

Winchester District Local Plan Part 1 – Joint Core Strategy

Statement of Consultation

January 2012



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1.0 INTRODUCTION

- 1.1 The purpose of this document is to set out how the Council has involved the local community, stakeholder and statutory bodies in the formation of the Winchester District Core Strategy. It sets out the various consultation undertaken, who was consulted and when. The document also summarises the main points raised as a result of each consultation and how these points were taken into account as part of the preparation of the Core Strategy.

Winchester City Council is required to prepare a consultation statement under the Local Development Framework regulations.¹ It must address the following three requirements:

- Who was invited to be involved in the plan preparation;
- How they were invited to be involved in the plan preparation, and;
- A summary of the main issues raised as a result of the consultation and how those main issues have been addressed.

- 1.2 In addition, this document has to show how its consultation on the Core Strategy accords with its Statement of Community Involvement (SCI). The Council's SCI was adopted in January 2007 and sets out the ways in which the Council will carry out consultation at each stage of the preparation of the Core Strategy. Please note that the LDF regulations have changed since the adoption of the SCI and these changes are outlined below.

- 1.3 The Core Strategy has been prepared under the appropriate LDF regulations. Initially the Core Strategy was covered by the 2004 regulations², as amplified by Planning Policy Statement 12 (PPS12) in 2004, which set out three stages of consultation before the Core Strategy was submitted. These were: Pre-Production (Frontloading), Issues and Options and Preferred Options. The regulations were revised in 2008³ and again in 2009⁴ and PPS12 was revised in 2008. These amendments have reduced the number of formal stages required in the production of the Core Strategy, with the three stages outlined above now forming one stage (Regulation 25).

- 1.4 As the adopted Statement of Community Involvement and the subsequent Core Strategy Frontloading and Issues and Options consultations had clearly set out that a Preferred Option consultation was due to take place, the City Council continued to include this stage in the production of the Core Strategy, even though it was no longer a statutory requirement. The new Regulation 25 stage has also provided the City Council with the flexibility to carry out further consultation and discussions outside of the formal 6 week consultation period. Following the change of Government in 2010, Winchester City Council has

¹ The Town and Country Planning (Local Development) (England Regulations 2004 as amended by the 2008 and 2009 amendment regulations.

² The Town and Country Planning (Local Development) (England) Regulations 2004

³ The Town and Country Planning (Local Development) (England) (Amendment) Regulations 2008

⁴ The Town and Country Planning (Local Development) (England) (Amendment) Regulations 2009

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carried out further local community and stakeholder engagement inline with the Localism agenda and the announcement to abolish Regional Strategies, in order to establish local development needs. The first of these exercises was called 'Blueprint' and the results were used to inform the next consultation 'Plans for Places'.

- 1.5 A further change in 2011 was that part of the planning function of the District was taken over by the South Downs National Park who formally became the Planning Authority as of 1st April 2011. Due to limited resources Core Strategy preparation continued to be led by Winchester City Council, although both the National Park Planning Committee and full Authority considered and agreed subsequent documents for publication.
- 1.6 This statement details the events which the Council has organised or attended to gauge opinions throughout the production of the Core Strategy.
- 1.7 This consultation statement details the consultations that were undertaken as part of the Regulation 25 plan preparation process. The consultation stages of the Core Strategy preparation are set out in Table 1.

Stage	Consultation Dates
'Front Loading'	February – March 2007
Issues and Options	3 January - 15 February 2008
Preferred Option	14 May – 3 July 2009
'Blueprint'	4 October – 10 December 2010
'Plans for Places'	27 June 2011 - 8 August 2011

- 1.8 All supporting information is appended (see following list) and numerous web links are included in this statement to other relevant data.
- 1.9 Please note that the information relating to the consultation on Sustainability Appraisals is included in the various Sustainability Appraisal reports which accompany the Core Strategy and not in this document.

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2.0 **PART A: EARLY ENGAGEMENT AND CONSULTATION - 'LIVE FOR THE FUTURE'**

- 2.1 In accordance with PPS12 and the Council's adopted Statement of Community Involvement (paragraph 5.18) a front-loading exercise took place during February – March 2007 under the banner 'Live for the Future'. The purpose of the 'Live for the Future' exercise was to both raise awareness of the Community Strategy and its links with the Core Strategy and to gain the views of local residents as to what a sustainable community meant to them, what they liked about where they lived and what they felt needed to change over the next 20 years. The key consultation tools used were a series of workshops with local communities and stakeholders and questionnaires.

Who was invited and how were they invited to be involved at this stage?

Community Workshops

A series of 9 community events were held in the following locations:

Date	Venue
Tues 13 Feb 2007	Wickham Community Centre, Mill Lane, Wickham
Weds 21 Feb 2007	All Saints Church Hall, Hambledon Road, Denmead
Tues 27 Feb 2007	The Lionel Tubbs Hall, Kings Worthy Community Centre, Fraser Road, Kings Worthy, Winchester
Weds 28 Feb 2007	The Meadows Centre, Whiteley Way, Whiteley
Thurs 01 Mar 2007	Weeke Community Centre, Taplings Road, Weeke, Winchester
Fri 02 Mar 2007	Priory Park Clubhouse, Elizabeth Way, Bishops Waltham
Tues 06 Mar 2007	Otterbourne Village Hall
Weds 07 Mar 2007	Perins School, Alresford
Thurs 08 Mar 2007	Winchester Family Church, Stanmore Lane, Winchester

- 2.2 Over 300 local groups were invited to attend. A copy of the invitation and a full list of these groups are listed in Appendix A01. The workshops were also open to the general public and were publicised on the WCC website and through press releases. Letters were sent to all Parish Councils in the District inviting them to attend and also encouraging them to publicise the events through their own publications and websites. Appendix A07 gives more details of the workshop exercises and the results.

Stakeholder Event 22nd March 2007

- 2.3 Stakeholders from key delivery agencies and Parish Councils were invited to a 'visioning' workshop. 117 invitations were sent out to a wide range of stakeholders – both statutory and non-statutory consultees including members of

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the Local Strategic Partnership (listed in Appendix A08). The purpose of this event was to gain the views of a professional and technical audience on their understanding of the issues, constraints and opportunities in the Winchester District that needed to be addressed through the LDF. Further details of the stakeholder event and the results are set out in Appendix A08.

Young Persons Event 18th April 2007

- 2.4 A multi-purpose young person's event was held on 18th April in conjunction with Hampshire County Council Children's and Young Peoples Partnership, at the West Downs Campus under the heading of Young People Living for the Future.
- 2.5 Invitations were sent to the high schools within and adjoining the District and a specific workshop at this event explored the concept of sustainable communities with 11-16 year olds. In addition, a group of children aged 8-9 in a local primary school also completed the same workshop exercises to give a broader young person's view. Details of the events and the results are set out in Appendix A09.

Questionnaire

- 2.6 The key purpose of the questionnaire (appendix A03) was that it was available at the commencement of the front loading programme and people could complete it either on line or via a paper version up until 30th March. This tool gave those residents/interested individuals who could not attend one of the community events an opportunity to contribute to this key project. Paper copies were available at local libraries, Winchester City Council and on request (requests could be made by phone, on line, in writing or by text).
- 2.7 91 questionnaires were submitted on-line and 65 paper versions were received within the specified period.

The City Council's Citizens Panel

- 2.8 In addition to the questionnaire the City Council carried out a Citizen's Panel questionnaire in October 2006 in preparation for the frontloading campaign and to gauge general opinion as to issues that may be of concern.
- 2.9 This was the 12th time the Panel had been used to canvas the views of the people of Winchester. The Panel was made up of a representative population sample of the District. Topics covered in this questionnaire included Winchester Museums, Environmental Health Issues, Private Sector Housing, Planning Winchester's Future, Winchester's early evening economy and aspects of the Council's financial reporting. A total of 1,553 questionnaires were dispatched and 838 returned; a response rate of 54%. Appendix A12 shows a summary of the responses.

Winchester District Strategic Partnership

- 2.10 There is a key link between the Community Strategy and the Local Development Framework. During the frontloading stage, officers attended the meetings listed in Appendix A10.

Black Minority and Ethnic Community

- 2.11 Representatives of the Black Minority and Ethnic community within the District were invited to both the community and stakeholder events, using the groups identified by the Winchester Black Minority Ethnic Engagement Project carried out in 2006. This project was sponsored by the Winchester District Strategic Partnership to identify and make contact with black and minority ethnic (BME) communities and individuals living and working in the District. In addition to the invitations, officers also proactively approached these groups to offer to explain the consultation in more detail. No group took up this opportunity.

Promotion

Press and campaign launch

- 2.12 The campaign was officially launched the week of 5th February 2007 with a large promotional banner announcing “Live for the Future....find out how”, erected across the High Street in Winchester. At the same time, a press release (Appendix A13) was issued and used by the local media with a feature on the WIN FM (local radio) breakfast show and a promotional article within the Hampshire Chronicle (Appendix A02). In addition, during this ‘launch’ week City Council staff handed out fliers in Winchester city centre promoting the campaign and advertising the community events.
- 2.13 The press release explained the purpose of the campaign - to help communities become more sustainable and set out how local people and interested organisations could become involved by either attending one of the community events or completing a questionnaire either on-line or as a paper version (Appendix A03). In addition, those wishing to be kept up-to-date with the LDF process could also sign up for an e-bulletin, by registering on the website (see below for further details).

E-Newsletter

- 2.14 An E-newsletter was set up to inform interested parties of the progress of the Local Development Framework and in particular the Core Strategy. The first issue was sent in Feb 2007 to 168 email addresses (including Parish Councils). A copy of the e-newsletter is included in Appendix A04.

Website

- 2.15 Winchester City Council’s website ran the Live for the Future campaign as the lead item for a week promoting the community events, the questionnaire and encouraging people to sign up to the e-newsletter.

Posters and Fliers

- 2.16 Posters and fliers (Appendix A05) were placed in a range of locations across the District timed to coincide with the local event in that area. Fliers were also issued

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to local groups and Parish Councils who offered to assist with the promotion of the campaign.

Perspectives

- 2.17 Articles relating to the commencement of the Core Strategy were placed in the Council's magazine, 'Perspectives' distributed to every home in the District (Appendix A06).

Banners at travelling roadshows

- 2.18 Other Winchester City Council events around the District, such as the recycling road shows and a tourism event (see photo below), were also used to promote and raise awareness of the Live for the Future Campaign and community events using a set of three smaller promotional banners.

Photo 1



Summary of the main issues raised

- 2.19 This section summarises the key messages which came out of the various consultations which took place.

Workshops

- 2.20 The full results of the workshops are set at in Appendix A07. In summary, the results showed that the larger settlements play an important part in providing a range of facilities and services, however, parishes are also an important resource

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for everyday goods. Winchester City is an important source for all facilities and services, however the larger settlements such as New Alresford, Bishops Waltham, Wickham and Whiteley are also important for providing everyday/top up shopping facilities and also play an important role in providing health and related services. There was an overwhelming consensus recognising the need for more affordable, accessible housing so as to retain families and young people within the various communities and settlements, but not at a high density. Access to public transport was also raised.

Questionnaire:

- 2.21 The questions were structured around four key elements of sustainable communities:-
- **health, wellbeing and safe communities**
 - **economic prosperity**
 - **high quality environment**
 - **inclusive society**
- 2.22 The questions covered a range of matters, exploring issues that may be of concern to local people. Respondents were requested to rank each statement in order of preference with 7 being the most important and 1 the least, for both how they considered the specific statement in relation a) to their local area and b) the Winchester District.
- 2.23 The full results of the questionnaire are set out at Appendix A11. In summary the results for the Winchester District reveal the following statements to be the most/least important:-

Category	Most Important	Least important
Health, wellbeing and safe communities	Transport services are available	New developments are designed to minimise opportunities for crime
Economic prosperity	Public transport should be improved to reduce congestion	A wide range of training opportunities exist for those who need them
High quality environment	Existing natural habitats are protected and enhanced and new ones created	Sufficient off road car parking spaces should be available
Inclusive society	The development of community centres, schools and health services should match the planned growth in housing	New housing should offer a choice of size and types of homes

Citizen's Panel

2.24 The results of the part of the panel survey relating to 'Planning Winchester's Future' are included at Appendix A11. The questionnaire was set out in three broad areas – housing, transport and the economy and the environment. Participants were requested to nominate what they thought should be the Council's priorities for the planning of the future development of the District up to 2026.

2.25 The following table lists the top six priorities that were recorded as 'very important' by the Panel:-

- Priority 1** Retain existing trees and encourage the planting of more
- Priority 2** To encourage and support the provision of good public transport to link urban and rural centres
- Priority 3** Promote use of renewable energy, energy saving mechanisms and recycling to reduce the impact of climate change
- Priority 4** To plan new development and service provision at the same time
- Priority 5** To ensure all new development has access by means other than the private car to facilities and services
- Priority 6** To safeguard the countryside and the natural environment in the District by directing development mainly to existing built-up areas

Stakeholder Event

2.26 Utilising the initial findings of the community events, four potential spatial options were explored to examine how well or not they would deliver sustainable communities and address those matters raised through the community engagement exercises. These spatial options were:

- concentration of development within the larger defined settlements
- dispersal of development in existing 'H3' settlements
- new settlement
- release of major development areas

2.27 This exercise was not about selecting an option, but identifying what the development options may be, and their potential merits and drawbacks. Each of the options had a range of benefits and constraints, although there was no clear consensus on the best option.

How these issues were addressed

2.28 The feedback from the Live for the Future consultation, along with various technical studies, helped to identify the key issues for the District and was used to develop the options which were subsequently subject to consultation at the Issues and Options stage (see below). These were also subject to further

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discussion with the various 'strategic outcome groups' of the Local Strategic Partnership (LSP). The ways in which the issues raised and evidence collected helped in developing the Issues and Options document are summarised below.

- 2.29 The Live for the Future events explored the way in which people used and perceived the District's settlements and the linkages between them and this was used to develop the Spatial Strategy. This was also informed by evidence studies (particularly the Economic and Employment Land Study) and the requirements of the emerging South East Plan (which split the District into PUSH and non-PUSH areas). The following three spatial areas were developed and formed the basis for consultation at the Issues and Options stage:
- Winchester town
 - The Market towns and rural area
 - The PUSH area
- 2.30 The key 'topics' raised through the Live for the Future events were also used to guide the development of the 'Core Issues' in the Issues and Options version of the Core Strategy. These also took into account the outcomes set out in the Sustainable Community Strategy, various evidence studies and the requirements of national or regional policies.
- 2.31 The options for climate change recognised that this was identified as a key issue and consulted on how ambitious the Core Strategy's policy requirements should be. Transport was also a major concern raised through Live for the Future and the consultation questions for the Issues and Options document asked whether people wanted to maintain current policies or develop more radical options.
- 2.32 Housing was one of the main issues discussed through Live for the Future, particularly the scale and location of new housing. However, at this stage, it was expected that housing requirements and the broad distribution would be determined by the emerging South East Plan. Options for the scale and distribution of housing were, therefore, developed in accordance with emerging regional requirements and explored through the Spatial Strategy options. However, the options for affordable housing provision recognised the clear need and support for increased provision, which was apparent from Live for the Future and the evidence work. The options for dwelling size and mix reflected the varied views on whether priority should be given to small dwellings, family housing, or market needs.
- 2.33 Business and economic development did not feature strongly in the Live for the Future consultation, although was a key feature of the Sustainable Community Strategy and an area where there was a strong evidence base (Economic and Employment Land Study). The options which were developed therefore related to particular issues which were either raised through front loading or not covered by the evidence work, namely the approach to tourism and 'green' business.
- 2.34 Live for the Future highlighted the great importance attached to the countryside, natural environment and open spaces, including gaps between settlements. A

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series of consultation questions were developed for the Issues and Options Core Strategy using the responses received and the evidence studies available. In relation to settlement gaps, which were not favoured by national policy at the time but were strongly valued locally, options were put forward for alternative approaches. There was strong evidence on open space requirements, enabling options for open space standards to be developed, but evidence on green infrastructure was more limited so there was an opportunity to gauge its importance.

- 2.35 The need for adequate and timely infrastructure provision had featured very strongly through Live for the Future, particularly in relation to transport issues, but also community facilities, education and health provision. Related to this was the issue of developer contributions and the proposals at the time for a tariff system through the 'Planning Gain Supplement'. Consultation questions were therefore developed for the Issues and Options document, to explore support for tariff-based systems and whether some uses (e.g. affordable housing) should be exempt from making contributions.

3.0 **PART B: ISSUES AND OPTIONS**

Jan – March 2008

- 3.1 On 6th December 2007 the Council's LDF Cabinet Committee approved the Core Strategy Issues and Options document for public consultation. The six week consultation period commenced on 3rd January 2008. However, both the document and response forms were available from mid December 2007. In addition to a questionnaire; a series of workshops were run across the District.

Who was invited and how were they invited to be involved at this stage?

- 3.2 As required by Planning Policy Statement 12 (PPS12) and set out in the Council's Statement of Community Involvement (2007), the following were notified of the consultation:
- 110 statutory consultees, identified in accordance with Planning Policy 12 (PPS12) and Winchester City Council's Statement of Community Involvement (SCI Appendix 3) were notified by letter of the consultation and received a copy of the Issues and Options document which contained a questionnaire to complete.
 - 32 non-statutory consultees (listed as 'general' and 'other consultation bodies' in the SCI) were notified by of the consultation either by letter or email. In addition, the local amenity groups on the LDF consultation database were sent a copy of the Issues and Options document.
 - 511 residents on the consultation database were notified by letter or email of the consultation.
- 3.3 The list of consultees (excluding individuals) invited to respond and examples of the letters sent are attached in Appendix B01.

Issues and Options Document

- 3.4 The Issues and Options document was placed in all the following libraries in the District: New Alresford; Bishops Waltham; Jewry Street, Winchester; North Walls Reference Library Winchester; Stanmore, Winchester. In addition, the document was also available at libraries outside the District, in Eastleigh, Fair Oak, Fareham and Waterlooville.
- 3.5 It was available for inspection at the City Council Offices. Both paper and CD copies were available to purchase and it could also be downloaded from the web.
- 3.6 Whilst arrangements were made to provide the Issues and Options document in alternative formats in accordance with the Council's Equal Opportunities policy, no such requests for these formats were received.

Questionnaire

- 3.7 A questionnaire was included in Appendix 2 of the Issues and Options document. Extra copies of the questionnaire were placed with the document in the listed libraries, and it could be downloaded from the website (either as a PDF or Word document).
- 3.8 An on-line comment form was also available, with 413 responses being received in this way. The questionnaire was the main source of consultation, although all written responses were accepted.
- 3.9 The total number of respondents to the Issues and Options consultation was 2859. This was broken down into over 47,600 individual comments.
- 3.10 An independent survey was also undertaken by the Liberal Democrats and submitted to us. However, due to Data Protection legislation these responses (over three hundred in total) could not be individually recorded. They were, however, taken into account along with the other consultation feedback and evidence when the options were examined in more detail.
- 3.11 Written responses were received from 36 statutory consultees, 29 non-statutory consultees and there were 2802 responses from other members of the community. Appendix B02 lists all the SCI consultees who made comments.

Press Notices/media

- 3.12 A public notice was placed in the Hampshire Chronicle on 3rd January 2008 (Appendix B03). An article appeared in the Council's autumn 2007 issue of the City Council's 'Perspectives' magazine. Further items were included in the spring and autumn 2008 editions (Appendix B04). Several press releases were made in the run-up to the consultation and during the consultation (see Appendix B05). Appendix B06 shows a selection of the articles which appeared in the local press.

Posters

- 3.13 Posters highlighting the Issues and Options consultation (including a map showing where the options for locating the required development were) and listing where public workshops were to be held were displayed at workshop venues and all the libraries in the District as well as at the libraries adjoining the District and the City Council offices in Winchester (Appendix B07).

E newsletters

- 3.14 An E-newsletter was set up during the 'Live for the Future' campaign, with all respondents encouraged to sign up for it. A form was also added to the website to allow all those interested to sign-up. The E-newsletter is sent out on an ad hoc basis to provide information and updates on what is happening with the LDF. For the Issues and Options consultation, several E-newsletters were sent out leading up to and during the consultation period as follows:

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Issue No.	Date e-bulletin sent	Circulation
4	November 2007	744
5	December 2007	695
6	February 2008	1381

Copies of the above e-newsletters are included in Appendix B08.

- 3.15 Articles also appeared in the Planning e-newsletter, which is circulated to individuals and organisations interested in the development industry.

Date sent	Circulation
November 2007	70
December 2007	84
February 2008	88

Copies of the above e-newsletters are included in Appendix B09

- 3.16 Parish Councils were also informed of the consultation by the monthly Parish Connect e-newsletter.

Website

- 3.17 The Council's website had a number of lead articles about the Issues and Options consultation with links to the document and questionnaire (In the formats outlined above). Details of the community events were also put on the LDF web pages. In addition to the link from the home page, a 'special feature' was created for the LDF pages under the 'Live for the Future' banner and placed on many of the City Council's web pages.

Community workshops

- 3.18 To support publication of the document, a series of seven community workshops were held across the District during the consultation period. The format of the workshops included a presentation from Winchester City Councillors and officers, including feedback on the outcomes of the 'Live for the Future' campaign, before dividing into smaller groups to discuss what they considered to be the key issues and options set out in the document. The workshops were publicised via the website, with invitations and posters sent to each Parish Council and the local libraries. Everyone who was notified of the Issues and Options consultation was also informed of the dates and locations of the workshops.
- 3.19 The workshops took place at the following locations, with over 1000 people attending:

Date	Venue	Time	Attendance (minimum)
Tuesday 8 th January 2008	Jubilee Hall Little Shore Lane Bishops Waltham	7 - 9 pm	121
Thursday 10 th January 2008	Solent Hotel Rookery Avenue	7 - 9 pm	52

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Tuesday 15 th January 2008	Whiteley Fareham All Saints Church Hall Hambledon Road Denmead	7.30 – 9.30 pm	80
Wednesday 16 th January 2008	Perins School Pound Hill Alresford	7.30- 9.30pm	206
Thursday 17 th January 2008	Guildhall Broadway Winchester	7.30- 9.30 pm	118
Tuesday 22 nd January 2008	Littleton Millennium Hall The Hallway Littleton	7 – 9 pm	60
Thursday 24 th January 2008	Wickham Community Centre Mill Lane Wickham	7 – 9 pm	244

- 3.20 Details of the workshops are in Appendix B10. Questionnaires were also available for those attending to complete.

Winchester District Strategic Partnership

- 3.21 The Winchester District Strategic Partnership (the Local Strategic Partnership) is a partnership of the major agencies in Winchester District - public, private and voluntary. Throughout the production of the Core Strategy the WDSP has been involved and kept informed of progress. Appendix B11 sets out the meetings attended by officers during the Issues and Options stage.

Parish Councils

- 3.22 Where requested, officers attended Parish Council meetings, for example at Hursley and Olivers Battery.

Young Persons Events

- 3.23 Officers undertook two workshops with young people, the first with 8-9 years olds at a Winchester primary school and the second workshop with the Youth Council on 23rd June 2008. Summaries of these workshops are included in Appendix B12.

Summary of the main issues raised

- 3.24 A summary of the multi-choice questions can be found at appendix B014. Given the volume of responses received it is not possible to append a summary of the individual comments submitted. Typically there was a large response to each question (rarely less than 500-700 responses), which many questions attracting

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1000 or more responses. In total well over 3,000 respondents submitted comments or questionnaires, amounting to over 47,000 question responses. Clearly it is not possible to produce a concise summary of the results of this massive consultation exercise, but Appendix B14 sets out the number of responses on each question in the Issues and Options document and the proportions favoring each option.

- 3.25 The written responses to the Issues and Options consultation were reported back to a series of meetings of the Cabinet LDF Committee on the following dates:
- [21 October 2008](#)
 - [12 November 2008](#)
 - [16 December 2008](#)
 - [28 January 2009](#)
 - [6 March 2009](#)
- 3.26 These reports include an officers' response to the comments received and the suggested action required for the preparation of the Preferred Option document. These reports show in detail how the responses were used to develop the Preferred Option version of the Core Strategy, also taking account of the evidence and of national/regional policies, and this process is summarised below.

Further Consultation – stakeholder meetings

- 3.27 In addition to the publicised Issues and Options consultation, the City Council undertook a series of meetings with stakeholders in September 2008. The meetings provided an opportunity for officers to discuss further the different options put forward during the Issues and Options consultation and the preferred approach to be taken forward. The meetings were held in five locations across the district; New Alresford, Bishops Waltham, Whiteley, Wickham and Winchester. Appendix B13 sets out who attended and the key points raised.

How these issues were addressed

- 3.28 The purpose of the Issues and Options consultation was to gauge public views on the options put forward and to enable any alternatives to be suggested. The form of the questionnaire helped to identify which particular options were viewed most/least favourably. In addition, the Core Strategy is required to be 'evidence-based' and account needed to be taken of existing and new evidence studies, and of government advice and the emerging South East Plan.
- 3.29 The series of reports to the Cabinet (LDF) Committee (listed above) give a very detailed account of the results of the consultation, any alternative options that were suggested, how the evidence was taken into account and the resulting recommendations. Where the evidence supported the option favoured by consultation responses this was taken forward into the 'Preferred Option' document (see below). However, in some cases the responses were divided or inconclusive or the evidence may have suggested that particular approaches would not be 'sound'. However, the LDF Committee reports clearly show how in all cases the responses were taken into account and helped to develop the Preferred Option version of the Core Strategy.

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- 3.30 The key areas in which the approach in the Preferred Option was influenced or changed following the Issues and Options responses were:
- 3.31 The Spatial Strategy. In response to concerns about applying the PUSH growth strategy to the rural southern part of the District the 'South Hampshire Urban Areas' was defined as a spatial area. This also reflects the support for concentrating the growth required in the PUSH area in two strategic allocations and the strong opposition to a strategy of dispersing it within the more rural parts of the PUSH area. Those parts of the District which are within PUSH but of a rural character were included within the Market Towns and Rural Area. For Winchester Town the 'development with a purpose' approach was proposed, reflecting the large measure of support for the option of major growth at Barton Farm (as well as opposition) and the need also to diversify the economy and address commuting and other issues.
- 3.32 Settlement Hierarchy. The responses to the Issues and options consultation led to further work on the settlement hierarchy and a move away from terms such as 'key hub' and 'local hub'. Instead, the settlements were classified as Level 1, Level 2, etc and the quantum of development proposed was based on a combination of the consultation responses and further evidence work.
- 3.33 Topic Policies. Where possible and justified the preferences identified in the consultation were followed in developing the various topic (CP) policies. However, account was also taken of available evidence, which sometimes suggested an alternative approach. Although there was much comment on the housing requirements and broad distribution, these matters had to be taken as 'givens' due to the need for general conformity with the South East Plan (the Preferred Option was actually based on the Secretary of State's Proposed Modifications).

4.0 **PART C: PREFERRED OPTION**

May – June 2009

- 4.1 The Preferred Option was approved by Full Council on 22 April 2009. A seven week consultation period took place between 14 May and 3 July 2009, with further informal consultation continuing to take place with stakeholders after this period.

Who was invited and how were they invited to be involved at this stage?

- 4.2 Following the amendments to the Town and Country Planning (Local Development) (England) (Amendment) Regulations 2008 and the revised PPS12 in June 2008, the statutory and general consultee list for the Preferred Option was updated accordingly.
- 4.3 All statutory and general consultees and everyone who had previously commented on the Issues and Options document were notified of the consultation and given details of the various methods to respond.
- 4.4 120 statutory consultees were notified by letter of the consultation and received a copy of the Preferred Option document and a response form to complete, of which 40 responded.
- 46 non statutory consultees (listed as 'general' and 'other consultation bodies' in the SCI) were notified by letter of the consultation of which 28 responded. A small number of general consultees were omitted from the initial consultation and were subsequently notified of the Preferred Option on 2 September 2009 and given a period of six weeks to respond.
 - 3146 residents on the consultation database were notified by letter of the consultation. In addition, all contacts with an email listed on the consultation database were also notified by the LDF 'Live for the Future' e- newsletter.
- 4.5 The list of consultees who were notified (excluding individuals) and those that responded is attached in Appendix C01.

Preferred Option document and response form

- 4.6 The Preferred Option document was placed in all the libraries in the District (including on the mobile library service) and also at Fareham, Eastleigh, Fair Oak and Waterlooville. It was available for inspection at the City Council Offices in Winchester and the Local Access Points (Bishops Waltham and New Alresford). Copies were also available to purchase, both paper and CD, and could be downloaded from the web.
- 4.7 All written comments were accepted; however use of a specific response form (Appendix C02) was encouraged. An on-line form was also available and over 500 comments were submitted this way.

Exhibitions

- 4.8 To raise awareness of the Core Strategy and to explain the proposed development strategy, exhibitions were held around the District. The following table lists the locations and how many people attended:

Date	Venue	Attendance (approx)
6th June	Alesford	44
8 th June	Whiteley	28
9 th June	Winchester (United Church)	22
11 th June	Denmead	62
11 th June	Bishops Waltham	150 +
12 th June	Colden Common	47
13 th June	Winchester (Brooks Centre)	77
15 th June	Wickham	99
16 th June	Kingsworthy	13
16 th June	Badger Farm	47
20 th June	Waterlooville (held in conjunction with Havant)	Approx 25-30 re West of Waterlooville Major Development Area

- 4.9 The exhibition was available to view on the Council's website at www.winchester.gov.uk/exhibition. A total of 506 people viewed the exhibition online. The exhibition boards are included in appendix C03

Press Notices/Media

- 4.10 A public notice was published in the Hampshire Chronicle on 14 May 2009 and was also posted on the Council's website (Appendix C04). A press release was issued on 12th May 2009 (Appendix C05) and several articles appeared in the local press (Appendix C06)
- 4.11 An article informing residents of the Preferred Option consultation was included in the Spring 2009 edition of 'Perspectives' (Appendix C07) which was distributed in February/March 2009.

Posters and leaflets

- 4.12 Posters and leaflets (Appendix C08) were distributed across the District, with a copy of the leaflet included with the notification letters. The leaflet included details of the exhibitions and how to view and respond to the Preferred Option.

E-newsletters

- 4.13 The 'Live for the Future' E-newsletters continued to be sent to all those who had signed up following the end of the Issues and Options consultation and was used to inform interested parties of the relevant Cabinet LDF Committee and Full Council meetings where the Core Strategy was discussed and approved. All Live for the Future e-newsletters are available to view at:

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www.winchester.gov.uk/EnvironmentAndPlanning/Planning/LocalDevelopmentFramework/E-newsletters/

- 4.14 With regards to the Preferred Option Consultation, an e-newsletter was sent in May informing of the forthcoming consultation, with two further newsletters sent during June. (Appendix C09)

Issue No.	Date e-bulletin sent	Circulation
12	May 2009	1654
13	June 2009	1744
14	June 2009	1748

- 4.15 The Planning e-newsletter also contained articles on the consultation in the March and May editions (appendix C10).

Date sent	Circulation
March/April 2009	104
May/June 2009	111

- 4.16 Parish Councils were also informed of the consultation by the monthly Parish Connect e-newsletter.

Website

- 4.17 The Preferred Option was the lead item on the Council's website for a number of weeks during the consultation period, with direct links to both the document and the on-line consultation form. As mentioned above, the exhibition was also uploaded onto the web and received 506 unique visitors.

- 4.18 Following the close of the consultation, all responses were made available to view on-line at <http://documents.winchester.gov.uk/preferredoption/Default.aspx>

LSP

- 4.19 Given the relationship between the Core Strategy and the Sustainable Community Strategy, the Winchester District Strategic Partnership were briefed on the consultation (Appendix C11).

Further Consultation

- 4.20 Following the close of the publicised consultation period, further targeted consultation took place.

Delivery Event

- 4.21 This event took place on 16th July 2009. Organisations that provide a key service/utility or regulate utility providers within the District were invited to participate, along with the prospective developers of the main 'strategic allocation' sites. The aim of the event was to discuss the implications for the services of the amount and location of new development that was proposed in

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the Preferred Option, and for contact to be made between developers and service providers. The invitation to the event and a list of attendees are set out in Appendix C12.

- 4.22 The aim of the event was to determine precisely what new or improved service provision would be required to enable the large scale developments proposed in Winchester District to be delivered by 2026.

Young peoples event – 20 October 2009

- 4.23 This event was organised by the WCC's Community Wellbeing officer and involved students from secondary schools in the District. A session was held where participants could answer a series of multi-option questions on a keypad (adults attending the event also took part in this) and this included a section relating to the Core Strategy. A second exercise was a series of questions on flipcharts. Results of both exercises are set out in appendix C13.

Housing Forum 25 November 2009.

- 4.24 The forum brings together District Councillors and officers with representatives from Registered Social Landlords and other partners interested in the delivery of housing in the District. The exhibition boards were displayed and members of the Strategic Planning team were on available to answer questions.

North Whiteley Form

- 4.25 The North Whiteley Forum was established in 2010 as an advisory body to discuss and engage with the public on a range of issues relating to the proposed allocation, including advising on a vision for the development and also to act as a sounding board where ideas, options and issues relating to the development can be considered before becoming part of the formal planning process, advising the relevant authorities accordingly. The membership of the Forum is:

- Winchester City Council (6 representatives - including chairman of the Forum)
- Hampshire County Council (2 representatives)
- Fareham Borough Council (1 representative)
- Whiteley Parish Council (1 representative)
- Curdridge Parish Council (1 representative)

- 4.26 The first meeting of the Forum took place on 29 March 2010, This meeting agreed the terms of reference for the Forum and included a discussion on the North Whiteley strategic allocation in the Core Strategy.

Summary of the main issues raised

- 4.27 All comments received were reported to LDF (Cabinet) Committee on the following dates:

- [LDF \(Cabinet\) Committee on 20 October 2009.](#)
- [LDF \(Cabinet\) Committee on 15 December 2009.](#)
- [LDF \(Cabinet\) Committee on 12 March 2010.](#)

- 4.28 Appendix C14 sets out summaries of the issues raised for each chapter and the recommended approach to be taken for the Publication version of the Core Strategy. This also took account of an advisory visit by a planning inspector with officers during summer 2009, which resulted in some useful and important advice on the soundness of the emerging Plan. This advice featured strongly (where relevant) in the above reports and was used alongside the consultation responses and evidence studies to develop the 'recommended approaches'.

How these issues were addressed

- 4.29 The Preferred Option consultation was the first time that the Council had set out its proposed development strategy and detailed draft policies. The main aim of the consultation was, therefore, to encourage responses to indicate views on the approach and policies suggested. This would enable the policy approaches to be tested and amended as necessary for the planned next stage of the Core Strategy, the Publication or Pre-Submission version.
- 4.30 A number of reports to the Cabinet (LDF) Committee (listed above) were produced and responded in detail to the representations received and matters raised. For each proposed policy there was a discussion of the matters raised and a 'recommended approach' was proposed. In some cases the recommended approach involved undertaking further work, particularly in relation to the deliverability of the 'strategic allocations'. This was in response to advice following the advisory visit from the Planning Inspectorate during August 2009. The LDF Committee reports show in detail how the responses were taken into account and balanced with available evidence and the Planning Inspectorate advice to arrive at the next stage.
- 4.31 It was intended that the 'recommended approaches' would be developed into a Pre-Submission/Publication Core Strategy for publication in October 2010. However, following the election of the Coalition Government in May 2010, regional strategies were abolished in July 2010. Although the abolition of regional strategies was later found to be unlawful, the Government maintained its intention to do this and the Council resolved that it would take the opportunity to review development needs and to produce a locally-derived housing target. The programme for the Core Strategy was, therefore, revised and the 'Blueprint' process was devised. The aim of Blueprint was to involve the local community and stakeholders in devising 'bottom-up' development targets by looking at the needs of communities and the people that make up the communities in the District.

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5.0 **PART D – FURTHER ENGAGEMENT AND CONSULTATION - BLUEPRINT'**

- 5.1 Following the new coalition Government's emphasis on 'localism', and their announcement that they intended to remove Regional Spatial Strategies and district-wide housing targets, Winchester City Council resolved that it would delay the 'Publication' stage of the Core Strategy so as to review its development targets, particularly housing. In order to involve local communities in this as much as possible, whilst conscious of the need to avoid 'consultation fatigue', the Council developed and undertook a further informal consultation between 4 October and 10 December 2010 called 'Blueprint'.
- 5.2 Blueprint was an engagement tool which asked local communities to think about their needs and requirements looking ahead 10 – 20 years. The emphasis was placed on asking people to think, not only about the issues which may personally affect them, and how this would impact on their housing choice etc., but also the issues the community as a whole could face. This was done through asking communities to discuss a series of 'characters', debating their needs and requirements over the next 20 years. A pack was prepared which gave details of the six characters and information on issues which may face the community - further details are set out in the section below.
- 5.3 In addition to meeting the localism agenda, the Blueprint exercise was aimed at involving groups and individuals who had previously not been involved in the preparation of the Core Strategy. It was a very open consultation in that it did not present a document or plan for people to comment on, but instead asked them to identify their own and their community's needs, using the characters.
- 5.4 The City Council asked Parish Councils to lead on both planning events and collating responses from their communities, although other groups and individuals were also encouraged to send comments back and these were also considered. The format of the consultation allowed local groups, whether large or small to participate.

Who was invited and how were they invited to be involved at this stage?

- 5.5 Blueprint was an informal consultation, however all the statutory and general consultees set out in the Statement of Community Involvement were notified of the consultation. Appendix D01 sets out all these consultees who were written to. Appendix D02 shows examples of the letters sent.
- 5.6 Parish Councils were given a key role in Blueprint, with Winchester City Council asking them to coordinate the responses from their Parish and to run their own events, if they felt they were necessary. To help them understand the aim of the consultation and how to run an event, the Director of Operations invited them to briefings in September 2010 (two sessions took place). In addition, the larger settlements in the District (Winchester, Whiteley, Bishops Waltham, New Alresford, Colden Common, Denmead, Kings Worthy, Swanmore, Waltham Chase Wickham and Twyford) were each assigned a 'link officer'. The link officers were officers from WCC from a range of services (include Community Planning, Access and Infrastructure and Customer Services) and were the

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main point of contact for the settlements/parishes listed above. A further two link officers covered the remaining smaller parishes, one for the Northern Parishes and one for the Southern Parishes.

- 5.7 All the Parishes were sent a copy of the Blueprint pack at the beginning of the consultation and further copies and other materials were available on request or downloaded from the dedicated website.

Blueprint Packs

- 5.8 Paper copies of the pack were available on request. Appendix D03 contains all the information included in the packs.
- 5.9 All Council Members and Parish Councils were sent a pack, as well as all Primary Schools in the District. Further requests were received from resident associations; community groups; businesses; action groups and many individuals.

Media

- 5.10 A press release was issued on 4 October 2010 (Appendix D04). Several articles appeared in the local media, a selection of which are set out in appendix D05.

An article informing residents of the consultation was included in the autumn edition of 'Perspectives' (Appendix D06).

E-newsletters

- 5.11 Three LDF e-bulletins were sent during the consultation

Issue No.	Date e-bulletin sent	Circulation
18	October 2010	1669
19	Nov 2010	1622
20	Nov 15 2010	1526

- 5.12 An item was also included in the planning e-bulletin in Autumn 2010, sent out to 114 email addresses. Appendix D07 shows copies of all these e-newsletters

Parish Councils were also informed of the consultation by the monthly Parish Connect e-newsletter.

Website

- 5.13 To target local residents who do not normally get involved with LDF consultations, a separate website was set up specifically for the Blueprint consultation. It can be viewed at <http://www.community-blueprint.co.uk/>
- 5.14 It contained all the information included in the pack as well as further materials e.g. a tool for creating population forecasts for individual parishes and material to help people organise their own Blueprint events. This website was also updated regularly with all the events which WCC knew were being held.

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	Monthly hits	Monthly unique visitors
September	749	35
October	8,792	2,116
November	6,218	1776
December	1903	749

- 5.15 Blueprint was also mentioned several times on both the City Council's Twitter and Facebook accounts.
- 5.16 Blueprint was the lead item on the Council's website for a number of weeks during the consultation period. In addition to the dedicated website, a Blueprint webpage was created in the LDF section of the Council's website, with a link to the separate Blueprint website.

Events

- 5.17 Parish Councils were asked to take the lead in arranging Blueprint events, if they felt that they were necessary. A range of consultation processes were undertaken by Parish Councils, including questionnaires (for example Hursley), public meetings (for example Colden Common) and many workshops where the Blueprint exercises were carried out. As WCC did not necessarily take part in the events, the numbers attending have not been recorded. Appendix D08 lists the events which WCC were aware of.
- 5.18 As Winchester Town is unparished, WCC arranged a drop in session at the United Church Hall, Jewry Street, Winchester on 20 November between 10am – 2pm. Around 35 people attended and were invited to make comments on the three headings of housing, employment and community. The results are set out in Appendix D09. In addition, officers were involved in the organisation and running of other events in Winchester, organised by locals community or interest groups. In particular, there was a large event organised jointly by the City of Winchester Trust, WinAcc and WACA and held in the Guildhall on 6 November 2010, which attracted over 130 participants.
- 5.19 Officers attended a range of meetings and specially arranged workshops with local forums. The results from each of these events were reported back to the LDF Cabinet. Copies of the relevant LDF Cabinet reports are included in Appendix D10

	Date	Details of group	LDF Committee details
Health and Well Being Partnership meeting	15 October 2010	Members include: Hampshire PCT Winchester City Council Sparsholt College, Winchester Area Community Action (WACA) Hampshire County	CAB2148 (LFD) p.2

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		Council Children's Services Hampshire County Council Adult Services Hampshire County Council Supporting People	
Blueprint Business Breakfast Meeting (Economic prosperity Group)	2 November 2010	Members include: Business Link Hampshire and Isle of Wight Discover Winchester Federation of Small Business Job Centre Plus North Hampshire Chamber of Commerce and Industry Sustrans University of Winchester Winchester Area Community Action Winchester BID Winchester Cathedral Winchester City Council	CAB2115(LDF) Appendix A
Housing Forum	30 November 2010	An annual forum, including WCC Members and officers, developers, agents, voluntary organisations and RSLs	CAB2148 (LDF) p.3
Winchester Youth Council	23 November 2010	Representatives from the secondary schools in the District, a Youth Worker fro Winchester Youth Team and a representative from the Winchester Young Careers.	CAB2148 (LDF) p.4

LSP

- 5.20 In addition to the running workshops at a Health and Wellbeing partnership meeting and the Economic Prosperity group (who held a breakfast meeting), an officer also attended the Winchester District Strategic Partnership Executive Group in November 2010.

Winchester Developer and Stakeholder Event 2 December 2010

- 5.21 Winchester City Council ran a workshop for Stakeholders and developers with an interest in the District. The list of who was invited is set out in appendix D11. Unfortunately attendance was disrupted by poor weather but around 15 people attended and the event was held anyway. Their comments were reported to LDF Cabinet on 23 February CAB2115(LDF) [Appendix A](#) (See appendix D10 to this Consultation Statement)

Choice Based Lettings Survey

- 5.22 A short questionnaire designed around the Blueprint themes was placed on the [Hampshire Home Choice](#) Lettings website. The results were reported to LDF Cabinet on 1 April 2010, [report no CAB2148 \(LDF\)](#) (page 4) – see Appendix D10 to this Consultation Statement.

Other Events

- 5.23 In addition to Parish Councils, other organisations took the lead in running events.
- 5.24 Winchester Area Community Action facilitated responses from a range of groups including:
- Trinity Centre (Homelessness)
 - Over 55s Forum
 - Young Carers
- 5.25 Winchester Action on Climate Change, The City of Winchester Trust and WACA organised an event in Winchester on 6 November 2010. An article from the Hampshire Chronicle website plus a copy of the groups response (including details of the participants) is included in appendix D12.

Summary of the main issues raised

Responses

- 5.26 A total of 164 responses were received. These can be split into the following categories:

	Number of responses
Parish Councils	37
Specific Consultees (excluding Parish Councils)	6
Other Organisations (including groups formed to respond to Blueprint)	59
Individuals	62

- 5.27 A list of all those who responded is set out in Appendix D13

Issues raised

- 5.28 Support for the three spatial areas across the District was reinforced through Blueprint, the following therefore summarises the key matters raised in each spatial area.

Winchester Town

- 5.29 A broad range of comments were received highlighting some critical issues. Of particular note is the opposing view of those who advocate no growth of the settlement boundary and those suggesting expansion. Winchester Town, given its size and location, is already a sustainable community. However, there are a number of significant sustainability issues and inherent matters that must be resolved if it is to remain attractive and resilient to further economic changes that are now apparent with the contraction of the public sector.
- 5.30 Current evidence from population projections and assessments of development capacity indicate that there is only sufficient land available to maintain recent modest levels of development for a short period (approx 5 years). Key choices need to be made about whether Winchester can/should meet various needs and whether this will mean expansion of its extent or further intensification within its existing boundaries. The role and consequent function of Winchester Town in relation to other parts of the District and the mid Hampshire area is a question that has to be answered if the right long-term choices are to be made.
- 5.31 In relation to the economy, Winchester Town has a diverse economy with shops, businesses and further potential opportunities offered by the presence of the Universities, tourism and niche markets. The availability of small business units for start-ups and entrepreneurs is a matter that will need to be explored further.
- 5.32 Under the community heading comments primarily relate to transport, the Winchester Town Access Plan was being prepared at the time and feedback from 'Blueprint' was passed to the relevant officers for the transport related issues to be taken forward during the finalisation of the Access Plan. An issue that needs further assessment is whether some town centre car parks should be retained or redeveloped for other purposes.

South Hampshire Urban Areas

- 5.33 The Council has resolved to support a development strategy which allocates two strategic sites at West of Waterlooville and Whiteley. These will deliver the quantum of development required in this location without the need to allocate substantial new development in the smaller towns and villages, which received strong opposition in previous Core Strategy consultations.
- 5.34 The possibility of development at North Whiteley receives a mixed response. Whiteley Parish Council supports development, provided it can deal with some or all of the infrastructure deficits arising from the incomplete nature of the settlement, whilst there is opposition from local residents elsewhere commenting that the development is not needed and its potential impact on wildlife and local habitats. The scale of this development would require that a

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number of complex and detailed studies to be undertaken before granting planning consent could be considered. These procedures will ensure that impact on wildlife, local habitats and drainage is tested and any compensatory measures evaluated. Work undertaken so far has not raised any 'show-stoppers' in terms of ecological or other impacts. If the Council continues to support the principle as it has done to date, the proposed development will be subject to lengthy discussions and negotiations with thorough community consultations, which will be the appropriate forum for local people concerned about the detailed impact to influence the outcome.

The Market Towns and Rural Area

- 5.35 Within this area concerns were raised on a number of matters that have been made during previous consultations including :
- the need for affordable housing for local people;
 - some housing to allow families/young people to remain locally;
 - need for sheltered housing/care home for the elderly;
 - need for small business units;
 - better broadband;
 - retention of shops, services and facilities;
 - improvements to the public transport service.
- 5.36 In general terms, it appears the sub-division between the settlement levels is appropriate, although the subsequent quantum of development needed is unclear from the responses and will require further work.

Further Consultation

Meetings with Parish Councils

- 5.37 Following the close of the publicised consultation period, officers held a series of meetings with parish councils to discuss the results in an attempt to agree on the approach to be taken in the Core Strategy. Meetings were held individually for each of the 'Level 1' and 'Level 2' settlements and joint meetings were arranged for the smaller settlements (two meetings, for 'northern' and 'southern' Parishes).

How these issues were addressed

- 5.38 All comments were reported to the LDF Cabinet on [23 February 2011](#) and [1 April 2011](#)
- 5.39 LDF Cabinet report [CAB2177](#) on 6 June summaries the key issues raised through Blueprint and how these have been addressed in the consultation document 'Plans for Places'
- 5.40 The Blueprint consultation was specifically aimed at developing a 'locally-derived' target and strategy for housing and other development needs. Given the type of consultation that it was, it inevitably raised a wide range of issues and those which were not relevant to the Core Strategy will be addressed either through other Development Plan Documents or by the Council's Community

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Planning Team. The responses were used to help develop 'Plans for Places after *Blueprint*', an informal consultation document intended to bridge the gap between the Preferred Option (in 2009) and the 'Pre-Submission/Publication' Core Strategy at the end of 2011.

- 5.41 The main aim of the consultation was, therefore, to encourage people and communities to identify the needs of a range of groups in their communities. The consultation was supplemented by further work on technical evidence, particularly on population and housing projections through the Housing Technical Paper.
- 5.42 As the number of responses received was relatively small (but covering a wider than usual range of community interests) it was possible to report them back to the Cabinet (LDF) Committee at two meetings (see above). LDF Cabinet report [CAB2177](#) on 6 June summaries the key issues raised through *Blueprint*.
- 5.43 Most of the responses to *Blueprint* (see above summary of issues raised) did not suggest a specific number of dwellings that were needed in each settlement, but instead concentrated on the types of housing, employment, etc which were felt to be needed. The *Blueprint* 'characters' helped respondents to think about the longer-term needs in their area.
- 5.44 In order to help translate the *Blueprint* responses into the number of dwellings that would be needed, and to provide a robust technical basis for the work, a Housing Technical Paper was produced. This tested various scenarios for housing provision and sought to assess which best matched the aspirations and needs identified through *Blueprint*. The new housing target and subsequent housing distribution and allocations to the main settlements were, therefore, based on the responses to *Blueprint* and the levels of development that were felt appropriate to deliver the needs identified.
- 5.45 The reports show that it has been possible to achieve a very good correlation between the needs identified through the *Blueprint* responses and the development levels and strategy proposed for most of the District. In the case of Winchester Town this was more difficult for two reasons. Firstly there was not a consensus on the right approach to development, particularly on whether the existing built-up area boundary should be retained. Secondly, the decision on a planning appeal relating to Barton Farm (a proposed 'strategic allocation') was outstanding and, therefore, out of the Council's control. Accordingly, the approach in *Plans for Places* for Winchester acknowledged that there may be different outcomes depending on the appeal decision and that further discussion of the alternative approaches was needed.

6.0 **PART E – FURTHER ENGAGEMENT AND CONSULTATION - ‘PLANS FOR PLACES – AFTER BLUEPRINT’**

- 6.1 Plans for Places was a further informal consultation to inform the Core Strategy and took place between 27 June and 8 August 2011. It was a commentary on how the Council might respond to the comments made to Blueprint, taking into account updated evidence and revised housing and population projections.
- 6.2 The format of Plans for Places was intentionally different to previous consultations. Rather than being drafted as detailed text and policy wording it posed a number of questions on the emerging development strategy for the District, (focussing on the different strategies for the Districts three spatial areas) These took the form of a commentary followed by a detailed question to seek opinions on the strategy proposed. The purpose was to test whether the approach to development and the outcomes the Council is seeking to achieve reflected the way in which people felt about their own communities and future needs.

Who was invited and how were they invited to be involved at this stage?

- 6.3 Plans for Places was an informal consultation, however all the statutory and general consultees set out in the Statement of Community Involvement were notified of the consultation and given details of the various methods to respond. In addition, all those who have responded to the Core Strategy consultation process in the past were notified of its publication and given the opportunity to comment.
- 6.4 Statutory, general, and other consultees were notified by letter of the consultation and some received a copy of the Plans for Places document. In addition, all contacts with an email listed on the consultation database were also notified by the LDF ‘Live for the Future’ e-newsletter.
- 6.5 The list of consultees who were notified (excluding individuals) and those that responded is attached in Appendix E01. Appendix E02 shows examples of the letters sent.

Plans for Places document and response form

- 6.6 The Plans for Places document was placed in all the libraries in the District and also at Fareham, Eastleigh, Fair Oak and Waterlooville. In addition, copies of the document were sent to the mobile library service to be placed on the relevant routes. The document was available for inspection at the City Council Offices in Winchester and the South Down’s National Park office in Midhurst. It could also be downloaded from WCC’s website.

Press Notices/Media

- 6.7 A public notice was published in the Mid Hampshire Observer on 22 June 2011 and 29 June 2011. A copy of the notice is included in appendix E04. A press release was issued on 27 June 2011 (Appendix E05) and articles appeared in

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the local press (Appendix E06). The consultation was the lead item on the Council's website for several weeks

Posters

- 6.8 Several copies of the poster promoting the consultation (Appendix E07) were sent with the document to all the Parish Councils in the District.

E-newsletters

- 6.9 An e-newsletter was sent in June 2011 informing of the forthcoming consultation, with two further newsletters sent during June and July (Appendix E08)

Issue No.	Date e-bulletin sent	Circulation
21	June 2011	1452
22	June 2011	1570
23	July 2011	1557

North Whiteley Forum

- 6.10 The second meeting took place on [18 July 2011](#) which informed the Forum of the Plans for Places consultation.
- 6.11 A further meeting was held on [25 October 2011](#) which provided feedback from the Plans for Places consultation,

Summary of the main issues raised

Responses

- 6.12 A total of 1027 comments were received to the consultation, from 201 respondents. All written comments were accepted; however use of a specific response form (appendix E03) was encouraged. An on-line form was available. All the comments received can be viewed at: <http://documents.winchester.gov.uk/plansforplaces/Default.aspx>

Issues Raised

- 6.13 Summaries of all the comments received were reported to LDF Cabinet - [LDF Cab 2231 – 10 November 2011](#).
- 6.14 Plans for Places suggested the revised housing provision for the District as follows:-

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Winchester district Housing Requirement 2011 – 2031

Spatial Area	Number of new dwellings 2011 - 2031
Winchester Town	4,000
South Hampshire Urban Areas	5,500
Market Towns and Rural Area (incl SDNP)	1,500
Total	11,000

Sources : WCC Housing Technical Paper 2011

- 6.15 This revised housing provision of 11 000 new dwellings and its distribution across the District generated many responses. The majority of these objected to the housing numbers but for opposing reasons. Some felt the number was too high and/or the distribution proposed too much development in a particular area, whilst others suggested it was too low either for the District as a whole or a particular spatial area
- 6.16 In terms of housing distribution, Plans for Places looked at the development strategies for Winchester Town, South Hampshire Urban Areas and the Market Towns and Rural Area.
- 6.17 In Winchester Town, Plans for Places proposed 4,000 new dwellings. However, due to the uncertainty over the Barton Farm appeal decision at that time, two possible strategies for delivering it with/without the Barton Farm site were expressed, pending the outcome of the appeal.
- 6.18 Within South Hampshire Urban areas, it was proposed to deliver 5500 new dwellings through two strategic sites at West of Waterlooville and North Whiteley. West of Waterlooville has planning consent for 2500 homes in Winchester District and 100 have been completed to date. The proposal for a strategic allocation at North Whiteley raised many comments, covering highways issues and the timely provision of infrastructure, and the potential impact on designated sites of ecological importance.
- 6.19 In terms of the Market Towns and Rural Area responses supported the proposed development strategy to contribute to the sustainability and attractiveness of this range of settlements.

Further Debate

- 6.20 Following the close of the consultation, WCC officers met with the Parish Councils on 19 October of both level 1 and 2 settlements, to discuss their comments to Plans for Places and to arrive at a consensus for the number of dwellings to be referred to in the emerging core strategy policy (appendix E10).
- 6.21 Given the lack of consensus in terms of the level and approach to new development in Winchester Town, under the banner of Winchester Town

Forum a public debate was organized and held on 27 October 2011, in the Theatre Royal, Winchester (appendix E09). This event was well attended and although no formal record was taken, the key matter of whether to extend Winchester's boundary and the priority to deliver more affordable housing was well discussed.

How these issues were addressed

- 6.22 The Council commissioned consultants DTZ to assess both the economic prospects for the District and the revised housing projections, and their report and its findings are set out in detail in CAB2232(LDF). The DTZ report acknowledges that there are various 'downward' influences on the housing figures, but also notes that there are 'upward' pressures too, especially later in the Plan period, which runs to 2031. The DTZ report concludes that the 11,000 figure remains realistic once the impacts of economic and other changes are carefully considered.
- 6.23 With regard to the spatial strategies to be followed the Council, proposes to allocate land north of Winchester as a strategic housing allocation to address the varying housing needs of Winchester Town to 2031. In terms of development at North Whiteley which raised comment on ecological grounds, numerous meetings have been held with both Natural England and the Environment Agency to ensure that the correct procedures are adopted by the Council in bringing forward this site for development, which will include further assessment work to ensure that it will have no adverse effects on any of the nearby sites of international importance.
- 6.24 The remainder of the District falls within the Market Towns and Rural Area, which also includes the National Park. The Council received additional expertise through the Government's Rural Masterplanning project in 2010 on how to address rural issues. This data, together with Blueprint responses, has provided the Council with a greater understanding of the many common issues affecting the rural area, and the recognition that many communities accept the need for limited development to maintain both services and community vitality.
- 6.25 Therefore, through the comments received to Plans for Places, the development strategy and policies covering the Market Towns and Rural Areas has been refined which suggests that the market towns of Bishops Waltham and New Alresford each provide for 400 –500 new homes over the plan period, with Colden Common, Denmead, Kings Worthy, Swanmore, Waltham Chase, and Wickham, providing between 150-250 each.

7.0 **NEXT STEPS**

- 7.1 In response Plans for Places further amendments have been made to emerging policies and proposals.
- 7.2 In addition, the Core Strategy has been renamed to reflect the emphasis from Government on local plans being the key policy tool to guide the use and development of land in the future. The core strategy will be referred to as Winchester District Local Plan Part 1 –Joint Core Strategy, to reflect that further documents will follow and that it is a joint document with the South Downs National Park Authority.
- 7.3 The draft pre-submission version of the Local Plan Part 1 – Joint Core Strategy was discussed at length at meetings the Council's [LDF Cabinet Committee on 28 November 2011](#), then Council's Cabinet and full Council meetings held on 7 and 8 December 2011 respectively ([Cabinet 7 December 2011](#), [Council 8 December 2011](#)). In addition the South Downs National Park Authority considered and agreed the document at its planning and authority meeting on 12 and 13 December 2011 ([South Downs NPA Planning Committee 12 December 2011](#), [South Downs NPA Full Authority Meeting 13 December 2011](#)).
- 7.4 This Statement will be updated following the Pre-submission Consultation prior to Submission.