

1.0 INTRODUCTION

The Study

- 1.1 Nathaniel Lichfield & Partners Limited (NLP) was commissioned by Winchester City Council to prepare a retail study for Winchester. This retail study that will inform the emerging review of the Winchester Local Plan and will assist the Council to identify a plan-led strategy for retail provision within Winchester. The key objective of this report is to calculate the scope and need for Winchester to accommodate additional retail floorspace over the plan period up to 2011.
- 1.2 The study provides:
- an analysis and description of current shopping provision patterns within Winchester and its catchment area;
 - an audit of the range, choice and quality of existing retail provision in Winchester and its ability to meet the aspirations of the local community and visitors;
 - an assessment of the character and role of Winchester and its appropriate position in the hierarchy in central Hampshire;
 - a review of the effects of other development proposals in the retail hierarchy in central Hampshire; and
 - forecasts of growth over the plan period taking into account wider trends in retailing.
- 1.3 A key objective is to identify the need for new retail floorspace over the Local Plan First Review period, within the context of Government Guidance and ministerial statements on need and the sequential approach. The study identifies quantitative or qualitative areas of deficiency in retail provision. Within this context the study provides a framework that will inform the Council on whether it is necessary to identify and allocate sites for new retail development.
- 1.4 The study is based on up-to-date surveys and provides a robust framework for emerging Local Plan Review policies. It provides council officers and members with clear guidance to assist the formation of retail policy and to guide development control decisions.

Content of the Report

- 1.5 Section 2.0 provides details of the national, regional, strategic and local planning policy context. Section 3.0 provides an overview of the local shopping hierarchy in Winchester and an audit of the role of the City Centre.
- 1.6 Section 4.0 summarises the results of the household survey, which has been used to assess existing shopping patterns. Section 5.0 analyses the results of the City Centre visitor street survey, which has been used to establish the views of all people using the shops and services in the City Centre.
- 1.7 Section 6.0 sets out an overview of shopping needs within Winchester and forms a basis for assessing the ability of existing shopping facilities to meet the needs of the community.
- 1.8 Sections 7.0 and 8.0 consider the potential and need for additional new retail development in Winchester.
- 1.9 Section 9.0 sets out our recommendations and conclusions.

