

# **Winchester District Development Framework**

## **Core Strategy – Issues and Options**

**December 2008**

**Economic Prosperity incorporating  
Tourism  
Business and Climate Change**

**Analysis of Consultation Responses**

## **Economic Prosperity (incorporating Tourism and Business and Climate Change)**

### **Summary of Issue and proposed options**

The revised draft of the City Council's Sustainable Community Strategy (approved by the Local Strategic Partnership Board in November 2008 and Cabinet in December 2008), proposes the following outcomes for economic prosperity:

- Winchester District exploits its reputation as a cultural stronghold, using this as a means to stimulate a modern and creative approach to business;
- The promise of London 2012 is channelled into local opportunities to enhance the skills and ambitions of those who live in the district;
- Businesses are good neighbours.

These outcomes support a vision for the economy expressed in the draft economic strategy for 2009 – 2013 which states:

*Our vision for the local economy is of a dynamic and creative district, in which traditional assets and qualities underpin innovation and entrepreneurship for the long term benefit of those who live, work and visit here.*

In spatial planning terms, this means ensuring that there are a range of appropriate sites and premises available across the district for businesses to set up in and expand into; where they can meet their full potential, and where they can provide jobs to use the skills of the District's population.

Overall, the whole District has a relatively buoyant economy, with low levels of unemployment together with an educated and skilled workforce. The Economic and Employment Land Study has explored, amongst other matters, an assessment of the local economy, a review of commuting patterns and an employment land review (the full report can be viewed at [www.winchester.gov.uk](http://www.winchester.gov.uk))

The spatial options explored in the Issues and Options document reflected the various potential economic opportunities contained in the Economic and Employment Land Study, which suggested the following sectors are improving/growing:

- Professional services
- Banking and finance
- Insurance
- Creative and media industries

Specialist skilled agricultural occupations, although small, remain important in the

District.

In terms of pure economic prosperity, there are few options that are unrelated to the proposed spatial options, particularly those which propose a 'step change' in growth to deliver more sustainable communities and raise the profile of the District.

Tourism, which embraces a number of economic sectors and services such as hotels and catering, museums and leisure, has been recognised as one of the District's strengths and warrants particular consideration, the main issue being to maximise benefits without causing harm to the features that make the District so attractive. In this context, three options were presented to the public during the consultation exercise:

**Option 1:** The existing approach in the adopted Local Plan to tourism allows for the sustainable development of tourism facilities in the settlements and the countryside.

**Option 2:** Tourism should be promoted more actively in the District;

**Option 3:** Only tourism which offers 'green' credentials should be actively promoted. This tourism does not rely on car borne customers, and develops facilities that are self-sufficient in terms of energy production and offer local produce.

In terms of the District's economic, social and environmental wellbeing, there may be new opportunities to recognise and give added preference to those businesses of all kinds that offer green 'credentials', as part of their contribution towards a low carbon economy. With regard to business and climate change, consultees were offered 2 options to consider:

**Option 1:** All commercial uses with 'green' credentials should be actively encouraged. This includes businesses that offer some of the following:

- only use sustainable construction techniques and local materials and labour (during construction)
- have a green travel plan that requires a substantial proportion of staff to travel to work by public transport (minimum/no car parking spaces are provided)
- provide 100% on-site renewable energy,
- have facilities for recycling a range of materials (including specialist equipment when upgrades are installed) and uses recycled products where possible
- provide employees with training and opportunities to volunteer in the local community

**Option 2:** Only 'Exemplar' sites offering a full range of 'green' credentials should be actively encouraged. This means that new business that can satisfy all the requirements of Option 1 will be given preferential planning support to become exemplar sites within the District.

### **Public and Stakeholder Feedback**

#### Public Workshops (Jan 2008)

The public workshops did not look particularly at tourism although it entered into discussion at various points. Some of the extracts from the 2008 Workshop Report which are relevant to tourism and business development are set out below (the full report can be viewed at:

<http://www.winchester.gov.uk/Documents/LDF/Live%20for%20the%20future/workshop%20report.pdf> ):

- Tourism potential - Palace, national park, public houses
- Need appropriate/selective economic growth – small scale
- Need to consider how to attract well paid employment
- Good existing balance between tourism and commerce – small hotel might be beneficial
- Keep Winchester the sort of place people want to visit – this could be skewed by more development
- Sustainability of employment
- Avoid new development deteriorating the character of the locality as this can damage tourism
- Growth in culture and tourism development
- Existing economy is good – so why change it?
- Tourism attraction as a gateway to the National Park, if destroy this Wickham will decline
- Concern over tourism related economic growth which drives out local retailers

Although the issue of tourism was not specifically raised, at a number of the 'Live for the Future' events there was an acknowledgement that, whilst jobs may be available, people often could not afford to live in the same area and had to commute. While this could apply to tourism industry employees (eg those working on the front line in hotels and restaurants), they might equally live in hotel accommodation.

#### Issues and Options Questionnaire

Consultees were asked which of the options for promoting tourism within the District they felt were most appropriate and which of the business and climate change options they favoured. In the case of the former, the distribution of the 642 responses received was:

**Option 1:** 50%

**Option 2:** 25%

**Option 3:** 25%

This suggests that there was a general agreement that the approach taken in the Local Plan to tourism provided the most appropriate basis for the LDF.

Consultees were also given the opportunity to suggest other ways in which tourism could be promoted within the District. Annex 1 to this report groups those responses that make relevant comment on this part of the plan together with an officer response and a recommended action. Summaries of all the responses to question 20b are available separately due to their size and can be viewed at [www.winchester.gov.uk](http://www.winchester.gov.uk).

So far as business and climate change was concerned, the 588 consultees who responded were split between the two options as follows:

**Option 1:** 54%

**Option 2:** 46%

Although this is a fairly even split there is a slight preference amongst consultees for Option 1, which has some alignment with the responses for tourism Option 1.

Annex 2 to this report groups those responses that make relevant comment on this part of the plan together with an officer response and a recommended action. Summaries of all the responses to question 21b are available separately due to their size and can be viewed at [www.winchester.gov.uk](http://www.winchester.gov.uk).

### Issues arising and Consideration of Reasonable Alternatives

Some 108 consultation responses were received which related to tourism. These included one suggested alternative, shown in the table below:

<b>Suggested alternative to Options 1, 2 and 3 for promoting tourism</b>	<b>Advantages</b>	<b>Disadvantages</b>
World class eco-village could become tourism attraction.	The government is currently considering proposals for ten new eco-towns with anticipated of up to 20,000 dwellings each. An eco-village could be a	The situation is more complex than just deciding to build a new settlement. Apart from settlement policy considerations, infrastructure and many

<b>Suggested alternative to Options 1, 2 and 3 for promoting tourism</b>	<b>Advantages</b>	<b>Disadvantages</b>
	<p>small scale, more localised version.</p> <p>An eco-village could be a tourist attraction such as promoting renewable energy, environmental building, energy efficiency and alternative sewage systems, as does the Centre for Alternative Technology in mid Wales.</p>	<p>other matters would need to be carefully examined and assessed.</p> <p>A free-standing eco-village may not be big enough to sustain a viable economy or facilities, depending on its size.</p> <p>While the South East Plan recognises that limited small scale development can help meet the specific local housing, business and service needs of individual rural settlements, the option of new settlements was rejected by the EIP Panel.</p>

There were 120 consultation responses in respect of the issue of business and climate change. The table below sets out the four suggestions of alternative options to be taken into account when considering the matter, although one is perhaps more a rewording of proposed Option 2 than a true alternative:

<b>Suggested alternatives to Options 1 and 2 for promoting 'green' businesses</b>	<b>Advantages</b>	<b>Disadvantages</b>
<p>Should be left to Building Regulations.</p>	<p>Requires no policy in the LDF as will be covered by Building Regulations.</p>	<p>Current proposals to upgrade the Building Regulations relate mainly to housing.</p> <p>No actual planning or directing of development on a sustainable basis could be achieved.</p>

Suggested alternatives to Options 1 and 2 for promoting 'green' businesses	Advantages	Disadvantages
		<p>Many 'green' elements would not be embraced by Building Regulations, such as recycling, travel plans and car parking.</p>
<p>No promotion of 'green' businesses.</p>	<p>May avoid additional burdens on business.</p>	<p>Missed opportunity to help achieve sustainable development in Winchester District.</p> <p>No dissemination of ideas and good practice to other businesses in the District.</p> <p>Reduced incentives to businesses to achieve better standards of sustainability.</p> <p>Not in accordance with government guidance.</p> <p>Lack of green tourism opportunity in the district could lead to reduction in visitor numbers, given the continued growth of consumer demand for green holidays.</p>
<p>Time based strategy to move from Option 1 to Option 2 in 20 years.</p> <p>There should be an incremental approach aiming for Option 2 at a specific time.</p> <p>A sliding scale to Option 2 would avoid driving businesses away.</p>	<p>Would provide transition period for businesses to become more sustainable.</p>	<p>Missed opportunities for more sustainable business development.</p> <p>May be difficult to arrange/justify programme to embrace different types and sizes of development.</p> <p>May introduce uncertainty.</p>

<b>Suggested alternatives to Options 1 and 2 for promoting 'green' businesses</b>	<b>Advantages</b>	<b>Disadvantages</b>
<p>All commercial uses but those with 'green' credentials should be actively encouraged. This includes businesses that offer some of the following:</p> <ul style="list-style-type: none"> <li>• Maximises use of sustainable construction techniques and local materials and labour (during construction)</li> <li>• Has a green travel plan that encourages staff to work by public transport</li> <li>• Maximises on-site renewable energy (&gt;50%)</li> <li>• Has facilities for recycling a range of materials (including specialist equipment when upgrades are installed) and uses recycled products where possible</li> <li>• Provides employees with training and opportunities to volunteer in the local community.</li> </ul>	<p>Less onerous requirements might be more acceptable to businesses and encourage more development.</p> <p>Less onerous requirements initially might allow the effects to be monitored before implementing the 'full' requirements at a later stage.</p> <p>May be more appropriate for current and foreseeable short/medium term economic climate.</p>	<p>Replacing 'only use' in the original Option with 'maximises' as suggested would make these elements more difficult to manage – 'only use' is more easily monitored and assessed.</p> <p>Removing the car parking control element would dilute the thrust of the travel aspect of the Option.</p> <p>The suggested &gt;50% renewable energy target is a significant reduction from the 100% proposed in Option 2.</p>

### **Other Considerations**

#### Government Advice

#### Good Practice Guide on Planning for Tourism

Until September 2006 Planning Policy Guidance 21 - 'Tourism' - was a key national planning policy document which looked at the economic significance of



tourism and its economic impact. It also discussed the impact of tourism and showed what the planning system can do to deal with it. However, PPG 21 was cancelled in September 2006 and has been replaced by the 'Good Practice Guide on Planning for Tourism', which is to be read alongside other national planning policies. The purpose of the Guide is to ensure that planners understand the importance of tourism and take this fully into account when preparing development plans and taking planning decisions. In addition, it seeks to ensure that planners and the tourism industry work together effectively to facilitate, promote and deliver new tourism development in a sustainable way.

The Guide states unequivocally that *"In those locations where the future development of tourism is a key issue for the local authority, it will be appropriate for the core strategy to cover tourism issues together with any objectives relevant to tourism."* (Para 3.13) In particular, the Guide stresses that *"Tourists visit different areas for different reasons and to enjoy different experiences. It follows that the built infrastructure required for tourism will therefore vary from area to area. Tourism is certainly not a 'one-size fits all' product. In particular, different approaches may be needed in urban areas from those in rural areas"*. (Para 3.20)

The economic importance of tourism is made clear in the Guide: *"Tourism can bring benefits to urban areas and help to deliver development that is sustainable."* (Para 3.21). It continues: *"There are many types of tourist and leisure activities that particularly lend themselves to urban locations ... Planning authorities need to ensure that they have assessed the need for these facilities and have allocated an appropriate range of sites which allow genuine choices to meet those needs."* (Para 3.22). The Guide goes on to repeat this for rural areas: *"The provision of essential facilities for visitors is vital for the development of the tourism in rural areas."* (Para 3.24).

The importance of sustainability is a recurring theme in the Guide. In this context, the Guide emphasises that *"Planners and developers should work together in order to ensure that new tourism developments are as sustainable as possible in transport terms."* (Para 5.3). Further, *"Good design is also a key element in achieving development which is sustainable and will contribute positively towards making places better for people"* (Para 5.7) and *"Tourism developments may offer considerable opportunities to conserve and enhance the local environment and its inherent qualities. Such advantages will be important considerations in assessing the overall sustainability, and thus acceptability, of a particular proposal."* (Para 5.11).

#### Planning Policy Statement 7 - 'Sustainable Development in Rural Areas'

This Planning Policy Statement stresses that regional planning bodies and local planning authorities should be fully aware that tourism is vital to many rural economies. Further, as well as sustaining many rural businesses and being a significant source of employment, tourism can *"help to support the prosperity of*

*country towns and villages, and sustain historic country houses, local heritage and culture".* (Para 34). PPS7 emphasises that care must be taken, however, to ensure that any proposals for large-scale tourism and leisure developments in rural areas *"have been subject to close assessment to weigh-up their advantages and disadvantages to the locality in terms of sustainable development objectives"*. (Para 34).

#### Draft PPS 4 - 'Planning for Sustainable Economic Development'

In December 2007 the government published Draft PPS 4 'Planning for Sustainable Economic Development' for consultation until March 2008. The final version of the revised PPS has not yet been published. The draft PPS sets out how planning bodies should, in the wider context of delivering sustainable development, positively plan for sustainable economic growth and respond to the challenges of the global economy in their plan policies and planning decisions. Tourism is identified as one of the types of economic development to which the new PPS will apply.

The draft PPS highlights the fact that the government wants *"planning policy to support economic growth in line with the principles established in Planning Policy Statement 1: Delivering Sustainable Development and within the plan led approach"*.(Para 9) and underlines this with: *"The planning system needs to deliver economic development in a way which is sensitive to the challenges of climate change."* (Para 11).

The draft PPS stresses the important role of planning: *"Planning policy influences the drivers of productivity, and facilitates employment growth. However, if it is not responsive to market signals it can also represent a barrier to employment and productivity growth. This is as true in rural areas as in urban areas"*. (Para 4). The draft PPS goes on to say: *"The planning system affects investment by providing certainty of land use and improvements in infrastructure. When firms and individuals are sure of the future use of their own and surrounding land then they are more likely to commit to investment."* (Para 5).

While seeking to achieve positive planning for economic development, the Government's desired objectives include: *"Avoiding adverse impacts on the environment, but where these are unavoidable, providing mitigation."* (Para 12) The draft PPS urges that local planning authorities *should "Ensure that development is durable and sustainable"* (Para 27) and *"Support sustainable rural tourism and leisure developments that benefit rural businesses, communities and visitors"* (Para 32)

#### South East Plan

One of the objectives of the South East Plan (SEP) is *"To encourage the development of a buoyant, sustainable tourism sector"* and the SEP contains policies supportive of sustainable tourism. The Plan considers that *"The*

*contribution of tourism to the overall vision for quality of life in the South East can be significantly enhanced” but “the South East is a unique visitor destination with significant untapped potential for further tourism related growth. However, it is essential that any such growth be managed in a sustainable way”.*

One of the Secretary of State’s amendments to the SEP following its examination was that *“Planning policies in this RSS should be read in conjunction with the PPS4, once it is finalised.”* Although the SEP’s policy focus for tourism is directed towards coastal towns, nonetheless it stresses that *“Opportunities to promote tourism and recreation-based rural diversification should be encouraged where they provide jobs for local residents and are of a scale and type appropriate to their location.”*

### Regional Economic Strategy

The Regional Economic Strategy for the South East was published by the South East England Development Agency (SEEDA) in autumn 2006 and it sets out the economic priorities for the region over the period to 2016. Sustainable prosperity is a high level objective and one of the five key priorities is to *‘Invest in and promote the area’s cultural, heritage and landscape assets, and develop the visitor economy linked to the conservation of a high quality environment’*. This will result in *“A set of higher value tourism propositions, that secure the benefits of increased visitor spend for rural communities while supporting the sustainable management of rural landscape”*.

### Winchester District Local Plan Review 2006

The City Council’s general policy is to encourage facilities for tourists, day visitors and the growing number of business visitors, where they can be accommodated without harm to the environment. In a District context, the Local Plan allows the improvement or development of facilities and accommodation for visitors (which may be either serviced or self-catering) and hotel/conference facilities within settlements and for the change of use and/or conversion of existing buildings in the countryside to small-scale leisure or tourism related facilities. There are provisions within these policies, though, to ensure that tourism related developments do not have an adverse effect on the overall character and environment of the countryside and settlements.

### Winchester District Strategic Partnership - Sustainable Community Strategy

The revised draft of the Sustainable Community Strategy (November 2008) is based on five key outcomes in terms of what is required to deliver its vision. These outcomes are:

- Health and wellbeing
- Safe and Strong Communities
- Economic prosperity

- High quality environment
- Inclusive society

The economic prosperity outcomes identified for the revised strategy are, as stated earlier:

- a) Winchester exploits its reputation as a cultural stronghold, using this as a means to stimulate a modern and creative approach to business, by
  - supporting the local development of knowledge-based industries
  - facilitating diversification in the rural areas
  - encouraging innovative solutions to premises and transport challenges
  - marketing Winchester as a world-class tourism destination
  - championing and rewarding best practice
- b) The promise of London 2012 is channelled into local opportunities to enhance the skills and ambitions of those who live in the district, by
  - encouraging business start-ups
  - working with schools, colleges and universities to develop the workforce of tomorrow
  - reducing the barriers of rural, social and digital exclusion
  - giving adults of all ages access to learning and development opportunities
- c) Businesses are good neighbours,
  - ensuring that new development provides benefits for local people
  - reducing harmful impacts on the local environment
  - taking advantage of new technologies to make services more accessible
  - participating in policy and decision making, and in the wider life of the district

The Economic Prosperity Strategic Outcome Group has oversight of the new economic strategy which is designed to deliver these outcomes. The Group has a clear view that *“Tourism is an established part of the economic prosperity of the District and is recognised as such by businesses and residents. It creates and sustains commercial activity and jobs”*. However, the Group recognises the wider significance of tourism in the District’s overall economy beyond simple employment opportunities: *“Tourism also stimulates interest in rural diversification, regeneration and environmental projects”*.

#### Winchester Economic and Employment Land Study

The Economic and Employment Land Study carried out in 2007 identified a continued trend towards increasing numbers of day visitors to the District, and a declining number of overnight visitors. The trend is reflected in other historic

destinations, despite efforts to reverse it. The study also drew attention to the fact that *“In tourism terms, the profile of Winchester is national or international in scale”* (para 3.18) which helps to emphasise the economic and employment importance of tourism in the District. However, the Study also suggested that while the visitor economy is very important to the local economy, it needs to be nurtured and supported to ensure its continued success.

#### Winchester District Economic Action Plan

The current District Economic Action Plan sets out a series of economic outcomes that need to be delivered such that the vision set out in the Community Strategy might be achieved. As well as underlining the economic importance of tourism in the District (tourism generates around £222m a year) the Action Plan acknowledged that a growing tourism industry *“has potential conflict with environmental sustainability if poorly managed”* but that sustainable working practices will be encouraged. One of the ways in which the Strategy envisages supporting the rural economy, one of the nine action areas, is by promoting sustainable tourism.

#### Winchester City Council Tourism Strategy

The District’s tourism strategy expires at the end of 2008. From 2009, tourism sector issues will be incorporated into the new economic strategy which will be published in March and to which reference has been made earlier in this document. Sustainability is a key theme of the current tourism strategy, which sets out actions to increase recognition of Winchester as a major tourism destination whilst ensuring that tourism development provides real financial and social benefits for local residents and businesses.. The strategy also sought to grow the value of rural tourism through the development of new products, which have successfully been introduced over the four year life of the strategy.

#### Sustainability Appraisal

The following summarises the Sustainability Appraisal consultant’s assessment for the tourism and ‘green’ business development options.

##### Tourism:

“One of the key aims of the Winchester Sustainable Community Strategy is to enhance the contribution of tourism to the local economy so the district maintains its competitive edge.

Option 1 presents a status quo position that whilst providing protection for core environmental assets, does not proactively support SA objectives. This approach is largely neutral when assessed against SA objectives.

Option 2 suggests a more dynamic approach that recognises the value of Winchester as a tourist destination. Winchester has national level ranking and tourism is far more important to the district than its resident population numbers would imply. Visitor spend is also high in the area and whilst unemployment is generally low and below the national average, the promotion of innovation and creativity in the tourist industry provides strong potential to progress employment objectives seeking to make Winchester a place where young people and graduates chose to work.

The Winchester District Economic Action Plan 2006-2009 has supporting sustainable tourism as one of its guiding principles. Option 3 provides a bold approach to this aspiration and actively seeks to put sustainable ('green') tourism at the forefront of new tourism growth in the area. This option performs well against all relevant SA objectives as environmental, social and economic benefits are at its heart. Whilst Option 3 provides the clearest and most defined sustainability benefits, a combination of options 2 and 3 may have the best potential to deliver long term sustainability gains."

'Green' Business:

"These are both radical and progressive options.

Option 1 sends a strong and clear message to business that operations have to address core environmental management issues and deliver best practice in sustainable construction/ development. This is a progressive approach, however, there is a risk that the district will lose businesses that will relocate to areas where the planning condition is less stringent. Alternatively, there is a good case for like minded/ green businesses to collocate and gain synergies from sharing environmental best practice. There is good progression for SA objectives on employment the economy, climate change and sustainable construction.

Option 2 uses an incentive driven approach. In competitive markets where businesses are seeking either through their core business strategy or marketing strategies to achieve competitive advantage through sustainable development, support for best practice on environmental issues has significant potential for the District. This approach provides very strong support for and progresses SA objectives for the economy, climate change and sustainable construction.

Both options provide strong support for the Regional Economic Vision (SEEDA, 2006) which is focused on sustainable prosperity. The aspiration is that growth is pursued within ecological limits, such that the region's footprint is stabilised and reduced. Both options provide strong support for this Vision, as well as wider Government policy and strategy on sustainable development (Securing the Future, Defra 2005) that seeks to make business enterprises of all sizes more sustainable in support of the environment and communities that they serve."

## Other Documents

Reference has been made in many documents in recent years to the role of tourism in the economy and various aspects of it, especially in rural areas, and the importance of sustainability in tourism. These publications include 'Planning for Sustainable Rural Economic Development' published by the former Office of the Deputy Prime Minister in 2004 and 'Making Tourism in England Sustainable' published in 2006 by the Department for Culture, Media and Sport (DCMS). The latter has also published guidance such as 'Measuring Sustainable Tourism at the Local Level'. 'Making Tourism in England Sustainable' sets out the importance of ensuring that the tourism industry is made up of thriving businesses which are fully sustainable in economic terms and their impacts on local communities. The DCMS also published 'Tomorrow's Tourism', which in 1999 examined tourism in the context of sustainability, and the former English Tourist Council published 'A Time for Action: A strategy for Sustainable Tourism in England' in 2001.

Tourism South East's 'Local Authority Planning Advisory Guidance on Developing Rural Pub Accommodation' aims to help local authorities recognise the potential of rural pub accommodation development, inform future policy development and assist with decision-making on pub accommodation planning applications.

Tourism South East's report 'The Economic Impact of Tourism – Winchester 2006' underlined the economic importance of tourism in Winchester. The City Council also received the 'Hampshire Hotel Trends Survey 2006-2007' final report in April 2008 which showed that there is scope in Winchester town for a budget/upper-tier budget hotel to be developed.

In 'Securing the Future – Delivering the UK Sustainable Development Strategy', published in 2005, the government pointed to Regional Sustainable Tourism Strategies which have *"the aim of mainstreaming tourism into their wider actions to achieve sustainable economic growth"*.

The Rural Development Programme for England 2007-2013 makes many references to tourism in rural areas and has a section devoted to the encouragement of tourism activities. It states clearly that while the encouragement of rural tourism activities is important for rural employment, *"there are opportunities to improve the services offered and make rural tourism more sustainable"* and *"sustainable tourism is a priority area of development for rural tourism in England"*.

## **Conclusions and Recommended Response**

The consultation responses relating to the options for tourism suggest greatest support for Option 1, that is, continuing with the permissive approach in the Local Plan. However, significant numbers would support the other options of more

active promotion of tourism (25%) or restricting tourism facilities to those which display 'green' credentials (27%). Of the many of comments received, only one alternative option was received, suggesting the development of a 'world class eco-village'. Whilst such a development might attract some tourists, this would not be its primary purpose and the possibility of a new settlement is actually an issue of how to accommodate development, not a tourism issue. A new settlement, even a smaller 'eco-village', is likely to be of a regionally significant scale and should therefore derive from the South East Plan. As that Plan makes no provision for such a development and there is no obvious need or location for it, this is not a recommended way forward.

With regard to the Options for business development, there was a slight preference for Option 1. The alternatives promoted by respondents all suggest either a reduction in the 'green' requirements contained in the Options or their phased introduction. The other comments received (Annex 2 below) also suggest concerns about the effects of imposing green requirements on business and the realism and/or economic impact of doing so. Members have seen a previous report on the re-use of redundant rural buildings (CAB 1728(LDF`)) and resolved that while the conversion of suitable redundant rural buildings to employment use, community use or affordable housing for local people to meet demonstrable local needs would be permitted, the priority should be for employment use. This would enable consideration to be given for tourism related uses.

Since the Issues and Options consultation, the Government has announced its intention to introduce zero carbon requirements for commercial development in 2019 (reflecting those for housing proposed in 2016). It is, therefore, now clearer that there will be increased requirements for commercial development. As with housing, the key issue is not so much whether/when these will be brought into effect but what the Core Strategy can do to help to create the right conditions and infrastructure to meet these requirements. Commercial development can be important in helping to smooth the demand for energy and heat from communal systems so it is important that, where possible, it is planned alongside housing development (physically and in timescale). As with housing, the emphasis should be on new development contributing towards communal heating/energy systems where it can, either by helping to provide them or as a 'customer'.

Other aspects that were mentioned in the Issues and Options are largely covered by policies other than the Core Strategy, such as the Hampshire Minerals and Waste Core Strategy for sustainable construction/materials, transport policies for green travel plans and so on. It is also unclear exactly what 'preferential planning support' could be given to 'exemplar' sites, so it is not proposed that this Option be pursued.

As well as the issue of the 'green' requirements that should be sought from business, it is relevant to consider the opportunities that a 'low carbon economy' may present for the local economy. The Renewable Energy Study for Winchester



District estimates that its suggested renewable energy targets could generate some 600 jobs. Only a proportion (about 25%) of these would be likely to be within the District as the total includes manufacture, design and installation, which may take place outside the District. Nevertheless, there is the potential for more of these jobs to be provided locally and it is also relevant to consider the wider economic benefits, not just the number of jobs. These benefits may be particularly important in the rural areas, where renewable energy may provide a valuable source of additional income for farming and forestry.

It is, therefore, concluded that the Core Strategy should seek to ensure that commercial development is, where possible, integrated with other land uses so that it can contribute to creating renewable energy and communal heating infrastructure, without undermining the viability of development. The Core Strategy should enable the development of all renewables technologies, subject to normal planning criteria, thus helping the District and local businesses to benefit from a low carbon economy.

#### Recommended Approach

That, in relation to tourism development, Option 1 is adopted in principle, although with a more flexible approach to, for example, support the re-use of rural buildings for tourism purposes and allow for new development where this is consistent with other objectives and negative impacts on the local environment are avoided.

With regard to business development more generally, this should where possible be integrated with other land uses so that it can contribute to creating an effective renewables/district heating infrastructure without undermining the viability of development. New commercial development should be encouraged to prepare for, and contribute to, the introduction of higher CO<sub>2</sub> reduction standards, as proposed by Government.

The Core Strategy would enable the development of all renewables technologies, subject to normal planning criteria, providing an opportunity for the development of this sector of the local economy and potentially providing support for agriculture and forestry.

Annex 1 Key points arising from comments received to Question 20b “Are there any other ways in which tourism could be promoted within the District?”

<b>Key Points (common issues have been grouped)</b>	<b>WCC Officer Response</b>	<b>Suggested Action</b>
<p>Avoid Option 3.</p> <p>Merge Options 1 and 3.</p> <p>Support Option 3 and the tourism market will respond to an improved environment.</p>	<p>Noted. The District’s climate change action plan sets out a number of actions to support the transition of all businesses towards more sustainable practices. Education – coupled with consumer pressure - rather than legislation may be the most effective way to improve green business performance across the board.</p>	<p>No further action required.</p>
<p>All three options could be combined.</p>	<p>This is not possible because of inherent incompatibilities. For example, Option 2 suggests that ‘Tourism should be promoted more actively in the district’ but Option 3 limits active promotion only to tourism which offers green’ credentials.</p>	<p>No further action required.</p>
<p>Preserve Winchester’s unique character.</p> <p>Ensure retention of district’s unique character</p> <p>Preserve heritage and landscape settings.</p> <p>Preserve heritage and landscape and environment.</p>	<p>Heritage and landscape are issues which are already being considered in the LDF. Winchester’s character is currently protected by a series of specific planning policies, including those related to listed buildings, conservation areas, scheduled monuments and designated</p>	<p>No further action required.</p>

<b>Key Points (common issues have been grouped)</b>	<b>WCC Officer Response</b>	<b>Suggested Action</b>
<p>Winchester must maintain historic charm.</p> <p>Preserve heritage and landscape settings to attract tourists and avoid growth in rural settings, countryside, farmland and greenfield sites. (CPRE)</p> <p>The attraction of Winchester is the historic city and unspoilt rural surroundings. Only by retaining this can tourism be promoted.</p>	<p>countryside. These will continue to protect and enhance the special character and attractiveness of our townscapes and landscapes and will not be affected by the new LDF policies.</p>	
<p>Winchester should have a centre like the Jorvik centre in York.</p> <p>Winchester should be branded as England's green capital - parks and gardens with clean air and streets - as well as a historic centre.</p>	<p>The City and County Councils are already working with the trustees of The English Project to develop a major new attraction for the city. This would seek to increase visitor stays and so generate more tourism spend in the area.</p> <p>Much promotional work already focuses on walking and cycling opportunities, and there is a strong awareness of Winchester's rural setting. Until commuting can be reduced, any branding as a 'green capital' is likely to prompt unhelpful public scepticism.</p> <p>Work has been taking place for some time in</p>	<p>No further action required.</p>

Key Points (common issues have been grouped)	WCC Officer Response	Suggested Action
	Winchester city centre to improve air quality	
<p>Proposals for more development mean that no tourists will be attracted.</p> <p>If large areas are built on then tourism will be killed off.</p> <p>Tourists come to enjoy market towns – less likely to come if towns swamped with new housing.</p> <p>Should protect market towns so charms not lost</p> <p>Growth and development in Winchester and market towns should be restricted to preserve character.</p> <p>Too much development to attract tourists.</p> <p>Intensive development will damage tourism.</p> <p>Too much development will discourage tourism.</p> <p>Promote tourism by stressing beauty of Hampshire countryside and not have as much development as proposed.</p>	<p>It is agreed that the natural landscape and built heritage make Winchester and its district a unique place to visit and live. However, some development in rural areas is needed to maintain the vibrancy and vitality of rural settlements, that make them so attractive. For instance, new housing development can make local village shops more viable and encourage better provision of public transport.</p> <p>See also earlier comments.</p>	<p>No further action required.</p>
<p>Lack of car parking will reduce numbers of tourists.</p> <p>Cannot have tourism and</p>	<p>Noted. The Local Transport Plan and Regional Transport Strategy provide the transport policy context</p>	<p>No further action required.</p>

<b>Key Points (common issues have been grouped)</b>	<b>WCC Officer Response</b>	<b>Suggested Action</b>
<p>discourage cars.</p> <p>Cannot stop car use in rural areas otherwise customers cannot get there.</p> <p>Need more car parks – tourists will not use park and ride.</p> <p>Improve car parking – people will not come if they cannot park their cars.</p> <p>Town and village centres need car parks.</p>	<p>and should be taken into account.</p> <p>There is good scope for reducing car-borne tourism to the city, and work is already taking place with South West Trains to promote car-free visiting.</p> <p>The lack of bus transport continues to restrict options for reducing car-free tourism in the rural areas although green travel plans at hotels can lead to provision of shuttle buses for staff and visitors which support the principle.</p> <p>The further development of tourism in market towns may be constrained by a lack of parking.</p>	
<p>Options 2 should promote car borne tourism.</p> <p>Car free is pie in the sky thinking.</p> <p>Cannot have car free holidays if a car is needed to get there.</p> <p>Car borne tourism is necessary as public transport is inadequate.</p>	<p>Noted. The Local Transport Plan and the Regional Transport Strategy provide the transport policy context and should be taken into account. However, the difficulties of accessing facilities by public transport are acknowledged.</p>	<p>No further action required.</p>
<p>No-one will come to see Bishops Waltham by bus.</p>	<p>Noted. The Local Transport Plan and the Regional Transport</p>	<p>No further action required.</p>

<b>Key Points (common issues have been grouped)</b>	<b>WCC Officer Response</b>	<b>Suggested Action</b>
<p>Need park and ride for coaches.</p> <p>Park and ride strategies are good and have worked well for Winchester.</p> <p>Minibuses could replace cars in the Meon Valley.</p> <p>Reinstate the rail link form Winchester to Alresford and the Watercress line.</p> <p>Need good clean public transport.</p> <p>Need good public transport.</p>	<p>Strategy provide the transport policy context and should be taken into account. Park and Ride may have a role for major attractions. Unfortunately the reinstatement of a rail link from Winchester to Alresford does not seem realistic .</p>	
<p>Develop disused railway line for tourism.</p> <p>Should proceed with Winchester-Southampton cycle trail as visitor attraction.</p> <p>More cycle paths and off-road trails are needed.</p> <p>Cycle paths to rural sites are needed.</p>	<p>Walking and cycling routes around the District are available at present.</p> <p>New cycle and walking trails have been launched (eg for Meon and Itchen Valleys) in recent years, including promotion of the old Meon Valley Railway Line.</p>	<p>No further action required.</p>
<p>Support the National Park.</p> <p>Allow for provision of new facilities in the proposed National Park - conversions may not be appropriate.</p> <p>National Park and rural landscapes should be</p>	<p>There may be scope for new facilities in the proposed National Park if sustainable design standards are met. Conversions of existing buildings are not ruled out.</p> <p>Agreed - the Council already works closely</p>	<p>No further action required.</p>

<b>Key Points (common issues have been grouped)</b>	<b>WCC Officer Response</b>	<b>Suggested Action</b>
basis of tourism.	with bodies involved in the AONB.	
<p>Wickham could be significant tourist centre – fine village and adjacent to Downs.</p> <p>Use Wickham as the gateway to the proposed National Park.</p> <p>If Wickham is a local hub it could develop into the gateway for the South Downs.</p>	<p>The South Downs National Park will have many ‘gateways’ - Wickham is unlikely to have a major gateway role. However, work is already underway to raise awareness of Wickham as a visitor destination.</p> <p>There may be opportunities to improve visitor accommodation and parking for day visitors.</p>	No further action required.
<p>Should promote rural crafts and farm holidays.</p> <p>Encourage more interesting local shops.</p>	Actions already included in new draft economic strategy.	No further action required.
Major tourism attractions in the countryside should be encouraged to prepare long term master plans.	Marwell Zoological Park has already drafted a master plan, as has Sparsholt College. Fort Nelson has a management plan, which takes into account its impact on the surrounding countryside.	No further action required.
Winchester could offer more longer stay trips than day or short stay.	This is already being encouraged, as it is beneficial to both the tourism economy and the environment to have overnight visitors as opposed to day visitors.	No further action required.
Redundant farm buildings should be more easily converted for tourism and farm diversification.	There is capacity to increase the number of bed-spaces in Winchester and the	No further action required.

<b>Key Points (common issues have been grouped)</b>	<b>WCC Officer Response</b>	<b>Suggested Action</b>
<p>Conversion of larger buildings into bed and breakfast establishments would encourage visitors.</p> <p>Should recognise the inadequacy of provision of suitable accommodation in the rural areas and be more encouraging when planning permission sought if there is a proven need on a particular area.</p> <p>Need additional tourist accommodation.</p> <p>There is no provision for young people – no youth hostels or campsites and bed and breakfast provision appears to be declining.</p>	<p>district. Finding appropriate sites which are economically viable and accord with current planning policies can be difficult.</p> <p>In general, camping and bed and breakfast accommodation do not attract ‘high yield’ visitors to benefit the local economy and so has not been considered a priority. However, there is growth in the camping sector and there may be an argument for a campsite near the city centre, if an operator could be found.</p>	
<p>Improving partnership working with green infrastructure assets such as woodlands would enhance tourism.</p>	<p>LEADER funding may contribute to this aim. The Council also works closely with the Forestry Commission and with Hampshire County Council’s countryside access planning team. Planning policies will deal with countryside issues.</p>	<p>No further action required.</p>
<p>Parish councils and chambers of commerce could be given financial incentives to attract tourism to their areas.</p>	<p>Parish councils and chambers of commerce generally contribute towards tourism marketing activities for their areas and are active in seeking to increase the value of tourism.</p>	<p>No further action required.</p>



<b>Key Points (common issues have been grouped)</b>	<b>WCC Officer Response</b>	<b>Suggested Action</b>
Tourism is irrelevant to the possible destruction of our environment.	Noted.	No further action required.
Tourism does not respect artificial boundaries – proposed national park and PUSH policies may conflict with Winchester's options.	Noted. The Council is well aware of, and is involved in, PUSH policy development. Local authorities are increasingly working across administrative boundaries to promote tourism.	No further action required.
No more tourism is needed.	Tourism is a key sector of the economy and Citizens' Panel research shows a high level of support for the visitor economy.	No further action required.
Small independent retailers can be a tourist attraction.	Agreed - the unique and specialist shops in the District are an attraction to visitors and should be further encouraged. Independent retailers already form a key part of Winchester's marketing offer.	No further action required.
Winchester needs to show its green credentials.	A new Green Leaf tourism scheme was introduced in 2008 and expanding in 2009.	No further action required.
Local tourism should be most supported – getting residents to visit local attractions.	This approach is an action in the current tourism strategy and will be rolled forward into the new economic strategy.	No further action required.
Tourism should be seen as industry in economy like any other and not have additional restrictions placed on it.	The amalgamation of tourism within the economic strategy for 2009 – 2013 supports this view.	No further action required.
Need to identify hotel development sites	Hotel development sites have already been	No further action required.

<b>Key Points (common issues have been grouped)</b>	<b>WCC Officer Response</b>	<b>Suggested Action</b>
especially in PUSH area – hotels needed to prevent increasing growth of day trips which are not sustainable.	identified through Tourism South East/HCC-funded hotel investment project. The Core Strategy is not an appropriately detailed document in which individual sites can be allocated but could include general enabling policies.	
Cultural events are the best way to support promotion of district – Winchester Hat Fair and Wickham Horse Fair for example.  Large events cause local disruption and should be limited in size.	Extensive promotion of and support for cultural events is already offered by WCC.  The Safety Advisory Group aims to ensure good management of events to minimise negative impacts on communities.	No further action required.
Should be greater use of internet.	Agreed – this is in hand.	No further action required.
Each Hub should have a TIC relating to local area	Noted. This would have cost implications for the City Council but might be considered by the Council at a future date as part of the forthcoming Economy Strategy.  Tourist information points already being introduced (eg West Meon Community Shop; Whiteley Shopping Village; Alresford visitor centre) as opportunities arise.	No further action required.

<b>Key Points (common issues have been grouped)</b>	<b>WCC Officer Response</b>	<b>Suggested Action</b>
Need to balance sustainability and increasing attractions.	Agreed – all current planning and tourism policies support this approach.	No further action required.

Annex 2 Key points arising from comments received to Question 21b “Are there any other ways in which ‘green’ businesses could be promoted within the District?”

<b>Key Points (common issues have been grouped)</b>	<b>WCC Officer Response</b>	<b>Suggested Action</b>
<p>What does exemplar mean?</p>	<p>An exemplar is a model, original or pattern to be copied or imitated - an ideal model or type, a good example.</p>	<p>Amend wording if this option is retained, to make the meaning/intention clear.</p>
<p>If either of these options is agreed it will end any increase in businesses in the area.</p> <p>Strict adherence to Option 1 criteria would prevent almost all development.</p> <p>Neither option realistic for all businesses. Phased implementation might be better.</p> <p>Option 2 not achievable.</p> <p>May lose employment attraction under Option 1.</p> <p>Need mix of two options - use key elements of Option 1 in Option 2.</p> <p>Option 1 is more practical.</p> <p>Both options would be hard to introduce and monitor except for large units.</p> <p>Both options are too restrictive and will tend to exclude manufacturing.</p>	<p>The District’s climate change action plan sets out a number of actions to support the transition of all businesses towards more sustainable practices. Education - coupled with consumer pressure - rather than legislation may be the most effective way to improve green business performance across the board.</p>	<p>No further action required.</p>

Key Points (common issues have been grouped)	WCC Officer Response	Suggested Action
<p>Option 1 is supported but not for all commercial uses.</p> <p>Option 1 would work with stringent controls to prevent tokenism.</p> <p>Neither Option is acceptable - businesses need to be supported not restricted.</p> <p>Both options are unrealistic.</p> <p>Neither option is remotely realistic.</p> <p>No evidence to support proposed options.</p> <p>When local government can stand up to Option 1 then they can implement either option.</p>		
<p>When there are viable public transport options people will use them but until then transport options should not be restricted.</p> <p>Some of Option 1 depends on the availability of public transport.</p> <p>Encouragement should be given to businesses to use rail rather than road.</p> <p>Provide better bus services.</p>	<p>The limitations of public transport, especially in rural areas, is accepted. It should, nevertheless, form part of the solution to achieving more sustainable business, in appropriate situations</p>	<p>No further action required.</p>

<b>Key Points (common issues have been grouped)</b>	<b>WCC Officer Response</b>	<b>Suggested Action</b>
Public transport produces CO <sub>2</sub> and so buses are not an alternative to cars.		
<p>Travel plans should require a substantial proportion of staff to travel to work by public transport and limit car parking provision. In order for car parking limits at employment sites to work, they must be applied consistently across the district. Travel plans should contain targets, incentives, enforcement and monitoring measures. (Highways Agency)</p> <p>Cycling should be included in travel plan requirements.</p> <p>Car sharing could be promoted.</p>	Noted. The Core Strategy will not include the details of the measures to be addressed in travel plans.	No further action required.
<p>Must recognise that not all workers office based and many require a car to do their job. Public transport is not an option.</p> <p>Alternative transport modes can be encouraged but people should not be prevented from using cars.</p>	The limitations of public transport, especially in rural areas, is accepted. It should, nevertheless, form part of the solution to achieving more sustainable business, in appropriate situations.	No further action required.
<p>Less parking means on street parking and footway parking.</p> <p>Tax all non-residential parking spaces.</p> <p>The Council should set an</p>	<p>Agree that the effect on on-street parking of introducing parking restrictions needs to be taken into account.</p> <p>The Council should be taking a lead but also</p>	No further action required.

<b>Key Points (common issues have been grouped)</b>	<b>WCC Officer Response</b>	<b>Suggested Action</b>
example by not giving free or subsidised car parking.	has to consider its own business/operational needs.	
<p>Local taxes could be reduced depending on green factors, such as energy consumed.</p> <p>Have business rate incentives for green businesses.</p> <p>Are there to be financial incentives? This is a matter for central government.</p> <p>With costs of going green high there could be tapering business rate relief.</p> <p>Tax breaks would be an incentive for green businesses.</p> <p>Cash incentives would encourage alternative transport options.</p> <p>Reduced taxes would assist.</p> <p>Business tax could be reduced to coincide with green competencies.</p> <p>Grants and support would encourage businesses to move towards green production.</p> <p>Need to give incentives for</p>	<p>Business rates are set by central government. The government would need to take the lead on business rate reductions.</p> <p>See previous comments.</p> <p>Financial incentives are unlikely to be viable for the Council but grants and funding (e.g. via LEADER programme) are already available for some eco-friendly projects.</p>	<p>No further action required.</p>

<b>Key Points (common issues have been grouped)</b>	<b>WCC Officer Response</b>	<b>Suggested Action</b>
businesses to go green but not make it difficult for small and starter businesses in the process.		
Practical implications need further consideration.(Hampshire County Council)	Noted.	No further action required.
<p>Driving totally green with associated higher costs may stop businesses.</p> <p>Too many restrictions could be counterproductive.</p> <p>Pushing green policies would raise costs and businesses could fail.</p> <p>Businesses should be supported to make communities sustainable not faced with obstacles.</p> <p>LDF should take a positive stance towards supporting existing and encouraging appropriate business opportunities in rural areas.</p> <p>Rigid requirements would discourage new businesses.</p> <p>Businesses should be encouraged to go green, not forced to.</p> <p>Development must be driven by need or it is unsustainable – undue</p>	<p>Winchester City Council supports the Sustainable Business Partnership in Hampshire, which provides information and advice to businesses who wish to do more for the environment.</p>	<p>No further action required.</p>



Key Points (common issues have been grouped)	WCC Officer Response	Suggested Action
<p>emphasis on green credentials will distort the planning process.</p> <p>Rigid requirements would not encourage new businesses into the District.</p> <p>All businesses should be encouraged, not just green businesses.</p> <p>Need to promote and give equal opportunities to all businesses.</p>		
<p>Inappropriate to give preferential treatment to exemplar sites. Such an approach could be detrimental to the consideration of other sites that can deliver a range of green benefits, including proximity to public transport and key services.</p> <p>The District needs to encourage business growth to maintain a healthy and vibrant economy - it therefore needs to be realistic about the extent to which encouraging green credentials should take precedence over a range of other issues.</p> <p>Options imply that green considerations will be given greater weight in</p>	<p>The Council wishes to encourage environmentally sensitive development. It is, however, also aware of the need to offer general support to businesses. Policies will therefore seek to achieve the correct balance for the District.</p>	<p>No further action required.</p>

<b>Key Points (common issues have been grouped)</b>	<b>WCC Officer Response</b>	<b>Suggested Action</b>
making decisions on commercial planning applications than other considerations. Needs to be a balance.		
Should be considered on a case by case basis.	The Core Strategy will provide an overall basis against which proposals can be assessed.	No further action required.
How will monitoring/enforcement work?  Active monitoring is required so that changes can be introduced if necessary.	The Council will attach conditions to planning permissions where appropriate and enforce them as necessary. In addition, voluntary schemes such as the Green Leaf scheme will have a certain amount of self-management.	No further action required.
Greenest businesses are those operating from home.	Hampshire is carrying out some research into the broadband infrastructure available in rural areas, compared with what is required for home working and home based businesses.	No further action required.
Wickham should be kept as a market town.	Agreed – planning policies are already in place to protect its special character and would be maintained. The Economy Strategy will be discussed at a future date and this will embrace market towns such as Wickham.	No further action required.
Biogas plants could be introduced.	Businesses may well consider such installations as part of their environmental progress.	No further action required.

<b>Key Points (common issues have been grouped)</b>	<b>WCC Officer Response</b>	<b>Suggested Action</b>
Small businesses could be required to meet some of the points – unrealistic for them to be expected to achieve all.	Option 1 is not a complete or mandatory 'checklist' – businesses with 'green' credentials would offer some of the elements set out.	No further action required.
Any green business would rely on local infrastructure.	All businesses relate to local infrastructure.	No further action required.
The planning system is not the best way of encouraging green businesses.	Environmentally focussed support and encouragement comes from a number of directions of which planning is one and which interacts with others.	No further action required.0
Existing businesses could be encouraged to do better and have upgrades when they expand.	Noted.	No further action required.
Preference should be given to businesses which reach a government standard.	No government set criteria are available at present.	No further action required.
Employment opportunities in Wickham are likely to remain in retail and food. Most people will continue to commute south.	The 2007 Retail and Town Centre Uses Study tends to support this view – new employment opportunities will come from new development.	No further action required.
Sustainability credentials need to be assessed holistically. Criteria should include locational and accessibility factors.  There is a real danger of the green mantra overruling economic common sense. Requirements placed on new employers must take into account the practical	Locational factors can influence the siting of new or relocating businesses but in creating additional transport demands have a direct impact on sustainability.	No further action required.

<b>Key Points (common issues have been grouped)</b>	<b>WCC Officer Response</b>	<b>Suggested Action</b>
realities of their location.		
Existing green businesses should be identified as exemplar sites.  Not all businesses could achieve this status.	An exemplar site needs to be of the highest quality – many existing businesses will not have all the ‘green’ elements identified. Many businesses, new and existing, can achieve some, however.	No further action required.
Businesses need to make a profit – options to use less energy are acceptable.	Businesses may need encouragement but a significant issues remains the use of energy ‘off the balance sheet’, particularly car commuting by employees.	No further action required.
South Hampshire could develop a reputation for being green if tougher in planning houses and industry.	Noted.	No further action required.
Businesses should market themselves – they do not need Council support.	Councils have always supported businesses in a range of ways. If Winchester is to build a culture of entrepreneurship, support and advice needs to continue to be provided to existing and new businesses. The Council provides a means to co-ordinate marketing activity and ‘add value’ to individual business activities for the wider good of the Winchester economy.	No further action required.
Tourism should be seen as part of this.	Tourism is embraced by the Economy Strategy and is seen as an	No further action required.

<b>Key Points (common issues have been grouped)</b>	<b>WCC Officer Response</b>	<b>Suggested Action</b>
	element of the overall economy of Winchester.	