

### Appendix 3 – Summary of Consultation Responses

Feedback from the consultation has been thorough, and most useful in forming a plan all partners can sign up to and achieve. Comments have included:

- a) The action plan needs to be linked further with the evidence base. Are the issues being raised the right ones? Do the actions really achieve the goals being set?
- b) Actions need to be more specific, targeted and realistic.
- c) Include an action around educating businesses in public sector procurement.
- d) Include action around Winchester in Bloom.
- e) Other partnerships and strategies need to be referred to in the plan.
- f) Include action around Buy with Confidence scheme and Trading Standards.
- g) Remove actions which are already being carried out in other plans. Only include targets which will add value to current activity.
- h) Transport issues are not dealt with sufficiently.
- i) Tourism section is too Winchester City focussed. Need to include rural tourism links.
- j) The Sustainability Appraisal causes confusion. Be clear about it's role.
- k) Need to define 'creative' and 'knowledge based' industries.
- l) Silver Hill and the Business Improvement District need to be made more prominent.
- m) Make the reader aware of the potential conflict between tourism and the environment.
- n) Need to educate stakeholders about the planning process and it's limitations.
- o) Add actions regarding enterprise activity in schools, eg an awards scheme for schools excelling in enterprise education.
- p) Businesses need to take responsibility for training their workforce – make this clear and include actions to address this issue.
- q) Include action to support the Whiteley Business Forum achieve it's goals especially in relation to green travel plans.
- r) Limit the lead roles to one or two partners, and be specific about which department will take an action forward.
- s) Re: Major developments, include the need to encourage sustainable construction methods.