

New Alresford Data set

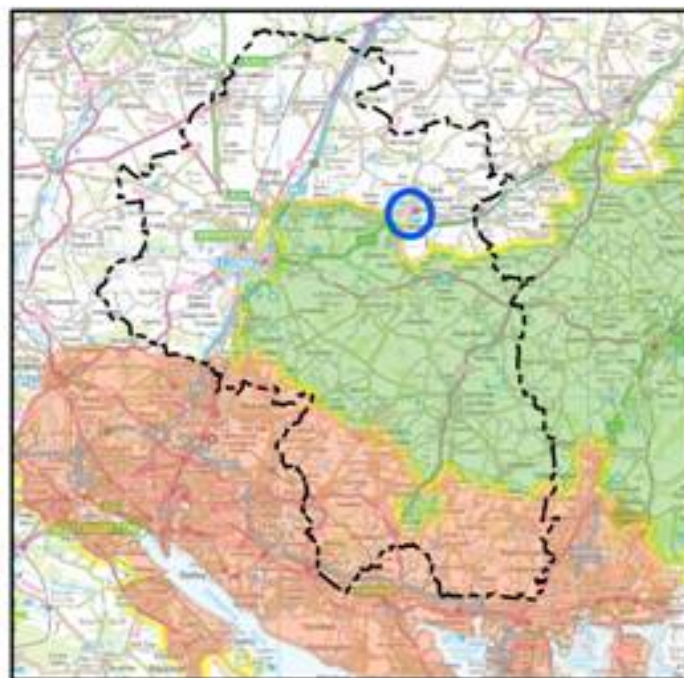
August 2013

Contents

Location Characteristics & setting.....	2
Population & housing.....	4
Employment.....	7
Community & Social Infrastructure.....	10
Summary of New Alresford town Centre's Strengths and Weaknesses.....	12
Infrastructure.....	14

Location characteristics & setting¹

Winchester District
National Park
PUSH



Local/Strategic Gaps

Winchester District
National Park
PUSH
Floodzone 3
SSSI
SINC
Ancient_Woodland



© Crown copyright and database rights 2011 Ordnance Survey 100019531

South Downs National Park	The South Downs National Park lies to the southwest of the settlement of New Alresford.
Designated wildlife sites?	New Alresford lies in the upper reaches of the River Itchen, an internationally important chalk river. Most of the designated sites therefore cover the riparian habitats running to the west and north of the town. The river is designated as a SSSI (as has Alresford Pond) and as a SAC. A section of the R. Arle and water meadows/cressbeds to the north of the settlement is designated as SINC as is Titchborne Down (Golf Course) to the south.

¹ Blueprint Response, Alresford Healthcheck 2008, New Alresford Town Design Statement 2008

Heritage sites?	There are four historic parks located around Alresford: Arlebury Park to the north, Old Alresford House and Upton House to the north west and Tichborne Park to the South.
Conservation Area or listed buildings?	The Conservation Area covers the area of the main town centre from the station to the north, westwards along the Avenue and along East Street to the entrance of Langton House.
What makes New Alresford special?	
<ul style="list-style-type: none"> • 'New Alresford is a popular place to live in, nestled in attractive countryside with reasonable road links with easy access to many major conurbations in the southeast. Residents feel it is a cheerful and friendly community with a compact town centre, clear town boundaries and beautiful surrounding countryside. There is a strong sense of community'. (Alresford Healthcheck 2008) • There is a 'splendid array of independent suppliers of goods and services which is a determining factor in the make-up of the town's character'. (Alresford Healthcheck 2008) • The river is a valuable asset to the area(Blueprint response) 	
What do you see as the main opportunities for New Alresford?	
<ul style="list-style-type: none"> • There is an opportunity to plan for growth to 'increase the proportion of the population that is economically active and to ensure that businesses can thrive in Alresford and be attracted to it' (Alresford Healthcheck 2008) • There is an opportunity to relocate some of the industrial/employment sites within the town to allow these sites to be redeveloped to meet the needs of the town. (Alresford Healthcheck 2008) • There is an opportunity to provide affordable housing in the surrounding villages rather than just in the town (Blueprint response). • There is potential to redevelop some of the school sites (Blueprint response). 	
What are the challenges facing New Alresford over the next 20 years?	
<ul style="list-style-type: none"> • Provision of affordable housing • Retaining identity and character of Town • Supporting an aging population • Providing good public or alternative transport links • Regulating lorry movements in town • Supporting agricultural production • Supporting the mix of small independent businesses and retailers; • Encouraging new enterprises to attract other age groups to stay • Providing additional recreational space needed • Making sure infrastructure is provided to meet the needs of Alresford • Enable lower income local workers to live/remain in Alresford • Adapting for climate change • Ensure that the low carbon economy provides local employment for local people • Attract tourism 	
All above from 'Blueprint responses'	

Population & Housing

Givens	Figure		Scale	Data Source and reasons used																						
No of dwellings	<u>2011</u> 2495	<u>2001</u> 2281	Parish	2011/2001 census data, Office of National Statistics (ONS)																						
Population from 2011 and 2001 census	<u>2011</u> 5431	<u>2001</u> 5102	Parish	2011/ 2001 census data, ONS																						
No of new houses built in last 10 years (2002/03 – 2011/12)	173 Dwellings completed			From Hampshire County Council Annual Housing Surveys 2010, 2012 WCC Annual monitoring report document.																						
	<table border="1"> <caption>Past housing completion rate in New Alresford</caption> <thead> <tr> <th>Year</th> <th>No. of completions</th> </tr> </thead> <tbody> <tr><td>02-03</td><td>12</td></tr> <tr><td>03-04</td><td>4</td></tr> <tr><td>04-05</td><td>2</td></tr> <tr><td>05-06</td><td>22</td></tr> <tr><td>06-07</td><td>20</td></tr> <tr><td>07-08</td><td>61</td></tr> <tr><td>08-09</td><td>10</td></tr> <tr><td>09-10</td><td>26</td></tr> <tr><td>10-11</td><td>13</td></tr> <tr><td>11-12</td><td>3</td></tr> </tbody> </table>		Year	No. of completions	02-03	12	03-04	4	04-05	2	05-06	22	06-07	20	07-08	61	08-09	10	09-10	26	10-11	13	11-12	3		
Year	No. of completions																									
02-03	12																									
03-04	4																									
04-05	2																									
05-06	22																									
06-07	20																									
07-08	61																									
08-09	10																									
09-10	26																									
10-11	13																									
11-12	3																									
Tenure Privately owned Housing association or council rented Private rented	<u>2011</u> 1818 (75.1%) 313 (12.9%) 228 (9.4%)	<u>2001</u> 1754 284 147	Parish	2011/2001 Census data, ONS																						
Net Completions 2011-2013	2		Settlement	2013 WCC Annual Monitoring Report																						
Outstanding permissions	90		Settlement	2013 WCC Annual Monitoring Report (includes 12 dwellings permitted after 1 April 2013)																						

Affordable housing Number of households on the housing register Number of households with local connection known	148	Settlement	From the Hampshire Home Choice Register 2012. Number of household with local connection = the number of households identified as being eligible for affordable rural housing in a village to which they had a local connection by reason of family, residence or employment. These households are also included on the housing register
	100		

How many houses need to be developed	Figure	Scale	Data Source and reasons used
New homes to be provided as identified in Local Plan Part 1	500	Settlement	Local Plan Part 1, Policy MTRA 2 – to be provided between April 2011 and March 2031
Planning permissions already granted (up to April 2013)	90 (not including those built)	Settlement	2013 WCC Annual Monitoring report document (includes 12 dwellings permitted after 1 April 2013)
Homes completed since 1 April 2013	2	Settlement	2013 WCC Annual Monitoring report document
Shortfall	408		New homes to be provided minus new houses built & permitted

Known Potential Housing Sites	Figure	Scale	Data Source and reasons used
SHLAA sites within the existing boundary	22	Settlement	Strategic Housing Land Availability Assessment (SHLAA), 2012

Key housing data sources :	
Winchester District Housing Strategy 2008/09 -	http://www.winchester.gov.uk/housing/housing-strategies/winchester-district-

2012/13	housing-strategy-2008-09-2012-/
Small Area Population Forecasts (SAPF)	http://www3.hants.gov.uk/factsandfigures/population-statistics/pop-estimates/small-area-pop-stats.htm
Office for National Statistics 2001 Census	http://www.winchester.gov.uk/data/census-2001/
Office for National Statistics Neighbourhood Statistics	http://www.neighbourhood.statistics.gov.uk/
Winchester LDF evidence	http://www.winchester.gov.uk/planning-policy/evidence-base/housing/
housing-market-assessment-2007	http://www.winchester.gov.uk/planning-policy/evidence-base/housing/housing-market-assessment-2007/
Nomis official labour market statistics	www.nomisweb.co.uk

Employment

	Figure		Scale	Data Source and reasons used
People aged 16-74 (2011)	3804		parish	Census 2011, ONS
Economically active = people in work or looking for work (2011)	<u>2011</u> 2722 (72%)	<u>2001</u> 2534	Parish (Winchester District = 77.8%)	2011/2001 Census data, ONS
Economically inactive = retired, students, looking after family/home, permanently sick/disabled (2011)	<u>2011</u> 1174 (28%)	<u>2001</u> 1036	Parish (Winchester District = 22.2%)	2011/2001 Census data, ONS
Top five employment destinations from New Alresford :	Winchester 24% Basingstoke 8% Southampton 6% Greater London 6% Alton 6%			Census 2001 (Occupation Groups); SQW Winchester Economic and Employment Study 2007;
Working residents				
% of working residents employed in Alresford	38.3%		Parish	SQW Winchester District Economic and Employment Land Study, (2007)
% of Alresford workers living in Alresford	52.6%			
Net flow of employees	-693			

Occupation levels (approximate 16-74)	<u>2011</u>	<u>2001</u>		2011/2001 Census data, ONS
Managers, Directors and Senior Officials	326 (12.5%)	516		
Professional Occupations	591 (22.6%)	341		
Associate Professional and Technical Occupations	369 (14.1%)	346		
Administrative and Secretarial Occupations	300 (11.5%)	347		
Skilled Trades Occupations	355 (13.6%)	310	Parish	
Caring, Leisure and Other Service Occupations	227 (8.7%)	137		
Sales and Customer Service Occupations	157 (6.0%)	132		
Process, Plant and Machine Operatives	105 (4.0%)	134		
Elementary Occupations	187 (7.1%)	214		
Number of home workers (work mainly at or from home)	246 (9% of economically active population)		Parish	2011 Census data ONS
Key employment data sources :				
http://www.invest-in-southampton.co.uk/property/				
http://www.winchester.gov.uk/business/commercial-property/				
http://www.winchester.gov.uk/planning-policy/evidence-base/economy/				
http://www3.hants.gov.uk/factsandfigures/population-statistics/pop-estimates/small-area-pop-stats.htm				
http://www.winchester.gov.uk/data/census-2001/				
http://www.nomisweb.co.uk/				

Number of retail units:	60 units		NLP Retail & town centre uses study, 2007 (updated by New Alresford Town Council in March 2013).
Retail description			
Restaurants, cafes & takeaways	7 units		
Banks/other financial services	4 units		
Estate agents & valuers	2 units		
Travel agents	1 units		
Hairdressers & Beauty parlours	3 units		
Laundries & dry cleaners	1 unit		

Community and Social Infrastructure

	Figure	Data Source and reasons used
Car Ownership Number of households with No cars or Vans	342 / 14.1% (Winchester District = 14.3%)	Census 2011 ONS data
Town Centre Car parking provision	In total there are 125 car parking spaces in New Alresford. This does not include on street parking spaces. New Alresford appears to have an adequate provision of car parking spaces. However, during the NLP site visit, the Station car park appeared close to capacity, as did the majority of on-street parking.	NLP Retail & town centre uses study, 2007
Public Transport Bus services (Frequently changes)	No. 67 – Winchester, Alresford, West Meon, Petersfield No. 240 – Alresford, Ropley No. 64 – Winchester, Alresford, Alton AB1 – around the town, 2 days only	Traveline - www.travelinesw.com
Rail services	8 Miles to Winchester railway station Steam railway – Tourist orientated	Traveline
Education - Schools	<u>Sun Hills Primary</u> Current capacity: 439 <u>Perins Secondary</u> Current Capacity : 1040	HCC education department
Education –Capacity	'Surplus' places	
Primary 2012 (Sun Hill)	4	
Secondary 2012 (Perins)	-17	
Projected Primary 2017 (Sun Hill)	-209	

Projected secondary 2017 (Perins)	-146	
Health facilities <u>Doctors surgery</u>	The Alresford Surgery, Station Road (9 GPs)	www.alresfordsurgery.co.uk
<u>Dental practices</u>	<ul style="list-style-type: none"> • Berukin Dental Surgery, 38 West Street • Alresford DentalCare, 4 Pound Hill 	www.healthcentre.org.uk/dentistry/find-winchester.html
Library services	20 Broad Street, New Alresford Mobile service	http://www3.hants.gov.uk/library/alresford-library.htm

Summary of New Alresford Town Centre's Strengths and Weaknesses²

Strengths

- The proportion of convenience retailers is higher than the national average. The centre has two national food stores (Tesco Express and Co-Op) suitable for top up food shopping. In addition there are a number of independent, specialist convenience retailers such as a butcher, delicatessens, off licences and a newsagent.
- New Alresford Town Centre has a reasonably wide range of specialist independent comparison shops, with a higher proportion than average provision of comparison retail units. However, there are no national multiple comparison retailers.
- There is a reasonable provision of entertainment facilities in New Alresford Town Centre, with three pubs and five restaurants.
- Other than retail facilities there is a library, one art galleries and two hotels.
- There is one vacant unit within the town centre suggesting there is a healthy demand for premises and that the centre is performing well.
- The environmental quality within New Alresford is reasonably high in terms of cleanliness, charm and general condition. The historic buildings are well maintained and hanging baskets are positioned throughout the centre. The entire centre is located within a designated conservation area.
- The paving throughout the centre was of reasonably good condition. No graffiti or vandalism was evident within the centre.
- There is ample car parking for the size of the centre.

Weaknesses

- New Alresford has a lower proportion of financial and professional service (Class A2) units than the national average, however, there are four national banks/building societies represented in the centre.
- The proportion of A3 and A5 units is lower than the national average, and the centre's evening entertainment provision is limited to pubs and restaurants.
- Pedestrian flow through the centre is restricted by moderately busy roads, a lack of adequate pedestrian crossings, on-street parking and signs on the pavements outside shops.
- The street lighting is positioned sparsely through the centre, and there is also a lack of public seating and a public space.

Opportunities

- New Alresford town centre benefits from a loyal local customer base, and local residents need to travel large distances to reach alternative facilities. Expenditure generated by this customer base is expected to grow in the future, which should provide opportunities to improve the range and choice of shops and services in the town.

² NLP Retail and town centre uses study, 2007

Threats

- New Alresford is an historic town centre with many listed buildings and an extensive conservation area and development opportunities are limited. Therefore the existing urban form provides limited opportunities to expand facilities within the town centre. If the town centre does not improve its range and choice of facilities the town's role in the hierarchy could diminish.
- The demand for premises within New Alresford from national and regional retail and leisure operators is relatively poor. The town centre is dominated by independent traders. If independent traders close in the future the availability of new occupiers is uncertain and the number of vacant units could increase, which may undermine the vitality and viability of the town centre.

Infrastructure

	Policy Link	Source of Information
Education		
<ul style="list-style-type: none"> primary school provision - Insufficient primary education capacity to accommodate the predicted increased demand for school places over the next five years. 		
Access /Junction Improvement Works	CP10	HCC draft Transport Statement Sept 2012, Winchester Local Transport Schemes 2012
<ul style="list-style-type: none"> Grange Road traffic calming and footway widening- issue of mature trees Improvements to the junction of Spring Gardens and New Farm Road Improvements to the junction of the B2177/Jaclyns Lane/Spring Gardens Junction signalisation and pedestrian phasing - Jacklyns Lane/Pound Hill/West St. Station Road Improvements and access to Station Car Park 		
Improved pedestrian/ cycle access and infrastructure	CP10	HCC draft Transport Statement Sept 2012, Winchester Local Transport Schemes 2012
<ul style="list-style-type: none"> Cycle links from Town centre to NCN 23 FP 15 pedestrian enhancements Pedestrian crossing point on West Street near junction with Jacklyns Lane Pedestrian improvements on West Street / The Dean crossroads. West Street Improvements (North Side) – i.e. the pavement build out to narrow the road for pedestrians. West Street Improvements (South Side) (in the vicinity of Co-op) 		
Public Transport	CP10	HCC draft Transport Statement Sept 2012, Winchester Local Transport Schemes 2012
<ul style="list-style-type: none"> RTI at high frequency bus stops as part of PTG bus stop infrastructure improvements (buses already equipped) (2-4k per unit) Alresford - Cheriton - A272 - West Meon (Stagecoach service to Petersfield): Upgrade bus stop facilities on this route <ul style="list-style-type: none"> 6 stops requiring hard standings and raised kerbs 5 new poles required Deployment of journey planning kiosk and bus departure screen in village centre 		
Community Centres and facilities also serving cultural functions	CP6	HCC Infrastructure Statement 2012
<ul style="list-style-type: none"> Alresford Library 		

Health Services-	CP6	NHS Advice - Infrastructure Study
<ul style="list-style-type: none">• Improved facilities to meet demand from anything other than small developments.		
Open Space, Play and Sport	CP7	OS Strategy 2012/2013
<ul style="list-style-type: none">• Acquisition of additional land for sports at Arlebury Park• Provision of new play area to LEAP standard		