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

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, Arquiva, 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 enreyg 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
TOTAL ANSWERED	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 polices but all more peripheral areas should be subject to more relaxed polices 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 (E!221 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

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?

0 1 1

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

0 2 8

Have Your Say Website Polls – How would you like town centres to evolve in the future?

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

0 1 9

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

0 2 6

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
TOTAL answered	603	1	9	613	

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
TOTAL answered	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 that 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 tot 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 toursin 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 that 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.