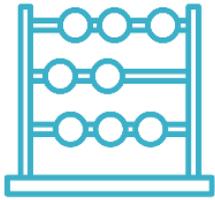
In Buckinghamshire you are also never far from the great outdoors and beautiful natural surroundings; a key part of what makes the county's unique cultural and natural heritage; whether this involves taking time out to explore the Chiltern Hills or walking and cycling around the local parks and green spaces. Alongside this there is a great collection of leisure, social and eating opportunities as well as great places to live in the various towns that are perfect for a balanced lifestyle; whilst also being only a train ride away from the hustle and bustle of central London and Birmingham. We are also committed to reducing the impacts of climate change, with an aim to become carbon neutral by 2050.

In 2020, Buckinghamshire is a place to grow and prosper for many. We want to see that sustainable growth and prosperity extend further, benefitting more of our residents, communities and businesses and attracting new interest to accelerate our recovery in the evolving COVID-19 environment. The strategic vision acknowledges the potential impacts of the COVID-19 pandemic and the changing economic landscape and behavioural habits seen during 2020. This includes the changes to our working environments, our shopping behaviours and our travel patterns whilst also highlighting the importance of place design, a move to digital services, and access to local green spaces and nature to boost our health and wellbeing.

Buckinghamshire 2020

Legend:
- Buckinghamshire boundary
- ★ Key employment assets
- A-roads (major)
- Motorways
- Rail network
- Main rivers
- SSSI's
- Green Belt
- Chilterns AONB
- ✈ Airports

Birmingham

Northampton

Cambridge

Milton Keynes

Buckingham

Winslow

Bicester

Luton

London Luton Airport

Oxford

Aylesbury

Wendover

Hertfordshire

Princes Risborough

Chesham

Amersham

High Wycombe

London

Beaconsfield

Marlow

Slough

Reading

Heathrow Airport

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A snapshot of Buckinghamshire in 2020

A **£14.6bn** economy

>34,000 businesses

~281,000 jobs

£3.8bn goods & **£1.7bn** services exports

77% businesses employing **<5** people

544,000 residents

45% residents with a degree or higher

10 towns, many villages & beautiful countryside

Fully integrated with London tube & rail network

3 Enterprise Zones & **2** universities

2,000 miles of rights of way

A rich variety of wildlife, habitats and associated species of national and international importance

76% of all schools and colleges rated good or above by Ofsted

A quarter of the county is AONB, **16** Local Nature Reserves, **65** Sites of Special Scientific Interest

1,600 km of rivers and streams

Planning for the future

We are a thriving county but like many other places within the UK, we also face challenges. The triple impacts of climate change, the COVID-19 crisis and the Brexit transition bring with them a level of uncertainty for all; but there are also many specific challenges we need to address which are constraining Buckinghamshire's future economic growth and prosperity. These include:

- A lack of available housing, particularly affordable and accessible homes, with house prices averaging over 11 times higher than incomes
- 50% of Buckinghamshire being either an Area of Outstanding Natural Beauty or Green Belt creating constraints to sustainable and appropriate growth locations
- A lack of available business spaces of the right size and quality to support our economic base
- Poor digital connectivity, especially in rural areas, with 9.8% full fibre coverage, compared to a 19.4% average in the UK
- Specific COVID-19 related job losses amongst those from the hospitality, tourism, leisure and retail sectors as well as aviation professionals at Heathrow and London Luton airports.
- A historic dominance of out-commuting
- A shortage in availability of skills and labour in our key growth sectors
- Ongoing pressure on public services with spatial concentrations of health inequalities, such as a gap of seven years in life expectancy between males in the most and least deprived population quintiles
- Challenges of an ageing population on public services and labour market with 10% more residents over 90 years old than the national average and an expected growth of 147% in this age group by 2038
- Limited infrastructure investment compared to the level of housing growth taking place and planned for
- High levels of traffic congestion with Aylesbury ranked as the 8th highest for hours lost to congestion in the UK in 2019 by Inrix
- Constrained opportunities for young people attending non-selective secondary schools
- Significant pressures on our natural environment for example from climate change, pollution, biodiversity loss and development pressures highlighting the need to ensure more resilient nature based and clean growth solutions to economic growth
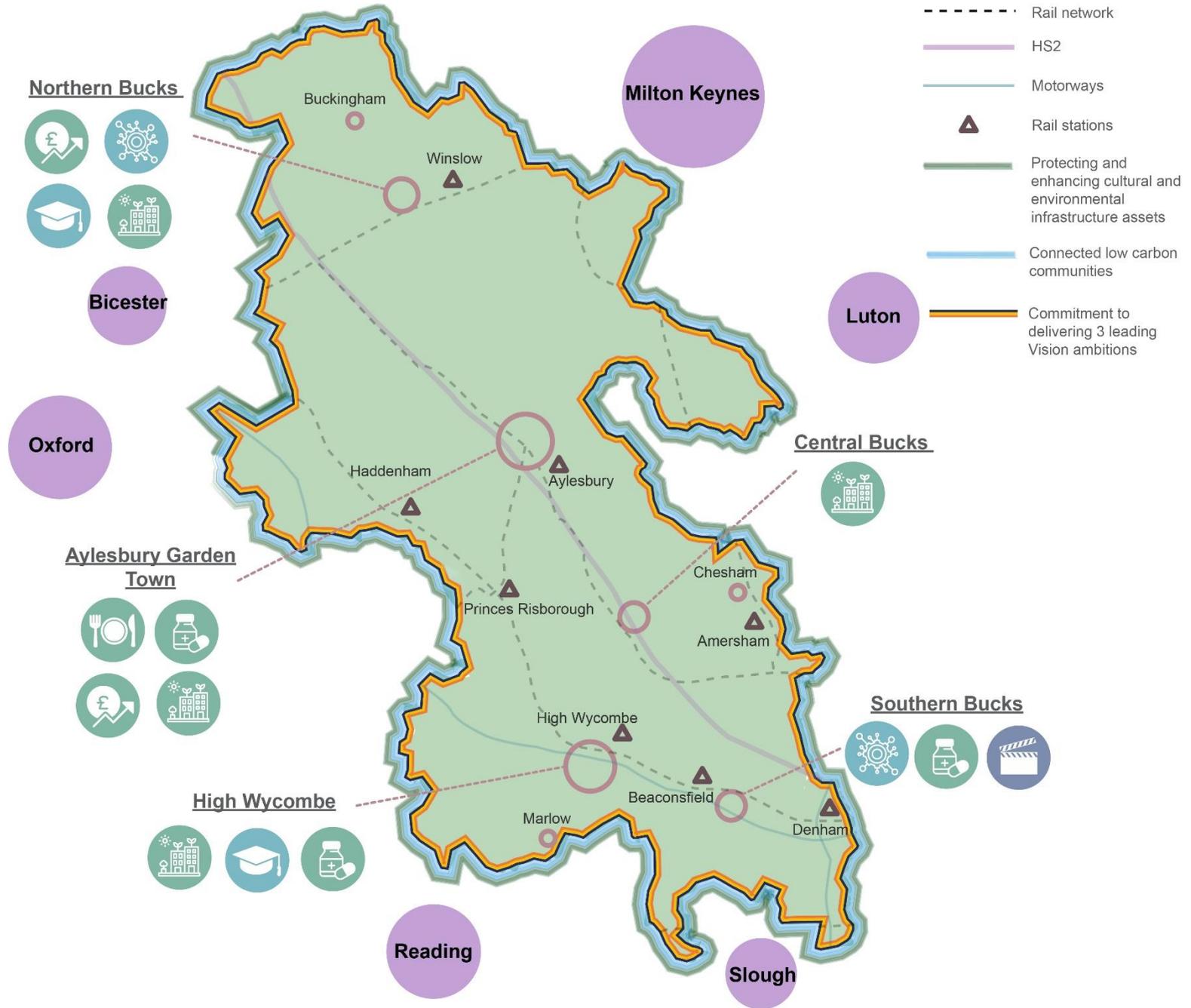
Having a clear and collaborative future vision for Buckinghamshire is at the heart of tackling these challenges which impact on every aspect of our lives, from the economy to the environment and from travel to health.

Parts of our county are fast-changing; demographically, economically, environmentally and culturally. Our population is forecast to continue to grow, including the older population, putting even more pressure on the availability of affordable housing and highlighting a growing need for a healthy built and natural environment. While planning for this growth has already started with the current local plans setting out that approximately 50,000 new homes will be built by 2036, we recognise that without significant long-term investment in infrastructure and services, this growth cannot be achieved sustainably.

We need to balance competing interests and use a collaborative approach to planning for the future of Buckinghamshire so that we can deliver the following outcomes by 2050:

- For Buckinghamshire to be carbon neutral
- Economic opportunities for all so that people are able to prosper and reach their potential
- Infrastructure is strategically planned and delivered
- Our places, businesses and cultural attractions are thriving from improved digital connectivity
- Our natural and historic environment is not only protected but enhanced, understood, valued, better connected and managed
- Existing communities reap the benefits of growth as well as new communities
- Health inequalities are reduced, and physical and mental health and wellbeing is improved
- People have the choice of active travel modes and sustainable transport options
- People can engage in a range of cultural activities at a local level including improved and inclusive access to our natural environment
- Future growth is accommodated in well-connected sustainable locations, providing high-quality, low-carbon, affordable and accessible homes

2050 Concept Map

Northern Bucks

Milton Keynes

Bicester

Luton

Oxford

Central Bucks

Aylesbury Garden Town

Southern Bucks

High Wycombe

Reading

Slough

Buckingham

Winslow

Haddenham

Aylesbury

Chesham

Amersham

Princes Risborough

High Wycombe

Beaconsfield

Marlow

Denham

Legend

- - - - - Rail network

───── HS2

───── Motorways

▲ Rail stations

───── Protecting and enhancing cultural and environmental infrastructure assets

───── Connected low carbon communities

───── Commitment to delivering 3 leading Vision ambitions

Medtech; futureproofing the healthcare needs of the growing population of Buckinghamshire

Enterprise zones transforming key strategic employment locations

High tech innovation and Research & Development

Repurposing of the town centre and high streets

Food processing

Skills and further education hub

Creative and digital hubs investing in screen and film, virtual and augmented reality technologies

Our strategic ambitions

We have identified three strategic ambitions that will guide the sustainable growth of a thriving, resilient, successful, connected, healthier and inclusive Buckinghamshire. These ambitions underpin our vision. They embrace the multiple elements of what makes a place and express where we wish to be. They encompass the unique foundations of our county with its thriving, diverse economy and emphasise the crucial role of our environmental infrastructure, fascinating heritage and cultural attractions that influence the places we live, work and experience. To deliver our aspirations for long term change, our strategic ambitions are interlinked and provide a role in achieving each of their aims.

These strategic ambitions provide a directional, but more importantly, collaborative and deliverable identity for Buckinghamshire, demonstrating our aspirations for the county.
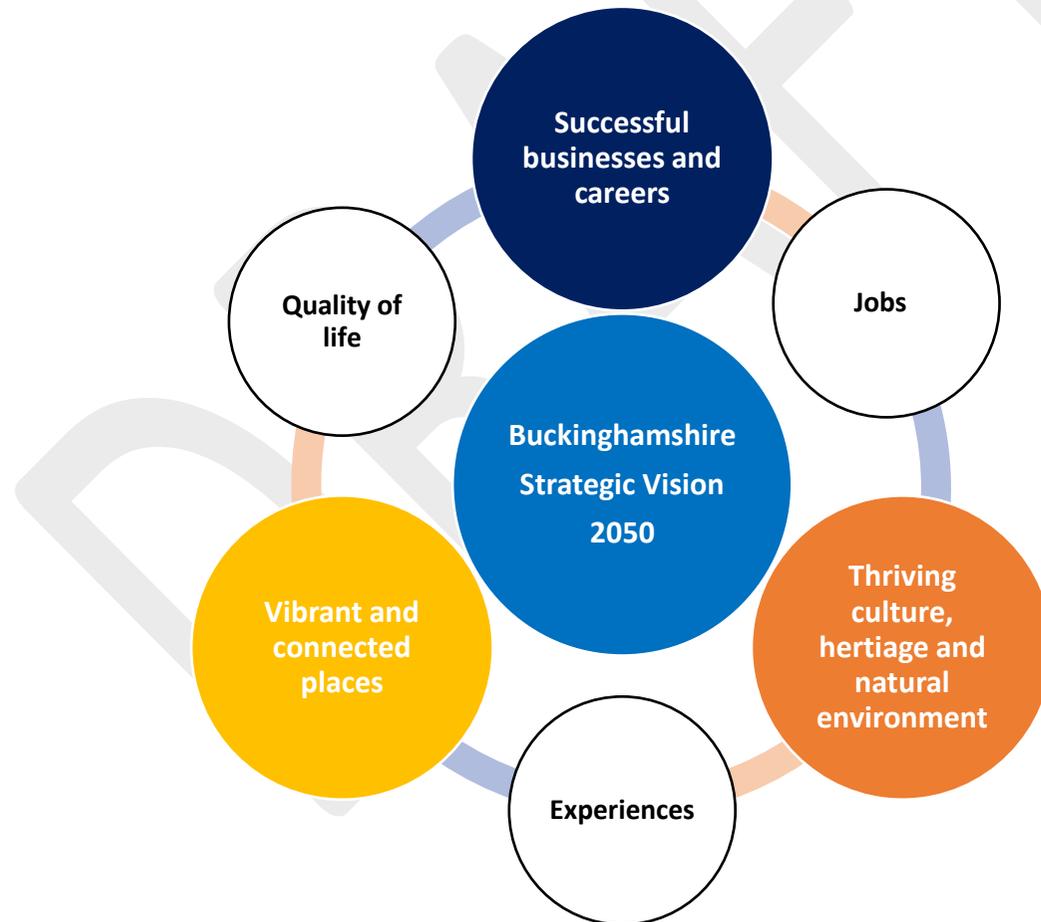
1 Successful businesses and careers

"By 2050, Buckinghamshire will be leading the way in helping businesses to succeed and residents to prosper in their work and careers. This will be achieved by generating exemplar conditions for entrepreneurship, opportunity and investment."

We recognise the importance of a thriving economy that is bursting with opportunity and choice. That is why we must focus on building on our successes to transform the offer in Buckinghamshire, so it is resilient and adaptable for the future. Ensuring everyone and every business across the county has the chance and opportunity to succeed.

Buckinghamshire has a history of being a productive, creative and entrepreneurial economy and is a net contributor to the UK exchequer, delivering £14.6 billion per year to national output. This makes Buckinghamshire a vital economy to be able to support future national economic growth.

Our economy is founded upon a hive of small and medium sized enterprises (SMEs) but also has four growing super strength clusters of national and internationally significant industries. These include: **High-Tech and advanced engineering** at Silverstone Park and Tech Cluster building on the history, heritage and global reputation of the Circuit; **MedTech** that is advancing through digital health, life sciences and advanced artificial intelligence being pioneered at Stoke Mandeville Hospital, which also hosts the UK's National Spinal Injury Centre; **Space Innovation** including excellence in rocket propulsion, 5G & autonomous systems research and development that is spearheaded at the Westcott Space Cluster and the **Creative and Digital industry** that sweeps across the south of the county including Pinewood Studios and the National Film and Television School at Beaconsfield. These sectors are supplemented by a series of other major international brands being based in the county including Arla UK, Bosch and GE Healthcare. Furthermore, we have two universities and the Buckinghamshire College Group that deliver valuable skills provision and direct educational links into these thriving sectors.

Integral to our economic prosperity is our great location. We are fully integrated into the London economic ecosystem through direct London Tube and rail connectivity. We benefit from close economic relationships with neighbouring areas and through being part of, or being close to, major growth corridors such as England's Economic Heartland (EEH), the Thames Valley, the M4 corridor and the Golden Triangle. Specifically, Buckinghamshire benefits from strong partnership working as part of EEH, focusing on sustainable growth opportunities, improving quality of life and harnessing globally renowned centres of innovation. Major international gateways at Heathrow and London Luton Airports are nearby, enhancing the network of opportunities available for Buckinghamshire's communities.

However, whilst productivity in Buckinghamshire has grown over the last 10 years, this has been at a slower rate than other parts of the UK and it is imperative for Buckinghamshire to shift this trend back to high levels of productivity growth. This task is likely to have been exacerbated in the short-term as the challenges and impacts of COVID-19 have embedded themselves into sectors such as retail, hospitality, aviation and cultural and events. As evident nationally, our residents and businesses have required the support of emergency grants and the job retention scheme making achieving our long-term ambition even more important.

1 Successful businesses and careers

Shaping our future

In achieving our potential, we face a variety of both challenges and opportunities. We need to confidently lead the way in seeking solutions and have the courage to implement them whilst taking advantage of opportunities that arise. We know that;

- Our **economic growth was the third lowest** in England between 2014 – 2018
- **Digital connectivity is poor** with 9.8% full fibre coverage compared to 19.4% nationally
- **Productivity is stagnating** resulting in a gap between Buckinghamshire and the national average closing
- **COVID-19** has reshaped the way residents live their lives and businesses operate; increasing unemployment and the number of benefits claimants
- **Brexit** will bring uncertainty and we need to support our businesses in navigating through this change
- **The migration of skilled people and retaining young talent** is a challenge for Buckinghamshire; we need to address why, and ensure Buckinghamshire is an attractive and competitive place to live and work for all professions
- Our experience in **pioneering new approaches** provides an opening for Buckinghamshire to become a test bed for new ideas
- Our levels of entrepreneurship and creativity provide an exciting chance to **generate new skills and training opportunities for all**
- **Regeneration** is needed to make our distinctive high streets and town centres fit and adaptable for the future, whilst preserving and enhancing our historic features

Enabling our ambition to 2050

Our great foundation will take us so far, but to achieve our ambition Buckinghamshire aims to:

- Enhance physical and digital connectivity through the county to help create new opportunities, boost productivity, improve our adaptability and unlock infrastructure
- Capitalise on our specialisms and economic hubs to grow our economy in MedTech, space, high–tech engineering, creative industries, energy and carbon reduction and food processing
- Nurture the clusters around our economic assets by accelerating the extension and enhancement of Enterprise Zones and explore the opportunities for trade, investment and research hubs in the south of the county
- Actively promote our willingness in supporting innovative approaches being tested, commercialised and implemented in our county including those emerging from the Green Industrial Revolution
- Create flexible spaces across the county so that flourishing industries can thrive, and growing SMEs are supported
- Ensure new and existing growth areas are linked and serviced by sustainable infrastructure and areas of employment to encourage local living
- Invest in and support private investment in sensitive and aspirational regeneration programmes to improve the attraction for greater investment
- Enable training and investment in life skills that support people to build or re-build their careers, particularly focussed on our specialist and low-carbon sectors
- Use and work collaboratively with our high-quality educational facilities to ensure people are training in the right skills to support our growing sectors and attain employment in Buckinghamshire
- Support and improve the physical and mental health and wellbeing of our workforce as the vital backbone to our economic performance

2 Thriving culture, heritage and natural environment

Our ambition

By 2050, our existing and future communities, settlements and infrastructure will embody the intrinsic link between culture, heritage and the natural environment. Wide-ranging societal benefits and services will be provided building and encouraging a more sustainable, thriving and resilient Buckinghamshire that encourages everyone to place a strong value on these crucial assets to our county"

Fundamental in defining our character and identity, a deliberate and bolstered focus on our culture, heritage and environmental infrastructure will be central to delivering an integrated Buckinghamshire that is aware of its challenges but also realises the potential achievable benefits.

The result of a Buckinghamshire that acknowledges the links and importance of protecting, enhancing, creating and connecting our culture, heritage and natural environment will embrace improved health, well-being and quality of life; enriched biodiversity; heightened protection against environmental disasters such as climate change; enhanced social interaction and communication; thriving and responsible tourism; better quality education, knowledge and skills and boosted economic outputs.

Our culture, heritage and natural environment in 2020

Internationally recognised as the birthplace of the Paralympics, originating from the Stoke Mandeville games in 1948, Buckinghamshire has a proud and rich cultural history and heritage. Infamous with our identity, traditions, events and historic buildings go hand in hand with a countryside rich in landscape and wildlife value that is the result of the contrasting underlying geology and topography of Buckinghamshire. Elements that have shaped our county extend from a tradition of innovation in sports at locations such as Stoke Mandeville, Silverstone Circuit and Dorney Lake to embracing a strong heritage in literature, as a place of writing and storytelling. Moreover, remarkable country houses and historical landscapes such as those at Stowe are intertwined with creative attractions in form of museums, arts and film, including the world's oldest model village, Bekonscot.

Countywide we have recognised species, spaces and habitats of local, national and international importance including Local Wildlife Sites covering over 5000 hectares, over 1,600km of rivers and streams including internationally rare Chalk Streams supporting many rare and endangered wildlife and the Chilterns Area of Outstanding Natural Beauty which covers over 25% of the county. A remarkable living and working area of the countryside, the Chilterns character have been shaped by people for centuries. Attractive villages with brick and flint houses nestle in idyllic valleys whilst nationally important trails, such as the Ridgeway, offer opportunities to view this beautiful landscape and the ecosystems it supports such as the iconic Red Kites.

We are also home to three Country Parks including Black Park and Langley Park which are multifaceted centres of valued biodiversity, heritage and places that our residents and visitors from across the region enjoy. As a result of their quality and locations, they have also gained national and international popularity with film crews owing to the variety of environments on offer.

Our county town, Aylesbury, is leading the way in our ambition to harness a greener and more sustainable environment for our residents through its Garden Town designation; forging ahead with plans to improve air quality and provide the inclusive access and design that people and businesses require in today's rapidly evolving environment.

Despite this and our largely 'green' county, our natural environment is highly fragmented, biodiversity is in decline and COVID-19 has resulted in additional challenges on our crucial assets. Our natural environment is facing mounting pressures from climate change, population growth, unsustainable land uses, disconnected rivers and floodplains and major infrastructure projects such as High Speed Two. Compared nationally, we also have significantly less priority habitat than the average English county and our biodiversity resources are not thriving. Cultural events and attractions have been forced to close and change their methods of operation leaving many venue-based sectors vulnerable but also allowing many take opportunities to plan for innovative digitisation.

As a place, we recognise the importance of our cultural, heritage and natural assets and the role they have underpinning not only our identity but the health of our communities, our economy and Buckinghamshire as place. We are determined to not only retain these assets but improve their resilience and contribution to our lives.

2 Thriving culture, heritage and natural environment

Shaping our future

Positively retaining and enhancing our culture, heritage and natural environment will require a bold step beyond the norm. We will need to harness creative opportunities and seek innovative solutions to enhance our county sustainably and therefore increase the value provided by our culture, heritage and natural environment.

This includes:
- Tackling the causes and impacts of **climate change** to achieve net zero by 2050 or before
- Protecting our valued environment and landscapes from existing and future pressures such as regional growth and unsustainable land uses
- Enhancing the **quality, quantity and connectivity of our environmental assets**
- Improving Buckinghamshire's **consumption of resources** and **production of waste**
- Working harder to **transform the experiences and accessibility** to our environmental and cultural assets so that everyone can enjoy them
- Build a **lasting and future-proofed cultural economy** that is resilient to shocks such as COVID-19 and supports our growth ambitions
- **Maximising the wider benefits** of our culture and environmental infrastructure so that people's health, wellbeing and enjoyment is optimised
- Doing more to ensure that **the benefit** of our culture and environment assets is **attained by all**
- **Providing better advice and support** to those who own or manage parts of our cultural and ecological network

Enabling our ambition to 2050

To achieve a long-term thriving culture, heritage and natural environment we aim to:

- Proactively lead on tackling the causes and impacts of climate change to encourage sustainable growth and achieve net zero carbon emissions by 2050, whilst protecting the existing natural environment and our local heritage assets
- Enable inclusive, accessible and sustainable local access to our culture and heritage assets and natural environment for residents, businesses and visitors
- Protect and promote our cultural and artistic heritage by ensuring a diverse and responsive range of offerings across the county
- Recognise and use the distinctive character, roles and heritage of our local town, village and neighbourhood centres to ensure locally sensitive aspects are protected and enhanced
- Support active lifestyles and good physical and mental health by making it easier for all residents to access clean air, natural spaces and food growing areas.
- Support the development of the county's cultural infrastructure to build cultural leadership and develop the capacity for change
- Lead on implementing the best practice and policies in environmental protection and enhancement including the biodiversity net gain scheme, Natural Capital Mapping, production of a Local Nature Recovery Strategy, Government's 25-year environment plan policies and the use of Natural England's standard for Green Infrastructure, including exemplar design and accessibility
- Support the development of renewable energy generation and the conversion to energy - efficient fuels alongside developing high-quality supporting infrastructure that gives people the opportunity and choice to switch from conventional fuels for vehicles, homes and businesses
- Create a connected countywide network of environmental infrastructure and invest in the protection, enhancement, creation and connection of our biodiversity and natural capital
- Maximise our blue infrastructure networks including Buckinghamshire's river, stream and canal system
- Encourage the reduction of waste generated and stimulate a more sustainable approach to resource consumption

3 Vibrant and connected places

"By 2050, residents of Buckinghamshire will be able to live independent, healthy and connected lives in vibrant, resilient and low-carbon places that enable them to succeed and prosper locally"

What brings the economy, environment and culture together are the places they shape. The places people live, work and spend most of their time. We understand that removing the barriers that limit our places ability to prosper will create opportunities for people and business to grow. Improving the vibrancy of our town and village centres and enhancing connectivity opportunities will be central to a successful and sustainable Buckinghamshire.

Our places also affect the health of our population and we have the opportunity to co-operatively deliver and influence the right infrastructure and design to encourage healthy behaviours and lifestyles and reduce health inequalities.

Our places to live, work and experience in 2020

Buckinghamshire unlike many of our neighbours lacks one town or city central to the county. Instead, we are a collection of smaller towns, forming a unique network of complementary places to live, work and experience. Aylesbury and High Wycombe are undoubtedly the largest towns within the county and planned growth seeks to strengthen their roles as well-connected hubs of opportunity. Attractive smaller towns and villages such as Buckingham, The Chalfonts, Marlow and Great Missenden, each with their own heritage, character and benefits, further complement the network of growing residential and commercial opportunities close to outdoor spaces in Buckinghamshire.

Many of the communities across Buckinghamshire benefit from excellent connections into central London for example, Amersham and Chesham that are on the Metropolitan tube line whilst Aylesbury, High Wycombe and Princes Risborough have a direct train link. Investment linked to enhanced connectivity of Chiltern Rail routes, a new rail connection to Old Oak Common and development of the M40 corridor will further add to the regional connectivity options improving our county.

Connecting into London has been a predominant benefit for Buckinghamshire's residents and businesses but future planned investments, including East West Rail, will connect Aylesbury and Winslow to Bedford, Oxford and Bicester by 2024, and eventually Cambridge, expanding our eastern and westerly opportunities.

As with many places, our high streets and town centres are changing as they become places for communities and social activity. The impacts of COVID-19 have accelerated the need for us to consider the new normal of the future and how we can develop a local sense of community. Reinventing these places will be central to their success as seen with the redevelopment of the Exchange in Aylesbury. Furthermore, traditional and farmers markets across the county play an important role as community assets, regularly giving residents the opportunity to 'shop local' and support local business, goods and services.

Many residents and workers enjoy a high quality of life in Buckinghamshire resulting in families being attracted to the lifestyle but house prices, averaging over 11 times higher than incomes, mean not all people benefit or can afford to live in the county. Our places, connections and opportunities contribute to our relatively high standard of living but we know that we must continue to build on this and work harder at tackling the pockets of deprivation and social inequalities that exist close to areas of affluence so that everyone can benefit.

3 Vibrant and connected places

Shaping our future

For our towns, villages and neighbourhoods to overcome the hurdle of the changing approaches to living, to become truly sustainable in the long term and excellent places to prosper, it is important that we:

- Can **draw out the distinctive characteristics** embedded in our local places to help develop stronger identities
- Understand how **the value of our places** is shaped by where and how people go about their daily lives
- Address the inequalities across Buckinghamshire that **limit opportunity and choice**
- Tackle the challenges presented by the poor **affordability of homes and** availability of accessible homes in Buckinghamshire
- Address the ongoing **pressures on health and social care**, particularly in light of COVID-19 and as our ageing population expands
- Seize opportunities that **better connect and improve choice of sustainable travel** through and around the county
- Embrace COVID19 challenges to shape our own future including:
  - Ensuring goods and services can be **accessed locally and sustainably**
  - Support use of sustainable travel, and tackle the **first and last-mile challenges** experienced by our rural and suburban communities
  - Grasp opportunities to **revitalise our town centres and high streets** as the retail landscape changes
- Improve our understanding of **how people use our places** and take advantage of advances in technology and data to increase connectivity
- Design places that are **attractive, green and create a sense of place**

Enabling our ambition to 2050

To accomplish more vibrant, successful and healthy places across Buckinghamshire we aim to:

- Invest in, and repurpose our local towns to diversify the offer and create economic and social centres
- Capture and maximise economic benefits in our towns ensuing from strategic improvements such as East West Rail
- Reflect the distinctive nature of our local places by designing new buildings, streets and open spaces which reflect best practice sustainable design solutions whilst achieving our ambitions on tackling and adapting to climate change through carbon neutral design and preserving and enhancing local distinctiveness
- Future-proof our local destinations and infrastructure by embracing and leading on the implementation of 'SMART' technology
- Improve the existing, and invest in new well-designed places, services and communities that will help to reduce the dependency on private vehicles for short travel distances and need for commuting out of the county to access jobs elsewhere
- Better design for independent living and supported care homes, through the facilitation of lifetime neighbourhoods, healthy and inclusive streets, and enhanced digital infrastructure and technology
- Tackle social exclusion, health inequalities and the pockets of deprivation within our communities by enhancing digital and physical connectivity, improving early years services, linking businesses, education and housing, and creating places which sustain healthy behaviours
- Ensuring our housing need is met through a greater proportion of high-quality, accessible, low-carbon and digitally-enabled, affordable homes including a range of tenure for all, in the right locations
- Deliver high-quality sustainable travel opportunities and infrastructure around the county by making it easy and affordable for everyone to choose active travel and public transport in all locations and for all ages
- Promote walking and cycling as the first choice for local journeys Improving access and opportunities for sports and leisure within our towns and the wider landscape to support mental health and encourage healthy behaviours

Strategic Vision roadmap to 2050

Business and careers

2020-2025

Make Buckinghamshire's distinctive and town centres adaptable for the future

Growing economic hubs and accelerated enterprise zones across the county

Test bed for new technology and approaches

Rebuilding careers/skills and collaboration with our further education providers

Connecting growth areas with sustainable infrastructure to support and encourage local living and a healthy workforce

2025-2040

Digital connectivity across rural towns

Creation of flexible employment spaces in town centres

Ensure people are supported through training in skills that compliment growing sectors and employment in Buckinghamshire

Improved physical infrastructure within the county

2040-2050

Continue delivery and support regeneration programmes that will improve attraction and investment into towns

Sustained productivity increase driven by innovative businesses which are well-led and managed, trading and investing globally

Culture, heritage and natural environment

2020-2025

Support active lifestyles through food growing opportunities, and local sports and leisure

Protect and promote cultural and artistic heritage

Improved access to natural environment and cultural assets to support healthy behaviours

Investment in environmental protection, enhancement and creation

Connecting places through improved environmental infrastructure whilst delivering 10% biodiversity net gain

To explore and direct priorities for delivering nature's recovery across the county

2025-2040

Increasing delivery of biodiversity net gain to 20%

Promote the development of renewable energy regeneration and use

Supportive of cultural infrastructure development which enables capacity for change

Support active and healthy lifestyles through food growing opportunities and access to cleaner air and natural spaces

2040-2050

Achieving net zero carbon emissions

Be clean, attractive, culturally rich, outward-looking and welcoming

Buckinghamshire's environment will be in good condition and become a leading example of best practice and policies in environmental protection as well as enhancement, creation and connections

Vibrant and connected places

2020-2025

Delivery of well-connected local cycling and walking infrastructure as a way to encourage active travel

Diversify economic and social offerings through places that are attractive and enhance sense of place

Places to be reflective of Bucks' distinctive character and local heritage

To have a strong sense of citizenship and pride in the county

2025-2040

Ensuring new buildings, streets and open places reflect local distinctiveness'

Be an exemplar green county with outstanding energy efficient and carbon neutral buildings, green open spaces, streets, transport and waste management

Delivery of affordable low carbon housing and new development

2040-2050

Delivery of AGT Masterplan and vision for 2050

A coordinated infrastructure system, with a transport network that provides clean and effective transport options, utilising intelligent mobility systems

Creating places that encourage healthy behaviours and helps to tackle social inclusion, health inequalities and pockets of deprivation

Lifetime and connected neighbourhoods exhibiting healthy street values

| 2020-2025 | 2025-2040 | 2040-2050 |

Smart, collaborative and cohesive partnership working

This Strategic Vision does not sit in isolation; it will provide the link for our existing and future policies and strategies that will help achieve our vision. In the creation of this Strategic Vision, existing plans and strategies from across the partner groups and other organisations were reviewed. These include current and emerging Local Plans, masterplans and regeneration strategies, the Local Industrial Strategy, the Skills Strategy, the Local Transport Plan, Health and Wellbeing Strategies and Environmental Strategies, these are set out in Appendix 1. Crucial to achieving the full value of our Strategic Vision 2050 will be working in partnerships.

Our Strategic Vision commits to an integrated approach to the activities and priorities that will achieve a thriving, resilient and successful Buckinghamshire.

Our Strategic Vision 2050 provides the missing link to collectively shaping our future. Central to what we do will be:

- ✓ Encouraging and valuing greater inclusive community participation to aid in shaping local areas

- ✓ Integrating and supporting the delivery of the strategies and priorities of Buckinghamshire and its partners to deliver place-based sustainable growth

- ✓ Working constructively with central government to recognise, understand and deliver the local and regional ambitions

- ✓ Collaborating and building partnerships across our leading public and private sectors to enhance productivity and drive lasting sustainable growth

- ✓ Capitalising on the opportunities presented by technology to deliver enhanced partnership working and inclusive opportunities for engagement

Appendix 1

The strategies reviewed during the preparation of the Strategic Vision are set out below:

Local Strategies

    Buckinghamshire Council Corporate Plan 2020-2023

    Existing Local Plans

        Wycombe District Local Plan

        The draft Vale of Aylesbury Local Plan

        The Joint Chiltern and South Bucks Local Plan (withdrawn)

    Aylesbury Garden Town Masterplan

    Regeneration Strategy – High Wycombe, Princes Risborough and Marlow

    Bucks Local Industrial Strategy, Buckinghamshire Local Enterprise Partnership

    Buckinghamshire Economic Recovery Plan

    Chiltern and South Bucks Economic Development Strategy

    Local Transport Plan 4

    Natural Environment Partnership Vision and Principles for the Improvement of Green Infrastructure in Buckinghamshire and Milton Keynes

    Forward to 2020: Biodiversity Action Plan – Buckinghamshire and Milton Keynes Natural Environment Partnership

    Joint Health and Wellbeing Strategy

    Buckinghamshire Healthcare Trust Strategy

    Recovery and Growth Deal

Regional Strategies

    Ox-Cam Arc Economic Vision

    England's Economic Heartland Outline Transport Strategy

    Chilterns AONB Management Plan 2019-2024

    Strategic-Scale Environmental Opportunities Mapping Doubling Nature in the Oxford-Cambridge Arc

    Colne Valley Regional Park Green Infrastructure Strategy

National strategies

The UK's Industrial Strategy

Government's 25 Year Environment Plan

(Forthcoming Environment Act – currently at Bill stage but expected in Spring 2021ish - which will mandate net gains, Local Nature Recovery Strategies, etc.)

UK Government Climate Change Act 2008

Future Strategies:

Local Strategies

Buckinghamshire Local Plan

Local Transport Plan 5

Buckinghamshire Pilot Local Nature Recovery Strategy

Buckinghamshire Skills Strategy

Buckinghamshire Cultural Strategy

Buckinghamshire Digital Strategy

Regional Strategies

Ox-Cam Arc future frameworks

National Strategies

Planning White Paper

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Buckinghamshire Growth Board