

Vision Statement WW NP

Definition:

A vision statement is sometimes called a picture of your company or plan but it's so much more than that. Our vision statement is our aspiration, inspiration and the framework for our villages Neighbourhood Plan.

The creation of a vision statement is stating our dreams and hopes for the plan. It serves as the road map for our future actions and the vision against which we develop objectives and strategy to achieve our vision.

The vision statement as an aspiration always remains unchanged through the period of the plan. Objectives and strategy can and should change to circumstance to achieve the vision

The WWNP vision statement as it stands has within it all that is required for a very acceptable vision statement.

The Highlighted portion I submit is a clear and precise vision for our village and to which most people would subscribe to.

VISION STATEMENT

West Wittering is a village with two distinct centres fortunate to be set between a hugely popular beach, protected farmland and the quiet reserves of Chichester Harbour. It is the aim of the Neighbourhood Plan to continue the work of previous generations to protect the fragile character of the village for future generations. It will work towards nurturing local businesses, reducing traffic congestion, preventing flooding, creating new cycle ways and supporting local shops and tourism. The activities related to the village's social centres, sports and hobby clubs, faith groups and special interests will all be encouraged as an essential part of the fabric of village life.

Commented [1]:

Commented [2]:

What is not visionary is the first sentence which is a geographical and locality descriptive statement. The final section itemises a series of objectives finishing of with a strategy in encouraging village groups to engage in achieving objectives. As mentioned earlier Objectives and strategy can change to meet the plan, the Vision statement is the road map and should not change.

Using the highlighted portion of the Original Vision Statement as a guide I therefore propose the Vision Statement for the WWNP should be:

“To protect the fragile character of the village for all present and future generations whilst working diligently in meeting new demands in improving lifestyle options and infrastructure”

In conclusion I remind you of some great vision statements by some of the worlds leading companies.

Microsoft’s first vision statement:

“A personal computer in every home and business.”

Avon:

‘To be the company that best understands and satisfies the product, service and self-fulfilment needs of women-globally’

Caterpillar:

“Be the global leader in customer value,”

Anheuser-Busch:

“Be the worlds beer company. Through all of our products, services and relationships, we will add to life’s enjoyment.

23/10/2017