

Question 20b Are there any other ways in which tourism could be promoted within the District?

Customer Reference	Name	Comment Reference	Agent
00004	Bishops Waltham Parish Council	00004/00001/042	
Additional tourist accommodation is required.			
00007	Cheriton Parish Council	00007/00001/049	
Large events can cause disruption to local communities and should be limited in size. Transport, parking and clean up need to be provided.			
00013	Denmead Parish Council	00013/00001/047	
The options 2 3 are unrealistic. There is a balance to strike between promoting 'greenness' and drawing people into Winchester which must (by car, bus, train or plane) generate a carbon footprint.			
00016	Hambledon Parish Council	00016/00001/059	
Preserve Heritage and countryside Landscape settings to continue to attract economically valuable Tourist business. Avoid growth in rural settings, countryside, farmland and Greenfield sites.			
00025	New Alresford Town Council	00025/00001/051	
Public transport is inadequate and not integrated. Car borne tourism is necessary.			
00082	East Hampshire District Council	00082/00001/013	
Tourism tends not to recognise boundaries and an aggressive approach in one area could have a detrimental effect on an adjoining area. An alternative approach would be to develop a tourist strategy that recognises this. For example, the way tourism is dealt with within the proposed National Park might differ from that put forward for Winchester itself. Attention is also drawn to the daft PUSH green infrastructure strategy which addresses related issues to the PUSH area and the need for a wider approach across boundaries. A similar approach is likely to follow for Central Hampshire.			
00148	Mr Mrs Jenny And Machen Barker	00148/00001/044	
I do not think that more tourism is required. Anyway who wil want to visit this concreted, formerly beautiful area.			

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Customer Reference	Name	Comment Reference	Agent
00289	Ms K Hill	00289/00002/017	
<p>Tourism is a broad subject title. Should encourage take of empty shops in the city by independant retailers - not just country - wide chains often on a small scale of Southampton.</p>			
00320	Ms R Wetherill	00320/00002/054	
<p>Tourism by its very nature is unlikely to be sustainable. Not many of my guests cycle or walk to my or anyone else's premises. You need to stop using the term sustainable as an absolute term. Option 3 is a joke and if implemented would probably lead to a legal challenge as no current overnight accommodation does, or practically can, comply with another ridiculous absolute. Facilites should be customer lead and these considerations should not be thrust down peoples throats if it is not part of their criteria. Let market forces dictate the offering and don't impose others agenda in this area.</p>			
00381	Mr Paul Byers	00381/00001/037	
<p>A mixture of the 3?</p>			
00474	Mr Dan Chapman	00474/00002/044	
<p>Tourism will only continue to grow of Winchester maintains its central historic charm.</p>			
00511	Mr Keith Story	00511/00002/053	
<p>The focus should be on promoting WInchester as the tourist capital of Hampshire. It should be branded not only as a historical jewel in England's crown but as Englands green capital ie. clean streets, clean air, tree lined streets, green urban spaces, good public transport, compact and set in a scenic historic landscape. Winchester's long term appeal to tourists will be wrecked by allowing it to sprawl beyond its current boundaries into the green landscape setting which makes it so unique.</p>			
00557	Ms Fiona Chapman	00557/00004/044	
<p>Tourism will only continue to grow if Winchester maintains its central historic charm.</p>			
00840	Mr Paul Reeves	00840/00002/047	
<p>Each Hub to have a tourist information centre related to the local area.</p>			

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Customer Reference	Name	Comment Reference	Agent
00852	Ms Norma C Goodwin	00852/00002/043	
<p>I have long thought that Winchester should have a centre like the Jorvik centre in York and I am dismayed that this was not considered in the proposed Friarsgate development.</p>			
01008	Mr And Mrs Anthony And Helen Drury	01008/00003/034	
<p>If the area develops the way the plan indicates then I would suggest that there would be no call for tourism - for instances how many people visit existing urban enclaves such as Hedge End as a tourist! And over developed areas do not attract tourists! The only way to encourage tourism is to offer that something special, open space, quality attractions etc. that they do not find in their normal living environment. If Hampshire is to be built over to become just another urban development area tourism will go else where.</p>			
01083	Ms Elizabeth Robinson	01083/00002/040	
<p>Lets hope all the tourists are ramblers as they will be penalised for daring to drive into this area and there will be no parking places even if they do come by heavily taxed car.</p>			
01168	Mr L Malley	01168/00001/027	
<p>Come and see our wall to wall housing!</p>			
01243	Ms Serita Campbell	01243/00002/030	
<p>People wish to visit areas of natural beauty, which should be retained and not developed.</p>			
01265	Ms N A Holladay	01265/00002/054	
<p>The green elements should be part of Option 1 and seperate from it.</p>			
01299	Mr And Mrs Kemp	01299/00006/026	
<p>The disused railway line offers an excellent facility for walking, cycling, horse riding, dog walking etc.</p>			

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Customer Reference	Name	Comment Reference	Agent
01426	Mr And Mrs Catling	01426/00003/036	
<p>By keeping as much of the beautiful countryside as possible. And making a clear gateway into the national park area using Wickham as that gateway. As you approach Wickham from Fareham up the A32 you should be able to tell from the fields and green perimeter that you are approaching a village and gateway to the countryside. Please do not make Wickham part of the urban sprawl.</p>			
01460	Mr Michael John Bennett	01460/00002/038	
<p>Any idea of tourism that discourages the use of the private car is daft. How do the tourists get here</p>			
01501	Revd David Simpson	01501/00005/042	
<p>Extending and improving the service provided by the many ancient churches in the district; looking at a partnership between churches and community groups to develop the activities and displays (using IT and other technology) of a professional modern standard that would enable people to explore not only the history of their local church, but the evolution of the community. Churches are an under-used community resource and could be targeted by the city council for the development of tourism.</p>			
01929	Mr Anthony Marshall	01929/00001/048	
<p>You cannot stop the car in rural area otherwise the customers can't get there - they can be encouraged to walk when they arrive - but do allow for the elderly and disabled to enjoy these facilities. Commercial enterprise will provide.</p>			
01939	Mrs Jean Buckle	01939/00001/049	
<p>Clean everywhere - keep in clean and provide good transport and somewhere to eat after 9.00pm</p>			
01952	Mr Iain Reid	01952/00002/035	
<p>Hence the need for public transport.</p>			
01956	Mrs Barbara Holyome	01956/00002/053	
<p>This can be the only option if Winchester truly wants to show its green credentials.</p>			
01960	Mr Ian Merritt	01960/00001/053	
<p>South Downs National Park</p>			

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Customer Reference	Name	Comment Reference	Agent
01961	Mr Daniel Wilden	01961/00001/056	
Local tourism should be promised most i.e. getting local residents out of their homes and visiting the great things on their doorstep.			
01965	Mrs Joyce Simmons	01965/00001/043	
Tourism will not be promoted at all by creating an urban jungle.			
01967	Mrs Marion Harrison	01967/00001/042	
Park and Ride facilities and for coaches.			
01968	Mr Barry Collins	01968/00001/028	
Tourism should be promoted through the Winchester District Council and its attractive rural landscapes, the proposed national park status, the AONB and proximity of its rural long distance paths.			
01973	Mr Ewan Simmonds	01973/00001/058	
Perhaps by greater use of the Internet and website management.			
01984	Mr Peter Gardner	01984/00001/050	
There must be adequate car parks in walking distance. It is unrealistic to think they will use "Park and Ride" for their cars.			
01994	Miss J Nicholson	01994/00001/054	
Promote local rural crafts and farm holiday.			
01999	Mrs Barbara Garfath	01999/00001/052	
Ensuring that Winchester's unique character is retained- including the Greenfield areas.			
02000	Mr Henry Garfath	02000/00001/052	
Ensuring the retention of the districts unique character.			
02003	Mr Ptol Slattery	02003/00001/061	
Tourism business brings income to economy. Preserve heritage and greenfield and landscape setting- these bring tourist income by attracting tourists. Avoid flood risk areas- they could flood heritage and nearby areas if developed. (Risk to Cathedral if flood risk areas built on).			

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Customer Reference	Name	Comment Reference	Agent
02008	Mr Caesar Slattery	02008/00001/061	
Preserve irreplaceable Heritage and Greenfield landscape setting and environment - these attract Tourist business and economic benefits.			
02009	Mr Ian Embrey	02009/00001/024	
Preserve Heritage and Greenfield landscape setting and environment. Such measures will attract tourism and economic benefits.			
02010	Mrs Sylvia Moss	02010/00001/022	
Tourism remains an attraction and preserving its heritage and the local environment will ensure that this contributes to Winchester			
02013	Mrs Fiona Rutherford	02013/00001/044	
Tourism will only continue to grow if Winchester maintains its central historic charm			
02014	Mrs Carole Embrey	02014/00001/017	
Preserve heritage and Greenfield landscapes.			
02015	Mr Derek Rutherford	02015/00001/046	
However this will not accome if Winchester does not maintain its central historic charm.			
02022	Mr Michael Carter	02022/00001/046	
Wickham is well placed to be a significant tourist centre. It is on the southern edge of the proposed South Downs National Park and importantly this part of the national park is made up of extensive woodland, west walk, which is already open to the public for recreational purposes. Wickham has been said (pevsner) to be the finest village in Hampshire and one of the best in the south of England. There are already many visitor to the historic square and to the Chesapeake Mill which is of international renown. There are a variety of eating places in the village which attract visitors every night of the week. The road network supplying Wickham id reasonable, although often very busy. Road and parking infrastructure will need improvement.			
02049	Mrs Wendy Thorpe	02049/00001/044	
No.			

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Customer Reference	Name	Comment Reference	Agent
02050	Mr Martin Tiller	02050/00002/028	
Reducing the effects of the PUSH proposals within the Winchester jurisdiction.			
02070	Mr And Mrs Roger Hockin	02070/00001/052	
Publish opening hours at Bishops Waltham Palace in English Heritage literature etc. Lots of people come and find it closed.			
02092	Mr Fergus Christie	02092/00001/054	
Restrict growth and limit development to preserve character of Winchester, Bishops Waltham and other historic market towns and protect their landscape settings.			
02095	Brimble, Lea And Partners	02095/00001/003	
<p>The sustainable community strategy identifies this theme as: "The number of people earning to their potential is maximised. The District offers high value jobs, and service sector jobs (eg. in the tourist industry) offer good wages and benefits to workers. There is little or no unemployment. Local needs are met locally. The vibrancy of the economy of Winchester town is maintained. The rural economy is growing. People are able to take up jobs which give high levels of personal satisfaction and which enable them to make the most of living/working in the Winchester district." In spatial planning terms this means: - Creation of an economy that promotes the varied talents of the District, building in the creative and knowledge based industries that exist, whilst developing the agricultural, tourism and cultural assests of out historic towns and villages and valued landscapes, by ensuring that there are a range of sites and premises available for businesses to set up and expand to meet their full potential and provide jobs to use the skills of the District's population. In general terms the whole District has a bouyant economy with low levels of unemployment, and an educated and skilled workforce. The Economic and Employment Land Study has explored, amongst other matters, an assessment of the local economy, a review of commuting patterns and an employment land review. The spatial options explored earlier examine the various potential economic attributes and opportunities for significant economic growth based on the findings of the economic study which it suggested the following sectors are improving/ growing.</p>			

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Customer Reference	Name	Comment Reference	Agent
02110	Mr R Cowen	02110/00001/010	Southern Plannin
<p>Strongly disagree with reducing car parking standards in the villages and rural areas. Access to car is vital for work, accessing services and for a social life. Existing car parks must be retained for car parking. Town and village centres need to keep their car parks and on-street parking areas in order to promote the centres and maintain and improve their economic viability. Increasing the use of public transport is not realistic.</p>			
02110	Mr R Cowen	02110/00001/011	Southern Plannin
<p>See comments in 5 B above which sets out the need for more employment land in Winchester to meet the employment and regeneration needs of the city over the next 20 years. The issues and options document fails to deal with this important issue adequately. This issue must be given more attention in the Preferred Options document.</p>			
02114	Southern Planning Practice	02114/00001/004	
<p>STRATEGY FOR RURAL TOURISM, RECREATION AND SPORT. The Issues and Options draft appears not to anticipate growth in provision and uptake of access to public transport and which local government is responsible for encouraging, promoting and supporting. The Winchester District Sport and Physical Activity Strategy action list is a corporate Action Plan developed by the City Council with Stakeholders, following guidelines from Sport England. Its proposal should be part of the Core Issues and Options. The Action Plan includes requirement for increased provision for sport and improved transport links to sports facilities. There is no Equestrian representation within the Winchester District Sport and Physical Activity Alliance but a clear need for enhanced facilities. The Winchester Tourism Strategy has been proposed by WCC with stakeholders. Its proposal accord with RSS Tourism Strategy and propose improved facilities including the rural areas. Its proposal should be part of the Core Issues and Options. Both strategies support the growth and development of Pinkmead as a Tourism and Recreation destination.</p>			
02119	C D May	02119/00003/046	
<p>Should be the aspiration but not rigid</p>			

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Customer Reference	Name	Comment Reference	Agent
02146	Mr R Parker	02146/00002/045	
<p>Yet again cycling. Why not proceed with the much talked of Winchester-Southampton- Itchen cycle trail (Cornwalls 2nd most visited tourist attraction is a cycle path).</p>			
02193	Mrs Dagmar Slater	02193/00001/062	
<p>By stressing the beauty of the Hampshire countryside and its nature reserves and not cluttering it up unnecessary development as is proposed in this document.</p>			
02229	Gleeson Homes	02229/00001/055	Turley Associates
<p>Under Option 2, the promotion of tourism should be planned to maximise non-car borne journeys. This would then deliver an option comprising elements of all three.</p>			
02235	Marwell Preservation Trust	02235/00001/008	PRO Vision Plan
<p>The role that existing major tourist attractions such as Marwell Zoological Park play should be recognised and policies drafted which recognise their important role and permit additional development necessary to sustain and enhance the facilities present. Major tourist attractions in countryside areas (like other major institutions) should be encouraged to prepare long term master plans to clearly identify their future development needs.</p>			
02241	Mr Robert Cooper	02241/00001/038	
<p>Ensure that Bishop Waltham is not faced with disproportionate development that would cause it to become a place not worth a visit because of its changed environment. The ruins of Bishops Waltham Palace managed by English Heritage and a selective privately owned shops attract visitors. It is essential modest housing developments only is allowed so that it remains a place worth visiting by tourists.</p>			
02274	Mr Peter McManus	02274/00001/052	
<p>Preserve irreplaceable Heritage and Greenfield landscape setting and environment- these attract Tourist business and economic benefits.</p>			

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Customer Reference	Name	Comment Reference	Agent
02294	Mr John Hocking	02294/00001/002	Robert Tutton To
Allow for the provision of new tourist facilities in convenient locations for recreational use within the National Park, where conversions of existing buildings may not be the most viable/ attractive option.			
02374	Campaign To Protect Rural England (CPRE)	02374/00001/057	
Preserve heritage and countryside landscape settings to continue to attract economically valuable tourist business. Avoid growth in rural settings, countryside, farmland and Greenfield sites.			
02384	Mr Patrick Wright	02384/00001/045	
Within option 2 some elements of option 3 could be taken into account			
02414	Mr David Simmons	02414/00001/055	
This car-free is pie in the sky thinking; again you need to restrict population growth and keep the countryside worth visiting.			
02419	Mr Loic Lomine	02419/00001/015	
The TIC does an excellent job already.			
02421	Ms Catherine Macintosh	02421/00001/027	
Winchester is generally treated as short stay or day-trip location whereas its riches could offer a much longer exploration. Day-trippers are of little help to an economy and the traffic generated can be harmful.			
02428	Mrs Christine Gardner	02428/00001/031	
Improve car park facilities. They will not come if they cannot park their cars.			
02431	Mr John Godbold	02431/00001/039	
Make it easier to get into town, reduce the number of phone shops, estate agents and card shops to encourage more interesting local shops.			
02435	Mr William Stroud	02435/00001/040	
Reinstate the rail link from Winchester to Alresford and the Watercress Line. Reopen the Meon Valley Line and other closed local lines through compulsory purchase.			

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Customer Reference	Name	Comment Reference	Agent
02446	Mr Eric Birbeck	02446/00001/052	
Tourism must be better funded and improved to meet the needs of increasing leisure and pleasure time.			
02454	Mr David Phillips	02454/00001/053	
Avoid option 3 with as much vigour as this government will allow. You have to convey tourist around and it will be much better if this is done by the local tourist board rather than on a free for all basis.			
02468	Mr Stephen Webb	02468/00001/037	
However, by the time the country has been built over, no sane tourist will wish to come near the place.			
02486	Mr Benedict Grey	02486/00001/026	
Care taken in not building on sites that damage the tourism potential of the country.			
02504	Mr Peter Stevens	02504/00001/057	
Intensive development will damage tourism. As it is, local authorities are unable to maintain standards of attractiveness which are essential to attract tourists. For example, litter clearance on major and minor roads simply cannot be afforded at present (otherwise it would be done as I asume). Personally, if I were a visitor from another country I would wonder whether the residents of south Hampshire cared at all about their environment. Look at the litter along the A32 between Wickham and Fareham for an example.			
02515	Mr Chris Gillham	02515/00002/025	
Option 3 is nearest - get rid of cars in towns and the market will respond to the improved environment.			
02516	Mr Matthew Barker	02516/00001/055	
Broadly in favour of Option 3, but one must be realistic. Need governmental strategy to get people out of cars. But some places are only accessible by car. Overriding principle must be 3, but with a direction build in.			
02548	Mr Colin Herring	02548/00001/017	
A better network of cycle paths both on and off road.			

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Customer Reference	Name	Comment Reference	Agent
02558	Mr Kevin Andreoli	02558/00001/035	
Other options are unrealistic. How can holidays in the new National Park be promoted as car-free when you need a car to get there Any tourist outside urban areas needs personal transport as there is no viable alternative			
02562	Mr Peter Burke	02562/00001/037	
There are many good examples countrywide of communities which have developed on the back of tourism provision. My definition, such places are also attractive places for the local population to live in. Good, sustainable tourism should be encouraged, and need not damage the environment.			
02577	Mr Andrew Bateman	02577/00001/046	
Allow redundant farm buildings to be more easily converted for sustainable tourist accommodation and farm diversification purposes.			
02590	Mr Chris Tee	02590/00001/021	
Making sure that there is adequate signs around in the city centre when events are going to take place as there are very often inadequate signs.			
02592	Mr Rob Gazzard	02592/00001/019	
The Forestry Commission works with partners such as the rural ways partnership to enhance tourism within rural areas. Green infrastructure assets, such as woodlands and forests, have many opportunities in increase green tourism linked to transport, physical activity, mental health, communitites etc.			
02629	Mr Michael Blackstaff	02629/00001/036	
A world class eco village of the kind suggested in Question 4b above could, if sufficiently advanced, itself become a tourist attraction.			
02662	Mrs Lynda Banister	02662/00001/052	
Winchester is seen as a very expensive place to visit. Are there 'deals' on entrance fees available? The Meon Valley is very attractive and interesting but only conveniently accessible by car - could minibuses trips be offered?			

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Customer Reference	Name	Comment Reference	Agent
02665	Mr Martin Burton	02665/00001/037	
<p>Again what do you mean by "sustainable development of tourism facilities" - sustainable is a heavily over-used word, can you define it in this context People visit Hampshire because it has space, a city (Winchester) and towns with history, charm and character. We should be protecting our market towns, such as Alresford, not over developing them so that the charm and character are lost.</p>			
02669	Mrs Joanna Wedeman	02669/00001/038	
<p>It is the charm of Winchester and the districts historic towns which must attract visitors in addition to the beautiful countryside which remains. We must endeavour to retain this.</p>			
02670	Mr Nigel Paterson	02670/00001/049	
<p>The Jane Austen connection to Winchester should be developed more (e.g. A Jane Austin Centre could be developed in some C18 building in central Winchester.</p>			
02688	Mrs Marie Kemp	02688/00001/024	
<p>Tourists come to this area to enjoy the small towns such as Bishops Waltham, Alton and Alresford. They are much less likely to come if such towns are swamped by housing and turned into mini versions of Whiteley.</p>			
02697	Mrs Diana Hunt	02697/00001/014	
<p>Green credentials should be protected where possible for options 1 and 2.</p>			
02710	Mrs Magaret Hounsham	02710/00001/032	
<p>Where larger buildings are due for development, encourage their conversion into hotel and B and B accommodation as we are woefully short of it and it encourages visitors.</p>			
02729	Mrs Maggie Smith	02729/00001/036	
<p>Wickham could be classed as a Local Hub and allowed to develop as a gateway to the proposed South Downs National Park. Park and ride scheme near the Fareham SDA. Promote cycling/ walking on the railway line etc.</p>			

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Customer Reference	Name	Comment Reference	Agent
02753	Mrs Lorrie Smith	02753/00001/047	
Again, referring to your proposed spatial vision - you need more tourism to thrive as a city and to promote the District. I think park and ride strategies are brilliant and has worked very well thus far for Winchester.			
02783	Mrs Dorothy Quiney	02783/00001/042	
Recognise the inadequacy in provision of suitable serviced accommodation within the rural areas and take a less stringent stance when planning applications are decided if there is a proven need in a particular area.			
02872	Mr Peter Henley	02872/00001/035	
Will anyone come as a tourist to 'see' Bishops Waltham by bus - No.			
02874	Mr Michael Hollis	02874/00002/046	
Actively encourage, with financial incentives, parish councils and chambers of commerce to act to attract tourism.			
02930	Mrs Jacey Jackson	02930/00001/030	
What is meant by tourism facilities It is impossible to choose an option here - they are not mutually exclusive. If we build houses on great swathes of land we'll kill off much of our tourism appeal anyway. Hotels and guest houses should indeed be persuaded to go green.			
02932	Mr Jonathan Simmons	02932/00001/060	
The attraction of Winchester is the historic, pleasant city and unspoiled rural surroundings. Only by retaining this can tourism be promoted.			

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Customer Reference	Name	Comment Reference	Agent
02934	Mrs Eloise Appleby	02934/00001/030	
<p>It's pleasing to see tourism in here as a discrete topic, but as an industry it ought to be considered the same way as any other element of our economy with no additional policies imposed such as option 3 which actually asks more of tourism sector than of any other sector and this seems illogical. Option 2 (as expressed in the document and not the short version above) is wholly in keeping with other elements of the vision. And option 1 is already strangling tourism development so definitely needs to change. This section doesn't tackle the need to identify hotel development sites, particularly in PUSH area. Hotels needed to support local business (meeting spaces, accommodation for business visitors etc) but also for residents (visiting friends, weddings, restaurants, leisure clubs) and this very important dual role should be acknowledged by a commitment to ringfencing sites in all the areas being significantly developed. The result of not doing this is that Winchester will become a day visitor destination which is environmentally very unfriendly, instead of being able to attract lucrative overnight stays. It's already a trend and it will get worse unless we get more variety and more bedspaces in our hotel stock. Cultural events are the best way to support the promotion of Winchester as a destination e.g. Hat Fair, Wickham Horse Fair. They give a place character, create a reason for people to come back, make people enjoy their stay and bring our streets and open spaces to life.</p>			
02941	Mr Piers Austin	02941/00001/053	
<p>I have clicked option 2 but a combination of all three should be adopted, on a case by case basis. Energy self-sufficiency should always be the aim of any new projects.</p>			
03016	Mrs Danielle F Giles	03016/00001/057	
<p>Cycle paths to rural sites</p>			
03029	Mr Robert Toleman	03029/00001/022	
<p>Tourism is irrelevant to the present discussion - which concerns the possible destruction of our environment.</p>			
03042	Mrs Janet Nobes	03042/00001/039	
<p>More bus routes are needed in the countryside. In Denmead some residents are over a mile from the bus stop, sometimes disabled residents cannot use the bus. Buses run every hour or two and there are none after 7pm so you cannot go out for the evening.</p>			

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Customer Reference	Name	Comment Reference	Agent
03071	Mr John Hayter	03071/00001/062	
Existing policy already allows sustainable development so Options 1 and 3 are not materially different. Can't envisage what policies would achieve Option 2.			
03105	Save Barton Farm Group	03105/00001/052	
Preserve irreplaceable Heritage and Greenfield landscape settings and environment- these attract Tourist business and economic benefits.			
03202	Mr M Charrett	03202/00001/030	
Far greater publicity given to tourist attractions throughout the District and a more professional promotion of Winchester's special facilities- especially those above the Westgate (i.e. museums etc).			
03203	Mr A Rutter	03203/00001/041	
There doesn't appear to be any provision for young people. Winchester now has no camp site and no youth hostel, as the result of decisions previously made. Bed and Breakfast provision appears to be declining due, in part, to the nature and value of the housing stock.			
03223	Mr David Sansom	03223/00001/050	
Each hub to have tourist information centre related to the local area			