

Question 21b. Are there any other ways in which 'green' businesses could be promoted within the District?

Customer Reference	Name	Comment Reference	Agent
00013	Denmead Parish Council	00013/00001/048	
In either way neither options are realistic for all businesses to achieve. Some rethinking based on phased implementation could be more positively possible scheme.			
00025	New Alresford Town Council	00025/00001/053	
Option 2 is not achievable in an area without daytime services. The rural settlements are too widely spread out for this to be viable. This also prevents flexible working hours.			
00036	Swanmore Parish Council	00036/00001/045	
Some organisations with attractive employment opportunities may not be permitted under option 1.			
00043	Wonston Parish Council	00043/00001/051	
Once again we believe the Option chosen should be a hybrid. Some of the Option 1 "credentials" can be mandated from the outset (as per Option 2). The use of sustainable materials and provision of recycling facilities for example. Full blown Option 2 could kill off interest. Mere Option 1 "encouragement" will get what it deserves.			
00085	Highways Agency	00085/00001/006	
Travel plans should require a substantial proportion of staff to travel to work by public transport and limit car parking provision. In order for car parking limits at employment sites to work, they must be applied consistently across the district. Travel plans should contain targets, incentives, enforcement and monitoring measures.			
00089	Hampshire County Council	00089/00001/040	
The practical implications of this option need further consideration.			
00134	Mr Peter Franckeiss	00134/00001/048	
Business rates for green initiatives/policies, car sharing.			
00148	Mr Mrs Jenny And Machen Barker	00148/00001/045	
Neither option under question 21a is remotely realistic			

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Customer Reference	Name	Comment Reference	Agent
00156	Mr Philip Ross	00156/00002/046	
I do not think that the council are interested in people's opinions. Both of the options given are unrealistic and are pure political dross.			
00289	Ms K Hill	00289/00002/019	
Businesses are likely to be small concerns eg. professional offices			
00320	Ms R Wetherill	00320/00002/055	
More ridiculous absolutes. Someone needs to have a good overview of the phrases used. What does actively encouraged mean - are there to be financial incentives If not these businesses will be putting themselves as a competitive disadvantage. This is a matter for central government.			
00381	Mr Paul Byers	00381/00001/039	
There is a risk in driving totally green with the associated higher costs may stop business or promote other areas first?			
00415	Ms Laura Clarke	00415/00002/040	
How can you ensure that shops and offices turn off their lights after business hours or are using low energy bulbs if lights have to be left on for security reasons. Are all the bulbs used by HCC low energy. Would HCC or WDC be exemplar - is there a plan to make it so			
00511	Mr Keith Story	00511/00002/055	
The greenest businesses are those where the personal all work at home (eg. cottage industries, artists, writers, potters, sculptors, web designers etc). Heavily tax all non-residential parking spaces to discourage driving to work (including council workers parking spaces).			
01008	Mr And Mrs Anthony And Helen Drury	01008/00003/035	
To be frank both are unrealistic and nonsense. Local material - where are these to be sourced in the middle of a housing estate? Or are we talking local concrete and steel? People take public transport to work! Why when it is over-priced, and un reliable? Training for local community volunteers. Having destroyed the local fabric, it is highly unlikely that an influx of residents will be susceptible to volunteering for a community they are disenfranchised from or existing residents to wish to extend their services to the new comers.			

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Customer Reference	Name	Comment Reference	Agent
01151	Mr C H Dore	01151/00002/041	
While being green is more expensive than using old non-green premises, perhaps there should be an initial reduction in business rates tapering to zero after, say 5 years.			
01234	Mr And Mrs Patrick And Margaret Spence	01234/00002/041	
Both options are good in theory, but businesses have enough regulations to cope with. Council tax is supposed to pay for the recycling equipment etc. Arguably the the businesses are theyby increasing their overheads and decreasing profits. Therefore option 1 is more practical.			
01283	Mr And Mrs Roy And Jill Phillips	01283/00002/040	
Again any 'green' business would rely on local infrastructure.			
01299	Mr And Mrs Kemp	01299/00006/027	
No business/ factors in Wickham. Keep it a market/ recreational Township.			
01460	Mr Michael John Bennett	01460/00002/040	
The requirements for a minimum number of car parking spaces must be withdrawn. By all means encourage alternative transport, but do not try and stop people using their cars. Many times that is the only way to commute.			
01501	Revd David Simpson	01501/00005/044	
Don't know, ask the experts! What is working in other countries with long standing environmental policies?			
01929	Mr Anthony Marshall	01929/00001/050	
Too much restriction could be counter productive. Push political green policies to much costs rise and some businesses will find and therefore it would be center productive.			
01933	Mr David Parratt	01933/00001/026	
Promoting "green" businesses should not be a planning objective. Leave it to the Building Regulations.			
01937	Mrs Lesley Hallett	01937/00001/048	
Businesses must be supported to make communities sustainable, not obstacles.			

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Customer Reference	Name	Comment Reference	Agent
01939	Mrs Jean Buckle	01939/00001/050	
Tax breaks			
01941	Dr Richard Hallett	01941/00001/043	
Neither - Businesses need to be supported not restricted. The important this is to get businesses at the population point - to minimise the unsustainable commuting which is particularly a feature of Winchester.			
01951	Mr Robin Sharp	01951/00001/044	
Biogas Plant.			
01956	Mrs Barbara Holyome	01956/00002/055	
It is unrealistic to expect very small companies to be able to satisfy all 5 bullet point, but need to satisfy say 3 of them for green status. Bullet point 2 is totally unrealistic for rural businesses with the current trend of cutting bus services.			
01958	Commander Robin Whiteside	01958/00001/049	
By leaving agricultural land undeveloped so that farmers can run businesses producing food locally.			
01961	Mr Daniel Wilden	01961/00001/058	
The planning system would not appear the best way of encouraging the above. Some policies to demand new commercial development meets certain green credentials should be applied. Caution is required to ensure businesses are not lost to neighbouring areas without such requirements.			
01965	Mrs Joyce Simmons	01965/00001/044	
When there are viable and regular transport alternatives, people will use them. Do not restrict transport options and make life difficult for employees- many are working very long hours already.			
01973	Mr Ewan Simmonds	01973/00001/060	
Active monitoring of whichever option is chosen should allow a change of option to be implemented if and/or where the situation merits change.			
01979	Mr Ian Kingdon	01979/00001/017	
Both very hard to introduce and monitor except in larger units.			

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Customer Reference	Name	Comment Reference	Agent
01986	Reverand Mike Gardner	01986/00001/043	
What about existing business being encouraged to do better and expansion to existing businesses requires a complete upgrade to new staff.			
01987	Mr Martin Pettigrew	01987/00001/027	
Preference given to businesses that are accredited to the governmental standard.			
01989	Dr Keith Paskins	01989/00001/053	
Development must be driven by need or it is unsustainable. "Green" credentials are not an exact science and undue emphasis on green evaluation as the priority for development will distort the planning process.			
01993	Mr Jock Macdonald	01993/00001/039	
There should be a incremental approach, aiming for option 2 at a specific time.			
01994	Miss J Nicholson	01994/00001/056	
Save the most energy, recycle waste correctly, produce renewable energy, train and pay for the most local community volunteers. give away the least plastic bags.			
01999	Mrs Barbara Garfath	01999/00001/054	
Cash incentives/ assistance e.g.. to provide 'company coach' for transporting workers or public transport vouchers for employees.			
02003	Mr Ptol Slattery	02003/00001/063	
Avoid flood risk, promote public transport, preserve greenfield and landscape and heritage. Promote a "green-mark" of approval for businesses that cut climate change impacts and exceed climate change law minimum requirements.			
02006	Mr Raymond Marsh	02006/00001/047	
Either policy is too restrictive and will tend to exclude manufacturing upon which much local employment relies. Otherwise this encourages travel to other suitable areas.			

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Customer Reference	Name	Comment Reference	Agent
02022	Mr Michael Carter	02022/00001/047	
<p>Wickham is likely to remain predominantly a community in which most employment opportunities are in retail and food. Further small office development is possible but this is unlikely to provide a significant source of employment. Most people who live in the community will continue to work in the cities to the south for the foreseeable future.</p>			
02023	Mr Micheal Sadler-Forster	02023/00001/041	
<p>This whole section doesn't seem to be in the real world at all</p>			
02033	Mr And Mrs Dennis And Yvonne Mills	02033/00002/043	
<p>Consideration of the introduction of reduced council taxes.</p>			
02047	Dr Nigel Atherton	02047/00001/046	
<p>Option 1 is supported but not for "all commercial uses".</p>			
02070	Mr And Mrs Roger Hockin	02070/00001/054	
<p>As I support limited development only, I have supported option 2. Option 1 will only be achieved by fudging facts anyway. Strict adherence to option 1 criteria would prevent almost all development.</p>			
02084	Mrs Melanie Walker	02084/00001/044	
<p>If either of these options are agreed upon this will end any increase in businesses in the area. No business in a rural area can exist without parking spaces for all members of staff.</p>			
02093	Mrs Jane Graham	02093/00001/038	
<p>Not all businesses could achieve this status easily.</p>			
02117	Persimmon Homes	02117/00001/021	Southern Plannin
<p>The district needs to encourage business growth to maintain a healthy and vibrant economy. It therefore needs to be realistic about the extent to which encouraging green credentials should take precedent over a range of other relevant issues.</p>			

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Customer Reference	Name	Comment Reference	Agent
02118	Highbridge Properties	02118/00001/012	Southern Plannin
<p>The district needs to encourage business growth to maintain a healthy and vibrant economy. It therefore needs to be realistic about the extent to which encouraging green credentials should take precedent over a range of other relevant issues. It is considered important that the LDF promotes a positive stance towards supporting existing and encouraging appropriate employment opportunities within the rural area, particularly where they are well located for the surrounding communities. The LDF should include appropriate policies to encourage a strong employment economy across the district utilising appropriate opportunities within the urban area as well as the rural areas.</p>			
02211	Mr And Mrs Geoffrey And Allison Matthews	02211/00002/046	
<p>Spelling business correctly might enhance credibility!</p>			
02229	Gleeson Homes	02229/00001/057	Turley Associates
<p>Option 1 should have regard to the districts economic development strategy to ensure this does not result in the ad-hoc provision of commercial uses in inappropriate locations. Whilst draft PPS4 seeks great flexibility in LDF employment allocations, there remains a need to plan for such uses in a spatial manner. The current options imply that 'green' credentials will be given greater weight in decisions on commercial development applications, rather than weighing up this as one part of a balanced decision. The final Policy wording needs to ensure this balanced approach is delivered.</p>			
02230	Knightspur Properties Ltd	02230/00001/015	Turley Associates
<p>The sustainability credentials of all employment development needs to be assessed holistically. As well as the criteria listed above it should also include location and accessibility or potential accessibility to non- car modes.</p> <p>According policy should not penalise demonstrably sustainable sites simply because they fall outside the designated settlement boundaries nor require such sites to provide more of the attributes identified above simply because they are located outside the settlement boundary. Unsustainable sites should not be developed whilst those which are demonstrably sustainable should be and the extent to which sustainability measures are sought should be directly proportioned to the sites sustainability attributes.</p>			

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Customer Reference	Name	Comment Reference	Agent
02235	Marwell Preservation Trust	02235/00001/010	PRO Vision Plan
<p>Existing 'green businesses' like Marwell Zoological Park should be identified as examples of Best Practice and given preferential planning support to develop and maintain their role as 'Exemplar' sites. Marwell Zoological Park is a registered charity owned and operated by the Marwell Preservation Trust and is a leader in conservation practices as well as being fully ISO accredited. It uses sustainable building practices when developing new facilities and is currently developing a Green Travel Plan to encourage individuals to access the site by non car means. It also has a number of 'green' policies including a recycling policy.</p>			
02272	Mr Andy Blaxland	02272/00001/030	
<p>The Council must recognise that not all employees are office based, and that many require a car to undertake their jobs given the infrequency and inadequacy of the public transport networks in this country. Travelling to work by public transport is possible, but not on days when travel outside of the local area is required during a day's work (travelling to London, Southampton or other mainline locations excepted).</p>			
02383	Mr Robert Fallon	02383/00001/007	
<p>Reduction in locals taxation dependent on "green" factors, such as energy consumed.</p>			
02385	Mrs Elisabeth Hopson	02385/00001/057	
<p>Reduce the Business Tax to coincide with green competencies.</p>			
02394	Miss Claire Jones	02394/00001/029	
<p>More initiatives to support businesses (new and existing) wanting to implement green policies, such as those mentioned above.</p>			
02397	Mr Peter Jordan	02397/00001/045	
<p>Options not clear, is option 2 more restrictive</p>			
02409	Ms Emma Jones	02409/00001/035	
<p>Lower council taxes/ rebate.</p>			

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Customer Reference	Name	Comment Reference	Agent
02414	Mr David Simmons	02414/00001/057	
<p>Don't build on our carefully nurtured golf courses. Buses have been privatised, they mix with the congestion generated by other traffic, they don't go from or to where people want to go , so make sure businesses offer practical car parking options for their employees and don't cram in more people.</p>			
02422	Mr Mike Robertson	02422/00001/045	
<p>Clearly the requirements listed in option 1a propose a better solution for the environment. However, some of these requirements may incur additional costs and drive these potential commercial uses outside of the district to less stringent areas. That is why I am reluctant to select option 2. The requirements listed above refer to the proposed commercial use itself. However it may be that a commercial use can also offer green credentials to the local environment (i.e. through the supply of renewable energy or provision of recycling and I think that this should also be promoted).</p>			
02424	Mr Thomas Dey	02424/00001/046	
<p>We do not understand the question. What is an 'Exemplar' Site If insufficient car parking is provided then cars will be parked on surrounding roads causing congestion.</p>			
02431	Mr John Godbold	02431/00001/040	
<p>Do you want jobs or not</p>			
02437	Mr Geoffrey Stephens	02437/00001/041	
<p>Whilst the ideals expressed above are laudable, in practice I am concerned that such rigid requirements would discourage new businesses to our district.</p>			
02449	Mr Andrew King	02449/00001/048	
<p>Option 1 could work if there were stringent controls to prevent businesses indulging in tokenism.</p>			
02454	Mr David Phillips	02454/00001/055	
<p>The main problem with option 1 above is the use of public transport. Today buses are the greatest producers of CO2 gases. Each bus probably produces as much as 10 or even 20 cars. Unless you can significantly reduce the CO2 content of bus exhausts you will never produce an acceptable argument against the use of cars.</p>			

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Customer Reference	Name	Comment Reference	Agent
02457	Mr I K G Arnold	02457/00001/048	
Businesses need tgo make a profit unlike Government. Sensible options to use less energy certainly, but not bureaucratic diktat			
02477	Mr David Evans	02477/00001/045	
Not providing parking spaces only encourages people to park on the streets, footpaths and anywhere they can.			
02478	Mrs Sue Digby	02478/00001/054	
Promote car sharing within the workplace.			
02484	Mr Philip Sellwood	02484/00001/048	
Ask all businesses what their turnover is and then set the business rates at the same amount - all the businesses move out, no one can work here, no one has to drive a car or lorry into the area, problem solved.			
02494	Mrs Katie Dutson	02494/00001/043	
Look at support through lower business rates.			
02495	Mr John Dixie	02495/00001/049	
Businesses probably need advice on how to be as "green" as possible, and there will be benefits from promoting widely what works best.			
02500	Mrs Heather Smith	02500/00001/047	
We need to promote and give equal opportunities to all businesses.			
02504	Mr Peter Stevens	02504/00001/059	
South Hampshire could develop a reputation for being 'green' by being tougher in the planning of its industrial and housing developments. Germany has 250,000 jobs in the renewable energy industry, ten times more than Britain. Going 'green' is benefiting the German economy hugely.			
02511	Cllr Malcolm Wright	02511/00002/043	
Not required as there is no evidence to support the proposed action above and will/may discourage new businesses.			
02515	Mr Chris Gillham	02515/00002/026	
Need to clarify what is meant by Council promotion.			

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Customer Reference	Name	Comment Reference	Agent
02516	Mr Matthew Barker	02516/00001/057	
<p>One has to be realistic. Some forms of industry are less green than others. Also - look at carbon footprint in the round. Also take into account transport cost of staff to job - not just output of bushiness.</p>			
02536	Ms Andrea Fawcett	02536/00001/043	
<p>Attractive packages, grants and support would encourage businesses to move toward a more 'green' production and encourage those that are already working within 'green' principles to move to our area.</p>			
02537	Mr Mark Germain	02537/00001/049	
<p>Commercial rates reductions for the required behaviours.</p>			
02543	Mr Simon Duncan	02543/00001/002	
<p>Businesses should be encouraged to participate in the local 'WinACC' campaign - of which Winchester City Council are founder members - learning from the experience of the neighbouring Greening campaign in Petersfield. Many of the support mechanisms offered nationally (i.e. through Carbon Trust, Envirowise etc) do not sufficiently support SMEs (particularly those at the smaller end of the market) - WCC should work with the Sustainable Business Partnership to develop and roll out an ongoing programme of support for these businesses.</p>			
02586	Mr John Nicholls	02586/00001/052	
<p>Refer to previous comment, re: end of the planet.</p>			
02591	Mr Gordon Larcombe	02591/00001/054	
<p>There is a third way. Stop attacking the use of the car.</p>			
02592	Mr Rob Gazzard	02592/00001/021	
<p>The Forestry Commission supports the use of timber construction from FSC materials, woodfuel to power and heat commercial units.</p>			
02596	Mrs Sarah Mills	02596/00001/043	
<p>We have got to be realistic. It is neither convenient nor cost effective to expect everyone to travel to work by public transport (especially with shift work and family commitments).</p>			

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Customer Reference	Name	Comment Reference	Agent
02612	Mr Edward Jackson	02612/00001/054	
Re: My choice above, we need to be realistic and settle for the do-able rather than inhibit entrepreneurship by unduly burdensome constraints. We must be more 'green' but remain pragmatic.			
02627	Mr David Page	02627/00001/042	
There is a real danger of the green mantra overruling economic common sense. Whilst I agree with the sentiments behind encouraging business to be less wasteful etc, requiring a green travel plan, for example, is just unrealistic if one is talking about anywhere other than a large town; just how are people supposed to get to work in the rural areas By setting unreasonable demands on industry and commerce, fewer employers will move into the area, and that will harm the wellbeing of rural towns and villages. Requirements placed upon new employers must take into account the practical realities of their location.			
02629	Mr Michael Blackstaff	02629/00001/038	
The eco village that I suggested in Question 4b could be relevant to this question also.			
02632	Ms Dorothy Hamilton	02632/00001/017	
The two don't seem to be mutually exclusive.			
02641	Mr Ralph Bolton	02641/00001/033	
Business should be encourage to go green, not force to (and possibly be forced away).			
02652	Mr Vernon Tottle	02652/00001/019	
Do you need to promote only green businesses What's wrong with all types of employment			
02662	Mrs Lynda Banister	02662/00001/054	
The Council's should give an example by not providing staff with free or subsidised car parking and incentives bus and train use.			
02665	Mr Martin Burton	02665/00001/039	
Businesses should not be discouraged on the basis of their "green" credentials, this is one bandwagon too many. Do we really want to exert this level of (local government) control over organisations, is that justified?			

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Customer Reference	Name	Comment Reference	Agent
02666	Mr Peter Richardson	02666/00001/045	
On a case by case basis - but a green direction shown by the council would be welcomed.			
02669	Mrs Joanna Wedeman	02669/00001/039	
Offering minimal parking spaces is ok if the company's do actually promote car sharing/public transport. At the offices in The Sawmills, Durley all it means is that staff park on the roads outside people's houses and make it more difficult for others to park and for children to play safely.			
02677	Mr Martin Orford	02677/00001/046	
No need. Man-Made global warming does not exist. It's a fairy story.			
02685	Mr Malcolm Thornton	02685/00001/031	
Their own marketing should do this. Why are you wasting public funds to bend the rules to their advantage?			
02695	Mrs Amanda Hutchings	02695/00001/033	
More cycle lanes and paths.			
02698	Mrs Rosemary Stephens	02698/00001/036	
Whilst the ideals expressed above are laudable, in practice we are concerned that rigid requirements would not encourage new business to Winchester and district.			
02712	Mr William Vandersteen	02712/00001/032	
Some of Option 1 depends on the availability of Public Transport.			
02753	Mrs Lorrie Smith	02753/00001/048	
I am unfamiliar with the term exemplar, perhaps you should have given a for instance scenario. I take it though on an educated guess that this means a high standard site. I am all for developers having to constantly upgrade their green credentials.			
02801	Mr Geoff Bruty	02801/00001/020	
Business			
02871	Ms Jo Hayward	02871/00001/056	
Minimum/ no car parking spaces are provided This is stupid as people will still drive and clog up the roads			

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Customer Reference	Name	Comment Reference	Agent
02924	Mrs Helen Field	02924/00001/045	
<p>Why keep charging them for everything Most businesses are doing a lot already. The stringent rules that are put in place eventually mean that the consumer is paying for them - the cost of living just keeps going up and up and up.</p>			
02925	Mrs Gaynor Parker	02925/00001/055	
<p>Commitment to reducing packaging.</p>			
02930	Mrs Jacey Jackson	02930/00001/032	
<p>2nd bullet above in option 1 should also include 'or by bike'. Why have we not insisted on this already for Silverhill It seems to be a lost opportunity and could have been a flagship development. If that is anything to go by I don't hold out a lot of hope for our green efforts for future developments, especially if (numerically) they're on a massive scale.</p>			
02932	Mr Jonathan Simmons	02932/00001/062	
<p>We need to give strong incentives for business to "go green" but must not make life difficult for small and start- up businesses in the process.</p>			
02934	Mrs Eloise Appleby	02934/00001/032	
<p>Same should apply for tourism. See earlier comments about green aspirations growing incrementally over period of LDF lifespan.</p>			
02939	Mr Lucian Warwick-Haller	02939/00001/046	
<p>Encouragement given to businesses using rail rather than road transport.</p>			
02941	Mr Piers Austin	02941/00001/055	
<p>At present the introduction of option 2 may drive businesses away, to other counties or areas. A sliding scale is needed relative to the size of the business, as to how many of the option 1 criteria they need to meet. Good ideas though.</p>			
02944	Mr Andrew Bennett	02944/00001/052	
<p>Neither of the above.</p>			

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Customer Reference	Name	Comment Reference	Agent
03016	Mrs Danielle F Giles	03016/00001/058	
When local government can stand up to Option 1, only then can they implement either of the above. Get your own house in order before dictating to others who are trying to do their bit.			
03029	Mr Robert Toleman	03029/00001/024	
But commercial use should be directed towards the sustainability of existing businesses, who are able to expand within existing communities and serving their needs.			
03042	Mrs Janet Nobes	03042/00001/041	
Provide a better bus service and improve the roads.			
03043	Winchester City Business Park Ltd And Church Commissioners	03043/00001/017	Terence O'Rourk
Agree with atrategic initiatives that seek to tackle the growing issue of climate change but consider it inappropriate to give preferential treatment to exemplar site. Such an approach could be detrimental to the consideration of other sites that can deliver a range of green benefits, including proximity to public transport and key services.			
03058	Mr Andrew Rigg	03058/00001/025	
Option 1 should apply to small and start up businesses, need to provide practical support to help all types of business become more sustainable.			
03059	IBM	03059/00001/051	
An alternative: Option 3: All commercial uses, but those with 'green' credentials should be actively encouraged. This includes businesses that offer some of the following: - Maximise use of sustainable construction techniques and local materials and labour (during construction) - Has a green travel plan that encourages staff to work by public transport - Maximises on-site renewable energy. (->50%) - Has facilities for recycling a range of materials (including specialist equipment when upgrades are installed) and uses recycled products where possible - Provides employees with training and opportunities to volunteer in the local community			
03071	Mr John Hayter	03071/00001/064	
Not all businesses will be suitable for the measures set out and it is not clear what 'preferential planning support' would be.			

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03136	The Dever Society	03136/00001/027	
A time-based strategy should be developed to move from Option 1 to Option 2, so that Option 2 is policy by the end of the 20 year Plan period.			