

Market Town Initiative (Breckland)

VISION and OBJECTIVES

The intention is to create a vision and objectives (underpinned by detailed delivery plans) for each town. However, the over-arching vision and objectives for the Market Town Initiative are as follows:

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VISION

The vision is for ***a district that has five vibrant and sustainable market towns.***

OBJECTIVES

- **To ensure each market town is economically vibrant**
 - To achieve the long term sustainability of our towns
 - **To ensure each town has a clear and distinct sense of identity**
 - To make our towns attractive and popular destinations for all
 - **To enhance and protect the environment in each market town**
 - To secure significant third-party investment for strategic projects that benefit our towns
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