

**YOUR PLACE
YOUR PLAN.**
Winchester District Local Plan

LOCAL PLAN UPDATE

Regulation 18 Consultation

LPAG meeting 8th March 2023



KEY AREAS OF FOCUS FOR THE PLAN:

Local Plan Regulation 18 Consultation Period: **02 November to 23:59 hours on 14 December 2022**

Where we
are with the
LOCAL PLAN



- All of the consultation techniques that we used for the SIP consultation were reviewed as we were keen to expand on our award winning approach to see what other techniques we could use to engage with the maximum number of people.
- Increased our radio and press coverage of the LP consultation as well as undertaking a number of LP drop-in events across the district and two specialised online events.
- Officers attended a number of lunchtime drop-in events at Sparsholt College, University of Winchester and the Peter Symonds College.
- The number of respondents to this public consultation was even higher than the SIP public consultation.



KEY AREAS OF FOCUS FOR THE PLAN:



Vision and Objectives



**Carbon Neutrality and Designing
for Low Carbon Infrastructure**



**High Quality Well-Designed Places
and Living Well**



**Sustainable Transport and
Active Travel**



**Biodiversity and the Natural
Environment**



The Historic Environment



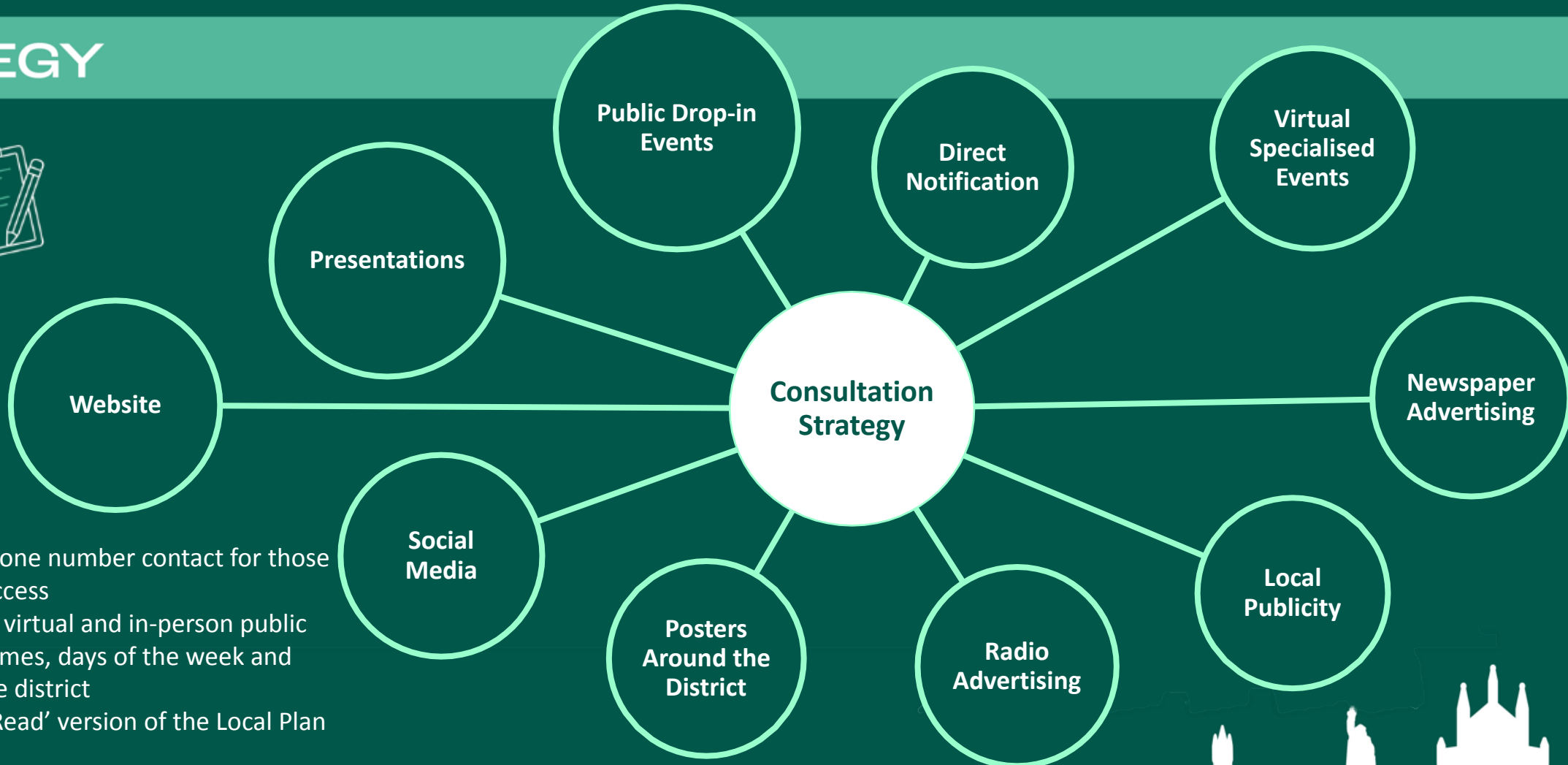
Homes for all



Creating a Vibrant Economy



STRATEGY



ACCESSIBILITY

- Advertised with phone number contact for those without internet access
- Completed various virtual and in-person public events at various times, days of the week and locations across the district
- Provided an 'Easy Read' version of the Local Plan



ENGAGEMENT & OUTCOME

ENGAGEMENT

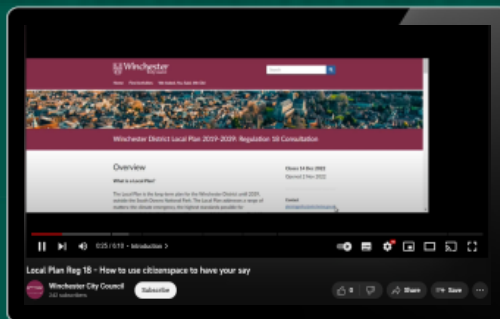
18 Facebook
Posts

Reach:
8346 (organic)
6957 (paid)

Engagement:
301 (organic)
811 (paid)

398

PEOPLE WATCHED THE VIDEO ON HOW TO
SUBMIT YOUR COMMENTS ON CITIZEN SPACE



OUTCOME

7777

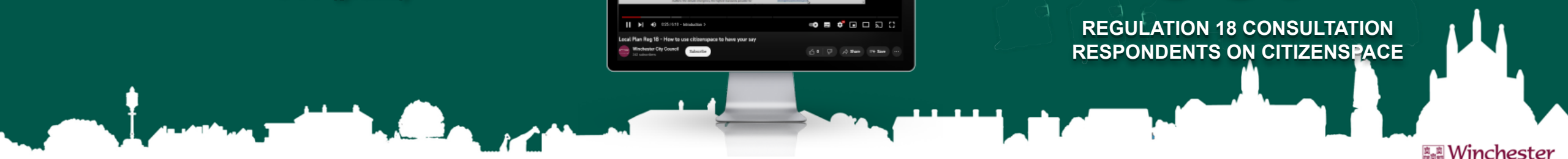
TOTAL WHICH STATED THEY EITHER SUPPORTED, OBJECTED
OR NEITHER SUPPORTED OR OBJECTED

3438

WRITTEN RESPONSES

967

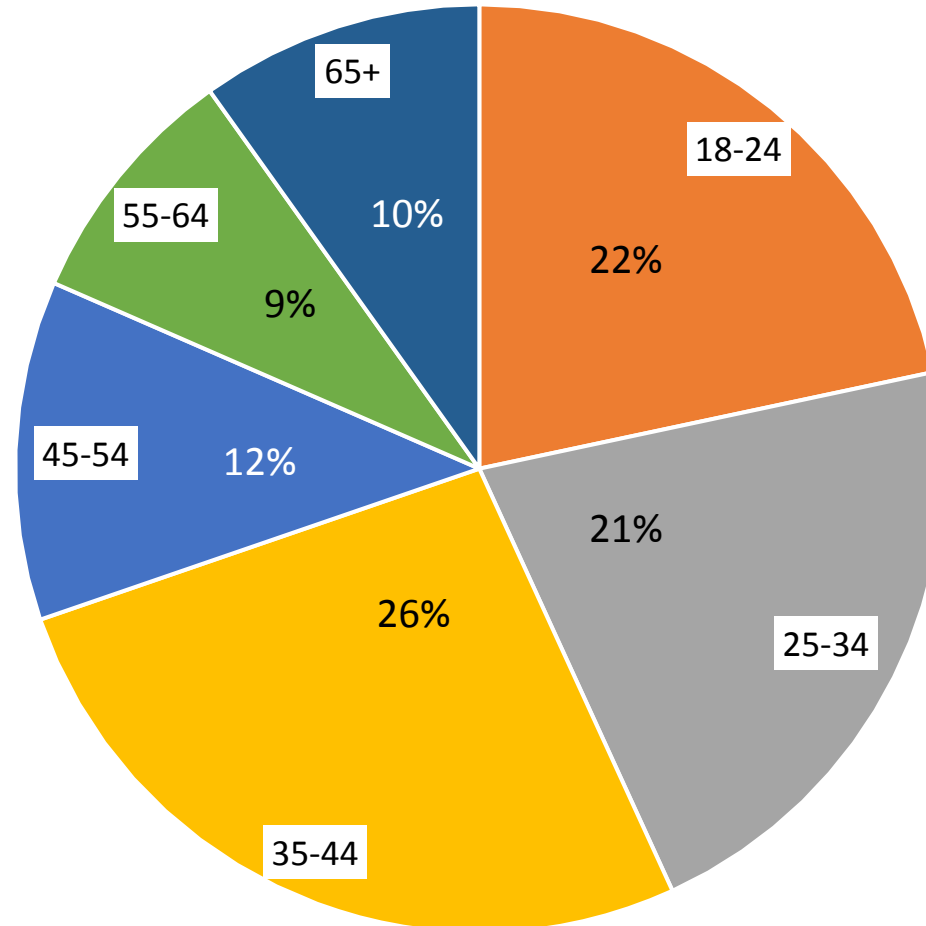
REGULATION 18 CONSULTATION
RESPONDENTS ON CITIZENSPACE



ENGAGEMENT

OUTCOME

Facebook reach by age group



Winchester City Council utilised continuous paid advertising in regional radio stations to publicise the consultation.

On Winchester Radio, the advertisement was broadcasted **6 TIMES PER DAY,** **EVERY 3 HOURS,** BETWEEN 06:00-11:59, **EVERY DAY** OF THE WEEK



On Bauer Media Digital Stations, the advertisement reached **250,016 impressions** over the 6-week consultation period, all within the Winchester District.



GREATEST HITS RADIO



Absolute Radio



250,016

DIGITAL CAMPAIGN IMPRESSIONS



YOUR PLACE YOUR PLAN. DESIGN AND BRANDING GETTING THE MESSAGE OUT THERE

Winchester District Local Plan

Winchester City Council used paid advertising in newspapers to publicise the consultation.

These half page advertisements were released in three different papers at the beginning, middle and end of the consultation period.

These papers were:
The Hampshire Chronicle
Mid Hampshire Observer
Portsmouth News

Advertisements could be seen in both digital and hard copies of the newspapers.

A **statutory notice** was also published on 02 November 2022.

Winchester City Council Public Notice
Winchester District Local Plan 2039
– Consultation Draft Local Plan
(Regulation 18: Preparation of a Local Plan)
Planning and Compulsory Purchase Act 2004
Town and Country Planning (Local Planning) (England) Regulations 2012

Winchester City Council has published a 'Consultation Draft Local Plan' under Regulation 18 of the above Regulations for a period of 6 weeks from 2nd November 2022 until midnight on 14 December 2022. The Draft Local Plan consultation invites you to submit your views on the draft policies and site allocations that the new Local Plan 2039 needs to include. This consultation will inform the 'publication' version of the draft Local Plan, which will be published for further consultation in August 2023.

The new Local Plan 2039 will cover all of Winchester District except for the part within the South Downs National Park (which has its own Local Plan). The Draft Local Plan will set out the development strategy and policy framework for the area and allocate or designate land accordingly. Once adopted, the new Local Plan will be used to guide decisions on planning applications up to 2039.

The Draft Local Plan has taken into account comments received on the 'Strategic Issues & Priorities' consultation document, published February 2021. This set out alternative ways in which the District (outside the National Park) might be able to accommodate the development that it needs to plan for and what the future strategic vision should be for the District. These have helped the Council to develop the planning policies and site allocations contained in the Draft Local Plan. An 'Integrated Impact Assessment' (including Sustainability Appraisal) and a 'Habitats Regulations Assessment' of the draft Local Plan is also published for consultation.

The consultation documents and associated evidence documents can be viewed online on the City Council's website: www.localplan.winchester.gov.uk, where information is available on how to submit responses electronically (the preferred method). Paper copies of the consultation documents are available at City Council's main reception and at local libraries. Comments can be emailed to planningpolicy@winchester.gov.uk, or can be submitted by post to Planning Policy Team, Winchester City Council, City Offices, Colebrook Street, Winchester, SO23 9LJ.

All responses should be received by 23:59 hours on 14 December 2022. Please be aware that anonymous responses cannot be accepted and all comments will be made available on the Council's website (address and contact details will not be released).

Adrian Fox
Strategic Planning Manager, 2nd November 2022



YOUR PLACE YOUR PLAN • LOCAL PRESS GETTING THE MESSAGE OUT THERE

Winchester District Local Plan

YOUR PLACE YOUR PLAN

Winchester District Local Plan

Many residents have been part of developing the Local Plan.

Our draft 'Regulation 18' Local Plan is out for consultation from 2 November 2022 until midnight on 14 December 2022. Some of the priorities in the plan include:

- **Affordable housing** - recognising its more difficult for all, especially younger generations to find homes they can afford, for the first time, the plan replaces an 'expectation' for affordable housing that was too often missed, with a minimum requirement that developers have to achieve.
- **A brownfield site first** approach across the district. All sites put forward in the plan have been assessed to have the best sustainability and have the least environmental impact on our district. 90% of sites submitted by developers have not been included.

Let us know what you think here: www.localplan.winchester.gov.uk

Winchester District Local Plan 2039 Consultation

Have your say - it's your place, your plan!

Winchester City Council has published a new draft Local Plan which is open for public consultation for a period of 6 weeks from Wednesday 2nd November until 23:59 on Wednesday 14th December 2022.

The Local Plan is the long-term plan for parts of the Winchester district outside the South Downs National Park. Focusing on development until 2039, the plan addresses a range of matters: the climate emergency, the highest standards possible for environmental design for homes and for commercial development, affordable housing, low carbon methods of transport and the natural and historic environment.

The council is looking for your views on a range of policies and sites that have been allocated for future development. We want to hear from you and other evidence documents can also be viewed online at the new Local Plan website www.localplan.winchester.gov.uk

Your input in the next stage of your Local Plan process is extremely important and the council look forward to hearing your views.



Winchester

Local Plan (Regulation 18)

Prepared for changes to the Local Plan

- 1. **How the plan supports the area's growth** (Regulation 18), that includes the proposed development plan for the period 2023-2039 for the area.
- 2. **How the plan supports the area's growth** (Regulation 18), that includes the proposed development plan for the period 2023-2039 for the area.
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- 9. **How the plan supports the area's growth** (Regulation 18), that includes the proposed development plan for the period 2023-2039 for the area.
- 10. **How the plan supports the area's growth** (Regulation 18), that includes the proposed development plan for the period 2023-2039 for the area.

Scan the QR code below or have your say at www.localplan.winchester.gov.uk

It's your place, your plan!



YOUR PLACE YOUR PLAN

Winchester District Local Plan

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Parish and Town Councils, Ward Councillors and planning/design organisations also publicised the consultation to increase engagement with local residents and workers in the Winchester District.

Bishop's Waltham Matters

Winchester City Council District Draft Local Plan

YOUR PLACE YOUR PLAN

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Winchester City Council is looking for your views on a range of policies and sites that have been allocated for future development. We want to hear from many organisations and individuals as possible to be part of this process to help them decide the new Local Plan that will set out the future of the district.

All details can be found on www.localplan.winchester.gov.uk



SPECIAL EDITION NEWSLETTER - WINCHESTER CITY COUNCIL DISTRICT DRAFT LOCAL PLAN

Winchester District Regulation 18 Draft Local Plan 2019-2039

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Heritage and Growth in Cathedral Cities: finding a better balance

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LOCAL PLAN 2019 - 2039

PUBLIC CONSULTATION

HAVE YOUR SAY ON THESE TOPICS

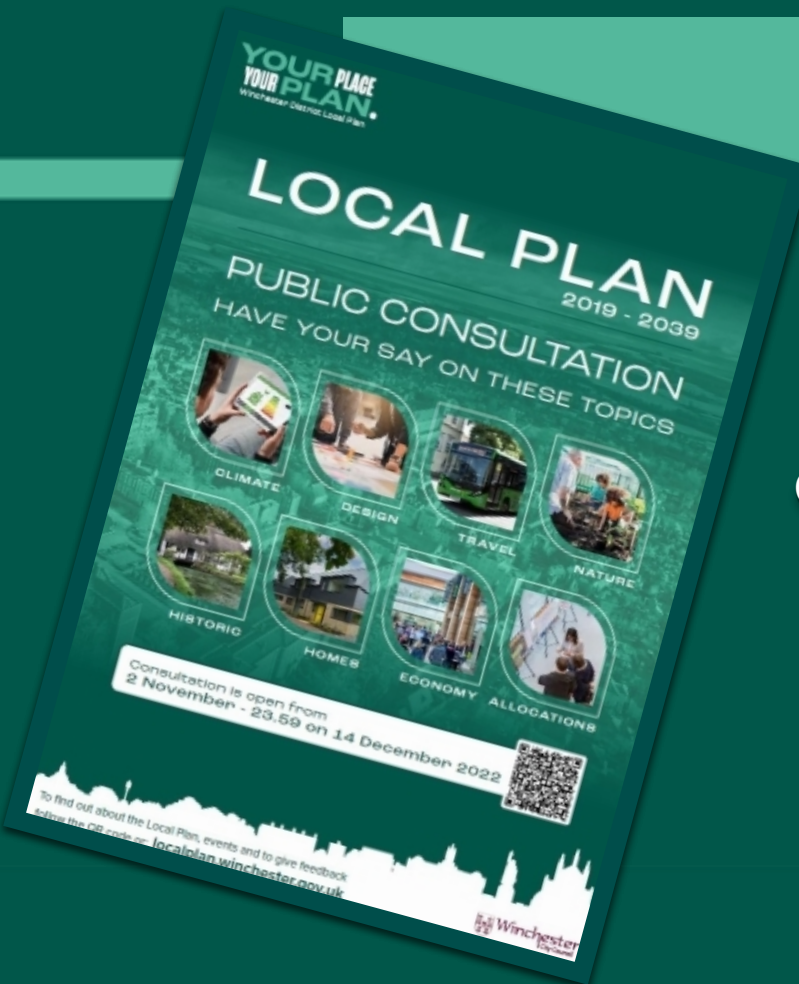
Both online and hard copy provisions of newsletters, notices and articles supported residents, businesses, charities, and organisations to have their say.



YOUR PLACE YOUR PLAN.

Winchester District Local Plan

DESIGN AND BRANDING GETTING THE MESSAGE OUT THERE



507

Posters printed and distributed across the district

POSTERS SENT TO:

- Parish Councils
- WCC Departments
- Gyms and Leisure Centers
- GP Surgeries / Hospital
- Bus stops
- Colleges and Universities
- Places of Worship
- Community Centers
- Libraries
- Car parks
- Public Notice boards

WITH SUPPORT FROM:

- Estates Team
- Business Support Team
- Sheltered Housing Team
- Customer Services Team
- Facilities Team
- Community Safety Team
- Environmental Services Team

YOUR PLACE YOUR PLAN.

Winchester District Local Plan

DESIGN AND BRANDING GETTING THE MESSAGE OUT THERE



**YOUR PLACE
YOUR PLAN.**
Winchester District Local Plan



CLIMATE

HAVE YOUR SAY



**YOUR PLACE
YOUR PLAN.**
Winchester District Local Plan



TRAVEL

HAVE YOUR SAY



**YOUR PLACE
YOUR PLAN.**
Winchester District Local Plan



HOMES
FOR ALL

HAVE YOUR SAY



**YOUR PLACE
YOUR PLAN.**
Winchester District Local Plan

BE HEARD HAVE YOUR SAY
CONSULTATION CLOSES 14 DECEMBER



**YOUR PLACE
YOUR PLAN.**
Winchester District Local Plan

HARD TO REACH GROUPS GETTING THE MESSAGE OUT THERE

In recognition that Gypsies and Travellers are hard-to-reach groups, Winchester City Council employed **Opinion Research Services (ORS)** to reach out and contact these communities.

ORS prepared the Gypsy and Traveller Accommodation Needs Assessment.

Gypsy and Traveller groups in the Winchester District were sent a letter encouraging them to speak to ORS directly about any new sites or provide comments on draft policies.

An **Easy Read** version of the draft Local Plan was also produced to increase accessibility for those with disabilities and other hard-to-reach groups.



In order to reach young people, the Strategic Planning team engaged in **social media advertising** and **lunchtime pop-up events** at Peter Symonds College, Sparsholt College, and the University of Winchester

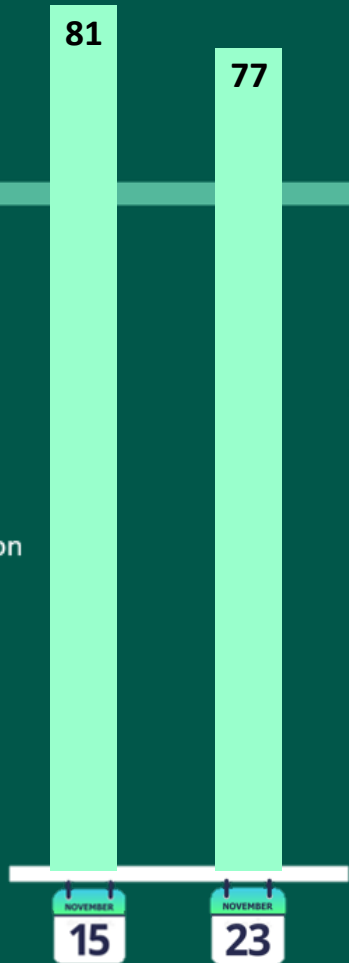


EVENTS - GAINING INFORMATION

SPECIALISED VIRTUAL EVENTS

LIVE EVENTS

-  LinkedIn - Advertisement and promotion
-  Eventbrite - Attendee Management
-  MS Teams - Hosting live events
-  YouTube - Publishing event recordings



Our specialized virtual events were during the consultation on topics of carbon neutrality, homes for all and design. These included presentations guest speakers who are experts in the field of topics chosen.

Raising the Bar on Design
15 November 2022



**- Setting the Standard on Net Zero
Carbon Homes**
23 November 2022

158

TOTAL VIRTUAL EVENT
ATTENDEES

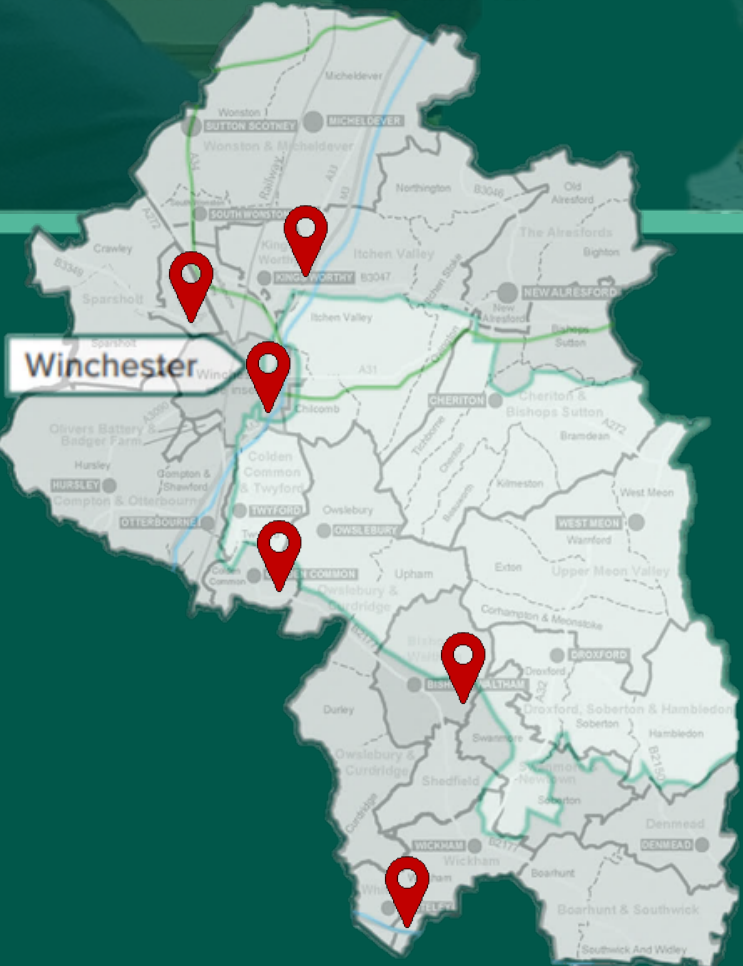
213

VIEWS OF LIVE EVENT
YOUTUBE RECORDINGS



EVENTS - GAINING INFORMATION

PUBLIC DROP-IN EVENTS



INCREASED ACCESSIBILITY BY:

- Multiple locations in the North, South and Centre of the District
- long sessions between 14:30-19:00
- Alternating days of the week
- Accessible locations and venues
- Mixture of online and in-person events

Date	Time	Location	Number of attendees
Monday 07 November	14:30-19:00	Kings Worthy	10
Friday 11 November	14:30-19:00	Whiteley	29
Friday 18 November	14:30-19:00	Bishops Waltham	73
Tuesday 22 November	14:30-19:00	Winchester	27
Thursday 24 November	14:30-19:00	Colden Common	51
Tuesday 29 November	15:30-19:00	Littleton and Harestock	37

EVENTS - GAINING INFORMATION

PUBLIC DROP-IN EVENTS



TOTAL OF AT LEAST

227

PUBLIC DROP-IN
EVENT ATTENDEES

AT LEAST **37** HOURS in face-to-face consultation with the public, including universities, colleges, online Q&As and drop-in sessions around the district.

EVENTS - GAINING INFORMATION

PRESENTATIONS

Before and during the Regulation 18 consultation period for the draft Winchester District Local Plan 2039, several presentations were held at the following events to reach a wide range of groups and organisations.

These presentations are regarded as a key method of public consultation, informing attendees allowing for questions and debates that further understanding and engagement.

Date	Time	Meeting/Organisations
01 November	18:00-19:30	West of Waterlooville Forum
04 November	08:00-12:00	Chamber of Commerce & Business Improvement District
09 November	18:30-20:00	Town Forum Briefing
15 November	15:00-17:00	Parish and Town Council Liaison Meeting
21 November	11:00-12:00	NHS Modernising our Hospitals and Health Services Programme Partner Group
30 November	14:00-15:30	University of Winchester



Consultation responses

Vision and Objectives

Written comments to analyse	
Policy SP1 - Vision and Objectives	84
Policy SP2 Spatial Strategy and Development Principles	90
Policy SP3 Development in the Countryside	44
Total	218

Consultation responses

Carbon Neutrality and Designing for Low Carbon Infrastructure

Written comments to analyse	
Policy CN1 Mitigating and Adapting to Climate Change	73
Policy CN2 Energy Hierarchy	34
Policy CN3 Energy Efficiency Standards to Reduce Carbon Emissions	73
Policy CN4 Water Efficiency Standards in New Developments	24
Policy CN5 Renewable and Low Carbon Energy Schemes	39
Policy CN6 Micro Energy Generation Schemes	17
Policy CN7 Energy Storage	11
Total	271

Consultation responses

High Quality Place and Living Well

Written comments to analyse	
Policy D1 High Quality, Well Designed and Inclusive Places	53
Policy D2 Design Principles for Winchester Town	30
Policy D3 Design Principles for South Hampshire Urban Areas	5
Policy D4 Design Principles for Market Towns and Rural Villages	20
Policy D5 Masterplan	37
Policy D6 Brownfield Development and Making Best Use of Land	46
Policy D7 Development standards	13
Policy D8 Contaminated Land	8
Policy D9 Impact of Overheating	10
Policy D10 Shopfronts	7
Policy D11 Signage	6
Total	235

Consultation responses

Sustainable Transport and Active Travel

Written comments to analyse	
Policy T1 Sustainable and Active Transport and Travel	88
Policy T2 Parking for New Developments	55
Policy T3 Promoting Sustainable Travel Modes of Transport and the Design and Layout of Parking for New Developments	40
Policy T4 Access for New Developments	24
Total	207

Consultation responses

Biodiversity and the Natural Environment

Written comments to analyse		Written comments to analyse	
Policy NE1 Protecting and Enhancing Biodiversity and the Natural Environment in the District	66	Policy NE10 Protecting Open Areas	77
Policy NE2 Major Commercial, Educational and MOD Establishments in the Countryside	10	Policy NE11 Open Space Provision for New Developments	17
Policy NE3 Open Space, Sport and Recreation	38	Policy NE12 Equestrian Development	9
Policy NE4 Green and Blue Infrastructure	37	Policy NE13 Leisure and Recreation in the Countryside	9
Policy NE5 Biodiversity	46	Policy NE14 Rural Character	31
Policy NE6 Flooding, Flood Risk and the Water Environment	29	Policy NE15 Special Trees, Important Hedgerows and Ancient Woodlands	27
Policy NE7 Settlement Gaps	78	Policy NE16 Nutrient Neutrality Water Quality Effects on the Special Protection Areas (SPAs), Special Areas of Conservation (SACs) and Ramsar Sites of the Solent and the River Itchen	21
Policy NE8 South Downs National Park	17	Policy NE17 Rivers, Watercourses and their Settings	16
Policy NE9 Landscape Character	36	Total	564

Consultation responses

The Historic Environment

Written comments to analyse	
Policy HE1 Strategic Policy	12
Policy HE2 All Heritage Assets (both designated & non-designated)	7
Policy HE3 Designated Heritage Assets	3
Policy HE4 Non-Designated Heritage Assets	7
Policy HE5 Mitigation and Avoiding the Loss of Heritage Assets (designated and non-designated heritage assets)	8
Policy HE6 Scheduled monuments and nationally important non-designated assets	5
Policy HE7 Non-designated archaeological assets	3
Policy HE8 Applications Affecting Listed Buildings	6
Policy HE9 Change of use to Listed Buildings	7
Policy HE10 Development in Conservation Areas	11
Policy HE11 Demolition in Conservation Areas	6
Policy HE12 Registered Historic Parks and Gardens	10
Policy HE13 Non-Designated Historic Rural and Industrial Heritage Assets	4
Policy HE14 Improvements or Alterations to Improve the Energy Efficiency of Designated and Non-Designated Historic Assets	8
Total	97

Consultation responses

Homes for All

Written comments to analyse			
Policy H1 Housing Provision	251	Policy H10 Houses in Multiple Occupation (HMOs)	4
Policy H2 Housing Phasing and Supply	39	Policy H11 Housing for Essential Rural Workers	6
Policy H3 Spatial Housing Distribution	64	Policy H12 Provision for Gypsies, Travellers and Travelling Showpeople	13
Policy H4 Development within Settlements	27	Policy H13 Safeguarding Traveller Sites	0
Policy H5 Meeting Housing Needs	54	Policy H14 Authorised Traveller Site Intensification	1
Policy H6 Affordable Housing	56	Policy H15 Authorised New / Expanded Traveller Sites	2
Policy H7 Affordable Housing Exception Sites to Meet Local Needs	15	Policy H16 The Nurseries, Shedfield	2
Policy H8 Small Dwellings in the Countryside	1	Policy H17 Carousel Park, Micheldever	5
Policy H9 Purpose Built Student Accommodation	13	Policy H18 Tynefield, Whiteley	1
		Total	554

Consultation responses

Creating a Vibrant Economy

Written comments to analyse	
Policy E1 Vibrant Economy	20
Policy E2 Spatial Distribution of Economic Growth	11
Policy E3 Town Centres Strategy and Hierarchy	12
Policy E4 Retail and Main Town Centre Uses	12
Policy E5 Enhancing Employment Opportunities	3
Policy E6 Retaining Employment Opportunities	8
Policy E7 Maintaining the Vitality and Viability of Town Centres	9
Policy E8 Local Shops, Services and Facilities	10
Policy E9 Economic Development in the Rural Area	12
Policy E10 Farm Diversification	13
Policy E11 Visitor-Related Development within the Countryside	5
Total	115

Consultation responses

Development Allocations - Winchester

Written comments to analyse	
W1 Barton Farm Major Development Area	27
W2 Sir John Moore Barracks	55
W3 St Peter's Car Park	16
W4 Land West of Courtenay Road	108
W5 Bushfield Camp	60
W6 Winnall	12
W7 Central Winchester Regeneration	23
W8 Station Approach Regeneration Area	20
W9 Bar End Depot	10
W10 Former River Park Leisure Centre site	26
W11 University of Winchester / Royal Hampshire County Hospital	46
Total	403

Consultation responses

Development Allocations - South Hampshire Urban Areas

Written comments to analyse	
SH1 West of Waterlooville, including Newlands	8
SH2 North Whiteley	21
SH3 Whiteley Green	4
SH4 Solent Business Park	3
SH5 Little Park Farm	3
SH6 Botley Bypass	6
Total	45

Consultation responses

Development Allocations – The Market Towns and Rural Area - Bishops Waltham

Written comments to analyse	
BW1 The Vineyard/Tangier Lane (Bishop's Waltham)	5
BW2 Albany Farm (Bishop's Waltham)	4
BW3 Tollgate Sawmill (Bishop's Waltham)	10
BW4 Land north of Rareridge Lane (Bishop's Waltham)	99
Total	118

Consultation responses

Development Allocations – The Market Towns and Rural Areas – New Alresford

Written comments to analyse	
NA1 The Dean (New Alresford)	3
NA2 Sun Lane (New Alresford)	3
NA3 Neighbourhood Plan Designated Area (New Alresford)	13
Total	19

Consultation responses

Development Allocations – The Market Towns and Rural Areas – **Colden Common**

Written comments to analyse	
CC1 Clayfield Park (Colden Common)	18
CC2 Colden Common Farm (Colden Common)	17
CC3 Land at Main Road (Colden Common)	21
CC4 Land adjoining 85 Church Lane (Colden Common)	12
Total	68

Consultation responses

Development Allocations – The Market Towns and Rural Areas – Kings Worthy

Written comments to analyse	
KW1 Cornerways & Merrydale (Kings Worthy)	12
KW2 Land adjoining the Cart & Horses (Kings Worthy)	15
Total	27

Consultation responses

Development Allocations – The Market Towns and Rural Areas – Wickham

Written comments to analyse	
WK1 Winchester Road Housing and Open Space Allocation (Winchester Road and Mill Lane)	8
WK2 The Glebe Housing and Open Space Allocation (Wickham)	7
WK3 Welbourne Open Space (Wickham)	9
WK4 Ravenswood (Wickham)	15
Total	39

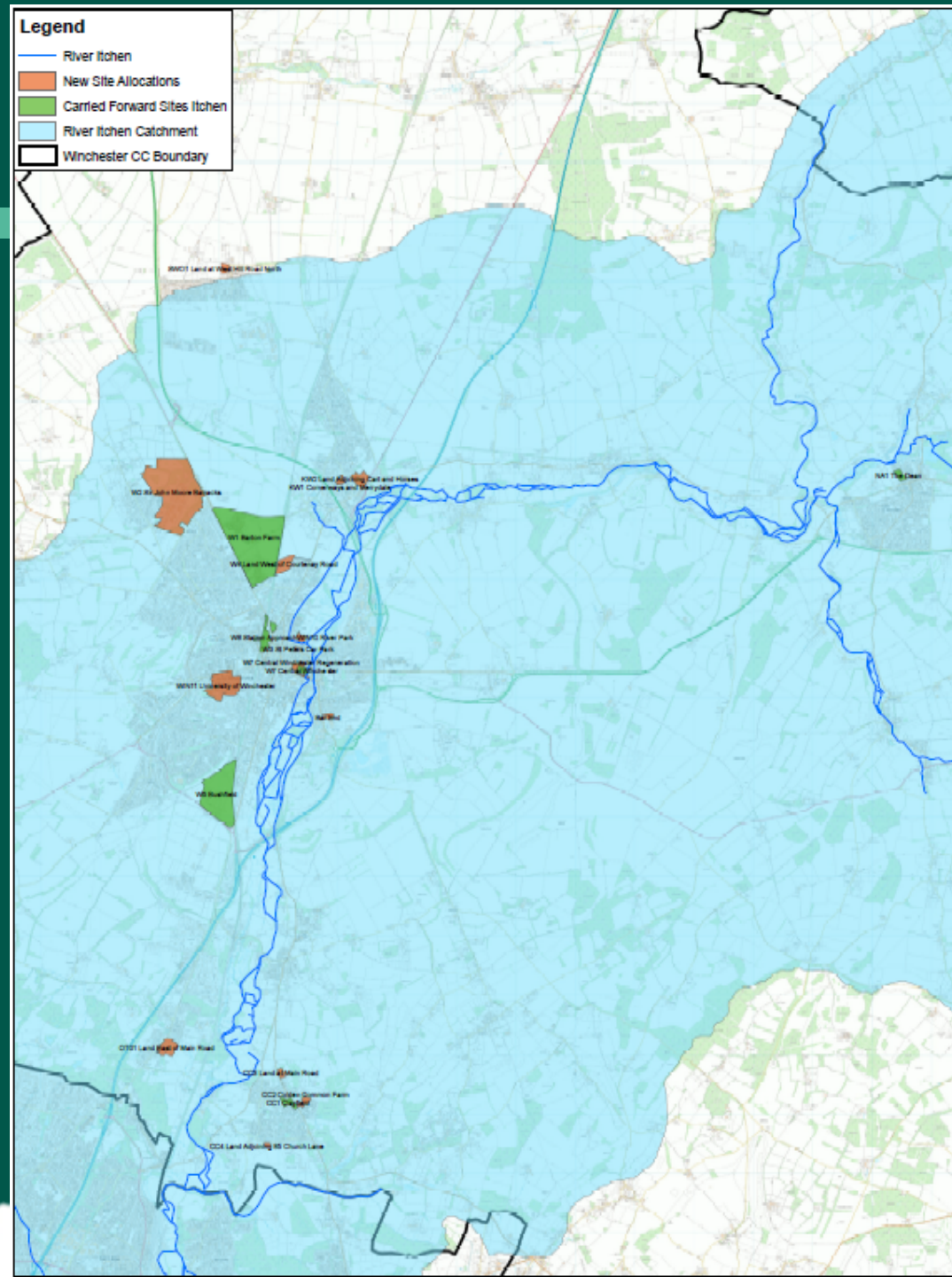
Consultation responses

Evidence Base

Evidence Base	Number of comments to analyse
IIA	30
Settlement Hierarchy	19
SHELAA	13
Development Strategy and Site Selection	10
Public Consultation	7
Future Local Housing Need and Population profile assessment	4
HRA	2
Sustainability appraisal	3
Windfall assessment report	2
Local Plan transport assessment stage 1 report	3
Winchester City Council playing pitch strategy and action plan	2
Green Infrastructure framework	1
Winchester District Strategic Housing Market Assessment	1
Interim Position Statement of student accommodation in Winchester to inform local on 2038	1
HCC Air quality framework	1
Interim Position Statement of student accommodation in Winchester to inform local on 2038	1
Local Plan Viability Assessment	1
Employment Land Study	1
Total	102

Evidence Base not commented on	
Green Economic Development Strategy	0
Gypsy and Traveller Accommodation Needs Assessment	0
LETI Net Zero Energy Target Report	0
Local Plan Design South East workshop reports	0
Natural England – GI mapping	0
Retail, Leisure and Town Centre Study	0
Review of the need for nutrient neutral development in the Budds Farm Wastewater treatment works	0
Winchester City Council Landscape Character Assessment	0
Winchester City Council Open Space Assessment	0
Winchester Movement Strategy	0

Nutrients – sites that fall within the River Itchen catchment area



- We are currently working with PfSH and others, to identify a nutrient budget for the LP and solutions on how we can address the issue of nutrients before we can proceed to the Reg 19 stage;
- We will be shortly contacting site promoters that have their sites allocated in the Reg 18 LP and asking them demonstrate the deliverability of their sites and how they intend to address nutrients; and
- It has become clear that we will need a combination of measures to address the issues of phosphorus as it is more complicated than nitrates.

Proposed changes to the NPPF

- Consultation closed on 2 March 2023
- Asked for a response to 57 questions
- A response has been submitted from the Cabinet Member for Place and the Local Plan
- Key point was that housing still is established by the standard method as the starting point... but exceptional circumstances relating to character of areas might justify a different approach.

