



<b>Meeting</b>	Local Plan Advisory Group
<b>Date and Time</b>	Monday, 13th December, 2021 at 6.00 pm.
<b>Venue</b>	This meeting will be held virtually and a live audio stream can be listened to via <a href="http://www.winchester.gov.uk">www.winchester.gov.uk</a> .

## **S U P P L E M E N T A R Y   A G E N D A**

Agenda Item.

5. Responses to the Strategic Issues & Priorities Consultation (Pages 3 - 80)

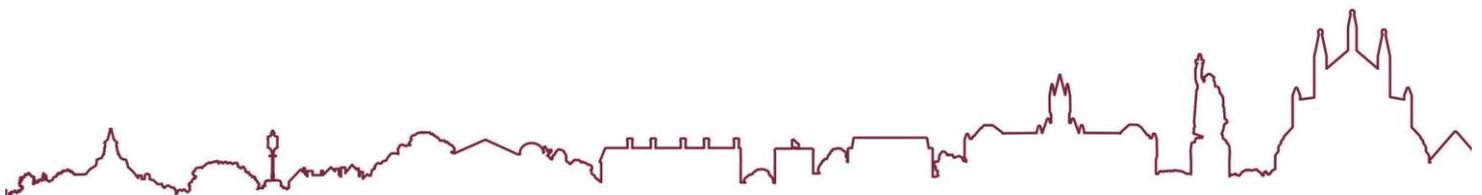
This supplement consists of the two additional documents highlighted in red (below), the first five documents were issued previously.

Strategic Issues & Priorities Consultation

- 1.Sustainable Development Objectives
- 2.Carbon Neutrality
- 3.Biodiversity and the Natural Environment
- 4.Conserving and Enhancing the Historic Environment
- 5.General Response
- 6.Homes for All - specialised housing**
- 7.Creating a Vibrant Economy**

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3 December 2021

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## **Your Place, Your Plan**

# **‘Homes for All’ – Housing Needs**

## **Summary of Comments and Issues Raised**

# Contents

- 1 Housing Needs (Homes for All Question 2)**
- 2 Student Accommodation (Homes for All Question 3)**
- 3 Specialised Housing (Homes for All Question 4)**

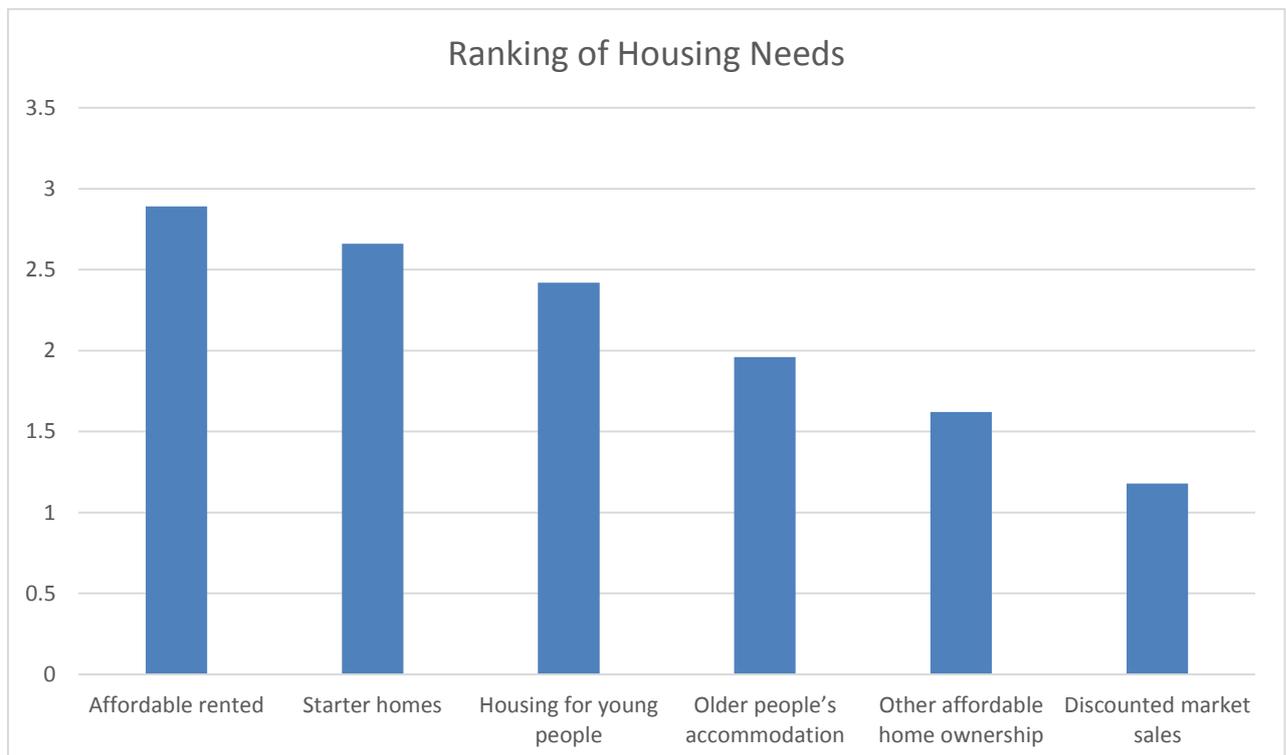
## 1. Housing Needs (Homes for All Question 2)

*We must try to meet all housing needs but, if this is not viable, which needs are the most pressing? Please score in order (1 being the most important and 4 the least)*

- *Affordable rented housing (at least 20% below market rents)*
- *Starter homes (shared ownership, equity loans, low cost homes for sale)*
- *Discounted market sales (sold at least 20% below market values)*
- *Other affordable home ownership (see Glossary for definitions)*
- *Housing for young people*
- *Older people's accommodation*

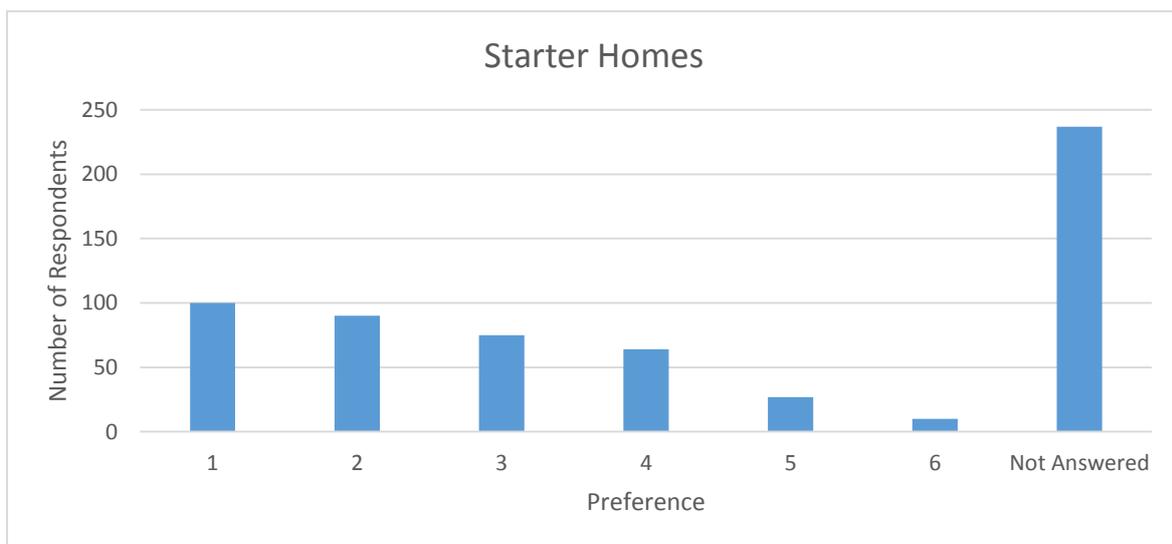
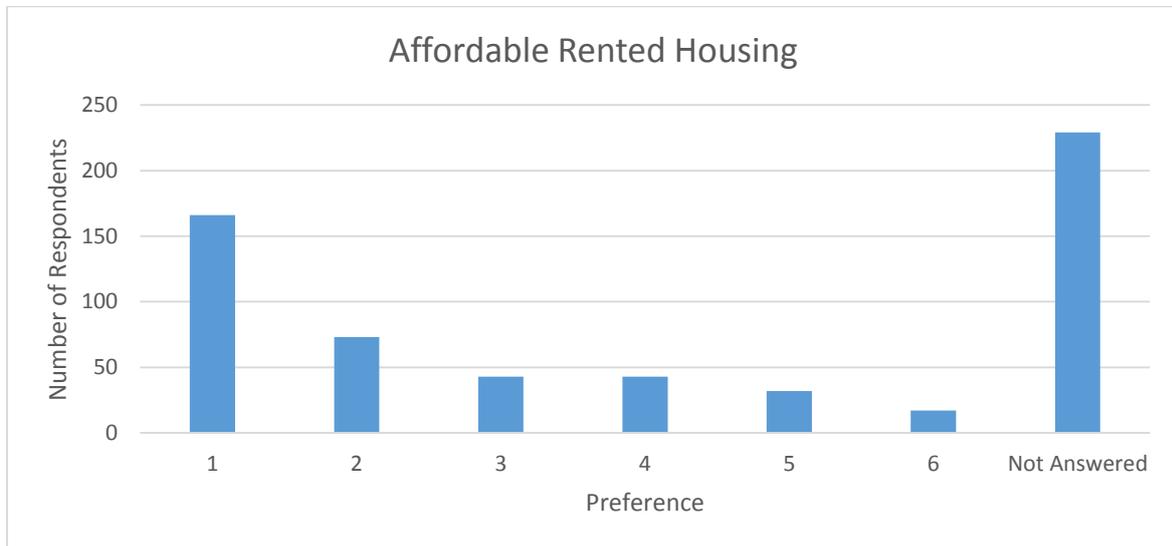
### Summary of Responses

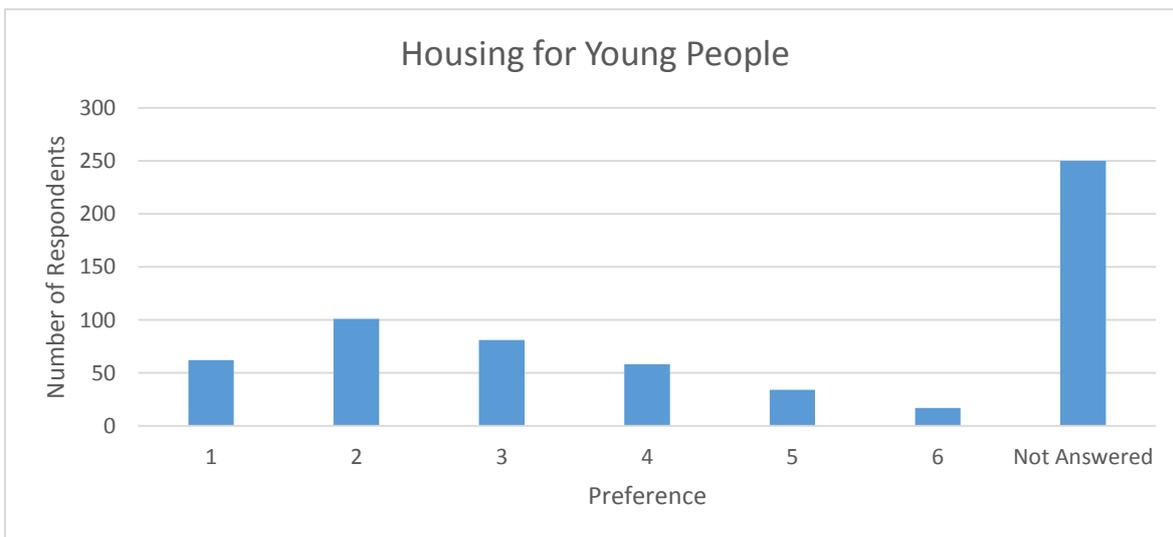
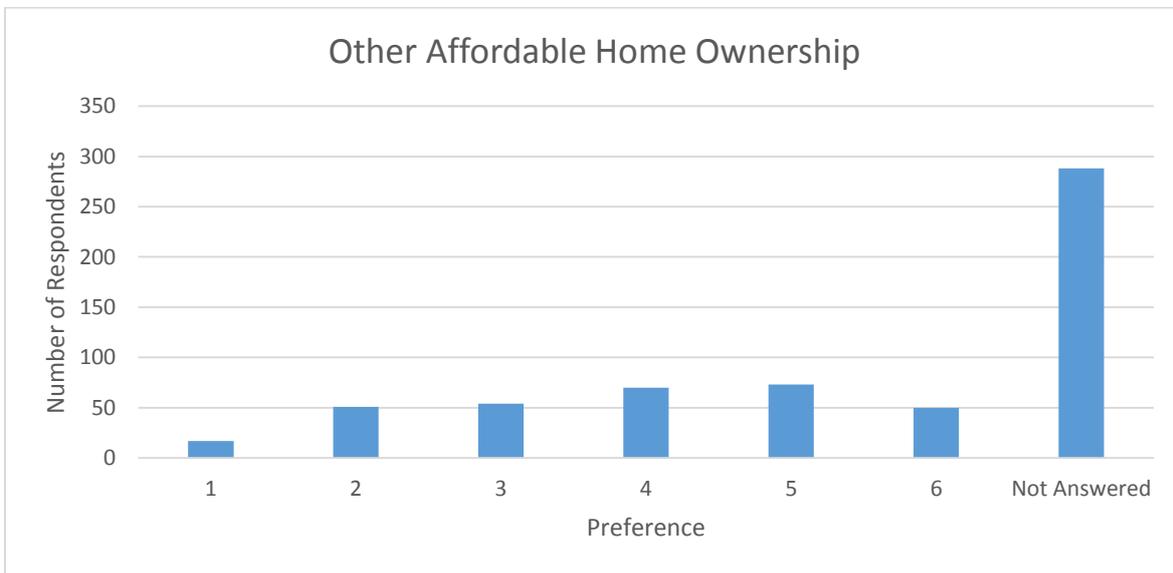
1.1 The overall response in terms of the relative preferences expressed for each type of housing need was (responses by Citizen Space):

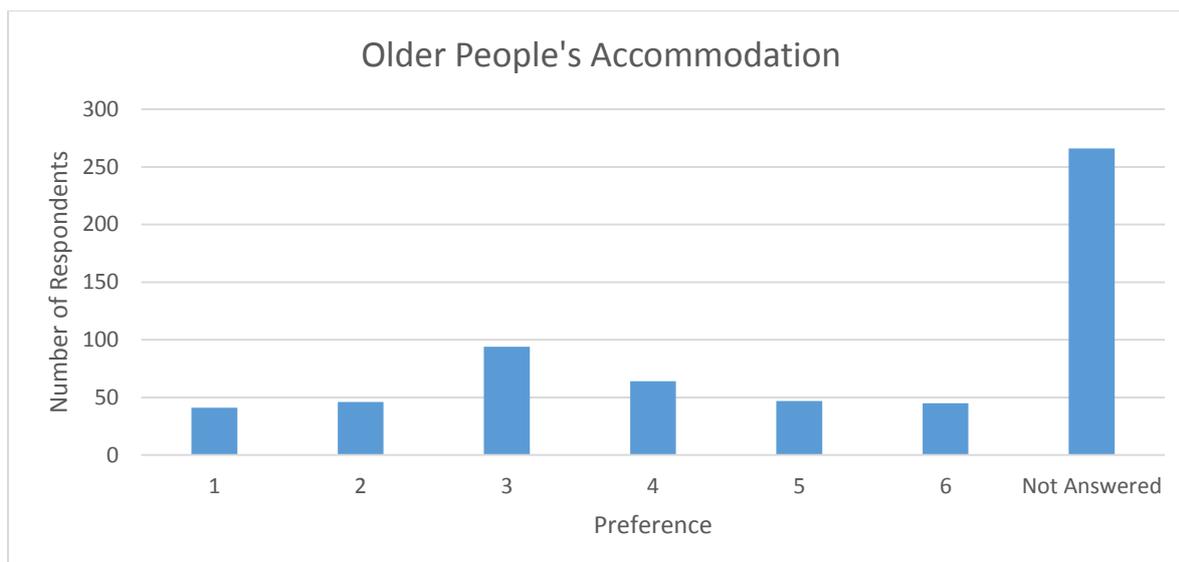


**Note:** The vertical axis score is calculated by weighting the options (1<sup>st</sup> choice, 2<sup>nd</sup> choice, etc), multiplying by the number of responses for each approach, and dividing by the total number of responses.

1.2 The relative strength of opinion on each type of housing need was also recorded, with people asked to score the most important (1) to the least important. The following tables show the 'choices' for each type by number of respondents (from all sources):







- 1.3 The tables above show that **Affordable Rented Housing** was seen to be the most pressing type of housing need. The detailed scoring shows the majority of people selecting this as their first preference, with very few people selecting it as their last choice.
- 1.4 **Starter Homes** were viewed as the next most pressing type of housing need, but with a lower number of people selecting it as their first preference and significant numbers as a second or third choice. Very few considered it their last choice.
- 1.5 **Housing for Young People** was identified as the third most pressing type of housing need. The detailed scoring shows that more people selected this as their 2<sup>nd</sup> or 3<sup>rd</sup> choice rather than their preference. Even so, very few people selected it as their last choice.
- 1.6 **Older Person's Accommodation** was identified as the fourth most pressing type of housing need. The detailed scoring shows that many people selected this as their 3<sup>rd</sup> choice, with fewer people selecting it as their 1<sup>st</sup> or 2<sup>nd</sup> choice than as their last choices.
- 1.7 **Other Affordable Home Ownership** was identified as the second least pressing type of housing need. The detailed scoring shows that very few people selected this as their 1<sup>st</sup> choice, with most people placing it amongst their lower preferences.
- 1.8 **Discounted Market Sales** was identified as the least pressing type of housing need. The detailed scoring shows that most people placed this within their lowest preferences, with very few identifying it as their first choice compared to a large number identifying it as their lowest preference.

***Have we identified all of the possible approaches – are there any missing that we have not considered?***

- 1.9 This question provided the opportunity for people to suggest alternative approaches or to explain the preferences they had given. There were many

responses to this section and the following summarises and groups the comments made about types of housing need.

### **Types of Housing Needed**

- The Local Plan must meet all housing need as required by the NPPF, increasing housing provision if necessary, and cannot choose which aspects of housing to plan for – **3 comments** (E1121, E1123, E1124)
- Social housing should be included in the list of housing needs – **2 comments** (E1182, E1244)
- There needs to be social housing in any new development to meet local need, led by WCC not dictated by developers – **2 comments** (E1232, L50)
- Need to review the demographics of the population and the needs of the ageing population to ensure the right range of homes – **2 comments** (E1069, E1082)
- Priority should be given to affordable (preferably social) rented housing, including for older people. Other tenures are also desirable to create a diverse housing market and support the mixed and balanced communities. The housing stock (across all tenures) meets the needs of all members of the community so flexibility should be built into the new housing stock by requiring Building Regulations Part M4(2) and a proportion on larger developments should be built to Part M4(3) – **1 comment** (E1238)
- Support efforts to provide genuinely affordable housing and the analysis of affordable housing needs in the SHMA, the Council should prioritise social and affordable rented products – **1 comment** (E1060)
- In respect of housing affordability there is a need for “other forms of housing” which should include housing for those with disabilities and care needs, rural housing and community led housing – **1 comment** (E1238)
- There is a need for truly affordable rented housing rather than current models linked to market rents – **1 comment** (C580)
- Prioritise public sector housing providing affordable homes for the workers that the local economy needs, starting prices of £800K are not affordable – **1 comment** (C555)
- Low-cost housing to rent and to buy should be the priority and Parker-Morris or similar housing standards should be re-instated – **1 comment** (E718),
- The plan should make positive provision for custom build, rural exceptions and the release of smaller/medium sized sites adjacent to settlement boundaries to meet local needs – **1 comment** (E1051)
- There is a lack of high-quality affordable homes for young people and families which will encourage an aging population, less diverse economy, and increased burden on the NHS – **1 comment** (H8)
- The SHMA assumes that affordable home ownership will be through shared ownership but there is likely to be significant demand for discounted market homes for sale and starter homes – **1 comment** (E1121)

- There is a pressing need for additional homes of all types and a need to respond to emerging Government requirements relating to starter homes, etc – **1 comment** (E1128)
  - Starter homes for young people and elderly residents are important in a rural village, these properties must remain as smaller affordable property. There should be a stock of affordable rented housing available, ideally provided by WCC – **1 comment** (E1233)
  - Homes for local people should be considered, new developments are being bought by people moving out of London and are too expensive for local people – **1 comment** (C501)
  - Stop encouraging people to move to this area, look at the needs of the local population and provide small houses for first time buyers – **1 comment** (C514)
  - What is "other affordable home ownership"? – **1 comment** (C376)
- 1.10 Several respondents representing development interests make the point that the Local Plan should meet all housing need, as required by the NPPF. There are a variety of views on which types of affordable housing are most needed, although these generally reflect the overall response, as illustrated in the tables above. The Strategic Housing Market Assessment (SHMA) also provides detailed evidence in relation to housing affordability and the needs of various groups, as mentioned by some respondents.
- 1.11 A number of respondents highlight the importance of social rented housing, although this is a component of the 'affordable rented housing' category. There are also comments about the need for housing to be truly affordable and in support of other types of affordable housing, including for young people and families, elderly people and through shared ownership, and discounted market housing.
- 1.12 There is a request consider housing for local people. Although it is not possible for the Local Plan to restrict housing in this way, some types of affordable housing allow the Council to have nomination rights so that it can be allocated to those most in need. There was a query about what 'other affordable home ownership' is, but this is one of the categories of affordable housing mentioned in the NPPF definition of affordable housing (NPPF Annex 2). It is acknowledged that this title is somewhat confusing, although the SIP document does define this in its Glossary.

### **Affordable Housing Delivery**

- If there are viability issues with meeting affordable housing need more market housing should be allocated to enable affordable housing delivery – **2 comments** (E1005, E1069)
- As an affordable housing provider we have had some challenges complying with S106 agreements with regard to shared ownership while also meeting Homes England requirements. Shared ownership and other low cost home

ownership products should be affordable, but are typically pegged against market values, some other local authorities use the shared ownership model as a starting point – **1 comment** (H136)

- Affordable housing cost needs to be based on household income not a % of market price – **1 comment** (C386)
- Support a suitable mix of housing types and sizes, policies should be flexible to ensure the most appropriate mix on a site-by-site basis. Support optimising affordable housing within new development and continuation of a 40% requirement, subject to viability – **1 comment** (E1092)
- Larger MDA-scale development has proved much more effective in delivering affordable housing than brownfield or smaller sites – **1 comment** (E1121)
- Local Policies insufficiently defined and/or enforceable to provide housing that both meets local housing needs and local character. Developers are able to build executive homes rather than what is needed for workers in the town – **1 comment** (E1253)

1.13 There are various, mostly individual, comments concerning how affordable housing is delivered or managed. Clearly, viability is a key consideration in determining what affordable housing can be delivered. A Local Plan viability assessment has been commissioned that will assess the ability of different types of site and development to deliver affordable housing and other developer contributions. The comments of affordable housing providers are useful and the SHMA also considers how affordability is measured. The various comments are noted and will be considered alongside the results of the viability work and other evidence in developing updated affordable housing policies.

### **Location of Affordable Housing**

- The spatial strategy should promote specialist housing in each local housing market, including large sites in the more sustainable locations (e.g. for affordable extra care for older adults typically 0.5-1 ha). Larger site allocations should include a requirement to meet a range of housing needs – **1 comment** (E1238)
- Need to provide specific guidance and preference for supported housing for the elderly in housing allocations especially in or adjoining Winchester, there is much evidence of demand but it is difficult to secure sites – **1 comment** (E1217)
- Welcome the allocation of affordable housing for residents working in Alresford – **1 comment** (E1198)
- Housing need in rural communities is for young people starting out and older people wanting to downsize, neither is well catered for in Cheriton – **1 comment** (E1245)
- Denmead needs more council and privately rented housing – **1 comment** (H52)

- 1.14 There are various comments about the need for affordable housing to be provided in particular areas. These are noted and the Local Plan will need to include site allocations or more general policies as necessary, to ensure that provision is made for particular types of housing, or in various locations.

### **Assessment of Affordable and Other Housing Needs**

- 1.15 As well as indicating people's views on the relative needs for different types of affordable and other housing, the summary above shows that there were 'free text' comments on several other issues. The majority of comments were about the different types of housing need, which were also the subject of the rankings shown in the tables above.
- 1.16 The ranking of housing needs shows that Affordable Rented Housing was seen to be the most pressing type of housing need, followed by Starter Homes and then Housing for Young People. Some of the 'free text' comments raise the need for social rented housing and express concerns about the affordability of 'affordable housing'. 'Affordable housing for rent' is defined in the National Planning Policy Framework (NPPF Annex 2) and can cover several types of rented housing. Social rented housing is the most affordable and therefore the level of subsidy needed to provide it, from developers or elsewhere, is higher.
- 1.17 The Strategic Housing Market Assessment (SHMA) contains a detailed assessment of the need for various types of housing over the Plan period. This includes affordable rented housing (including social rented), how affordability should be defined, starter homes and various other types of housing need.
- 1.18 The SHMA was completed in 2020 and looked ahead to an expected Local Plan end date of 2036. It concluded that there remains a substantial need for additional affordable housing for those who cannot afford to rent, with a total need for 220 dwellings per annum across the District. On the face of it, this amounts to 33% of the annual need, derived using the standard method (665 dwellings per annum), but this does not mean that there should be a target for 33% of new housing to be affordable rented housing. This simplistic calculation does not take account of existing housing commitments, which will include some affordable rented housing, but which also limit the amount of additional housing that any new policies would impact upon. Additionally, current Government policies prevent affordable housing being sought from sites 10 or less dwellings and the issue of development viability is also critical to affordable housing provision.
- 1.19 The SHMA also identifies a need for affordable home ownership homes, with a total need for 123 per annum across the District. This need can be met through a variety of means including low-cost home ownership products, as set out in the NPPF's Glossary. The SHMA recommended that shared ownership is the most appropriate form of affordable home ownership but also

encouraged consideration of other packages such as providing support for deposits. The NPPF requires at least 10% of new housing on larger sites to be for affordable home ownership and the SHMA provides evidence to justify this type of provision.

- 1.20 The figures in the SHMA would imply a District-wide tenure split of 64% rented (social/affordable) to 36% affordable home ownership. However, given the clear and acute need for affordable rented housing, the SHMA advises that the Council should look to seek as much affordable rented housing as viability considerations allow. This would also be subject to the NPPF requirement for at least 10% of housing on larger sites to be for affordable home ownership.
- 1.21 The next most 'needed' type of housing according to the consultation responses was starter homes. The NPPF refers to a specific definition of these, contained in the Housing and Planning Act 2016, but it is likely that most respondents would equate starter homes with housing aimed at first time buyers. Starter homes are a form of affordable home ownership and could, therefore, form a component of the need for this type of accommodation assessed by the SHMA (123 dwellings per annum) and of the 10% of units required to be for affordable home ownership by the NPPF.
- 1.22 First Homes is a relatively new concept and are a specific kind of discounted market sale housing promoted by Government which are defined as meeting the definition of 'affordable housing' for planning purposes. First Homes are aimed at first time buyers and are required to be discounted by at least 30% from the market level, with the first sale price set no higher than £250,000 (£420,000 in Greater London). This discount must be passed on at each subsequent title transfer. Local conditions can be placed on matters such as the minimum discount, income caps, or local connection/key worker requirements and these would need to be specified in the Local Plan. The Government intends that First Homes should form 25% of affordable housing provision, which may not meet the most pressing housing needs and could affect viability.
- 1.23 Housing for young people was the third most 'needed' type of housing according to the consultation responses. The SHMA also assesses the need for homes for younger households, with the demographic projections expecting younger households to increase by 2,700 households. Housing affordability is a particular issue affecting younger households, so delivery and access to affordable housing is very important in ensuring that a balanced population profile is maintained. The main approaches recommended by the SHMA to address the needs of younger households are promoting delivery of affordable housing through planning policy and promoting the potential for public sector land to contribute to affordable housing delivery.
- 1.24 The Council's 'Next Generation Winchester' project explored the challenges faced by younger people (aged 18-35) wanting to live in Winchester District. The project has explored the options for young people and provided an

opportunity to influence housing policy, future house building and local housing options across the District. In July 2021 the Next Generation Winchester focus group explored the barriers of buying a home in Winchester for participants aged 18-35, of which the majority were working full time and living at home with their parents. The cost of buying or renting was identified as the main barrier preventing young people moving into their own home (for details see the [Next Generation Winchester](#) website).

- 1.25 Older persons' housing was not very highly ranked in terms of responses to this question (4<sup>th</sup> most needed). The SHMA studied the characteristics and housing needs of the older person population and those with a disability in some detail. The two groups were considered together given the clear link between age and disability. The number of people aged over 65 is projected to increase by 12,400 (49%) between 2016-36, with 8,700 of these being aged 75+. The number of people with health problems and/or disabilities are projected to increase significantly – people with mobility problems are projected to rise by 3,100 over the 2016-36 period, with growth of 1,400 persons with dementia, and a need for 560 wheelchair-user homes.
- 1.26 The SHMA identifies a need for 998 'housing with support' units over the period to 2036, the majority of which are expected to be leasehold. This term covers sheltered housing or retirement living, but can also include properties for people with disabilities or long term health difficulties from a range of age groups. There is also a need for 620 'housing with care' units, with a need for both market and affordable provision. This can be met through provision of extra care housing, but the SHMA recommends that consideration be given to developing affordable housing policies for extra care. Additionally, a need is shown for around 800 care or nursing home bedspaces to 2036.
- 1.27 The responses suggest the lowest perceived levels of need are for 'other affordable home ownership' and 'discounted market sales'. This is consistent with the results of the SHMA which finds the greatest needs are for affordable renting housing. The SHMA also assesses other specific housing needs such as for family housing, students, co-housing, and service families (see also section 3 below on Specialised Housing). The SHMA also contains considerable evidence on the need for different sizes of housing and emerging housing market segments such as the private rented sector (PRS), self-build, rural exception sites and community-led housing.
- 1.28 Given the changes likely between the publication of the SHMA and examination of the Local Plan, as well as changes to the Plan period, it will be necessary to update the SHMA at a suitable stage. Census data is one of the key inputs to the SHMA and it is proposed that this update be undertaken so as to inform the Regulation 19 Plan, by which time the main results of the 2021 Census should be published. Viability will also be a critical issue and work has been commissioned to undertake a Local Plan viability assessment which will help determine how much affordable housing and other developer contributions can realistically be sought from different types and sizes of site.

Work will also be needed to update information on housing commitments and the supply of affordable housing that is likely to be delivered by sites that are already permitted or allocated.

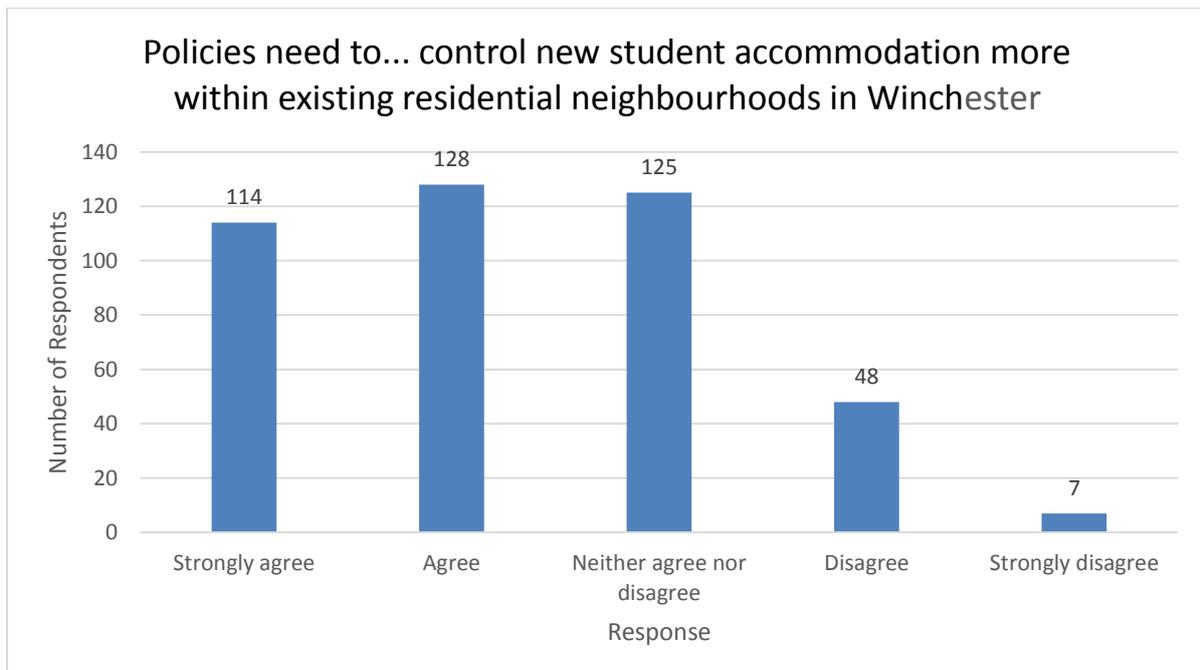
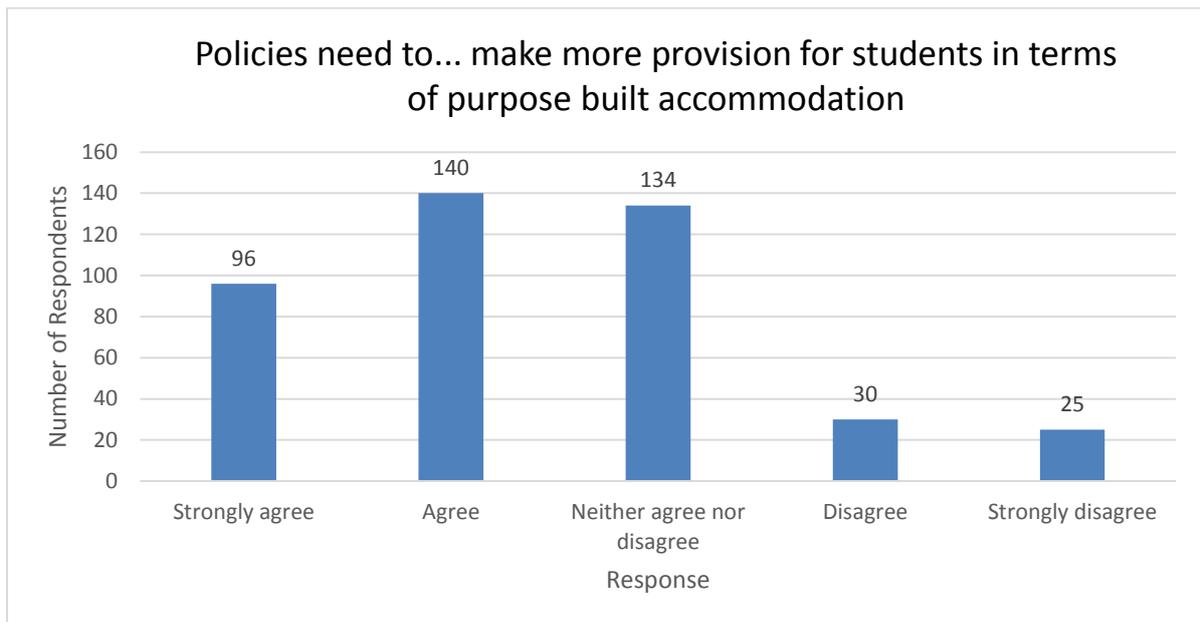
- 1.29 In view of the above, it is not possible at this stage to set a new target for affordable housing provision from housing developments. The evidence in the SHMA suggests this may vary in different parts of the District and this issue will also be considered through the viability assessment. However, the evidence does suggest that the need for affordable rented housing remains the greatest and this is consistent with the public comments which identify this as the most needed form of housing (subject to the NPPF requirement for at least 10% of units to be for affordable home ownership and for 25% of affordable housing provision to be 'First Homes').
- 1.30 It is, therefore, likely that the new Local Plan's provisions for affordable housing will need to seek the maximum amount that is viable from those sites that are above the Government's threshold for affordable housing provision, with viability considerations possibly suggesting the proportion may vary in different parts of the District or on different types of sites. It will be necessary to consider whether local requirements for First Homes are justified (e.g. higher levels of discount, local connection requirements, etc), and the impacts of this on other types of affordable housing provision, and to include Local Plan policies as appropriate. The Local Plan will also need to develop policies and/or site allocations to address other needs identified in the SHMA (updated as necessary), including for affordable home ownership, housing for the elderly and those with disabilities, care accommodation, self-build, etc.

## 2. Student Accommodation (Homes for All Question 3)

***“Policies on student housing and houses in multiple ownership in Winchester need to...***

***...make more provision for students in terms of purpose built accommodation***

***...control new student accommodation more within existing residential neighbourhoods in Winchester?”***



- 2.1 There are two main higher education establishments in Winchester, the University of Winchester and the University of Southampton (Winchester School of Art), with Sparsholt College also located in the District. The Higher Education Statistics Agency's latest (2019/20) data shows that there were a total of 8,000 students at Winchester University but does not break down the University of Southampton's figures to show how many of its 22,000 students are at Winchester, nor provide information on Sparsholt College. Almost 7,000 of the University of Winchester's 8,000 students are full time, with this figure having doubled since 2005/06. The Strategic Housing Market Assessment (SHMA) provides more details.
- 2.2 Question 3 was aimed at seeking views regarding student accommodation, which is an issue in Winchester particularly. The responses illustrated in the graphs above show that there was general agreement with both the propositions that there should be greater provision for student accommodation and greater control over it. Slightly more people 'strongly agreed' that there should be more controls over student accommodation in existing residential areas than 'strongly agreed' with providing for new accommodation. There were also a few individual comments specifically relating to student accommodation, as follows.

### **Student Accommodation**

- Student accommodation should be in specially designated areas and purpose built, changing what used to be normal family houses to multiple occupancy should be banned – **1 comment** (E833)
  - Winchester is a University town but has little strategy for student housing pushing students to lower cost housing and HMOs and removing affordable family homes – **1 comment** (E1253)
  - Need more affordable housing for young people rather than student accommodation – **1 comment** (M16)
  - Good quality HMOs provide important homes for groups other than students such as those in need of supported housing, homelessness, move on accommodation and young people – **1 comment** (E1238)
- 2.3 The small number of individual comments concern the creation of houses of multiple occupation (HMOs) or loss of family housing, suggest there is a greater need for affordable housing for young people, or that HMOs can be important for groups other than students.

### **Assessment of Student Accommodation Needs and Issues**

- 2.4 The responses illustrated in the graphs above show that there was general agreement with both the proposition that there should be greater provision for student accommodation and that there should be greater control over student housing. Slightly more people 'strongly agreed' that there should be more

controls over student accommodation in existing residential areas than 'strongly agreed' with providing for new accommodation.

- 2.5 With regard to the issue of controls over student accommodation, one of the main concerns has been about the loss of family housing in areas such as Stanmore to houses in multiple occupation (HMOs). This may be part of the reason for the strong support for controls over student accommodation in existing residential areas, although the number of 'free-text' comments on this was very small.

#### Houses in Multiple Occupation (HMOs)

- 2.6 The Council introduced a policy through Local Plan Part 2 (policy WIN9) in response to increasing concern about the effect of HMO accommodation in Winchester and its impact on the provision of family housing, particularly in Stanmore. This policy refers to the designation of 'Article 4 Directions' to limit changes of use of dwellings to houses in multiple occupation (HMOs) and sets out criteria against which planning applications for HMOs will be assessed.
- 2.7 An Article 4 Direction to remove permitted development rights for the creation of HMOs came into effect in Stanmore, Winchester in May 2016. This was followed by another Article 4 Direction at Winnall, Winchester which came into effect in May 2018. The Council has also agreed to implement a further Direction for the Chalk Ridge (Winnall) area of Winchester. Article 4 Directions remove permitted development rights which enable family homes to be converted to smaller HMOs without requiring planning permission from the Council (larger HMOs require permission anyway). They enable the Council to assess such changes of use and determine planning applications in line with Local Plan policy WIN9 and other material considerations.
- 2.8 Since October 2018 the 'Licensing of Houses in Multiple Occupation Order' requires any HMO occupied by five or more tenants forming two or more households to be licensed. There is also a minimum sleeping room size in licensable HMOs. Where existing HMOs no longer met the minimum requirements, landlords had up to 18 months to resolve the situation, where possible. The City Council agreed in July 2018 to expand the scope of the licensing requirements for all HMOs within the District in line with legislation.
- 2.9 In terms of the operation of the Article 4 Direction and Local Plan policy WIN9, Table 1 below uses information from the Council's Authority Monitoring Reports on all applications for HMOs in Winchester since 2016.

Table 1: Planning Decisions on HMO's in Winchester 2016-2021

Year	Application no. Proposal	Location	Decision	Within Art. 4?
2016/17	-	-	-	-
2017/18	17/00600/FUL c/u dwelling to HMO	50, St Mary Street, Stanmore, Winchester	Refused 13.4.17	Yes
2018/19	18/01686/FUL c/u dwelling to HMO	141, Stanmore Lane, Winchester	Refused 13.9.18	Yes
2018/19	18/01248/FUL c/u 6 bedroom to 7 person HMO	31, Wavell Way, Stanmore, Winchester	Permitted 11.7.18	Yes
2018/19	18/02853/FUL 7 bed HMO	44, Fromond Road, Weeke, Winchester	Refused 1.3.19 appeal dismissed	No
2018/19	18/01782/FUL c/u 6 bed HMO to 7 bed HMO	34, Chalk Ridge, Highcliffe, Winchester	Permitted 1.11.18	No
2019/20	19/00425/FUL c/u dwelling to 7 bed HMO	140, Stanmore Lane, Winchester	Refused 23.4.19 appeal dismissed	Yes
2019/20	19/01226/FUL c/u dwelling to HMO	52, Garbett Road, Winnall, Winchester	Refused 30.8.19	Yes
2019/20	19/00714/FUL c/u dwelling to HMO	2, Fiona Close, Winnall, Winchester	Refused 30.7.19 appeal allowed	Yes
2019/20	19/00318/FUL c/u to HMO	Little Spark, Sparkford Road, Winchester	Permitted 8.8.19	No
2019/20	19/00476/FUL c/u dwelling to HMO	39, Shepherds Road, Winnall, Winchester	Permitted 24.4.19	Yes
2020/21	19/01880/FUL c/u 6 bed HMO to 7 bed HMO	44, Fromond Road, Weeke, Winchester	Permitted 20.4.20	No
	19/01707/FUL c/u 6 bed HMO to 7 bed HMO	20, Priors Dean Road, Harestock	Permitted 19.6.20	No
	20/02635/FUL c/u HMO to residential / HMO	7, Milner Place, Winchester	Permitted 17.2.21	Yes
2021/2022	20/02790/FUL c/u residential to residential / HMO	102, Firmstone Road, Winchester	Permitted 1.4.21 appeal allowed	Yes

- 2.10 Table 1 above shows that most applications within the Stanmore and Winnall Article 4 Direction areas were refused, even though policy WIN9 does not impose a blanket ban on HMOs. The three applications that were permitted in Stanmore were for an additional bedroom in an existing HMO and for another two existing HMOs to be used for HMO or residential purposes. The application that was permitted at Winnall was found to accord with planning policies, being below the threshold for the proportion of HMOs in the area and acceptable in terms of disturbance and parking. Two other applications in Winnall were refused but then allowed on appeal. One property had previously been used as a shared house and the proposal was for student accommodation in an HMO. The Inspector found that the thresholds for the proportion of HMOs in the area would not be breached and that the proposal was acceptable in terms of disturbance and parking. In the other appeal the issue concerned the number of bedrooms in the proposed HMO and the Inspector concluded that a condition limiting the proposal to 4 bedrooms should be removed.
- 2.11 Several recent applications have been for changes of use from family housing to dual HMO/residential use, or for changes of an existing HMO to dual HMO/residential use. Some recent applications were withdrawn so are not included in the table above. These proposals suggest that landlords are looking for flexibility to let properties either as HMOs or for family housing, possibly as a result of the reduction in students on-site during the pandemic.
- 2.12 The analysis above suggests that the combination of Article 4 Directions and the existing Local Plan policy are resisting HMOs where they would lead to an over-concentration or result in harmful impacts. The appeals that were allowed were not as a result of any challenge to the Directions or policy, which allows for HMOs to be permitted where its criteria are met.
- 2.13 A similar approach of using Article 4 Directions in conjunction with a Local Plan policy containing thresholds is also applied in several other local authorities, including Oxford, Warwick, Portsmouth and York. Another approach adopted by some authorities is to apply a criteria-based policy for new HMOs, rather than having a limit on the proportion that can be permitted (e.g. Bath, Southampton). This approach tends not to limit HMOs in specific areas, but to limit HMOs to 'suitable' sites that accord with broader criteria.
- 2.14 The Council operates mandatory licencing for HMOs with 5 or more occupants, the majority of which are student shared houses. There are a relatively small number of bedsit-type HMOs. Due to Covid it has not been possible to carry out a comprehensive inspection of HMOs that fall outside of mandatory licencing. During the pandemic the Universities were required to operate 'virtual' courses during periods of lockdown, so students were not attending courses and could live away from their education provider. With the Universities only recently returning to in-person teaching there has been a reduction in demand for student accommodation, but it is not yet clear

whether there will be a lasting impact on the student housing market due to Covid. If the Universities maintain or expand student numbers, and can continue in-person teaching, it is likely that the pre-Covid situation will return.

- 2.15 Landlords appear to view student HMOs as lucrative investments, with good yields and predictable tenancy turnover. Having two University campuses in Winchester provides a strong market for student HMOs, but bedsit-type HMOs may also provide relatively affordable accommodation for single people of working age. If there is a downturn in the future need for student accommodation landlords may switch from student shared houses to bedsit HMOs.
- 2.16 As noted above, the current approach of Article 4 Directions and Local Plan policy thresholds appears to be effective and it is proposed that this should be maintained, possibly updating the thresholds if necessary. The need for additional Article 4 Directions, or changes to existing Directions, is not something that needs to be determined through the Local Plan process as the Council can review whether changes to the coverage of Article 4 Directions are needed at any time. This happened in 2019, when it was decided that there was not sufficient justification for additional Directions at Fulflood or Badger Farm, and currently with the proposal for a new Article 4 Direction covering Chalk Ridge.

#### Purpose Built Student Accommodation (PBSA)

- 2.17 The provision of purpose built accommodation for students was assessed in the Strategic Housing Market Assessment (SHMA) 2020. The SHMA looked at trends in student numbers year-on-year (although information was not available for all establishments) and the type of accommodation being occupied by students. The main establishments were contacted to get a picture of future growth plans, both in terms of student numbers and student accommodation.
- 2.18 The University of Winchester indicated that it expected an increase in the number of students, although principally from students in healthcare-related courses where students typically already live in the area or commute in from other areas. The University was planning an estate masterplan, which would aim to address the remaining proportion of growth within the extent of its existing footprint, through additional halls of residence for first-year students. Engagement with Winchester School of Art and Sparsholt College suggested no notable plans for expansion of student numbers at the time. The students at these establishments can access accommodation on-site or in the local area and these establishments did not consider that additional provision was required.
- 2.19 The SHMA also noted that there is regular activity from private developers of accommodation for students. The larger purpose built student accommodation tends to fall outside of the scope of mandatory licencing. Letting agents that were consulted in Winchester as part of developing the SHMA felt that there

was sufficient accommodation in the market for returning students, with 2018/19 the first year in which there had been a surplus.

- 2.20 The SHMA acknowledged that further purpose-built accommodation would come forward in Winchester, which it felt would help alleviate pressures on the wider housing market for student accommodation. The SHMA identified various student housing schemes in the 'pipeline' and since the SHMA was published Pine Cottage ('Sparkford Place'), Sparkford Road has been largely completed (88 student bedrooms), a development of 134 beds is under construction at 178-184, Greenhill Road ('Greenwood Lodge'), and a scheme at The Cavendish Centre, Winnall has received consent (88 beds). There is, therefore, a substantial amount of student accommodation that has recently been completed or remains in the 'pipeline' (over 300 beds).
- 2.21 In view of the above the SHMA concluded that the current and future needs of the student population would be met by the existing accommodation provided by the main education establishments within Winchester, or planned developments. There was no requirement to increase the overall housing need on the basis of planned student growth or to set out any specific interventions. As noted above, there remain substantial commitments recently completed or in the pipeline.
- 2.22 It is understood that Winchester University's 'Estates Vision 2030' is due to be published for public consultation in early 2022. This will set out the proposed development framework for the University's campus, including a long-term (10+ years) aim of reaching 10,000 students. Such a rate of growth would be significantly lower (averaging 2%-3% per annum) than over the last 15 years or so (which averaged about 7% per annum). The Estates Vision will set out the development strategy proposed in order to achieve the University's future aims, including substantial additional student accommodation.
- 2.23 Additionally, there is an emerging potential scheme which would involve redeveloping the former River Park Leisure Centre (owned by the council) and former Police Station (already owned by the University) to expand the facilities of the Winchester School of Art (Southampton University) to create a state-of-the-art campus. The land transaction element of this plan, involving the land owned by the council, was the subject of a Cabinet report in November 2021 (CAB3324). Notwithstanding any arrangement reached with the University regarding land at North Walls, all development proposals would also need to secure planning permission before they could proceed and such proposals would need to be assessed against national and local planning policy as well as any other material planning considerations in the usual way.
- 2.24 The University does not currently have detailed plans for specific facilities at the River Park site at this early stage, but believes it could provide the opportunity for a nationally and internationally recognised centre for art, design and creative industries, education, research and innovation. This proposal is expected to lead to an increased number of students attending the Winchester campus, but there are constraints to providing additional student

accommodation on-site due to flood risk issues and other restrictions with regard to the land at North Walls. There will be a need to for further work to be undertaken by the University in liaison with the council to identify the most appropriate solutions for additional student housing provision to serve the proposed expansion if this scheme goes forward.

- 2.25 Sparsholt College provides about 400 student beds in 12 on-site halls of residence and an additional 40 rooms at the University of Winchester (Burma Road Halls). This accommodation is available to further and higher education students, with halls of residence allocated to students aged 16 and over. The College is able to satisfy demand for accommodation in most respects, with priority given to students who do not live on one of the College's recognised travel routes, or who live further away.
- 2.26 A second key issue in relation to purpose built student accommodation is the location of recent and future schemes. Priority tends to be given to 1st year students in these schemes, with students subsequently needing to find accommodation in the wider housing market (although the 'Greenwood Lodge' scheme in Greenhill Road is aimed specifically at non-1<sup>st</sup> year students). Proposals for such development often generate considerable controversy and concern, some of which is likely to be behind the desire for more control over student accommodation.
- 2.27 Allied to this is the question of whether it is possible to require that any increase in student numbers by the Universities should be subject to the provision of additional student accommodation. The Oxford Local Plan has a policy (H9) limiting new academic floorspace if a threshold number of full time students living in non-University accommodation is exceeded. Developments that would not generate an increase in student numbers are excluded, as are students that already live in Oxford or would continue to live elsewhere while studying. The Cambridge Local Plan is supportive of development of the Universities but does limit the development of specialist colleges and language schools unless they provide accommodation and facilities for non-local students. However, the scale of the Universities and student numbers in Oxford and Cambridge is very different to other locations and the approach of requiring new academic developments to provide student accommodation does not seem to be followed elsewhere.
- 2.28 The likely scale of future academic development and new student housing requires further discussion and consultation with the Universities, particularly in relation to Winchester University's proposed Estates Vision and Winchester School of Art's potential proposals for River Park. However, a planning requirement that seeks to link additional academic development to new student housing could present difficulties. For example, students can choose where they live and educational establishments tend to focus on providing accommodation for 1<sup>st</sup> year students. Much of the accommodation provided by private developers is not directly controlled by the Universities and planning policies can only control an increase in student numbers if planning

consent is needed for new buildings or changes of use. Also, relaxations of permitted development rights for the conversion of commercial buildings may mean that more academic or student accommodation could be provided in future outside the control of the local planning authority.

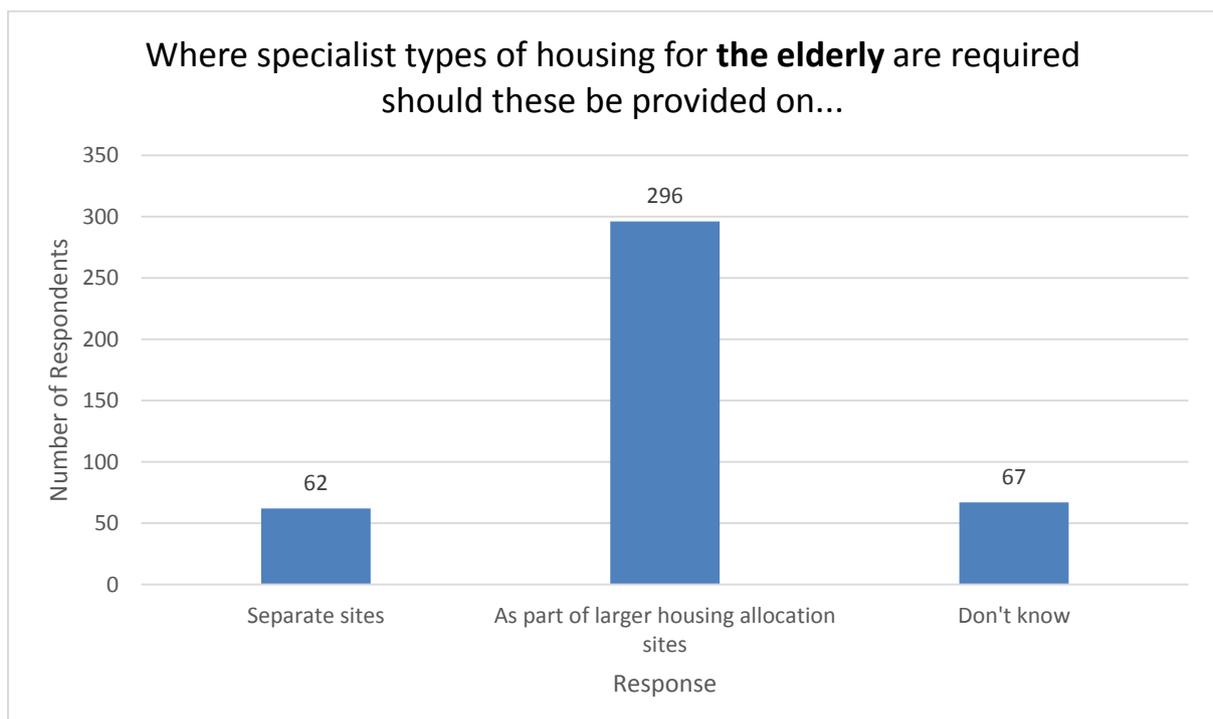
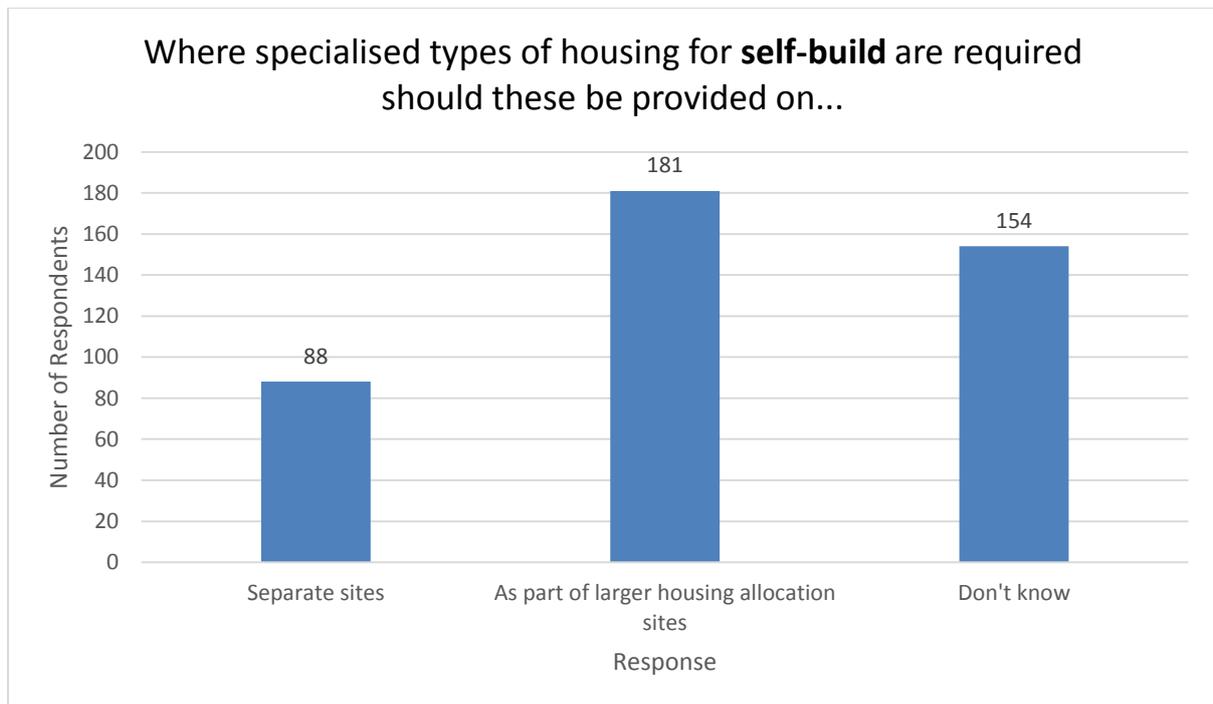
- 2.29 Some other authorities have policies restricting off-campus student accommodation in certain areas (e.g. Bath), or criteria-based policies for new student housing (e.g. Southampton). These tend to refer to the proximity of the site to the educational establishment on foot or by cycling, avoiding areas allocated for other uses and in some cases avoiding town centres. The National Planning Policy Framework (NPPF) requires planning authorities to identify and plan for the housing needs of various groups, explicitly including students (NPPF paragraph 62). So if there is an identified need for additional student accommodation, whether for University or 'market' needs, planning policies are required to respond to this.
- 2.30 Any additional controls cannot, therefore, simply refuse to meet an identified need. Any criteria-based policy would need to be tailored to Winchester's situation but, if there is an identified need or market demand for additional accommodation, the best locations in which to provide it will be those which are easily accessible to the relevant establishment on foot or by cycling. This is particularly important given the emphasis on reducing travel and carbon emissions.
- 2.31 Even if the Universities are planning adequate accommodation for their (mainly 1<sup>st</sup> year) student needs, this may not stop private providers proposing additional accommodation, especially for non-1<sup>st</sup> year students. This reflects the fact that students can choose which accommodation they use and recent private developments feature a range of accommodation standards and prices. This in turn may raise the issue of the affordability of accommodation and whether it would remain in the student accommodation stock in the longer term, although it is not for the planning system to prevent new market sectors emerging.
- 2.32 It is therefore likely that future student accommodation, where needed, should continue to be provided on or close to the Universities' campuses as far as possible, which is where most proposals have tended to come forward. Further investigation of the likely levels of growth of the Universities and the resulting need for student accommodation should continue so as to identify future needs as accurately as possible. Subject to this, options could be to include in the new Local Plan a criteria-based policy approach which may identify suitable areas for development / allocate sites, or include criteria that any planning application for student halls of residence would be required to meet in order to be permitted.

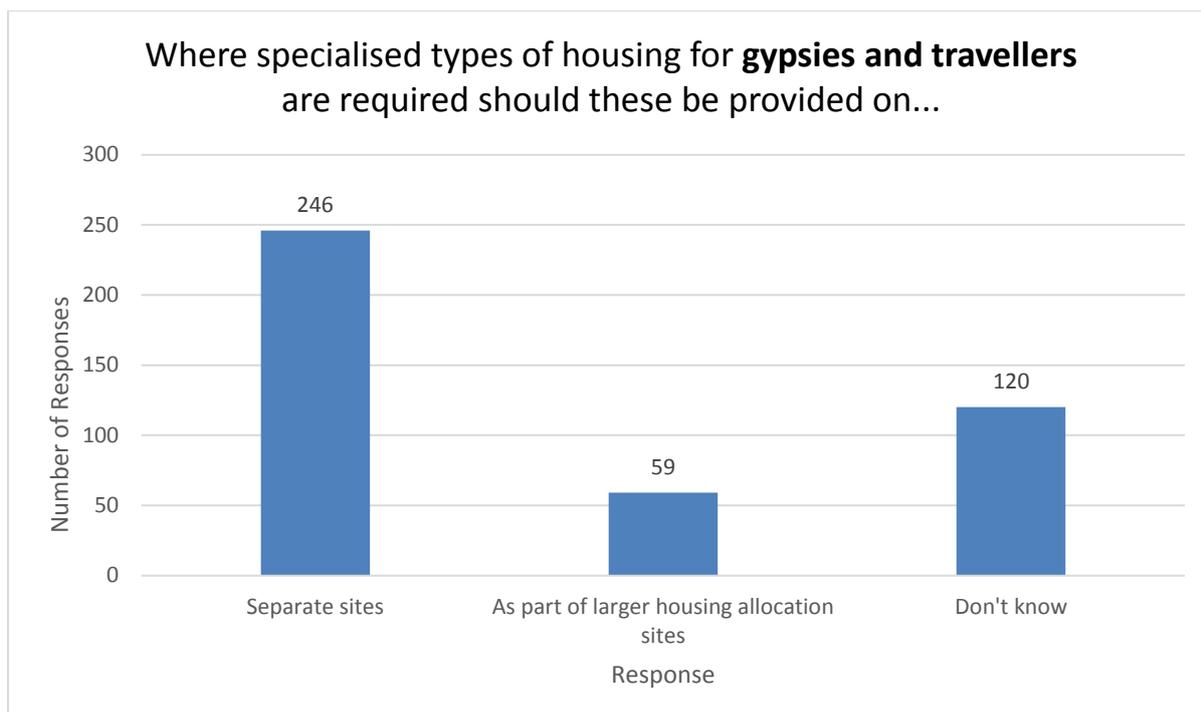
### 3. Specialised Housing (Homes for All Question 4)

**Where specialised types of housing (such as for self-build, the elderly, or travellers) are required, should these be provided on...**

**...separate sites;**

**...as part of larger housing allocation sites?**





- 3.1 This question was aimed at seeking views on whether different types of specialised housing should be developed on separate sites or as part of larger housing allocations. The responses show that most people who expressed a view preferred self-build and elderly persons' accommodation (in particular) to be developed as part of larger housing allocations. However, this was not the case for gypsy and traveller accommodation, where a significant majority of people felt this should be provided on separate sites.
- 3.2 There were also various comments specifically relating various aspects of specialised housing, or more general housing issues, as follows.

**Specialist Housing: (Self-Build, Older Persons' Housing, Gypsies & Travellers)**

- It is extremely challenging to integrate self/custom-build dwellings into larger allocation sites, whereas specialist accommodation (care homes, extra care, etc.) can often be successfully integrated. Traveller provision should be through extensions to existing sites rather than within larger developments – **3 comments** (C597, E1123, E112)
- There is strong demand for self-build accommodation and policies should encourage provision within settlement boundaries and as part of residential allocations – **1 comment** (E1138)
- The significance of delivering both self-build and retirement accommodation to meet demand should be recognised in the Plan with policies to encourage provision within settlement boundaries, as part of residential allocations, and on small-scale sites outside settlement boundaries – **1 comment** (E1144)

- There are a variety of models of self/custom-build homes, our preference is for separate sites to be identified based on evidence of local need – **1 comment** (E1128)
  - There are a variety of models of specialist housing for the elderly, provision is likely to be appropriate on discrete sites and as part of larger housing allocations – **1 comment** (E1128)
  - Housing for the elderly should be reasonably close to facilities – **1 comment** (L29)
  - Older persons housing and housing for others with care needs should generally be provided as part of a community with access to services and facilities, to support mixed and balanced communities – **1 comment** (E1238)
  - The Gypsy and Traveller community should be consulted to understand their requirements – **1 comment** (E1128)
  - The SDNP Authority notes that the updated GTAA will cover the whole of Winchester District and would welcome joint working on this issue. Like Winchester District, the SDNP faces issues of affordability, particularly for young people and young families, and has adopted an Affordable Housing SPD – **1 comment** (C541)
  - There should be a policy for MOD establishments to ensure the daily needs of service personnel are met (wording suggested) – **1 comment** (E1070)
  - Supports the emphasis on meeting the needs of specific groups and delivering the right type of housing – **1 comment** (E1149)
  - The questions on specialised housing are discriminatory and depend on public policy on housing requirements for communities with varying needs – **1 comment** (E1228)
- 3.3 There are a small number of comments regarding self-build accommodation which suggest that there is some demand for such development. The comments on housing for the elderly generally suggest that this should be integrated into the community and/or close to facilities. In relation to gypsies and travellers, a Gypsy and Traveller Accommodation Assessment (GTAA) is being undertaken to identify these needs in more detail. This includes the South Downs part of the District and the South Downs National Park Authority has confirmed its willingness to work with the City Council on this. One comment suggests the need for a specific policy on accommodation for service personnel.

### **Specialised Housing: General/Other Comments**

- Some options fulfil the same purpose. What is the demand for rented accommodation? Have you asked those on the housing list for their preferences? Do we need to extend our student village accommodation any further given the capacity at our University? - **1 comment** (C326)
- How many people have been taken out of renting and what level of debt they have incurred? Many new houses are too small meaning first time buyers

soon wish to move on. Equestrian facilities need closer control – **1 comment** (H98)

- Needs a review of the minimum size and facilities within dwellings, with sufficient living rooms to work from home and adequate parking with secure access to a recharging electricity supply – **2 comments** (E937, E1074)
- Need to consider single storey housing for those who need ground floor access e.g. people with disabilities and older people – **1 comment** (C342)

3.4 Some comments ask various questions about housing needs or suggest a need to consider certain home sizes and types. These points are noted and are generally covered by the Strategic Housing Market Assessment (SHMA), including dwelling sizes and the needs of older people and those with disabilities. However, it is likely that the SHMA will need to be updated.

## **Assessment of Specialist Housing Needs and Issues**

### Self-Build

- 3.5 The consultation shows a preference for self-build accommodation to be provided as part of larger housing allocation sites. However, the free-text comments indicate a divergence of views, with some (often development interests) saying that self-build is difficult to integrate, while others support integration. The term self (and custom) build covers a range of types of development which can take the form of an individual dwelling being designed and constructed on an infill plot, for example, to an ‘estate’ of custom build units where buyers can acquire a plot and personalise their design from a ‘pattern book’.
- 3.6 While the Local Plan may allocate larger sites, and could require a proportion to be of the latter type, it cannot realistically allocate individual plots. However, the use of settlement boundaries, infilling policies and the like give a presumption in favour of developing within built-up areas, which self-builders can take advantage of. Many proposals for individual dwellings that come forward within the settlements can be classed as self or custom build.
- 3.7 A few responses suggest that planning policies should be more flexible towards self-build housing, for example by permitting such development outside settlement boundaries. However, self-build is generally a form of market housing and should comply with the same policies as other housing. Some could potentially fall within the definition of affordable housing, although this is rarely what is proposed and may be difficult to maintain as such, in which case it could potentially be considered as part of an affordable housing or ‘entry level’ exception scheme. The Right to Build Task Force suggests that self or custom-build housing could help enable affordable housing exception schemes. However, self-build should generally be expected to meet the same requirements and standards as other forms of housing and already benefits from measures such as exemption from the Community Infrastructure Levy (CIL).

- 3.8 The SHMA considers the need and demand for self-build housing and notes that since the introduction of the Council's self-build register on 1st April 2016, there had been a total of 337 expressions of interest in serviced plots of land. This has since increased to 396 persons registered (October 2021) of which 343 have indicated that they have a local connection. Government policy expects planning authorities to grant sufficient suitable consents to meet the demand identified by the register. Analysis of consents shows that the number of suitable consents granted in the relevant periods exceeded the number of people on the self-build register in these periods, meeting this requirement.
- 3.9 The SHMA noted that some local planning authorities have adopted self-build and custom housebuilding policies, typically requiring a proportion of plots within development schemes over a certain size to be offered to self-builders or as custom-build plots and/or allocation of sites solely for self-build. For instance, Teignbridge District Council adopted the first self-build policy which requires 5% of larger sites to be for custom and self-build. The SHMA also saw potential for small sites to deliver self-build through individual plots being brought forward in accordance with a design code.
- 3.10 Therefore, the SHMA recommended that a specific planning policy should be developed to help promote and encourage delivery of self-build and custom housebuilding. It considered that the policy should be flexible to provide for serviced plots to be delivered as part of larger schemes as well as providing support for opportunities on suitable smaller sites. If demand failed to materialise for the self-build plots after an extended period of marketing, the SHMA recommended scope to allow conventional housing, which would then be subject to affordable housing requirements. Many of the sites promoted for residential development through the SHELAA mention the possibility of self or custom-build housing, either as part of a mixed residential scheme or as the sole use of a small site.
- 3.11 The SHMA confirmed that self-build serviced plots should not be seen as an alternative to affordable housing provision and any Local Plan policy should make this clear. Currently, Government policy prevents affordable housing being sought on schemes of 10 or less dwellings, so this is likely to apply to most self and custom build developments. A Local Plan policy should also be clear that self and custom build housing will be subject to the same requirements as other residential schemes, including complying with settlement boundaries or infilling policies.

#### Housing for the Elderly

- 3.12 Section 1 above considers the need for elderly persons' housing, as evidenced by the SHMA. Question 3 asks whether this should be provided as part of larger housing allocations and there is strong support for this. The 'free-text' comments are also supportive of the provision of older persons' housing as part of wider allocations and within existing communities where there are opportunities to access support and facilities. Given the need for

additional elderly persons' housing, it is recommended that the new Local plan will need to adopt more proactive policies towards its provision.

- 3.13 New Local Plan policies on housing for the elderly could, for example, seek a proportion of housing suitable for older people or those with disabilities on larger housing sites, and/or allocate specific sites for such uses. There are, of course, various types of older persons housing (e.g. dementia care, extra care, retirement villages, etc), as discussed in section 1 above. Few sites promoted through the SHELAA refer specifically to housing for the elderly, although some refer to providing a mix of housing, which could include older persons' housing. The implications for viability of requiring the provision of various types of housing for the elderly on larger residential housing sites will be tested through the viability assessment which has been commissioned.

#### Gypsies and Travellers

- 3.14 The majority of people responding to this question preferred gypsy and traveller accommodation to be provided on separate sites. One respondent suggests that the traveller community needs to be consulted and this is being done through an updated Gypsy and Traveller Accommodation Assessment (GTAA), which has been commissioned. The South Downs National Park Authority has confirmed its desire to include the part of the District within the National Park and this is being done so as to arrive at an up to date District-wide requirement.
- 3.15 Government advice is clear that gypsy and traveller needs must be assessed and planned for, and the updated GTAA is an important part of this. An additional piece of work assessing the potential to meet any needs arising within existing traveller sites has also been commissioned, as many of the needs arising are likely to relate to existing family sites.
- 3.16 The Local Plan will need to make adequate provision for gypsies and travellers as required by Government advice, and this will be informed by the updated GTAA. Whether this can be achieved on existing sites will depend on the scale of need identified and the outcome of the additional study of potential site delivery. New traveller sites can be difficult to identify and only one (currently unauthorised) site has been promoted through the Strategic Housing and Employment Land Availability Assessment (SHELAA). Therefore, if significant additional provision is needed by way of a new site(s) this may be most deliverable if it forms an element of a larger housing site allocation. However, the desire of most respondents to avoid this is noted and such an approach should only be adopted if necessitated by the scale of need identified.
- 3.17 Most of the existing local policies on gypsies and travellers are contained in the Winchester Gypsy and Traveller Development Plan Document (DPD), adopted in 2019. The new Local Plan will replace this so it will be necessary to review and update the various criteria-based policies, site safeguarding

policy, and site allocations in the DPD and other parts of the current Local Plan.

#### Other Issues

- 3.18 A comment is made suggesting there should be a policy on MOD sites to enable the needs of service personnel to be met. The SHMA considered the needs of service personnel and engaged directly with the MoD. There has been recent additional development/redevelopment at Worthy Down Barracks, with provision for 'single living accommodation' and service families. Accordingly, at the time of the SHMA the MoD considered there was sufficient provision to accommodate existing and future service personnel and their families within Winchester.
- 3.19 Sir John Moore Barracks is due to close and the MoD have stated that this is likely to free up the houses currently occupied by service personnel. Therefore, there are unlikely to be additional current or future needs for service personnel accommodation. If such needs were identified, the retention or replacement of accommodation at Sir John Moore Barracks would be a suitable means of providing for them.
- 3.20 The existing Local Plan contains a policy (MTRA5) which relates to training establishments in the countryside, including several military sites. There will need to be a review of the ongoing need for such a policy, so there is scope to retain or amend this if necessary.

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**Your Place, Your Plan**

**‘Creating a Vibrant  
Economy’**

**Summary of Comments and  
Issues Raised**

The SIP document outlines 4 themes in relation to the Vibrant Economy:

- Forms of economic development;
- Town centres;
- Rural employment; and
- Working from home and the green economy.

Several questions were asked in relation to each of these themes in the SIP and on Citizenspace. The responses the council received are summarized below underneath each of the 4 themes. There were 1,163 Citizenspace comments on the Vibrant Economy. The Citizenspace responses are shown under the questions they answered and there are also a number of email responses (49) and a small number of responses on the Have Your Say section of the local plan website (20) and via social media (6), which have been assigned to the themes as considered appropriate. There was also one letter. A number of questions were also posed in relation to town centres at the public engagement events and the responses to these are shown in that section.

A small number of responses were received from people who did not wish their responses to be published. These have been recorded in the overall numbers for each question, but their response is not detailed. Finally this report concludes with some high level conclusions in the form of possible next steps arising from the main issues raised.

**Q1: What types of economic development do we need to consider? Please add industries and professions that should be supported throughout the district**

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There were 209 responses to this question.

A number of comments were received that referred to general economic strategy for the local plan and to Winchester Town in particular. These are summarised below, before listing the responses that referred to specific industries.

**General Strategy**

This is an impossibly broad question given the geographic spread of the District and the wholly different character of Whiteley/Waterlooville/ Winchester City and the major campus sites at Arquiva/IBM. A fundamental policy choice needs to be made before this can be answered for the different areas of the District (C593)

Each village, township or city should be considered in its own right. Types of development – including employment – should reflect these local characteristics including demographics. For Winchester Town, we could consider creating opportunities for those shifting from our major cities. Sir John Moore Barracks which could be used to advantage - e.g for health sciences, research, housing e.g and offices (C326)

Office development should be more equally spread. This concentration, such as in Whiteley leads to very bad traffic at peak times. There should be more industry and jobs in or close to Winchester, perhaps redeveloping central sites with better green options of getting/accessing the city centre e.g. bike paths. (C488)

The SIP is too centred on Winchester Town. Proposals are required for the MTRA settlements. Suggest business centre for start-ups in Waterlooville to make good loss of employment land in Denmead, with improved transport links between the two areas (E1118)

Supportive of the aspiration to increase opportunities for Winchester residents to work locally. New development, and the delivery of new mixed-use communities well connected to the Winchester town Centre (E1092)

Cut inward and outward commuting by having more genuinely affordable homes for those in lower paid jobs closer to work, and more well-paid employment opportunities at or near to home for those in the higher paid ones (E1218)

A vibrant economy is the most important part of the local plan exercise and needs to address the outward commuting issue (E1228)

Cut inward and outward commuting by having more genuinely affordable homes for those in lower paid jobs closer to work, and more well-paid employment opportunities at or near to home for those in the higher paid ones (E1218)

Hampshire Chamber of Commerce (E1241) commented that their preferred development option strategy is Approach 4. They suggest a dispersal of development around the district with the emphasis of more localised housing, jobs and travel. Winchester Town would still be able to accommodate a high amount of growth under this option. They recognise the importance of the commercial centre of Winchester City in this plan, and would like to see continue growing as a centre for local jobs and affordable local housing. However, there are traffic issues related to its growth. They suggest less priority being given to private car usage, greater promotion of Active Travel policies and support, extensions to Park and Ride, a more sustainable transport system centred around bus, rail, cycling and walking modes of transport

SPNPA (E12400) and SCC (E1220) recognise the challenges and changes caused by the pandemic to planning for the future economy and town centres. SDNPA emphasised the importance of tourism to their economy.

General comments –

Support promotion of the knowledge, tourism, creative and education sectors. Potential for joint working between hospital and University E1099

Improved sustainable transport links are essential to economic growth – accessible cycling and walking routes to bus and rail services again are very important. E1236

Should include the “retention or redevelopment of existing employment land and premises, and development of new sites or buildings, to provide and improve local employment opportunities for both existing and new businesses and to support entrepreneurship” (C301)

New policies should be flexibly worded to respond to changes. (E1092)

A specific policy for military sites to reflect their unique operational nature and significant economic contribution to the local area. Also site specific comment (E1070)

Additional employment land should be made available to meet the employment needs identified in the ELR (E1082 E1114)

Strategic scale viable development, supported by a comprehensive package of infrastructure is better than a brownfield approach that does not have enough potential (E1121)

### **Suggestions for employment sites**

More industrial land is needed around Winchester Town. Specific space for storage and distribution (B8) is also needed, both large scale strategic warehousing and for smaller urban fulfilment centres. Site proposed for this (E706)

Increase local employment provision to provide higher paid jobs nearer homes to combat out commuting. PfSH study indicates significant need for industrial and warehousing development and a rail-connected site. Locate such development in places that are accessible and encourage sustainable transport. Suggests a suitable site for strategic development. (E739)

Suggest large unmet demand for new office floorspace in Winchester Town Centre. Supports the principle of a ‘hub and spoke’. Town centre first approach to large office/commercial floorspace. Align with the Winchester Movement Strategy. Suggests a site. (E1092)

### **Strategies for Winchester Town Area**

The best way to retain existing activity and to encourage new is to ensure that Winchester District retains its attractive for people to live, work and play, with good infrastructure and a competitive tax and cost environment. Flexible mixed use strategy for Winchester Town Centre. With an integrated vision, Winchester could be both a “15 minute city” and, at the same time, still be accessible to those outside the Town. (E845 E1209)

The huge inward and outward commuting has a major impact on sustainability. More cheaper homes to buy and rent for the incoming commuters, allied to the expansion of higher end employment to persuade the outgoing commuters to work nearer home, such as high end offices at Station Approach is a strategic goal very well worth promoting and pursuing. To encourage this, proposals in the SIP such as enabling office hubs are to be welcomed (C123)

Emphasis should be placed on high value professional and technology sector employment. There is likely to be more "work at home" employment, which requires small scale local support facilities, and also an opportunity for a science park within the Winchester area, possibly associated with a university. Both of these might help to ameliorate the current situation, where many professional people commute out of Winchester each day (C194)

Winchester is not an industrial city. It benefits from being a centre of Administration, the Tourism Industry and a service industry serving those facilities. It is a very pleasant area to which to retire. It is important to maintain that environment /status. Employment which bring in Cars and pressures on transport (both negative carbon indicators) should be discouraged unless the location is close to beneficial transport links such as railway/buses etc (C248)

### **General comments of approach to the economy/employment in the plan:**

Continue to encourage the existing well-established business sectors professions and occupations and sustain and encourage developments in existing areas (C360, C393 C447, C498) C360 gave examples of legal, health, educational ecclesiastical and architectural and computing. C393 and C447 cited health, local government, and education (C393, C447 E1218). C447 commented that consideration should be given to whether these sectors are expanding or contracting, as well as new or emerging sectors likely to locate in Winchester (C447)

Support a Rural Economic Strategy to better protect the MTRAs countryside and heritage. Focus on countryside, heritage, specialist retail, tourism (E1224 E1234)

Any businesses that do not have a detrimental impact on amenity or the environment (E1221)

Economic development should be in the right locations, near to public transport links and have good broadband connections (E1232)

Make the district business friendly and economic development will follow (E1233)

Economic development should align with healthy placemaking. Promote mixed use including sport and community spaces alongside employment (E1238)

### **Forms of businesses**

#### **Start up businesses/small businesses**

C8 C23 C25 C32 C33 C37 C78 C167 C168 C190 C192 C207 C214 C282 C286 C342 C352 C394 C396 C439 C447 C449 C554 C555 C580 E1224

The greatest number of responses to this question thought there was great potential for small start-up businesses within the area. This was seen as a strength of the Winchester district, but needs supporting with suitable premises at a reasonable cost.

Support for start-ups, small businesses and the self-employed cuts across a variety of economic sectors including information and digital, hi-tech and research tech was

sought within Winchester town (where can benefit from transport links) in market towns hubs or individual premises across the district.

Small industries were also strongly referenced in relation to cottage industries, craft industries, independent retail etc. Several referred to the creative sectors which are seen as an important and unique aspect of the Winchester economy. Winchester town was a particular focus for small-scale arts-based activities. Support was also suggested for small enterprises in a rural-based economy such those as related to food and drink production which spread throughout the district and can be locally distinctive (e.g. bakeries, wine and beer etc).and craft industries

Cottage industries such as crafts and small breweries. Small IT development and science (C199) Tech, media start-ups (C207) Small manufacturing business (C233) Small workshops for new businesses start-ups (C282)

Small inexpensive retail and other business premises for start-ups of all kinds (C555)

Smaller businesses that do not have the ability to have a strong online presence, for example; similar to those who use the Christmas market (C342)

Flexible and affordable commercial spaces with specific users tailored to meet local circumstances (C113) add this to above

Local start ups (C394)

We should also look at potential for drop in employment spaces, and flexible accommodation for small and growing businesses (C580)

Start-up work spaces/flexible as and when needed office hub accommodation and business can work together and benefit from shared spaces (C160 C168, C352, C439, C449)

**Support for self-employed/working from home** (C32 C33 37 C42 C167 C259 C574 C583 C580 E1234 E1244)

Several highlighted the need for good broadband connections to enable this and that this would assist in reducing commuting and carbon footprints (C155 C156 C293 C361 E1219)

Start-ups and small businesses would benefit from shared work spaces or hubs where businesses can work together, meeting areas, hot desk spaces etc with excellent broadband and other facilities (C42, C160, C168, C286, C309 C352 C385 C439 C449) Benefits from this were seen to be flexible spaces, cost-sharing, potential to reduce commuting and the carbon footprint and the scope for social interaction (particularly for those otherwise working at home) C309 expanded on this saying 'The Plan needs focus on Local or Community-Based Working should be promoted rather than particular sectors of the economy. These local office spaces provide flexible use for workers on a pay as you go basis...'

## **Specific Economic Sectors**

**There were a large number of responses that listed specific economic sectors that the plan should support and these are cited below, beginning with the most commonly mentioned:**

### **IT/Digital/Information economy**

C22 C42 C77 C87 C88 C95 C123 C136 C167 C176 C208 C305 C252 C256 C292 C296 C327 C345 C356 C361 C363 C372 C376 C393 C397 C399 C404 C408 C459 C462 C549 C555 C596 E845 E1218 E1224 E1234

The biggest sector of the economy for the district was in computing and the information economy. A large number of respondents mentioned 'digital economy with many coupling that with media. There are considerable overlaps with the knowledge economy and large numbers of respondents also referred to the high tech industry, research and academic cross-overs.

C123 suggested that the University's new centre for digital technologies in its new West Downs building should be a key partner for the development of digital industries

### **HighTech**

C17 C28 C42 C57 C78 C160 C168 C239 C252 C256 C296 C299 C313 C341 C372 C394 C396 C397 C399 C407 C408 C452 C477 C557 C561 C596 E1218

Technology hubs (C57)

High technology and innovative businesses that can draw on the skills from regional Higher and Further Education Institutions especially our local research intensive HEI the University of Southampton (C334) Applied robotics and Industrial Automation in collaboration with Southampton Universities and the local leading high tech industries (C372 C397 C399 C407)

Emphasised the importance of local high-tech, high-skilled jobs for younger people and the skill shortage outside larger cities (C313, C335)

### **Science**

C12 C27 C87 C88 C208 C292 C305 C341 C361 C372 C376 C393 C397 C399 C404 C408 C452 C549 C557 C559 C596

Several responses here referred to science and research, particularly life sciences, biomedical healthcare (C27 C87 C88 C208 C305 C424 C549 C559)

Others referred to research and development in general or applied to industry with a focus on the high tech and emerging green industries (C12 C245 C361 C372 C394 C397 C399 C557 C559)

### **Creative/cultural**

C4 C17 C42 C47 C57 C123 C152 C160 C168 C190 C207 C208 C231 C305 C239 C280 C292 C342 C356 C363 C392 C393 C394 C407 C424 C441 C447 C452 C462 C480 C482 C489 C517 C557 E845 E1218 E1224

A number of activities were mentioned in relation to this - media, arts, architecture, music and live music venues, theatre. Also museums, galleries, creative studios for artists etc. C393 considered this could utilise Winchester' historic value and C517 highlighted links with the local art school.

### **Education/Academic**

C12 C22 C39 C42 C47 C58 C136 C207 C356 C361 C372 C392 C393 C395 C399 C404 C407 C408 C480 C489 C559

A cohesive strategy between local government, the academic institutions and the right industry forums and incubators is pivotal to lead to a vibrant economy. Stronger and more creative plans with the local universities and colleges and with the local big businesses (e.g. IBM, Waitrose, Arqiva, etc) (C372 C399 C404 C407)

Take advantage of links with local leading universities and local high performing academic establishments (e.g. Southampton centre for research, Winchester – creative arts and industries C408 Winchester College, St Swithun's and Peter Symonds (C549)

Consult with Winchester University or Southampton University to see if they would be willing to create a hub for graduates to have the resources to start up new businesses (C207)

Academic - research and education type centres of excellence (C12)

Promote university linked subjects (C356) education and languages (C394)

### **Agriculture/food production etc**

C4 C17 C47 C57 C76 C118 C119 C187 C252 C280 C282 C346 C360 C361 C371 C372 C394 C399 C407 C424 C457 C462 C469 E1224 E1234

Agriculture, but also horticulture, forestry, aquaculture fisheries were specifically mentioned.

Market gardening, smallholdings, cottage industries – ties into the local small-scale industries theme referred to elsewhere in this topic, as well as the green economy and carbon neutrality themes (C4 C187 C346 C475)

C20 E1224 E1234 emphasise the links between tourism, specialist retail local crafts and food and drink.

More environmentally sensitive and regenerative agriculture (C118 C480 C529)

Local shops and local produce; self-sufficiency in sustainable food supply as possible. (C252 C457)

Food processing to support the local agriculture (C76).

The natural world (C280)

Arboriculture and robotic land use (C424)

Sparsholt Agricultural College is within our district and supports the development of young farmers. The land at Hampshire County Council farm should be protected from development and put in green belt to support this (C470)

Locally produced food and associated industries - including farmers, food growers, land managers, food caterers, procurers, food entrepreneurs, food retail businesses, restaurants, cafes, food co-operatives and social enterprises, like-minded community groups and living wage employers. All should be actively reducing their food and packaging waste. (C516, C532, C535)

Hydroponics on brownfield or indoor land (eg Chesil Tunnel) (C361, C372, C399 C407)

### **Other Rural Business**

This included tourism, hospitality and the visitor economy (C13 C23 C42 C480 C482 C580)

Rural sites to allow small companies to develop - in food, drink, creative. Small industrial units throughout the District (C482)

The rural economy is a key part of the district. Not just for land-related activities, but also creative, high tech and green economy businesses at small scales, frequently working from home. Fostering an enhanced natural and built environment where connectedness is key will encourage creative and knowledge-based industries to stay and thrive in Winchester district (C580)

In rural areas, employees may need to travel by car, so parking is essential. Install EV chargers and only allow to expand on that site if active travel is not a problem. (C580)

All but in the appropriate areas to prevent impact on residential areas, reduce travel and destruction of roads and verges of large commercial vehicles (C243, C244)

### **green economy/low impact/low carbon**

C4 C15 C27 C47 C95 C118 C164 C176 C223 C256 C342 C343 C345 C346 C360 C365 C393 C426 C477 C452 C549 C559 C586 E1182

Support 10 year Green Economic Strategy (C343 C365 C559)

Circular and green economy (C118 C343 C345 C426) Develop a circular economy in which “waste” is a raw material, expand zero-carbon energy production, low carbon manufacturing, investment in green industries, local food production and distribution networks, energy-reduction innovation, and low-carbon freight distribution transfer facilities (C343)

Green economy e.g. construction and infrastructure materials. Renewable energy in appropriate locations (E1224 E1234)

New high tech green industries, innovative products and research (C15 C27 C345) Upcycling, recycling (C4)

New production industries that will support the green economy eg electric docking point manufacture, hydrogen production, battery technology, energy efficient housing techniques, green energy companies, equipment for wind & solar generation, companies producing energy efficient heat & light appliances, carbon capture (C42)

Energy generation and design development (C95 C164 C346 C452 C549)

Sustainable businesses (C95) Business models that work by improving the local environment not damaging it, that won't cause noise and air pollution (C118)

Sustainable low impact professions that dovetail with the feel of the area (C177)

Recycling is becoming increasingly important as a source of employment. However, it can cause environmental issues (noise, smell, unsightly) and traffic problems although it is often sited in rural areas on country lanes, it therefore needs careful management (C586)

We should be encouraging lower carbon businesses and businesses to be lower carbon. C586

### **Town Centre/retail. Professional services**

C25 C39 C100 C103 C123 C136 C149 C170 C187 C192 C208 C231 C256 C301 C305 C342 C385 C391 C408 C440 C462 C480 C489 C502 C523 C517 C539 C556

Several considered that lower business rates and rents for town centre shops, or small local business. This would encourage small independent shops and business to the area (C25 C100 C144 C149 C191 C192 C539 C556).

Any Business or enterprise that can afford the business rent.(C144)

Various comments in relation to the town centre were - More vibrant streets with social distancing – allow more outside seating and flexible road closures (C502). Winchester needs to be a unique offering that makes people want to come to it (ie the experience of shopping and eating out) not try and copy areas like Southampton with big shopping centres(C440)

High streets need to be protected to encourage a broad mix of independents alongside national chains to ensure diversity and interest (C231 C342)

Independent/specialist retail, eateries pubs, cafes, entertainment (C103 C208 C223 C280 C305 C408 C480 C517)

Less cafe's and charity shops in town centres (C170)

Retail is vital to a vibrant town (C523) Two comments promoted specific types of retail (C342 C489)

Concern that demand for residential in the city centre, could reduce retail and office supply to an adverse degree, which might have a negative effect on the daytime economy. Control change of use so as to help shape the evolution of the City centre post-pandemic (C123)

Support the conversion of properties above shops to residential and/or small business use is to be welcomed (C123)

Complete the regeneration projects in the city centre (C123, C150)

Museums in the city centre (respondents suggested a variety of types) – C123 C197 C220

office space (C301) High value office-based employment (C393) Administration (government) (C393)

Artisan and small-medium businesses should be promoted (C103)

The closure of Debenhams could be an opportunity to provide City Centre premises for new and growing small scale enterprises and/or an opportunity to move the markets indoors to enhance their attraction in the winter months (C123)

Work hubs in the city centre, encourages working near home and maintaining a certain amount of trade in the centres and helps support associated leisure and cultural activities. Need to ensure a good amount of pleasant green space in and around work centres (C385)

### **Professional service**

Professional services (barristers, solicitors, legal services, financial services and accountants consulting) (C103 C208, C231, C301, C305, C346 C392 C462 C480 E1237)

### **Healthcare**

C17 C39 C58, C150, C167, C208, C259, C290 C305 C346 C351 C392 C393 C475 C489 C563 E1237

Address the shortage of GP practices (C150 C208, C305). Drs, nurses, dentists etc (C351). Care homes and the caring professions (C475 C351)

### **Tourism/leisure**

Tourism, hospitality, leisure and sports. (C58 C152 C164 C197 C256 C301 C346 C361 C457 C557 C563 Several refer to outdoor activities and recreation (links to tourism) Several specific mentions of cycling economy. (C346 C578)

Sustainable tourism was mentioned by several, with links to outdoor activities and wellbeing. This has links to sustainable travel by cycling or long-distance routes etc. C361 C372 C397 C399 C407. C578 elaborated on what this might entail – 'ie off-road cycle parks that are easy to reach by bike, hostels along long-distance cycle paths, cycle repair shops, cycle hire providers including e-bikes and recharging facilities (C578)

### **Engineering/manufacturing**

A number of respondents considered light engineering/manufacturing should be promoted. C101 C189 C208 C282 C301 C305 C351 C416 C469 C538 C543 C561

C584. High tech light industrial manufacturing workshops / facilities are completely lacking in the district (C538)

The area needs a blend of manufacturing/retail/distribution/services (C543)

### **Services & repairs**

Several mentioned a need for services and repair industries such as the trade professionals, the building trade, repair workshops, plumbers electricians etc (C198 C457 C491 C351 C563) garages, storage (C301)

Craft based industries (C491)

**Maritime industries** (C327 C341 C561) and several commented we should exploit the Freeport status (C28 C87 C404)

### **Specific sectors referred to by respondents:**

Domestic services (C301) Service sectors (C327) High value office-based employment (C447) Finance (C78 C95) Low volume manufacturing (C22)

Legalisation of the cannabis in certain locations, with certain restrictions, would help to balance the books of the local economy by applying taxation to what is currently a black market (C37)

Light commercial/industrial (E845 E1237)

Home building industry (E1128)

Office (E1218)

### **Affordable housing**

Cheaper homes to buy and rent for incoming commuters to move into (C123)

Housing that is affordable to a younger, well-educated population who will drive the businesses that the district wants to encourage (C580)

Affordable housing/workspace for young people (C361)

### **General comments on strategies/supporting factors etc:**

Smart growth (C559)

Leverage from existing business / academic / leisure use (C2)

High Growth (C10)

Employment is high in the South and therefore any economic development should focus on the more deprived areas (C33)

Work patterns will continue to change and Winchester needs to plan for this. Fewer people will travel to work or commute at regular times, pressure on high street retail will continue and successful retailers will adopt hybrid models of operation.

Winchester could learn from the Cities of Learning approach regarding digital learning (C521)

An on line community (C124)

Keep the industrial estates (e.g. Winnall) for manufacturing and electronic industries, not retailing (C514)

More central car parking (C191)

Services / professions which need good quality office space: legal, accountancy, engineering, architecture, IT, etc. These generally like to be near a railway station (C198)

### **Wide variety**

A number thought a wide mix of industries is needed to provide a wider diversity of employment and investment opportunities (C2 C75 C148 C170 C260 C286 C234 C437 C543) Particular all professions and SMEs (C117 C299).C75 and C299 did not support heavy industry.C286 supported encouragement for all types of businesses subject to compatibility with the Local Plan.

C46 thought that it was important not just to focus lightweight support industries that are reliant on other more substantial industries.

A policy approach that is able to adapt to changing market conditions, not stifle investment and provide support and flexibility to facilitate job creation is key (C260 C528 C580).

Responsiveness to different places - the district is not generic - Winchester town is hugely important as a centre for employment but differs from opportunities in other parts (C47)

Some commented that the open market will continue to determine which industries and professions are attracted throughout the district (C253 C382 C487 C3539 C574 L29)

### **Miscellaneous**

Small and medium sized professional services companies (C23 C78)

Opportunities for graduates, young people, entrepreneurs and new businesses (C447)

There is also a need for more entertainment venues for the young and these should be considered (C286)

New housing developments should include, where possible, small business units/local shops (C301)

Anything that reduces commuting/has little environmental impact/is non-polluting C84 C5 C160 C164 C168 C243 C244 C529 C549

Subsidies to ev ownership and installs (C164)

Smart mobility (C549)

Redevelop on brownfield land and protect the countryside (C40 C345 C529)

An ecosystem of resources and grants is required to attract businesses and to push people to create creative, artistic and economic value in Applied Computer Science for the green economy, for healthcare and for public services (social, waste, water, pollution, energy, transport, mobility, recycling). (C372 C397 C399 C407)

Profitable and potentially profitable. Difficult as the public sector's ability to pick these is appalling (C378)

Needs more up to date evidence base, particularly in view of the changes driven by the pandemic (C79 C361 C186 C399 C408). In view of this any local plan must remain flexible to be able to respond to the changes (C293).

None if you value the environment (C274)

Lower income professions and those directly impacted and impossible to carry out due to lockdowns (C509)

Something for unskilled workers. Industries that provide apprenticeships. Depends on local and national grants (C36 C566) More local jobs for young people supporting industries such as construction (C571)

### **General comments**

Don't know/no view/not answered (C114, C215, C264, C274, C347, C348, C461, C501)

Evidence base needs updating (E845 E1209)

No indication from WCC's own research or canvassing opinion among firms/employers/ Chambers of Commerce to inform the plan or respondees (C593)

We should also look at potential for drop in employment spaces, and flexible accommodation for small and growing businesses (C580)

Small and medium sized professional services companies (C23 C78)

Opportunities for graduates, young people, entrepreneurs and new businesses (C447)

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**Q2a: Do you agree or disagree with the following statement? The town centre policies should be flexible in order to reflect changes that are taking place to the retail and leisure sector, people's shopping habits and the decline in the number of office based jobs that are located in town centres**

There were 611 responses to this part of the question.

Option	Total	Percent (rounded)
Strongly agree	177	29
Agree	121	20
Neither agree nor disagree	24	4
Disagree	5	0.8
Strongly disagree	2	0.3
Not Answered	282	46
<b>TOTAL ANSWERED</b>	611	

**If you agree with the above statement, please specify how the policies could incorporate the changes in use:**

There were 191 comments to this part of the question.

The main response under this question was that policies should be more flexible and that a greater mix of uses was desirable. Of the main uses suggested residential was the most popular. A common theme was that the town centre needed to be an attractive place to visit, with a variety of shopping/eating and cultural/entertainment activities within a visually attractive environment and open space. Several comments also suggested pop up or temporary uses, the flexible use of large spaces (e.g. Debenhams) for indoor markets/events etc. There were also a number of comments that more events and activities should be held in the town centre.

**Strategy/Suggestions**

Policy wording:

Inclusion of the “retention and improvement of independent shops, including extensions thereof that remain in keeping with local scale, and the role in the retail centre hierarchy of the area”. Reflection of the rural nature of the market towns and ensure policies support the independent nature of their town centres. Encourage pedestrian access to town centres with traffic management (C301)

Set maximum and minimum % criteria as communities need facilities to stay viable, but not an over-concentration of certain uses. Vary according to the community needs (C319).

C291 C292 C397 C399 C567 C568 C569 C603 Talents and digital content need to be boosted first and the digital infrastructure. Places are just the final step. Policies should not just focus on the town centre but also support and create places like Moorside Road where a lot of economic activities are based.

Greater flexibility should apply to the other larger settlements across the district and not just Winchester Town. Flexible approach to Council Tax bands by the Council. Integrated management by the Council so that all aspects of the local authority work are brought to bear on implementing local plan policies. Shops could become homes

and vice versa. The Council should build more housing for rent. Difficult to rent houses should have their rent reduced etc (C21)

Town centre use competitions. Introduce discrete residential communities. Repurpose retail outlets to arts and exhibition spaces (C27)

Stronger focus on neighbourhoods and mixed use developments. Need for flexibility and adaptability of buildings - always focusing on vitality (C47)

Support businesses that attract tourists (C48)

Due to future uncertainties a flexible approach is needed, integrating some more housing into the city centre. (C79 C119 C226 C227 C231 C241 C253 C262 C331 C347 C348 C461)

**Town centres need to be attractive places to visit. Vibrant and mixed use and attractive.**

The best way to attract new economic activity is to ensure that Winchester retains its attractive setting for people to live, with good infrastructure and a competitive tax rate. (C79 C119 C226 C227 C231 C241 C253 C262 C331 C347 C348 C461)

A variety of uses and activities should be encouraged. Several points that even if particular uses are in flux or not profitable, they may still be useful in creating vibrancy and attracting visitors (C187 C578)

Flexibility is key due to lack of certainty over long term trends. Winchester should be re-imagined as a more engaging and innovative not just as a shopping experience but also as a wonderful place to visit' Things that will help - better elegant architecture and street scape, more housing in the city centre and consider a home/office policy (including think about decrease in WCC/HCC staff in central Winchester. (C255)

The days of the large department store in town centres is over. Winchester's central development needs to reflect this and build more small units and homes to create a vibrant and diverse city centre (C75)

We need to avoid a "hollowed-out" dead city centre by attracting vibrant housing and start-up businesses (C392)

Prioritise the redevelopment of brownfield sites for residential use- this means redeveloping redundant retail units, surplus offices and surface carparks (C280).

Prioritise the creation of safe walking and cycling routes through these urban areas, exclude vehicles... create an enhanced and pleasant person-centred surrounding (C280 C578) Winchester needs to remain an attractive housing, tourist and leisure centre.

Its historic places should not be swamped, as in Basingstoke with over development of its outer areas (C304)

Winchester needs to be made a pretty welcoming town, with good well designed buildings. Sympathetic planning is essential and has not occurred over the years (C576)

Policies should allow for change of use while protecting the character of town centres that warrant it. Planning policies should encourage developments that enhance quality of life for residents and visitors and that ensure vibrant life in town centres (C334)

Policies should identify tight core areas to town/city centre which are fundamental to the character of the settlement. In such areas there should be more restrictive policies but all more peripheral areas should be subject to more relaxed policies allowing diversification (C341 C557)

The plan should encourage businesses that aim to reduce the carbon impact of production and consumption and support a circular economy: e.g. locally-based low-carbon food suppliers, recycling of consumer products, low-impact fashion, repairable electronics, repair centres (C343 C365)

A policy of competitive taxes and business rates, easy access to countryside by means of a Green Belt, and a comprehensive bus and train service to provide effective infrastructure while reducing car usage (C382)

Winchester should be a place where it is easy and friendly to do business. Appropriately priced rents for retail and business space. An ability to live and work in the city and its surroundings with access to good economically priced public transport for those who cannot live within the confines. And keep the city and its surrounding a green space which everyone can enjoy (C408)

### **Winchester strategy suggestions /site specific**

Winchester district is an attractive place to live, and work, offering good transport links, so there may be net economic gain from the demise of big retail. The opportunity to develop JMB with demand led businesses. (C326)

Reducing rents and allowing outside seating in the pedestrian area of the High Street. They could cover the existing bus station and use as a market place after providing a new bus station next to the railway station. Allow the larger premises to be shared by small, independent outlets, e.g. the old Debenhams site could become small units like Kings Walk used to be (C514)

Debenhams could be an indoor market (C20) with flats above (C566) The Brooks could hold an indoor food market/eateries etc (C449)

The bus station could become a market (C514)

Don't hand over huge areas of the city centre to one developer who will take 10 years to do whatever makes them the most money, regardless of what the Council want (C574)

Redevelop The Brooks for housing (C358 C393)

## **Business Rates/council tax/rental cost**

A number of comments that costs in the city were too high – (C15 C20 C46 C58 C127 C146 C164 C198 C234 C296 C313 C342 C408 C475 C491 C514 C517 C523 C561 E1221 E1233). A number stated that we should encourage small specialist retailers/local businesses with lower rents/business rates (C15 C234 C296 C449 C491 C517 C523 M2 M3 M15 M43). There were specific suggestions for sustainable low carbon businesses (C15), or first 6 months free (C164) or lower business rates for a 2yr period (C20)

Subsidised rates for stores selling local and / or certified sustainable produce, or free deliveries to local communities. Increase local taxes on deliveries of produce from unsustainable sources and larger, non-local corporations and use this funding to support more local stores (C127). Business rates charge based on income (C313)

We should not be driving commerce and offices out of the centre but encourage them to flourish by offering good quality buildings, accessible by rail, and at suitable rents and at taxation levels that are appropriate. Is there a way to be more flexible on rents and taxes? (C198)

## **Residential**

C3 C15 C21 C36 C42 C75 C84 C103 C117 C128 C147 C149 C152 C234 C243 C244 C245 C248 C259 C274 C283 C286 C287 C292 C296 C327 C333 C342 C345 C346 C356 C358 C363 C376 C392 C393 C394 C420 C426 C436 C437 C439 C445 C453 C454 C464 C480 C488 C529 C530 C538 C543 C549 C566 C586 E1209 E1232 E1217

Redevelop brownfield to save greenfield. Promote green belt. Save Olivers Battery. (E279 E282 E845 C469)

Cities started as places for people to live. There should be as much housing in Cities as is practically possible (C274). People working from home would support local services economically and add vibrancy (C445)

Young adults to help rejuvenate city centre life (C259 C437 C439) affordable for young people (C352)

Student/affordable housing (C376 C437 C543 M15)

Upper floors residential (C32 C36 C453)

With speedy access to outlying park and ride, either by trams or cycle paths and speedy link to the station (C345)

More central living – benefits to local businesses and to mobility options (C549)

Ensure adequate space when commercial changed to residential (C103 C530 C586)

## **Flexibility/mix**

C37 C42 C47 C78 C87 C100 C101 C103 C148 C187 C239 C246 C252 C264 C304 C325 C344 C364 C449 C471 C482 C516 C532 C535 E1182

Greater variety of activities increase footfall (C17)

Allow changes of use if fit in with changes in retail etc (C22)

Not everything in the high street in the future will remain shopping focused. A lot of that will be done online so the city centre needs to respond to be more of a hub for interaction and whatever that means at the time (C78)

Support facilities, such as office hubs and leisure facilities for part time home workers (C194)

More flexible and realistic planning decisions (C12 C101 C103 C197 C214 C542 C554 C576)

Covid, Brexit, shopping habits on the high street are all in a state of flux so the need for flexibility is paramount, including that can be reversed if trends change (C84 C187 C236 C471 E1233) E718 additionally thought that development should not pursued at Station Approach or CWR at the moment. Incorporate measures to respond to any future pandemic (C404)

Don't obsess with retail – go for mixed use (C252)

Active highstreets are key to retaining a vibrant local economy, any uses that increase footfall and avoid empty boarded up shops must be considered (C309)

A living city centre – not dead in the evenings/ Use empty shops for artists studios, workshops, galleries, performance spaces etc, even if not economically viable – liveness (C393)

More leisure space and activities, more workspace and affordable living accommodation to attract young people (C352)

More mixed leisure/retail. Divide large empty stores into smaller individual units (C449)

Integrate homes and jobs for variety (C516 C532 C535)

Be flexible but this does not mean creative workspace everywhere (C482)

Better use of vacant upper floors for other uses (C548 C586)

**Retail.** There were a number of comments in relation to retail uses in the centre - Support local retail and level the playing field as much as possible, difficult to compete with online retail – reduce business rates and stop market stall preventing visibility of and access to units paying proper business rates (C46.) Loss of ground floor units to residential will not draw footfall, will not support new or growing businesses and could undermine the viability of existing retail cultural and commercial activities (C447). Some large retail units could be converted to community use, as the suggestion of Debenhams becoming a concert hall, but the Council should support the biggest retail units that we can sustain (C177)

**PD rights changes**

Some thought policies should be more flexible in the light of recent recent Class E and PD rights changes (C113 C248 C260 C309 C378 C383 C515) and government policies regarding brownfield redevelopment (C248). Make sure A4 covers the smallest area possible reflecting government guidance (C515)

Some sought more protection for retail - WCC must seek article 4 for town centres and village centres to prevent unmanaged loss of retail. (C586) Active shopfronts, managing change in the mix of uses and discouraging out of town retail development. Uncontrolled loss of commercial to residential could undermine long-term health of our city and town centres (C25 C447) Flexible town centre policies, but need to ensure employment centres remain viable – balance careful effect on vitality and viability of town centre (E1092).

It is important that any changes to buildings are carefully assessed to ensure the essential character of Winchester and other settlements is protected or enhanced within Permitted Development regime (C462)

### **Start-ups/small businesses Inc specialist shops**

#### **C100 C282 C360**

Start-ups (C15 C42 C76 C392 C407 C543)

More independent shops (C376 C394 M42 M43) and food producers (C394)

Smaller/shared office spaces (C439 C480) meeting rooms for hire (C480)

Protect food shops. Culture of shop local, shop sustainably, vibrant food economy (C516 C532 C535)

#### **Events/activities C282 C352 C576 E848 E1228**

Try and make Winchester City Centre not only a place to shop, but a place to enjoy - with pop-up arts, designated performance spaces, sculptures to enjoy etc..(C207)

Town centre should be more of an area for socialising, dining (C404) (C528 C356) Pavement café culture (C424)

### **Markets**

Encourage local traders markets (C282) markets (C360 C516 C532 C535) Indoor markets/eateries/emporia in larger units (C20 C57 C58 C90 C449 C514 C566)

**Spaces for events** – eg food festivals, community events etc (C90 C516 C532 C535)

**Pop-up shops/activities** – (C57 C480 C516 C532 C535) Modular space easily converted to different functions (C396)

**Misc industries/activities etc** - Education (& associated admin) C356 C424 C480, roadcasting (C356) religion (C356) hotel rooms above shops (C543) Cultural (C480) Creative (arts centres, craft facilities C17 E848 E1228) Pre-school groups in vacant shops (C424 C453)

**Sports and leisure** C17 C42 C53 C150 C290 C327 C356 C439 C475 C530

It is likely the new sports facility will be overwhelmed immediately and further facilities will be needed in the centre (C150)

**Improve appearance – design and open spaces**

Make town centres environmentally friendly (C282)

Provide outdoor space in town centre environments (C103 C529) Sports facilities (C529)

Need an attractive place to live and work (C404 E1217 M15)

Regeneration of city centre (E1241)

Non-listed buildings with big environmental footprint and/or little aesthetic value could be replaced with green spaces to improve air quality, increase biodiversity and offer additional locations for recreational or cultural activities (C480)

**Transport issues** - Lack of car parking and negative transport policies are driving businesses out of the city centre. Need car parking where people work, or jobs will go to places where they can (C23). Need some short term easy parking (C475 C576 E1233) Improve accessibility (E1221 E1228) Prioritise walking and cycling (M15)

Improve bus links from rural areas for access to facilities in town (C144 C424)

**Don't know/no comment**

C193 C416 C501 M1

**Other**

Try to attract those industries looking to move out of London (C407)

Flexible workspaces with excellent broadband for casual use (C57) Good internet connection to all areas fibre optic (C395)

Research how similar cities are responding (C160 C594)

Better research and more transparent decision-making (C343 C365) Research demand for working from home before allowing more office development (C379) Review use of building frequently (C28)

Simplified approval approach to allow change of use of a property. make it low cost to do (C164)

Broadly redevelop the city centre (C167) 'see other responses'

Encourage the appropriate approach from developers (C199)

Do not build more retail outlets – there are plenty (C566)

Congestion makes it hard to reverse the move of shopping out of city centres, and policies should not seek to do the impossible. Office work can be retained, given that many office workers can do part of their work at home. This makes the office

environment important in keeping town-centre offices viable, along with infrastructure aspects such as parking. Retention of offices will make food sales more viable, fitting in with the leisure sector.(C208 C305)

More residential, childcare and educational establishments – not more tourism or hospitality (C346)

Policies should not just focus on the town centre but also support and create places like Moorside Road where a lot of economic activities are based (C361)

Plan for a future where fewer commute, or at regular times and where successful high street retailers will adopt hybrid models of operation - and all the demographic changes that go with these. Consider adopting the Cities of Learning initiative (C521)

Rapid changes will be happening. More flexibility for employment is necessary. Young people might well be having one, two or three different jobs to keep them sustained comfortably and using the versatility of their various talents and knowledge. (C560)

Don't assume that everybody or every business wants to work from home. Bring employees and business back together in a flexible way. Consumers on the high street want a good experience and choice (C566)

Easy access to employers of sources of technical talent and skills eg for digital industries and businesses.

Provide incentives to create local "business support centres" and other facilities for home-based workers across the district, build on the sense of community begun during 2020 lockdowns (C596)

Consumers want choice and experience in the high street (C561)

Town centre use competitions (C27)

### Twitter polls – How would you like town centres to evolve in the future?

#### Slido Polls – What would you like to see more of in towns and high streets



36 votes · Final results

across the district in the future?

What would you like to see more of in towns and high-streets across the district in the future?

011



What would you like to see more of in towns and high-streets across the district in the future?

028





## Q2b Do you agree or disagree with the following statement?

**The Local Plan should be more encouraging and supportive of the use of vacant upper floors in town centres above shops for other uses?**

There were 613 responses to this part of the question.

Option	Citizenspace	Letters	Emails	Total	Percent (rounded)
Strongly agree	205	1	4	210	34
Agree	97		5	102	17
Neither agree nor disagree	19			19	3
Disagree	3			3	0.5
Strongly disagree	1			1	0.2
Not Answered	278			278	45
<b>TOTAL answered</b>	<b>603</b>	<b>1</b>	<b>9</b>	<b>613</b>	

## If you agree with the above statement, what uses would be acceptable?

There were 236 Citizenspace responses to this part of the question (including 12 who did not want their responses published).

Two main points were raised under this question– policies need to be flexible and a greater mixture of uses is desirable. In terms of uses the vast majority of responses suggested residential in various forms, with many making a case that such housing may be more affordable.

Several responses favour residential subject to certain criteria eg suitable and fit for purpose, prescribed standards (light size etc) affordable. Access to open space and car parking were also issues raised. Several others make the point that it might ease pressure to build elsewhere (eg urban edge countryside)

### Residential

C3 C5 C15 C17 C21 C22 C25 C28 C36 C42 C46 C47 C50 C58 C75 C76 C77 C78 C79 C87 C88 C90 C95 C101 C103 C113 C114 C117 C118 C123 C124 C146 C147 C148 C150 C152 C159 C167 C170 C176 C177 C193 C198 C199 C202 C207 C208 C214 C215 C223 C231 C232 C234 C236 C239 C243 C244 C247 C248 C249 C255 C259 C264 C272 C278 C280 C282 C283 C286 C287 C293 C295 C301 C305 C309 C319 C331 C335 C337 C341 C342 C343 C345 C346 C351 C352 C359 C360 C363 C365 C373 C378 C382 C383 C388 C391 C393 C394 C395 C408 C414 C420 C424 C426 C436 C441 C447 C449 C453 C457 C462 C464 C469 C471 C482 C489 C494

C497 C498 C501 C502 E1182 E1216 E1218 E1221 E1228 E1232 E1233 E1237  
E1219 L29

Residential use would have the advantage that the occupants would be more able to do without a car, since they would already be at the centre of the transport hub, supporting local shops and hospitality, leading to a vibrant city (C90 C248 C382 C497)

Residential would enable people to live in the city with access to transport links and other local amenities and avoid inappropriate development on green field sites (C95 C489 such as Royal Down or South Winchester Golf Course C155)

Provided that reasonable living space is achieved (C102)

Including shop staff accommodation (C243)

Need to make sure it is fit for purpose, affordable and that there is easy to access to shared green space and growing areas. We also need to be aware of the need to reduce noise, light and air pollution (C118)

Young, homeless and elderly (C282)

Convert all upper floor areas into accommodation. Some ground floor areas could also be converted (C242)

Rented particularly (C449 C453)

Helps to support local businesses (C79)

### **Affordable Housing**

C42 C79 C118 C136 C155 C164 C283 C318 C376 C491

Some mentioned student accommodation (C164, C437, C376, C283) First time buyers (C164 C437)

A few specifically referred to council housing and public sector rental (C318 C396 C453)

Specialist or temporary residential uses - homeless shelters (C164) homes for business people (C437) Temporary accommodation facilities for public sector rental (eg NHS, police social services) (C453)

Rented with careful consideration of leasehold conditions or rent capping (C494)

Simplified planning to enable physical access to open up the floor.??

since they are inevitably in the town centre, this would reduce transport cost to work and college for lower income groups and provide easy access to shops and entertainment (C42) and benefits in reduced transport emissions (C79)

### **Offices**

C17 C36 C46 C47 C76 C101 C127 C144 C187 C207 C208 C214 C215 C231 C234  
C236 C247 C248 C280 C283 C295 C301 C305 C326 C331 C337 C341 C342 C346

C352 C356 C360 C363 C365 C426 C462 C475 C502 E1221 E1233 E1237 E1219  
L29

Office that is not normally visited by general public because of access difficulty (C36)

E1099 Including medical use. Care on historic buildings – make sure suitable.

Flexible office space (C160 C168 C376 C501) e.g. short term rent (hour/day/week etc) C501

Office conversion brings the perils of car access and on site or close car parking but does give employment - A balance needs to be given to office concession linked to Transport benefits e.g. Rail and Bus routes (C248)

The current high cost of rent and poor quality of accommodation results in vacant office space (C198)

### **Shared office hubs/Shared workspaces**

C4 C103 C223 C439 C447 C449

Shared workspaces for individual workers, meeting rooms for home workers (C103 C301)

Local office hubs in vacant units to enable people to work-near-home rather than commute. Businesses based in larger cities may consider relocating to smaller and more flexible regional offices, in desirable locations which can offer their workforce a good quality of life and better standard of health and wellbeing (C447)

### **Businesses**

C46 C123 C177 C187 C198 C223 C231 C337 C383 C395 C469 C482 C501

Businesses as in above section (C15)

Business support (C28)

Healthcare practitioners Tech hubs Click and collect pick up points for online shoppers Specialist retailers food clothing jewellery etc. Use the spaces to multiply contact opportunities between retailers/service providers and their clients/customers, on a small scale without the expense of street-level window-space. Make Winchester a treasure trove of exciting small venues (C57)

Small businesses (C189 C239 C264) Start-ups (C198 C239 C393 C447 C449 E1218) Small cottage industries (C199) Affordable workspace (C447)

### **Creative/studios**

C4 C17 C28 C101 C343 C447 C452 C462 E1218 E1237

Studio space (C159) C208 C305

Art studios workshops etc (C393)

### **Other**

Gyms fitness and leisure space (C101 C127 C160 C168 C236 C286 C341 C383 C395 C439 E1237 L29)

Food and drink - Café (C21 C32 C160 C168 C343) Bars (C21) Restaurants (C150) Catering (C282)

Other retail (C150) Food storage (C343)

Galleries, arts, music, museums, artisan spaces (C127 C187) With appropriate licencing (C249)

Temporary exhibition space (C452)

Hairdressers, beauty and personal care services, dog grooming (C32 C87 C88 C346 C352 C439)

Professional (C27)

Healthcare social care medical C103 C148 C346)

Pop up shops (C32 C127 C452)

Market stalls ...indoor (C32 C127)

Space for community activities, groups etc eg youth spaces, (C76 C78 C127 C457)

Meeting venues (C282 C356 C365)

Hotel (C236 C447)

Definitely not hotels (C498)

Childcare (C346)

Education (C346)

Service companies (C453)

### **Neighbourly uses**

Various uses – employment and leisure, personal services industries etc that do not adversely affect residential amenity (C84 C87 C88 C383 E1228)

### **No preference – anything rather than vacant adds to vibrancy and footfall**

C2 C20 C21 C78 C118 C277 C408 C416 C436 C488

Some caveats to this were the premises are suitable (C33 C118 C246)

It is all about making it as easy as possible for people to live here and in doing so, Winchester will attract people and businesses from all sectors (C408)

We must use our existing buildings to the full (C416)

Anything should be considered (C277 C386) with housing being generally the first choice (C436)

Any including living accommodation, offices, storage, meeting spaces (C365)

## **Other comments**

Council policy should seek to support the recent changes to permitted development rights to allow greater flexibility for the use of vacant upper floors in Town Centres as residential dwellings (C383) to support economic regeneration, growth and necessary homes (city & market towns) (C515)

Yes because the alternative of leaving such space vacant is not economically viable (C334)

Given the current and predicted rate of retail closures, it is more likely that whole buildings will need to be repurposed for other uses. Creation of flats or offices above shops can be problematic, if a building has a single point of access, particularly if it is a listed building and the scope for external and internal reconfiguration of space is limited (C23)

Those that benefit the community should receive lower rates, health and well-being a priority (C37)

Knock down empty shops and build low rise housing with car parks underneath. Put green rooves on buildings and walls where ever possible (C274)

Any use which would reduce the demands on our countryside (C290)

Not the business of a local plan (C306)

Providing residential leads to insurance issues (C326)

Using vacant spaces for residential or business helps to keep the town centre alive and attract people to the remaining retail etc (C469 C471) General points that have been made by several people.

Facilitate use of electric vehicles by providing charging points in car parks. Always promote previously developed (brownfield) sites first as they are more sustainable than greenfield. Identify under-utilised land and buildings, promote regeneration and reallocation to other uses as they are more sustainable. Educate to use less energy not only to use sustainable energy. Support better energy efficiency for homes and buildings by driving energy efficiency renovations. Ensure the digital infrastructure is fit for purpose and is not acting as a constraint on economic activity. (C513)

## **Increase mix**

Cannot see many disadvantages (C364)

Mixed use would help the town centre adapt to changes such as loss of retail and office (C327)

A mixed use town centre environment makes for a more vibrant, sustainable, secure and robust economy and place for people to thrive (C372) help solve any housing shortage, keep centres alive and prevent unnecessary sprawl outwards (C119)

C291 C292 C361 C397 C399 C407 C567 C568 C569 C603 A mixed use solution would help breath life back into town centres, including residential and small work spaces, which help local businesses. Specific suggestion of mixed office and residential accommodation (C226 C227 C235 C253 C262 C487)

However, businesses need incentives to invest in Winchester. An example of incentive is for WCC to keep Winchester as a great place to live (Green Belt) to welcome and keep talents. Support is essential to keep and improve the quality of higher education to create and attract the right ecosystem of talents start-ups can have access to. Continuous interactions between the private sector, WCC, HCC and the local higher education institutions is pivotal to achieve this (e.g. the nursing school at the hospital).

Redevelop redundant retail space as mixed office and residential accommodation this would Multi-use buildings benefit the local urban environment (e.g. ground floor shops, 1st floor profession, upper floors apartments). Such buildings are 'alive' day and night 7-days per week (C299 C325)

To redevelop town centres as mixed office and residential accommodation making use of existing infrastructure. Ensuring green field spaces are incorporated for relaxation and exercising. Public transport should link to recreation Centres and parks as well as residential areas (C241)

The decline in retail activity will need to be replaced if the City is to remain attractive as a place to live (C122)

Make the city centre more stimulating and enjoyable e.g. more interesting offering & residential (C255)

Flexible and respond to changing demand (C236 C243 C245)

## Rural Economy

**Q3a) Should the rural employment policies in the Local Plan be less restrictive allowing for a wider range of employment options in the rural areas and provide a wider range of uses?**

There were 613 responses to this part of the question.

Option	Citizenspace	Letters	Emails	Total	Percent
Yes	150	1	13	159	26
No	44	0	2	45	7
Don't know	100	0	1	100	16
Not Answered	309	0	3	309	50
<b>TOTAL answered</b>	603	1	19	613	

**How does this fit with moving towards carbon neutrality?**

There were 154 Citizenspace responses to this part of the question, including 4 who did not want their responses published.

### **Benefits of less restrictive policies**

#### **Work nearer to home – reduce commuting.**

C4 C5 C7 C11 C17 C31 C42 C76 C81 C103 C123 C155 C156 C185 C186 C187 C194 C220 C236 C239 C282 C283 C290 C299 C301 C305 C309 C324 C327 C436 C352 C356 C393 C491 C447 C449 C475 C501 C502 C514 C517 C522 C538 C550 C576 C59 E1218 E1219 E1223 This was the most common response numerically. Responses were in favour of a wider range of rural employment as it would provide options and opportunities for those living in rural areas to work nearer home, which would reduce commuting and thereby aid carbon neutrality. Other benefits for carbon neutrality included that people living near their work would also help to sustain local communities, by using local facilities (C42 C326 C475) This would reduce the need to commute and also encourage more sustainable development across the district rather than continuing to expand Winchester onto green field sites (C155 C156). E1082 E1114 considered that this should allow for a wider range of employment options, particularly on the edge of sustainable settlements, with E114 citing Sutton Scotney

**Benefits of co-location.** C149 C324 C327 C342 C363 C408 thought that clusters of business could locate together. C324 and E1223 stated how use could be made of the increased permitted development rights in these clusters. C342 suggested small low impact business parks with landscaping to offset carbon footprint providing local employment with good broadband.

C291 C292 C361 C397 C399 C407 C461 C513 C567 C568 C569 C603 suggested innovative incubators utilizing links between the academic world, private sector and local government. The carbon neutrality objectives can drive the agenda and prioritisation of the ventures and initiatives

**Home working.** C42 C124 C208 suggested working from home, via space within the home or offices in gardens. Planning policies should make it easier for these to gain permission. C36 and C392 sought live/work units.

C168 and C319 thought there should be flexibility, but only if sites were close to existing residential areas. C177 thought that business opportunities should reflect areas usage and support for local communities.

#### **Transport**

A number of comments were received stating the importance of sustainable travel options in rural areas (C47 C393 C246 C462)

C574 Encourage bicycling and car sharing by imposing financial penalties on car use. All car parking should be charged for and car sharing should be encouraged.

C117 C198 C319 consider that with electric vehicles travel to work may be possible without a significant impact on carbon. C198 saying that charge points for electric cars could be made obligatory at remote work places

Other transport-related comments were - C346 - if other employers are in a rural location, such as Arquiva and IBM, there should be bus services provided by employer and/or council. Careful not to encourage dispersed activity requiring increased need for transport (C365)

**Amenity or environmental impacts.** A number of comments supported a flexible approach to rural employment, subject to any adverse effects on the local amenity or the environment (C295 C542 E1182 E1232 E1233) C40 C208 C305 stated that the B1, B2, B8 designation is a help to address conflicts, but is weakly enforced. C168, C259, C560 stated that industrial development would not be appropriate, with potential noise dust or light pollution. C542 considered that activities related to existing land use should be accommodated, but where there are new activities being introduced, more restrictions should apply.

C274 C420 C252, C532 suggested focusing on local food production.

C385 Need to balance keeping the individuality of various settlements, whilst allowing people to work nearer to home. However will need to retain, or improve access to bigger centres for access to leisure and entertainment

A number of respondent considered that there should be more flexibility as jobs are more important than carbon neutrality (C2 C3 C84 C207). C528 commented that not all rural businesses can be carbon neutral until such time as technology is both viable and available to all rural areas.

### **Reuse of existing buildings/sites.**

Flexibility would encourage reuse of existing buildings/widen reuse of agricultural buildings (C5 C42 C341 C345 C352 C379 C449 C488 C515 C557 E1219). Diversification allows farmers to protect the countryside and enhances rural communities( E1232). C144 it would avoid industrial development being approved.

### **Yes – miscellaneous reasons**

Several thought a wider range of uses would not necessarily conflict with carbon neutrality (C58 C293 C462 C521). Other employment options may be less carbon generating (C313).

C248 employment should be linked to local demand to provide truly local employment opportunities

## **Maybe – case by case basis Balance of objectives**

C25 There needs to be a balance between employment in rural areas and reducing reliance on the car. Employment should still be focused on rural settlements not in open countryside.

Applications must be viewed on a case by case basis (C25 C32 C78 C101 C113 E1228). C352 added they must be small scale only, in-keeping visually.

C22 considered that development has to be weighed against the employment options. People need jobs to live.

C15 Only IF this is a productive industry ie produces food or materials that would otherwise be transported much greater distances.

C560 Less travelling as buses in rural areas limited or extinct.

## **No**

Several respondents referred to inappropriate heavy goods vehicle traffic ruining rural roads (C116 C208 C243 C244 C277 C386 C543). C208 and C305 thought that rural industries should be sited within easy access to the highway network to compensate for this.

C23 Policies already facilitate appropriate rural economic development.

C75 That would just lead to more uncontrolled development and less green spaces. C95 restrict over development in rural areas C424. The rural environment needs to be protected from the ingress of industries and processes more suited to brown field sites (C376 C394) E1216 also thought this may led to less sustainable travel options.

But in keeping with the rural scale and environment. Strong planning guidelines needed (C439 C394).

C100 The rural areas need to stay rural to keep the balance of the region sound. Farming is an important part of the local economy, and one of the main attractions of the area is the number of wonderful paths, bridle ways etc there are here.

C244 Rural areas should be limited to sustainable employment employing local residents therefore supporting sustainable transport.

C298 Jobs in the countryside all seem to involve people driving from the towns. This is due to the lower cost of running a business in the countryside.

C334 new employment should be encouraged in areas of higher population density

## **Comments in relation to carbon neutrality.**

A number of responses agreed that rural policies could be more flexible, but that any uses needed to provide benefits towards carbon neutrality. Any buildings new or converted should meet carbon neutral standards (C36 C136 C365) with C245 and C343 saying carbon reduction should be built into the planning requirements. New and repurposed developments should include sustainable forms of energy (C301)

Reuse of rural buildings will produce benefits for carbon reduction compared to the carbon footprint of creating new builds and embodied carbon (C324 C352 C356 C383 C515 E1219 E1223).

Other points relating to the carbon neutrality in rural employment were - New employment opportunities in the rural areas should focus on Green economy (C223). Carbon neutrality is a positive business proposition particularly achievable when a business is successful. Provide the circumstances for success and the incentives for carbon neutrality (C46). Depends primarily on the occupants coming from a more or less carbon neutral location with carbon neutral travel (C36). The number one priority should be trying to keep people working locally and therefore driving new businesses into the countryside will not help the Green agenda (C33)

C453 I don't know enough about this, but restrictions should be widened to discourage carbon production!

C378 and C584 considered this would not necessarily have an effect on carbon neutrality.

C529 better building insulation, more renewable energy

Recycling moves towards carbon neutrality, but it is not a 'good neighbour'. Finding non rural solutions- e.g. creation of one or more Eco Parks for this purpose in the district would bring these to one site with good road, active travel, bus and rail links, and employment. It could generate power too.

C489 it is important that we don't allow further industrialization of our rural communities – i.e. there are far too many planning applications for waste disposal, recycling, aggregate manufacture in these communities and outlying fields.

C523 It shouldn't. C8 -It doesn't

C554 Some farmers seem to use agricultural barns as a means to create office or residential opportunity.

### **Miscellaneous comments -**

IT & broadband required (C252 C296 C365 C586)

Affordable housing is needed in the rural areas in order to support people living and working in the same place.,(C187 C514)

C393 This may mean creating genuinely affordable homes in the centre of Winchester for the lower paid workers, and moving well paid employment to or near the homes of the higher paid

E1244 E1234 A specific rural economic strategy is needed – focus on digital economy, the green economy, tourism & hospitality, countryside activities and farm diversification, young people.

E118 – the plan is too Winchester focussed, rural southern settlements need their own economies enhanced and supported

C360 Hursley IBM is one example of how rural employment can provide employment in rural areas. The problem of reducing delivery and car travel to such areas can best be dealt with by providing for methods of reducing this as part of the planning for each rural employment option.

### **General comments**

Don't know/no view C148, C256 C382.

Referred to previous answers to Q1 (118 C336 C516)

Comments about the SIP - C214 The use of 'this' is ambiguous. C306 This survey is too difficult for the general public to answer, too long, too confused and too wide ranging.

C593 There is very little survey information on what is meant by "rural employment" or what its characteristics are at the moment. ...if they can be characterized. Nor is it clear who would benefit from changed policies...the farmers, the owners of rural property or local people in need of jobs. A very clear objective is needed and some measure of the likelihood of success.

### **Additional Citizenspace question:**

#### **Q3b) What measures would support people working in rural areas?**

There were 154 Citizenspace responses to this part of the question, including 5 who did not want their responses published.

The majority of responses to this question were in relation to broadband and mobile phone service provision. A large number of comments sought better, more frequent and cheaper public transport services. The main finding from this question is the importance of the inter-relationship of these factors in order to support home working and a green economy - good broadband, together with public/sustainable transport & local facilities resulting in less need to travel.

Various measures would help to make communities more self-sufficient and encourage a locally-focussed economy. Work/community hubs with work facilities for those unable to work from home (eg internet, printers meeting rooms etc) along

with the development of supporting facilities nearby (eg cafes, shops leisure etc). Some support for a limited amount of housing development and also more affordable housing to enable people to continue to live locally and reduce commuting. This would also help to financially support local facilities and services.

Other comments suggested there should be a more flexible approach to employment uses in countryside, including allowing new developments for local businesses, as long as development is low carbon and does not have a negative effect on the countryside. Start-up/local businesses should be encouraged and supported with suitable premises and good broadband connections. A few specific comments were made about developing renewable energy industries and jobs in the green economy.

## **Responses in detail**

A summary of the comments received on particular factors, starting with the most commonly mentioned:

### **Internet and mobile phone coverage**

63 CS responses called for improved digital connectivity (better, faster broadband provision and mobile phone coverage.(C3, C4, C12,C17, C21,C22, C23, C32, C42, C58, C75, C78, C81, C87, C88, C103, C118, C124, C144, C160, C168, C187, C198, C208, C305, C223, C236, C243, C244, C252, C256, C283, C293, C295, C296, C301, C306, C341, C352, C372, C383, C385, C392, C393, C439, C449, C453, C457, C482, C505, C517, C521, C529, C538, C542, C549, C550, C554, C557, C586, C598 E1245 E1221 E1224)

Some comments specifically mentioned the need to upgrade quality fibre connections Kings Worthy was mentioned by one (C23) as an example of poor connections with too great a distance to the fibre cabinet.

14 of these respondents specifically referred to the need for better mobile phone coverage such as 5G service. One respondent said WCC should work with central government to ensure good high-speed telecoms infrastructure (C521)

One respondent said digital services should be grant-aided to achieve fast rollout and update with new technology (C243)

Two respondents said that the government scheme for upper-fast broadband is not working in Hampshire. The improvement of coverage should be a criterion for permitting erection of cell-phone towers. WCC could even build some of its own. (C208, C305)

### **Public Transport**

59 Citizenspace responses referred to better public transport, meaning mostly bus services. Many emphasised the importance of frequency and the pricing of the services. (C127,C248, C274, C326, C523, C542, C574 E1242 E1245) E1211 emphasised the importance of rural bus services for young people and entry level employment. C346 suggested it would help young people to stay in rural areas and could be underwritten by the council. E1224 stressed that active travel is not easy for some sectors of society. Some (C453) referred to community buses or the council to

pay for services or tax reductions for those in rural areas or financial incentives via the workplace. Until self-driving cars can be summoned it is unrealistic to expect buses to be able to take people everywhere (C574).

### **Sustainable Transport (17)**

A number of responses referred to the importance of cycle routes (C127, C148, C185, C343 E1245). Several responses emphasised the importance of the connectivity of services with each other and also between modal types of sustainable travel such as cycle routes and also footpath links (C127, C148, C365, C372, C394) together with encouragement of shared car use (C352, C586 E1242). Three respondents said electric cars would be helpful (C198, C557 E1245). Buses and off road cycle routes (C501) C36 stated that this depends primarily on the occupants coming from a more or less carbon neutral location, with carbon neutral travel.

Better working hours to fit with bus travel and a string of communities willing to use the bus (C586).

A circular continuous electric or hydrogen bus routes for the rural area (C345)

### **Improved Infrastructure for vehicles**

Less demonisation of car use and cheap petrol (C2, C21)

Improved parking and improved road infrastructure (C27,C248)

Fewer pot holes on the roads (C117)

People still need cars in rural areas (E1242)

Electric vehicles may enable travel to work without a significant impact on carbon, with charging points for electric cars obligatory at any such "remote" work places (C198).

Traffic calming in town /village centres, restrictions on vehicle types and weights on rural roads (C282)

Good communication routes (C576)

### **Community Hubs/sustaining communities**

The Local Plan should encourage each settlement and community to be sustainable by itself. Creation of Community-based Work Hubs could promote working-from-near-home, which would provide facilities such as working spaces, meeting rooms and printers. These home-based workers will require local facilities near to their homes; like more local cafes and shops. 'Community-based Working Hubs'. Each community could have communal 'pay as you go' spaces for local workers to use for meetings, a desk to work from or a space to collaborate. Working from / near home will reduce the number of commuters. C309

## **Employment types**

Planning policies which encourage business consent in rural areas.(C39) Permissive planning for employment sites (C123)

Each application for change of use of farm buildings to be considered on its merits. There is not a blanket "one size fits all" answer (C101)

Review of planning to favour smaller but wide ranging types of employment options. (C491)

Wider range of job opportunities (C245)

Development of high-value workshops and office space with transport and IT links. (C58)

Offices. Shops (C356)

Low carbon tourism (C365)

## **Employment Hubs**

Start-up hubs (C76) Work hubs to meet others, supporting local businesses with a shared car scheme (C586)

facilities for start-up groups to meet.

There was a suggestion trying to raise grants on a council crowd funding platform to support sustainability projects, green installation, environmental quality etc. I think that people are now far more aware of the need to reduce carbon both in urban and rural areas. (C42)

Work hubs to meet others (C586)

Small hubs for creative and high tech entrepreneurs, perhaps where businesses could meet together for mutual support (C149)

Encourage small businesses (C252)

Allocating small business parks/hubs (C559)

## **Improved premises**

Suitable flexible premises (C160, C168) More employment opportunities which are better placed to serve modern business requirements (C528)

**Support for local businesses (cheap)** - Introduction of 'affordable' commercial units secured through S106 agreements whereby the spaces are made available to local businesses and let at a pre-determined affordable tenancy rate (C113)

More cost effective accommodation, together with broadband (C482)

Suitable, flexible premises (C160, C168, C580)

## **Home-working**

Lower council tax for all those working from home (C136) Grants to work closer to home (C177)

Buildings should meet carbon neutral standards and be combined live/work locations (C36)

More flexibility in allowing people to run businesses from home (C475)

Supporting an increased level of working from home (C580 E1082 E1114)

### **Rural economy and land-based activities**

Agricultural or horticultural activities or businesses with continuous production cycles require affordable on site housing. (C15)

Rurally sensitive enterprise activities should be promoted. (C76)

Farm diversification grants (C187)

Policies could encourage return of land to woodland for example as part of any change in use (C198)

Encourage food production (C252 E1245)

Support real farming and equestrian facilities (C278)

Rural areas will provide less and less agricultural employment as automation takes over many tasks, so other employment options are needed (C313)

Providing a range of low impact accommodation for employment use, including rural trades and jobs which encourage the community to work locally (C342)

A greater focus on the green economy and jobs in the agricultural, wildlife and forestry professions (C372)

Need a balance in maintaining rural employment such as farming and market gardening with providing employment for rural economies that is carbon neutral and allows equal opportunity for those who live in a rural area compared with those who live in Winchester. But should not be an excuse for ribbon development of the south Hants villages. Enough green belt provision must be provided (C395)

Support for a local food infrastructure, with policies to protect, enhance and make available all grade 1 and 2 land for community growing and sustainable commercial agriculture through a land use management strategy (C516, C532, C535, C535)

Preference given to the conversion of redundant farm buildings into commercial rather than residential use (C543)

The rural economy is a key part of the district. Not just for land-related activities, but also creative, high tech and green economy businesses at small scales, frequently working from home (C580)

### **Development on towns**

Small workshop developments. on the outskirts of market towns (C282)

Rural communities can expand organically, with local employment nearby (C319)

Improvement to the facilities in the larger developments and good transport links to the towns/centres of leisure/entertainment too (C385)

### **Employment near to homes**

Towns & villages to be more self-contained (C299 C360 C596 E1238)

### **Local Facilities and Services**

Respondents highlighting importance of supporting uses near to work and home to support businesses and reduce commuting.

Local/community shop (C11, C47, C118, C127, C187, C326, C360, C514, C560, C561, C596 E1245)

Food and drink (cafes, restaurants /bars etc) (C47, C118, C127, C326, C360, C561  
Social engagement opportunities for home-workers (C393) (561 refers to social infrastructure)

Amenities (C514)

Local school (C11)

Mixed uses (C47)

Post offices (C187, C239 C326, C560) post office/bank (C326) shared provision eg printing mail services for small businesses (C239)

Large medical centres or 'cottage' hospitals (C301)

Local sport and leisure facilities, gyms (C326, C561, C596)

Local affordable childcare support (C408)

### **Housing (general and affordable & live/work)**

Cheaper/affordable housing 14 CS (C84 C118 C192 C259 C301 C346 C393 C420 C500 C502 C514 C555 C580)

Local authority – 301 514 555

Local cost lower wages - People working in rural communities are paid less and therefore find it difficult to afford accommodation in the area. They need to be given assistance (C192 C500)

More low-cost housing - currently the villages are largely the preserve of affluent retirees or commuters (C346) To allow young or singletons to live locally and not be forced out by second homes (C502) Small (up to 20-30 houses) developments of affordable, preferably public sector, housing allowed in small settlements where there is a shortage of housing. These should be a mix of for rent and to buy (C555)

Limited expansion of smaller towns and villages – C462 Should be low cost (C420) Adding on a few houses to smaller villages would prevent them dying, would encourage village shops, local entertainment and leisure and reduce the need to

travel (C304) Prioritise settlements with a good level of local services eg Wickham and New Alresford, Denmead (E1118, E224 E1123)

Discrete small scale rural exception site (C27 E1224)

Priority home schemes - PCC's should be strongly incentivised to allow developments in villages that are prioritised for those working in local business or who are from the local area (C187)

Housing that is affordable to a younger, well-educated population who will drive the businesses that the district wants to encourage (C580)

Live work - Design of new houses should include a small room which can be used as a study/office to enable home working. Planning permission should be easier for garden pods to be used as offices and for the conversion of rural barns and outbuildings to be similarly converted (C42)

### **Miscellaneous Comments**

E1240 SDNPA importance of tourism and recreation to the rural economy, especially all year round tourism. But need to be sensitive to local natural and historic environment.

Depends primarily on the occupants coming from a more or less carbon neutral location with carbon neutral travel. (C36)

Employment and public transport (C5)

Jobs (C118)

Local business growth initiatives (C296)

Working from home should be the way of the future – enabled by good internet/mobile phone and public transport services (C244)

A growth strategy that addresses rural deprivation by providing and enhancing work opportunities near settlements with a range of existing facilities, so people can use active travel (walking and cycling) to move between home, work, shopping and leisure facilities (C291, C292, C327, C361, C397, C399, C407, C461, C513, C567, C568, C569, C603)

A wider range of rural employment opportunities would help those living there avoid the need to travel (C42 C299 C393)

If there were better development of rural employment and facilities, then this may help to reduce rural deprivation (C408)

More funding for Sparsholt for courses on Arboriculture and Robotics. Better ties with Commonwealth countries e.g. Canada (C424)

Allowing small scale office development on brown sites (C576)

Flexibility and fostering an enhanced natural and built environment where connectedness is key will encourage creative and knowledge-based industries to stay and thrive in Winchester district (C580)

Employers taking advantage of and training the local population/workforce in conjunction with educational institutions (C596)

Better recycling facilities (C117)

People would need to travel less (C290)

Don't know (C351) Lack of survey information limits the usefulness of any answer (C593) Who knows in the light of recent workplace changes? (C186)

Allowing renewable energy (solar farms), windmills etc (C376)

More decisions taken by local councils, in rural areas by parish councils. Sensible policies properly enforced (C584)

#### **Q4. How can the Local Plan support home working and move towards a green economy?**

Similarly to the responses on the rural economy, the majority of the responses cited a need for excellent broadband and mobile phone provision. Another theme was the need for a range of supporting facilities and services to enable from/near home working. There was a lot of support for having larger dwellings and gardens to allow for additional workspace. There is a need for sustainable transport options. There was support for greater energy efficiency standards in dwellings and for local small scale renewable energy generation.

There were 210 citizenspace responses to this question including 5 who did not want their responses published.

#### **As above**

C23 C58 C88 C42 C123 C136 C155 C252 C299 C580 C584 C586 (create enterprise zones which attract funding for start-ups C42)

#### **Better Broadband/mobile FTTP**

C2 C3 C5 C7 C22 C27 C28 C32 C33 C40 C75 C76 C81 C87 C95 C119 C124 C127 C135 C144 C149 C155 C160 C164 C168 C176 C177 C187 C190 C192 C199 C200 C214 C223 C239 C243 C244 C248 C249 C256 C259 C264 C274 C278 C283 C287 C293 C295 C301 C308 C 313 C326 C334 C335 C337 C341 C342 C343 C345 C352 C365 C382 C386 C393 C395 C396 C408 C416 C424 C437 C439 C440 C441 C447 C452 C457 C461 C462 C480 C482 C491 C494 C502 C505 C513 C514 C517 C521 C529 C538 C539 C542 C543 C549 C552 C554 C557 C560 C563 C567 C568 C569 C574 C590 C603 E1216 E1218 E1221 E1228 E1232 E1233 E1237 E1238

C40 C87 C95 C144 C155 C243 C244 C295 C313 C334 C341C416 C491 C542 C543 C557 C563 (mobile phone also mentioned)

C243 – constant mobile phone cover and grant aided to achieve fast rollout.

Particularly in rural areas on the outskirts of villages (C264)

Low cost broadband (C76 C192 C259 C514 C521) Free wifi in the city centre (C502)

Ensure the digital infrastructure is fit for purpose and is not acting as a constraint on economic activity (291 292 361 372 397 399 407 421 461 513 567 568 603 407)

### **Local Facilities**

Local supporting facilities to enable working from home, such as for provisions or for social interaction, such as local shops, post offices and banks, cafes and other meeting places. Those that support businesses (C32 C57 C124 C239 C249 C321 C385 C437 C447 C452 C488 C515 C532 C535 E1121 E1123 E1124)

Perhaps adjacent to local schools. Social benefits of interaction (C348)

Greenspace (C2 C33 C164 E1123 E1124 E1238) play areas (C167) Designated Low Transport Nature Parks in villages (C343)

Leisure facilities (C2)

Child care if required (C22) within walking distance and part of every development of more than 250 units (C27)

Education (C2)

Community growing spaces (C516 C532 C535)

### **Community hubs** C4 C15

Better community hubs and workspace facilities within easy access of home might be a better solution than working from home (C4)

C15 Provide incentives for the establishment of local "business support centres" and other facilities, eg cafes in areas where there aren't any (e.g. at community shopping centres or parades) for home-based workers across the whole district (C596)

Alternative could be a village "hub" / community centre where peripatetic businesses would call weekly to provide these services. With more home workers (with excellent broadband) these local mobile businesses would get sufficient custom (C15)

### **Supporting factors**

More security (C32)

Local delivery drop off hubs to reduce ferrying of goods (C345)

**Fiscal measures/community support.** C191 C352 C439 C453

Carefully consider support Mechanisms and how they impact behaviour (C46)

Grant-based internet/ donate laptops (C177) IT support (C199)

Abolish local councils and cut taxes and rates (C191)

Adjustment of business or council tax rates (C453)

An allowance offset via Council Tax (like HMRC allowance) (C352 C439)

Grants for viable workspace in homes or gardens (C500)

Subsidies for home workers e.g. equipment. Broadband etc (C596) Financial incentive for home working (C301)

### **Shared Workspaces/office hubs**

C2 C17 C27 C37 C347 C348 C522 C56 E1238

Low rent for those who lack space for home office (C17)

To rent by the hour/day – social benefits of interaction (C37)

Homeworking not necessarily the answer. Multiplicity of small local offices at reasonable rents, rather than people travelling to one large office. Benefits of social interaction and internet connection. C198 E1182 E1218. The costs of a multiplicity of small offices may be an issue. To reduce costs could benefit all (C198)

### **Conversion from/to residential**

Re-development of town centre properties for co-working space and residential use (C223) or for pure workspace (C563)

Promote high density car-free development in the city and urban centres (C248)

Develop brownfield sites in city centre so people can walk/cycle to work (C363)

Allow flexibility on conversion of existing offices and restrict new development elsewhere (C246)

Support change of use from residential (C290)

A positive presumption on change of use (C376) Planning restrictions lifted (C356)

### **Development strategies**

Allocate a strategic growth location that has critical mass that will facilitate local living through a series of place-making principles: creating spaces that are multi-functional, attractive, and functional enabling people to work and socialise within their neighbourhood without the need to travel by car. Strategic scale viable development, supported by a comprehensive package of infrastructure (E1121).

Don't build large scale housing where people must use cars to either sustain or entertain themselves (C296)

Include small business units in larger housing developments (C301)

Support development in residential areas, giving people recreational spaces and chance to meet others (CC393)

Build new homes close to existing village centres and adjacent to current settlement without creating ribbon developments (C583)

Encourage the supply of near to home workplaces (C393)

Encourage live/work development, rather than just work or just live (C392)

Each settlement should be self-sustaining, with 'Community-based Working Hubs', that facilitate working from or near home. These hubs provide facilities such as working spaces, meeting rooms and printers. Communal 'pay as you go' spaces for local workers to use for meetings, a desk to work from or a space to collaborate. (C309)

A carefully thought through regeneration of the City and a look at each village  
Consider getting more economic and retail information and data on home working issues to enable this (C326)

Always promote previously developed (brownfield) sites first as they are more sustainable than greenfield. C327 C421 C461 C513 C567 C568 C569 C603)

Identify under-utilised land and buildings, promote regeneration and reallocation to other uses as they are more sustainable. (C325 C421 C461 C513 C567 C568 C569 C603)

### **Public transport**

C12 C155 C187 C249 C274 C342 C343 C346 C365 C396 C449 C539 C578

Free or cheaper and frequent public transport (C274 C346 C539). C274 suggested free park and ride

Integrated transport system with transferable tickets to support part-time commuting. Work with the bus companies and local rail (C396 C449 E1228).

### **Active travel**

The plan should encourage alternative means of travel. Improved cycling and walking infrastructure is needed (C12 C33 C187 C249 C393 C346 C361 C365 C396 C452 C578) This would assist with travelling between communities, home and work and between work meetings (C12 C33 C249 C393). Specific suggestions were cycle lanes (C33) shared bike schemes (C596)

Provide EV charging points (C164 C361 C372 C407 C461 C513 C539 C567 C568 C569). C117 suggested subsidising people's electric transport.

Encourage shared car use, or incentives for cars to be hired on ad hoc basis (C248 C280 C596). Charge for work-based car parking (C574)

Low carbon freight distribution (C365)

### **Housing design**

Many responses that new houses should have enough space for working within the home or enough garden area for a home office or other business space. C47 C87 C150 C208 C248 C260 C277 C280 C301 C305 C439 C530 C543 C550 C559 E1128 E1232 E1238. Including council and social housing (C586)

Several suggested fast tracking planning applications for home office/studio extension (C150 C301 C439 C543 E1219). C208 C248 and C305 suggested that

they could be considered permitted development and could be excluded from CIL, or given rate relief.

More individualistic style housing like Poundberry (quality of life and wellbeing) (C33)

Airy conditions with room to work (C88 E1238)

Design of new homes to support conviviality and create vibrant neighbourhoods(C47)

Purposefully designed home working areas/studies policy include in the plan (C340)

New houses should be designed with greater flexibility to make adaptations feasible and to offer either large gardens or easy access to communal green spaces (or both) (C480)

Home-working will reduce in popularity once businesses return to full operations. Applications for extensions to private dwellings should be dealt with under existing building regulations (C286)

Allow businesses to be run from home (C475) E1228 considered this should be encouraged subject to impacts on local amenity and the environment.

### **Energy efficiency**

Better energy efficiency for homes and buildings by driving energy efficiency renovations (C327 C363 C421 C461 C513 C567 C568 C569 C596 C603)

Support and encourage the use of renewable energy (C376 C421 C461 C501 C513 C567 C568 C569 C596 C603) E1237 Support community energy generation projects and wider use of renewable energy sources.

More focus on locally sourced renewable energy e.g. on roofs of housing. A higher priority than solar farms (C78)

Ultra efficient heating and insulation should be mandatory in new property (C282) Assist with insulation in properties (C514) Environmentally efficient homes (C561)

### **Is it a good thing?**

Some comments suggested that home working is occurring in any event and it was not needed/not the council's remit to influence this (C319 C253 C394 C489 C539) A few comments stated that home working would not suit everyone C10 C84 (such as young people C10). There was also a concern that there may be negative impacts on the vitality and viability of town centres as a result of home working (C36 C186 C489).

There will be a continuing need for travel to work at least a few days a week (C118)

It shouldn't. Green policies make for poor public policy (C523)

Very easily if the will if there (C576)

Co-ordinate with SDNP who have a similar policy (C593)

Encourage it (C148)

It needs to be part of every new initiative (C11)

### **Don't know/no comment**

C25 C101 C351

### **Miscellaneous comments**

Southampton City Council supports Winchester's efforts to develop policies that encourage working from home (E1220).

Don't build on the very few accessible wild and green spaces that still exist. (C555)

Flexible implementation including lack of enforcement and flexible application of Council Tax (C21)

Winchester could become a tech start up hub (like Cambridge) or maybe a green start up hub (C392)

Embrace employers / companies that align with carbon reduction/neutrality (C352)

Use new carbon free building products (C356)

Reduce inward and outward commuting. For example, by improving digital infrastructure to allow more people to work-from-home, encourage new work-near-home facilities, generate high value jobs to retain workers within the area and provide affordable homes for those with lower incomes who cannot afford to live near to their place of work (C447)

Ensure electricity infrastructure is robust – e.g. outages (C542)

Create Incentives for Winchester based businesses supporting sustainability and green economy particularly in data analytics (C603)

## **NEXT STEPS FOR VIBRANT ECONOMY**

- Develop strategies that link with WCC's Carbon Neutrality Plan and the Green Economic Strategy – consider policies and possible site allocations in association with this
- Review existing employment and rural policies of the plan to consider increasing flexibility whilst protecting countryside and the local amenity
- Develop strategy for Winchester town centre to encourage residential and greater mix of uses.
  - Review existing town centre uses policies to update in view of changes in government guidance (increased PD rights, new Class E) and changes in economy (retail and office accommodation requirement) (Consider existing/potential site allocations/design coding)

- Need for and timing of, any updated Employment Land Review and Retail & Town Centre Uses studies
- Consider need for a home working policy to take account of requirements for larger dwellings and gardens and local amenity issues
- Wider issues of broadband provision, sustainable travel, affordable housing, facilities and services in settlements to be considered as part of overall local plan strategy.