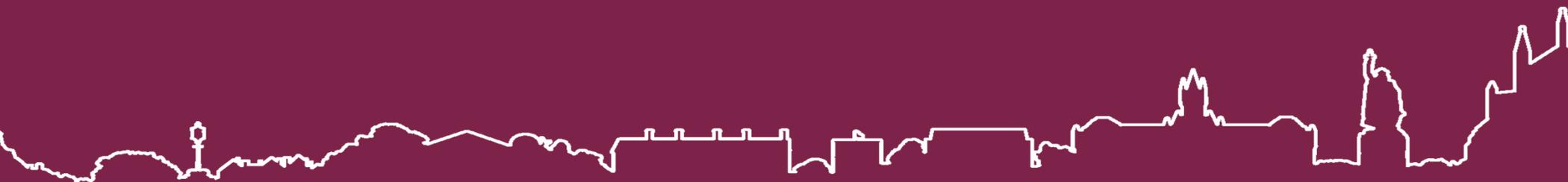


# New Local Plan Branding and Website



Wincoburn

# Branding

# Your Place Your Plan.

 Winchester  
City Council

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

# New Local Plan Website - Overview

Structure:

1. Home
2. The Key Issues
3. Discover Your Area
4. Have Your Say

# The 'Home' Section

What is the Local Plan?

What is the Process (Flow Chart with text)

Why is the Plan Important?

Update on Possible Changes to the Plan  
Planning System



## WHY IS THE PLAN IMPORTANT?

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## WHAT IS THE LOCAL PLAN?

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PLAY THE VIDEO

## WHAT IS THE PROCESS?

### 1. CREATING A STRATEGIC ISSUES AND PRIORITIES DOCUMENT

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# The Key Issues' section

- Carbon Neutrality
- Biodiversity and the Natural Environment
- Conserving and Enhancing the Historic Environment
- Homes for All
- Vibrant Economy
- Promoting Sustainable Transport
- Living Well
- Low Carbon Infrastructure
- Ensuring Delivery and Success of the Local Plan

## THE 9 KEY AREAS OF FOCUS

### 1. CARBON NEUTRALITY

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[FIND OUT MORE ABOUT THIS ISSUE](#)



### 2. BIODIVERSITY AND THE NATURAL ENVIRONMENT

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### 3. CONSERVING AND ENHANCING THE HISTORIC ENVIRONMENT

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#### CARBON NEUTRALITY DOCUMENTS

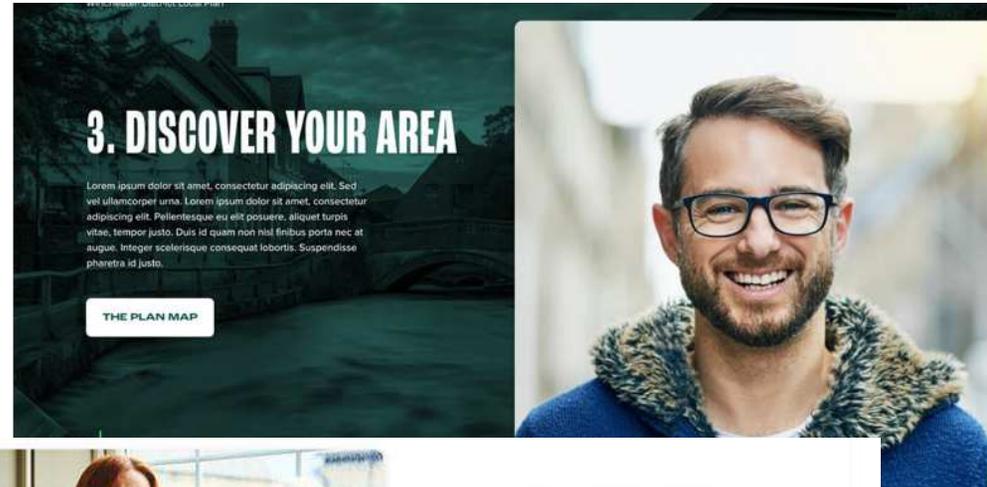
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# Discover Your Area' Section

What does the plan mean for me?

Enable users to discover what is proposed in their local area.

Interactive Map



# Discover Your Area' Section

## THE PLAN MAP

This is how you use the map below. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris cursus faucibus mauris, id tempus.

The screenshot displays a web application interface for a map. On the left, there is a 'MAP FILTER' sidebar with a 'HIDE' button. Below the title, there is a 'FIND ADDRESS:' section with an input field labeled 'Enter postcode here' and a green 'GO' button. Underneath, the 'SHOW ME:' section lists several filter options, each with a checkbox and a corresponding icon:

- Possible development sites (Cyan circle)
- Key Strategic Area (Purple outline)
- Retained Open Space (Blue and white striped circle)
- Potential Development to be Master Planned (Orange circle)
- Category here (Red circle)
- Category here (Blue circle)
- Category here (Green circle)

The main map area shows a geographical view of Winchester and its surroundings, including areas like Sparsholt, Littleton, and Hursley. Several areas are highlighted with different colors and patterns: a large cyan area near Sparsholt, a smaller cyan area near Littleton, and a blue and white striped area near Hursley. A pop-up window is open over the cyan area near Sparsholt, containing the following text:

**TITLE HERE LOREM IPSUM DOLOR** [X]  
Site name: Lorem ipsum  
Identification number: 222222  
Lorem ipsum: Lorem ipsum  
Lorem ipsum: [Example link](#)  
[FIND OUT MORE HERE LINK](#)

# Have Your Say' Section

Register to receive email updates

Details of current consultations  
(link to Citizen Space)

From Plan to Action – Why Get Involved?

Support Polls

**KEEP UP TO DATE WITH THE DEVELOPMENTS TO YOUR PLAN**

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YOUR EMAIL

Enter your email here

I consent to Winchester City Council contacting me about updates to the Winchester-Dorset Local Plan

**REGISTER**



## WHY GET INVOLVED?

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**REGISTER**

**HAVE YOUR SAY HERE...** 1/4

**1. What issues are the most important to you?**  
(Select up to 3 issues below)

 CARBON NEUTRALITY	 BIODIVERSITY AND THE NATURAL ENVIRONMENT	 CONSERVING AND ENHANCING THE HISTORIC ENVIRONMENT	 HOUSING
 CREATING A VIBRANT ECONOMY	 PROMOTING SUSTAINABLE TRANSPORT	 LIVING WELL	 LOW CARBON INFRASTRUCTURE

**SUBMIT & NEXT** SKIP QUESTION



# Text Boxes between Sections

Space to add short quotes or key facts which relate to the key issues



From the 1st April 2020, Winchester City Council's operational buildings will be supplied by electricity provided by sustainable sources, including wind and solar power - immediately reducing our carbon emissions by **15%**