

WEST OF WATERLOOVILLE FORUM

29 January 2008

THE NAMING OF THE WEST OF WATERLOOVILLE MDA

REPORT OF CORPORATE DIRECTOR (OPERATIONS) (WCC) & HEAD OF  
DEVELOPMENT & TECHNICAL SERVICES (HBC)

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RECENT REFERENCES:

None

EXECUTIVE SUMMARY:

At the last meeting of the Forum on 17 July 2007 it was resolved that a report should be brought back to the next meeting in respect of the naming of the new development. After some consideration the developers have confirmed that they wish to continue with the current names; and the Councils are not in a position to insist on a name for land which is entirely within the ownership of the development interests

RECOMMENDATION:

That the Forum notes that the naming of the development area is not within the jurisdiction of the Councils and that the developers have confirmed that they intend to continuing calling the development Old Park Farm in respect of the land in the ownership of Taylor Wimpey; and Newlands Common in respect of the land in the ownership of Grainger.

## WEST OF WATERLOOVILLE FORUM

29 January 2008

### REPORT ON THE NAMING OF THE WEST OF WATERLOOVILLE MAJOR DEVELOPMENT AREA (MDA)

### REPORT OF CORPORATE DIRECTOR (OPERATIONS) (WCC) & HEAD OF DEVELOPMENT & TECHNICAL SERVICES (HBC)

#### *Background*

- 1.1 The major development area has been commonly known as the West of Waterlooville MDA since it was first identified in the Structure Plan. For some time, concerns were raised that there needed to be a more acceptable name for the development area and this topic has been the subject of numerous debates at previous Forum meetings. Suggestions included Waterlooville West and simply West Waterlooville. However, none found favour with the Forum
- 1.2 Taylor Wimpey has from an early stage referred to their development area as Old Park Farm, after the established farm on the site. They have recently confirmed that they have no intentions of changing this name.
- 1.3 Grainger were keen to start creating a unique identity for their development, and instigated a competition, open to everyone, with a prize for the best name to come forward. In the event, a member of the local community suggested Newlands, which has a strong historical association with the area and strong marketing potential. The developers agreed with this suggested name, and started their initial marketing on this basis.
- 1.4 At the last meeting of the Forum concerns were expressed (largely from representatives from Denmead) regarding the proposed name. Many of these concerns stemmed from the fear that motorists would mistake the narrow Newlands Lane as an access to the development. However, this could be dealt with by proper signing to the development.
- 1.5 After some considerable research and consideration, Denmead Parish Council suggested the name Wanstead, which also has a strong historical association with the area.
- 1.6 Councillor Cooper, who is the Winchester City Council Ward Member for Boarhunt and Southwick ward (within which the majority of the Grainger site is situated) has suggested the development should be named Kentridge, again for historical reasons.
- 1.7 Grainger has been advised of both of these suggestions, but remains of the view that the name suggested previously Newlands is preferable and that this has public support
- 1.8 Although Members' concerns are fully understood, it is totally within the gift of the landowners to call their development whatsoever they wish. Therefore, the Councils are not in a position to insist on a change in the name

OTHER CONSIDERATIONS:

2 CORPORATE STRATEGY (RELEVANCE TO):

- 2.1 Successful delivery of the West of Waterlooville MDA would help in realising the key objective of 'Safer and More Inclusive Communities'.
- 2.2 Havant Borough Council's corporate priority of 'Social Inclusion'

3. RESOURCE IMPLICATIONS:

- 3.1 None

BACKGROUND DOCUMENTS:

None

APPENDICES:

None