

Neighbourhood Plan Action Group - Vision Statement

(Adopted pro tem by LLRA Management Committee at meeting 20 June 2019)

WHAT IS A VISION STATEMENT?

A Vision Statement is a long-term statement of intent; a strategic description of our end goals and ambitions. As such it has value as a measure against which all our ideas and plans can be appraised, to help us keep on track. It should have a degree of permanence: if it needs changes, we've done it wrong - usually by focusing on tactical action not strategic direction.

Specifically, what the Vision Statement must *not* be is an action plan, or tactical list of aspirations to tick off when achieved. It should be far more long-sighted than that.

To achieve all this, the statement must be:

- ◆ **CONCISE:** able to be easily remembered and repeated
- ◆ **CLEAR:** defines a prime goal or goals
- ◆ **TIME BASED:** defines a time horizon
- ◆ **FUTURE-ORIENTED:** describes where LLRA is going rather than where it is today
- ◆ **STABLE:** offers a long-term perspective and is unlikely to be impacted by market, technology, or other changes
- ◆ **CHALLENGING:** not something that can be easily achieved and then discarded
- ◆ **ABSTRACT:** general enough to encompass all of LLRA's interests and strategic direction
- ◆ **INSPIRING:** motivates individuals and is recognised as a desirable picture.

The below has been drafted by the Neighbourhood Plan Action Group (NPAG) and seeks adoption by the full LLRA Management Committee.

OUR SUGGESTED VISION STATEMENT

1 - PLACE

Over the next 20 years and beyond, **Long Leys** will continue to develop as an attractive, distinctive and principally residential area, surrounded by valued green areas supporting wildlife, with the feeling of a village connected to the city of Lincoln. It will set ever higher standards in innovative, sustainable, well serviced living, whilst retaining its unique qualities.

2 - PEOPLE

Long Leys will continue to enable residents and visitors to cooperate to enjoy an inclusive, diverse, supportive community; and to take pride in the continuing development of a safe, peaceful, and caring home for present and future generations.

Everything we plan or do should be measured against this, and it should be possible to find a word or phrase in the above to justify that action.