

**WINNALL PLANNING FRAMEWORK
TECHNICAL APPENDICES**

Parsons Brinckerhoff Ref: 3513858A

PRIVATE AND CONFIDENTIAL

Winnall Planning Framework

Final Report – Technical Appendices

June 2015

Prepared for
Winchester City Council, with support from Hampshire County Council

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1 INTRODUCTION**1.1 Purpose of Technical Appendices**

1.1.1 This technical appendix document support the main Winnall Planning Framework report and provides more detailed includes the following:

- A section entitled 'Winnall Today': this presents detailed information on the baseline context as well as a review of the area;
 - A section covering the consultation activities undertaken and a summary of the key messages from these;
 - A summary of the actions ('Future Fifty') emerging from the previous Winnall Community Plan (and which has helped inform the Planning Framework); and
 - A breakdown of the results from the online surveys undertaken during both rounds of consultation.
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2 WINNALL TODAY**2.1 A portrait of Winnall**

- 2.1.1 The area of Winnall is located to the north east of Winchester. It comprises a residential neighbourhood and one of the largest clusters of employment and economic related activity in the town. Although Winnall is found towards the edge of the urban area it is also in close proximity to the city centre.
- 2.1.2 Winnall's location is also notable in terms of its closeness to the adjoining countryside and the South Downs National Park (SDNP). The relationship between Winnall and its surroundings is therefore close to unique and means, for example, that the area benefits from exceptional views across the nearby hills and countryside.
- 2.1.3 Easton Lane is the main thoroughfare through the area, linking Winnall with the city centre and further afield via Junction 9 of the M3 motorway, which forms the eastern boundary to the study area. Winnall Moors wraps around the north and west of Winnall, with the residential area of Highcliffe to the south. Alresford Road forms the southern boundary to Winnall, providing connections to the city centre and, east, to St Swithun's School and surrounding countryside. This is shown in the figure overleaf.
- 2.1.4 The Winnall area was built out in the 1950s and 1960s. The employment area, known as the 'Winchester Industrial Estate', comprises a cluster of smaller estates and activities. Although it represents an important source of employment, the nature of the businesses and activities in the area has changed over time. As demonstrated in the broad land use plan (see inserted figure on Page 10), the traditional employment role of the area is being gradually reducing and there now exist many trade and retail activities, including car showrooms. Many of these are housed in large warehouse and shed formats.
- 2.1.5 Although Figure 2-2 (on Page 10) shows areas categorised as 'retail' and 'trade', it should be pointed out that there are difficulties distinguishing between certain B8 uses which supply trading companies (such as suppliers of manufacturing tools) and those that can be classified as pure retail outlets (including companies such as B&Q and Homebase etc.). Nevertheless, the key point about these activities is that there are several different types of trading and retail companies in Winnall which provide employment opportunities to both local residents (especially for retail) and those who commute in from places such as Eastleigh.

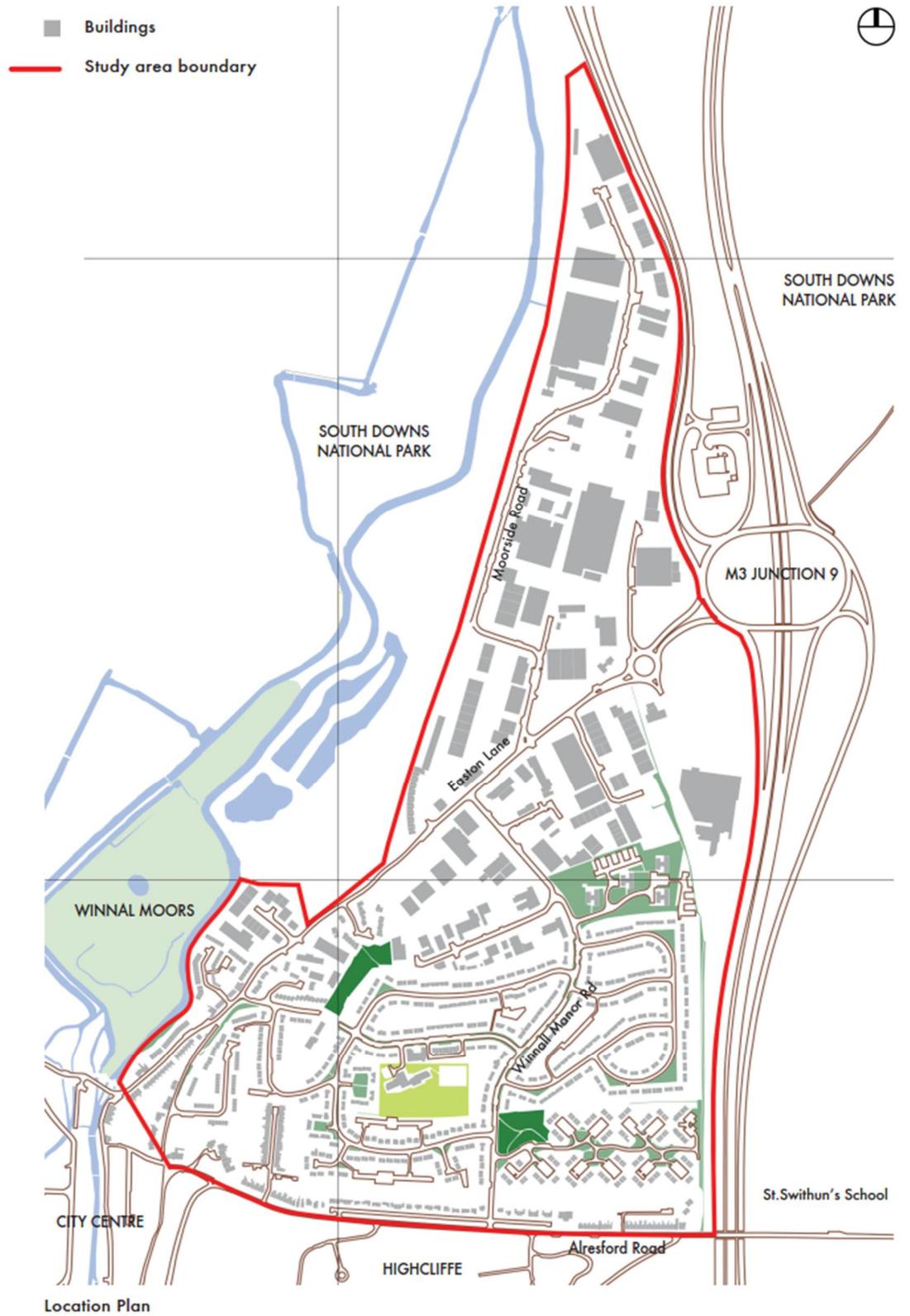


Figure 2-1: Winnall Context / Location Plan

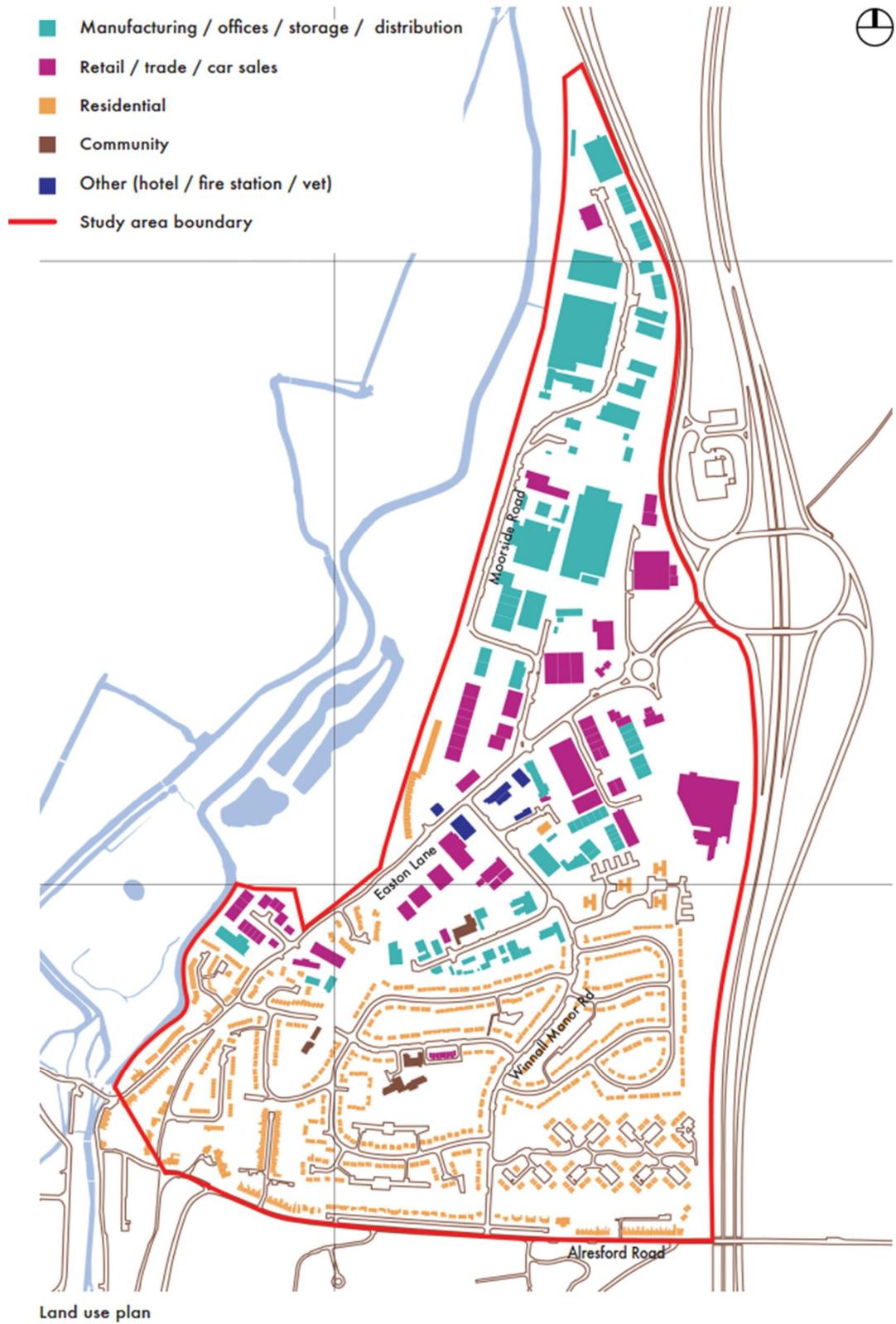
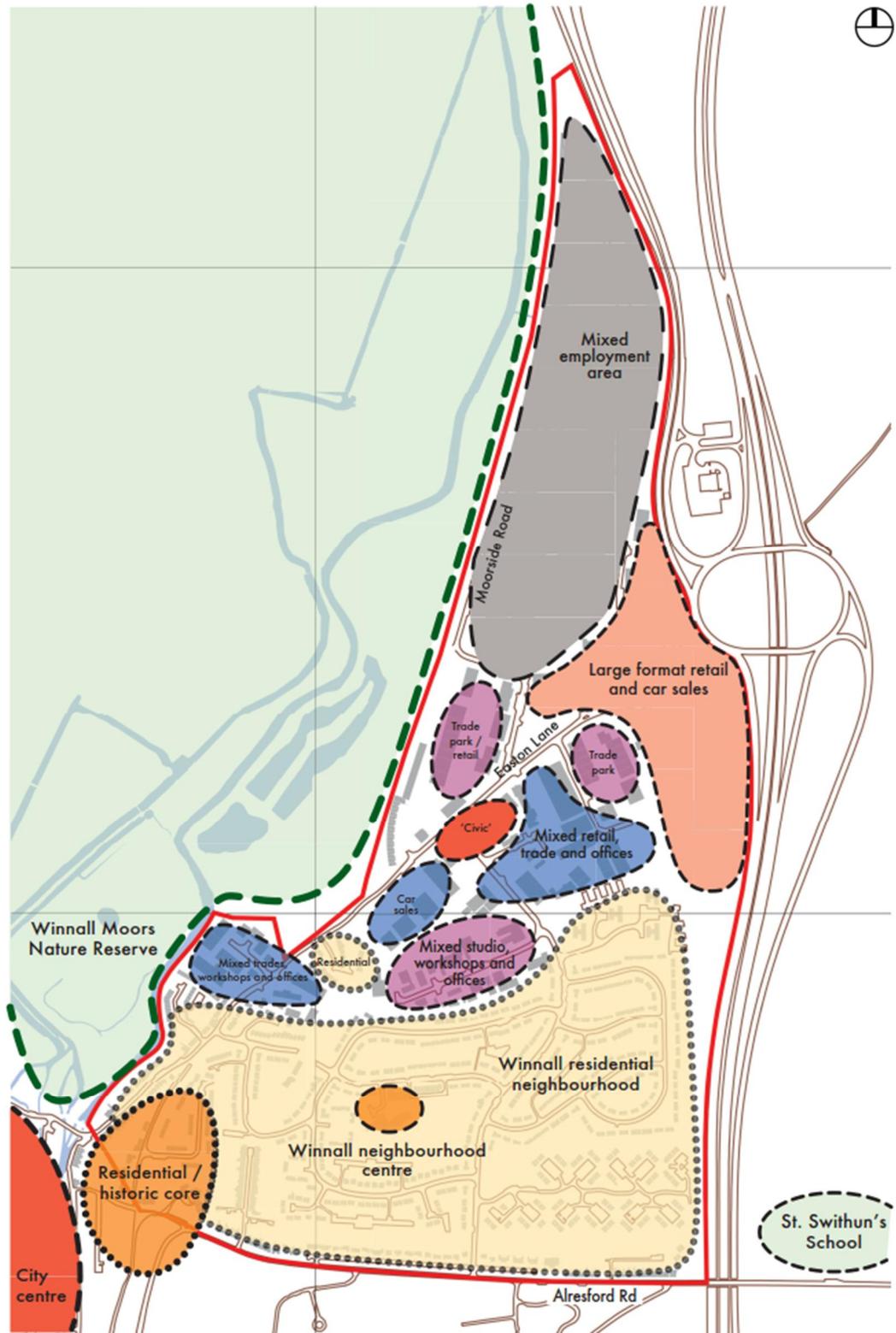


Figure 2-2: Land Use Plan

- 2.1.6 The land uses in the area can be broken down into a series of broad character areas or clusters of activity (see inserted figure overleaf). The core area of what might be considered more traditional employment activities is found to the north of Easton Lane, alongside Moorside Road. This area includes a diverse mix of office based jobs, manufacturing, storage and distribution activities. These tend to occupy larger buildings and floorplates. In contrast to this, businesses along Winnall Valley Road (south of Easton Lane) are smaller in nature, comprising a mix of more locally-based start-up businesses and SMEs. Winnall Valley Road is a highly diverse area, with activities ranging from managed office space in the relatively new and highly occupied Basepoint development, through to smaller workshop and studio space.
- 2.1.7 Moorside Road and Winnall Valley Road are the primary employment areas and both are vibrant, active locations with few vacancies. Both experience some problems in terms of parking and access, which are explored further below. Between these, lining Easton Lane, are a series of retail stores, trade units and car dealerships, as well as some areas providing a mix of trade, office and workshop space. Uses and building arrangements are fragmented and, in many places, inward looking, with buildings arranged around central shared access and parking areas. The recently completed Premier Inn Hotel and the Fire Station adjacent to this on the junction of Easton Lane and Winnall Manor Road are higher quality 'feature buildings' at a key junction, connecting the employment and residential areas.
- 2.1.8 Winnall Manor Road forms the central spine through the residential area, with streets running off this in a 'loop' arrangement and which rise and fall in response to the topography, affording local and long distance views into the city and across to the moors. A short retail parade, school, community centre and social club along Garbett Road forms the neighbourhood centre, or heart of the area. There are two main play spaces, at the corner of Winnall Manor Road and Turnpike Down, and along the route of the former railway line, between Winnall Valley Road and Garbett Road.
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Broad character area plan

Figure 2-3: Winnall “Broad Cluster” Plan

2.2 Planning context

- 2.2.1 The current Development Plan for Winchester comprises the saved policies of the Local Plan 2006, the Local Plan Part 1 – Joint Core Strategy and the Hampshire, Portsmouth and Southampton Minerals and Waste Local Plan (1998). The City Council is currently in the process of updating its planning policies through the preparation of the Local Plan Part 2 – Development Management & Allocations. This document will eventually supersede the remaining saved policies of the Local Plan 2006.
- 2.2.2 Development in Winnall is guided by general city-wide planning policies. The accompanying plan overleaf provides references to and a brief summary of relevant policies. In essence, the Council is seeking to retain traditional employment uses (such as manufacturing), promote economic growth and diversification, enhance green and open spaces, retain and improve community facilities, encourage sustainable transport and create sustainable neighbourhoods.
- 2.2.3 The figure overleaf illustrates the ‘policy context’ in Winnall and describes the objectives for each section of the area.
- 2.2.4 There are currently no Winnall-specific adopted planning policies. The local community did, however, publish a Community Plan in 2011 and this set out the Community’s aspirations whilst establishing 50 actions for change (see Appendix A).
- 2.2.5 Although this does not provide recommendations for planning policies and does not carry any statutory weight as a planning document, it does establish the community’s concerns and preferred areas for intervention.
- 2.2.6 The main planning policies in Local Plan Part 1 of relevance to the Winnall area are mapped spatially on the accompanying plan and are summarised in the table on Page 15.
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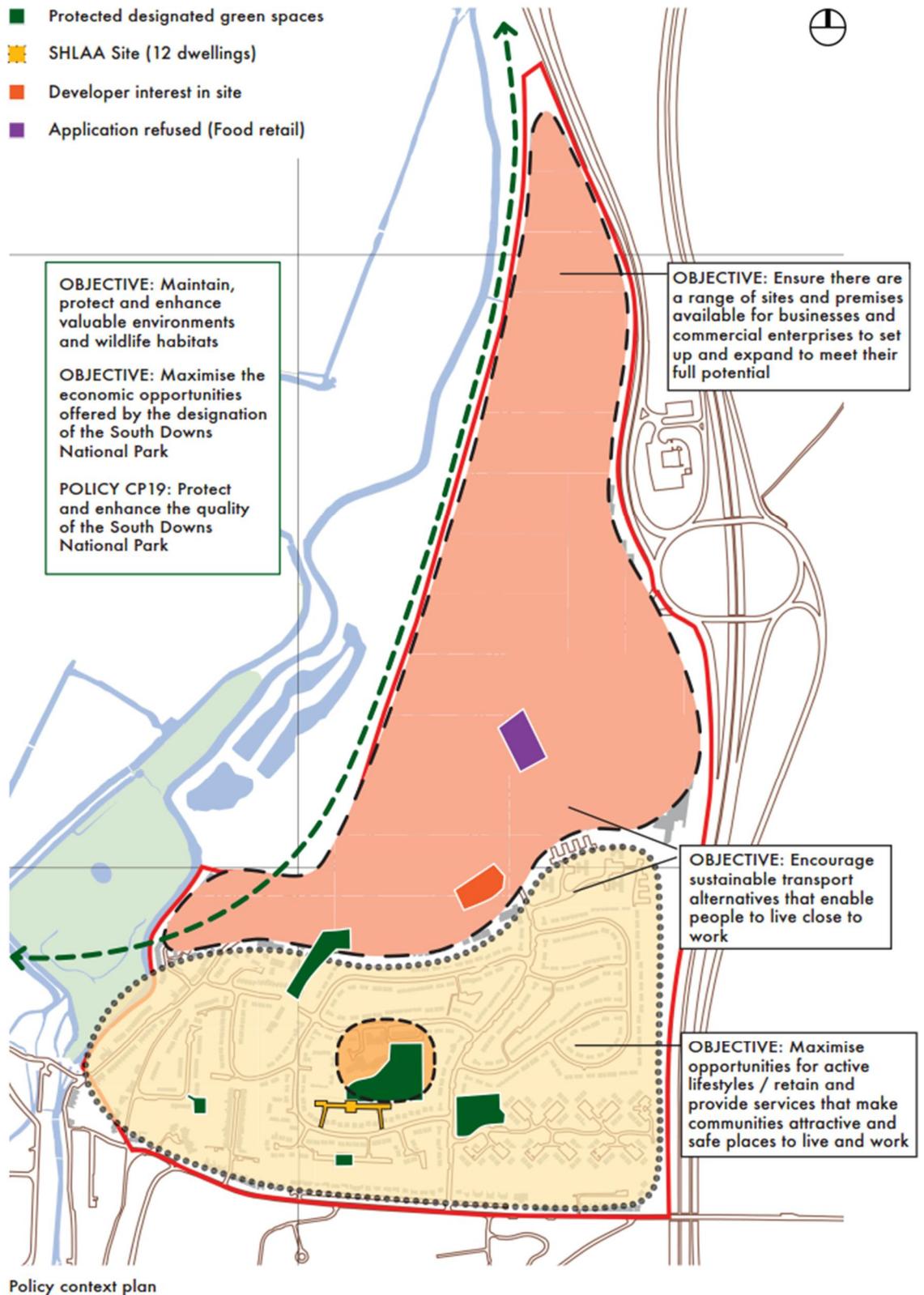


Figure 2-4: Policy Context Plan

Table 2-1: Summary of Local Plan Part 1 policies relevant to Winnall

General Area	Policy Approach
Winnall employment area	The Local Plan seeks to ensure there are a range of sites and premises available for businesses and commercial enterprises in the City to set up and expand and to meet their full potential. Policy CP8 seeks to promote economic growth and diversification and Policy CP9 seeks to retain employment land and premises to ensure that there is a mix of employment land and floorspace. The policy also sets out the criteria, by which any application for the change of use of existing employment land and premises to non-employment uses would be assessed.
Residential neighbourhood	The Local Plan seeks to maximise opportunities for active and healthy lifestyles, and to retain and provide services that make communities attractive and safe places to live and work. Housing policy is also covered. Policy CP6, of relevance to the neighbourhood centre on Garbett Road, seeks to retain and improve local services and facilities.
The moors and National Park	The Local Plan seeks to maintain, protect and enhance valuable environments and wildlife habitats as well as maximising the economic opportunities offered by the designation of the South Downs National park. Policy CP19 seeks to protect the quality of the National Park.
Area wide	The Local Plan seeks to encourage sustainable transport alternatives that enable people to live close to where they work.

- 2.2.7 It is recognised within the Local Plan that retention of employment land and diversification of the employment base are important to the economic success of Winchester and Winnall, as one of the largest clusters of employment land in Winchester, is central to this.
- 2.2.8 Equally, the quality of life for residents should be strengthened and improved, with opportunities for more active, sustainable and healthier lifestyles encouraged. This will include the promotion of a range of transport modes, such as better walking and cycling conditions, the right community facilities in the right places, and good, useable green and open space. Furthermore, the Local Plan recognises the importance of and relationship to the National Park and moors. Winnall's proximity to these is a strong characteristic of the area: the Local Plan seeks to retain and protect the National Park and moors from future development.
- 2.2.9 Despite this, there is a need for more locally specific policies to consider if and how future change will support the Local Plan and make a positive contribution to the vision and aspirations for the area. Although policies currently seek to protect employment uses falling under B Use Classes, there are a large number of units in the industrial estate that fall under Use Class Sui Generis (car sales, retail

warehouses, etc.) and there is currently a lack of policy on appropriate changes of use for such sites in Winnall. An application for the change of use of 1-2 Easton Lane from car sales (Sui Generis Use Class) to a food store (A1 Use Class) was refused in 2013 as the proposal was considered to be for a town centre use and this location would be inappropriate for such a use. However, an application for the change of use of this site for bulky goods retail was permitted in 2014. This implied that the site was considered appropriate for out of centre retail.

- 2.2.10 The presence of these types of employment use has changed the composition of the area. Approximately half of all premises, and the building footprints occupied by these in the employment area (excluding the residential neighbourhood), are for uses other than those classified as Use Class B1, B2 or B8. Although such uses provide important sources of employment, and despite Winnall being a relatively good location for these given motorway access and surrounding use types, they are undermining the role and function of the area and the aspirations to protect, retain and improve the stock of employment land and buildings in the area.
- 2.2.11 The changes to the General Permitted Development Order allowing the change of use from office to residential presents another threat to Winnall Industrial Estate, which the Council currently have limited control over. However, to date there has been relatively limited interest in implementing this opportunity in the Winnall Industrial Estate, with just one residential development coming forward since the permitted development rights came in to force.

2.3 Urban design context

- 2.3.1 Where we live and work matters. Well-designed buildings and neighbourhoods improve quality of life for residents and the wider community, may help to reduce crime, foster community cohesion and can significantly reduce whole life costs. By Design (DETR 2000) focuses on the qualities that successful streets, spaces, villages, towns and cities tend to have in common. The Planning Framework seeks to achieve these qualities in tandem with other economic and social objectives. The following sections consider Winnall using the qualities of successful places set out in By Design.

Character: A distinct character

- 2.3.2 ***A place with a distinct character may have locally distinctive patterns of development and landscape, streets and other spaces, skylines and roofscapes, local culture and traditions, and building materials.***

- 2.3.3 The key considerations for Winnall are:

- The broad character area plan illustrates the variety of different character areas within the study area (as shown in the topography plan overleaf).
- Winnall residential neighbourhood benefits from a successful neighbourhood shopping parade located at the heart of the neighbourhood on Garbett Road with Winnall Primary School close by.
- The employment area is characterised by a wide variety of different types of employment and clusters within the area.
- The study area is bounded to the east by the M3 motorway and A34, A272 road corridor. To the west Winnall Moors Nature Reserve and the South Downs National Park provides exceptional public open space.

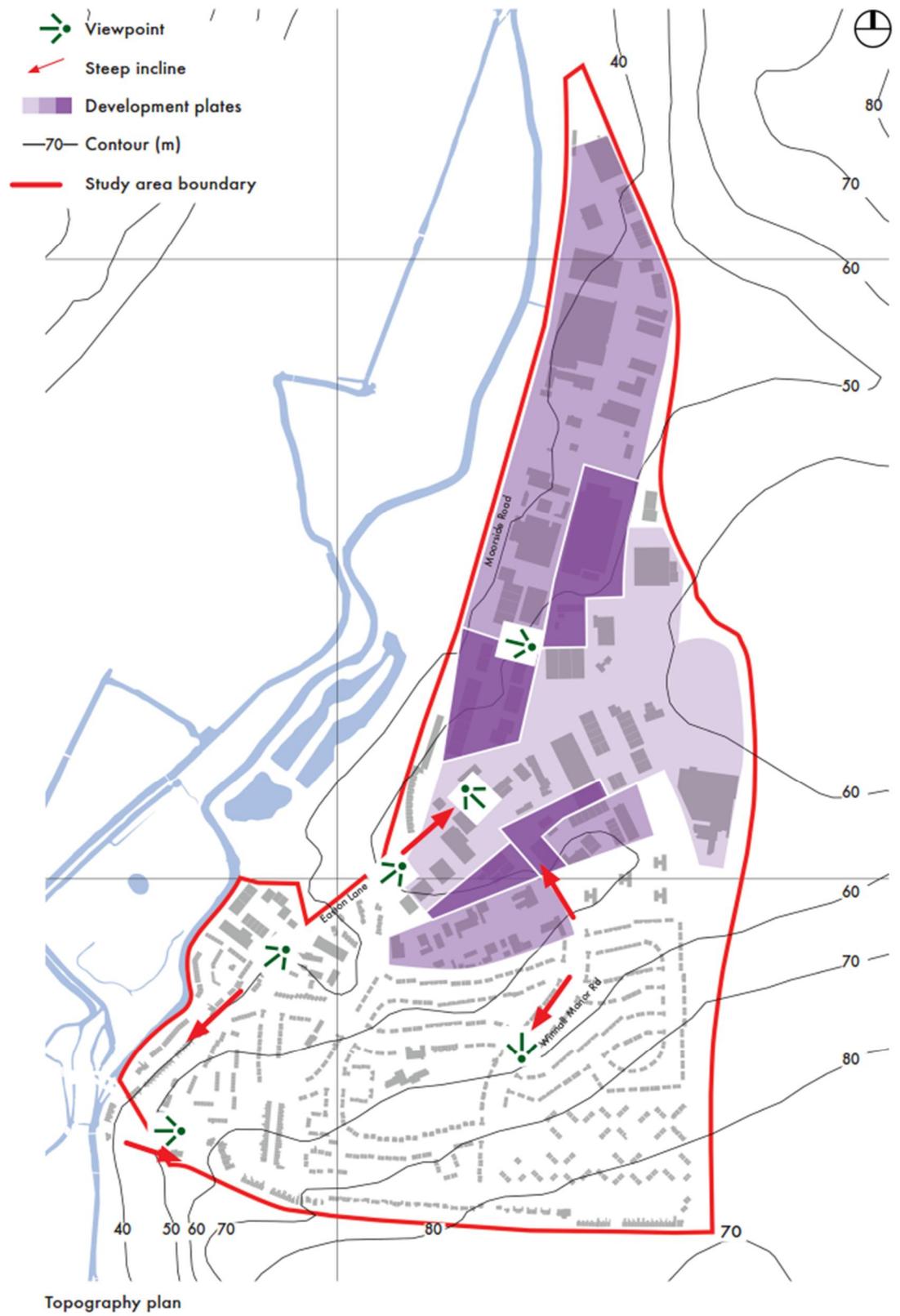


Figure 2-5: Topography Plan

Continuity and enclosure: Clear distinction between public and private space

2.3.4 **A place with a clear distinction between public and private space may have few gaps in the line of buildings; streets and other spaces that have a sense of being enclosed by their adjacent buildings, and by buildings and trees of a scale that feels comfortable and appropriate to the character of the space; and they are likely to have few leftover spaces that are unused and uncared for.**

2.3.5 The key considerations for Winnall are:

- Winnall's residential areas are generally laid out with buildings that front onto and overlook the streets. Winnall was planned with substantial areas of incidental amenity space that is well maintained as grass sward. The neighbourhood has two play spaces; Imber Road play space and Turnpike Down play space. These are indicated in the Green Space Plan. Imber Road play space is poorly integrated with the surrounding buildings and lacks positive enclosure or overlooking by adjacent buildings, which generally back onto the play space. Turnpike Down play space benefits from some overlooking from adjacent properties and local streets.
- The residential neighbourhood was originally laid out with several communal garage courts located at the rear of the properties. These are in poor condition and are not well overlooked. The Council has recently removed the garage courts associated with flats at Winnall Manor Road, replacing them with a surface car park.
- The employment area is characterised by buildings which are set back from the street arranged in a manner which does not provide consistent building lines. This reduces opportunities for overlooking and disconnects the building from the street, contributing to a streetscape dominated by motor vehicles and car parking. This layout is particularly problematic along Easton Lane, which provides a poor quality entrance to Winchester, which is unwelcoming for pedestrians and cyclists.
- The employment land to the north of the junction with Easton Lane and Leicester Way supports larger-scale industrial uses. In common with other areas of employment land in Winnall, the quality of the streets and their ability to encourage active travel modes is limited by the poor quality footways and the negative impact of unregulated car parking.

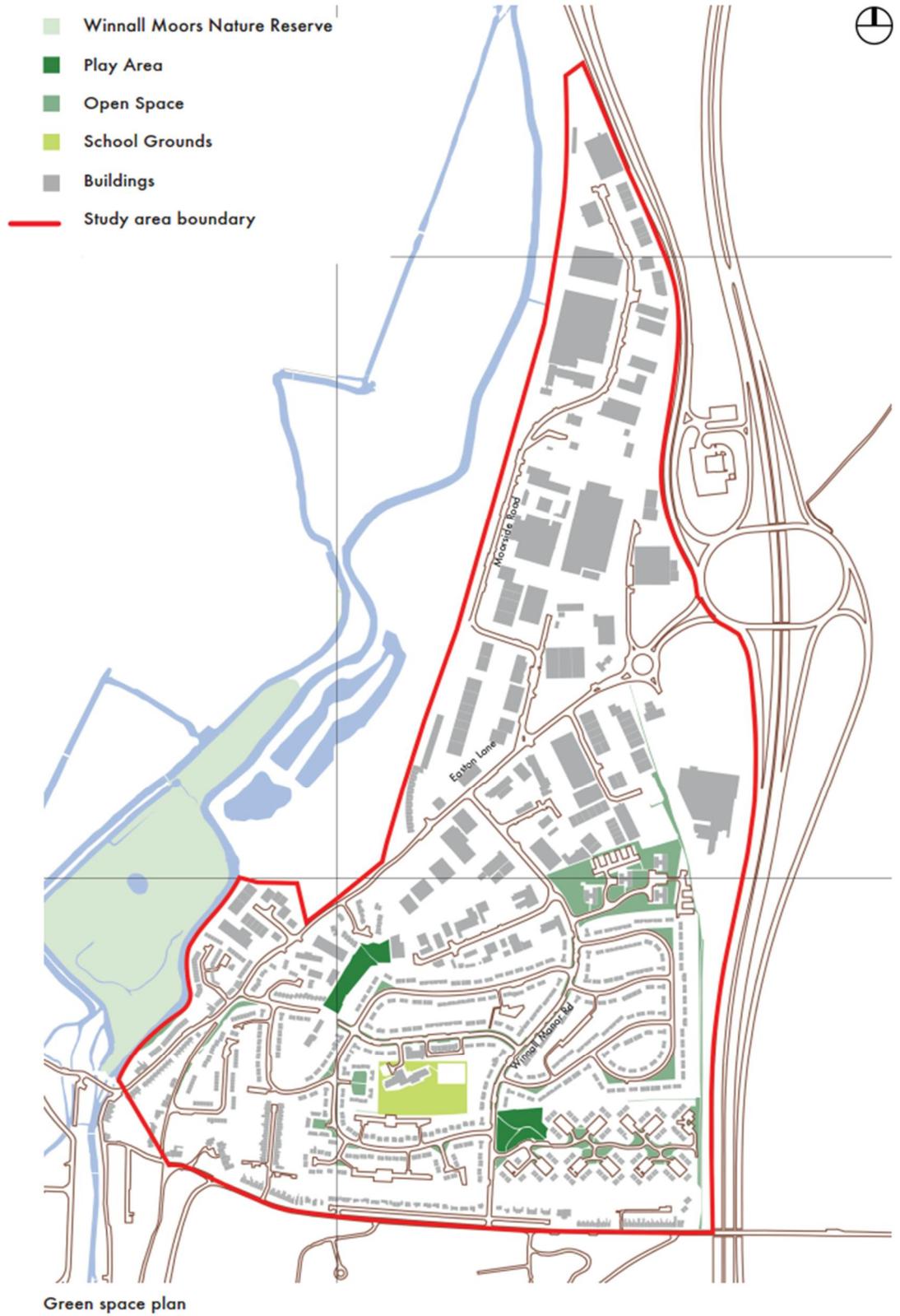


Figure 2-6: Green Space Plan

Convivial public realm: Lively public space

2.3.6 ***A place with lively public space is likely to have public spaces and routes that are busy and pleasant to use, and that have a feeling of safety and security. They are likely to be uncluttered and easily maintained, to be suited to the needs of everyone (including disabled and elderly people), and to have well-designed lighting and streets, and attractive and robust planting.***

2.3.7 The key considerations for Winnall are:

- The terraced and semi-detached properties in the study area are generally laid out with active ground floors with entrances and windows facing onto and overlooking the streets and public spaces. The flats and maisonettes, although generally arranged to overlook public areas, often lack ground floors that actively integrate with the neighbourhood. The lack of direct overlooking of public space and overgrown and poorly maintained areas of planting can increase the perception of danger and concern over personal safety.
- Winnall has substantial areas of amenity green space including large areas of green verges and open spaces. These areas are well maintained and provide a green setting for the buildings, they provide little in terms of habitat diversity and seasonal variety.
- Imber Road and Winnall Road Play areas, although well maintained, are not laid out and equipped in a manner which might attract a wide variety of children and young adults to the space. Furthermore the spaces are not designed to encourage older people to engage in more passive recreation.
- The employment areas lack any good quality public space and often display a poor relationship to adjacent parks and green spaces. For example the properties along Moorside Road do not relate positively to the adjacent moors. Similarly, buildings adjacent to Imber Park Road play area lack a clear frontage

Ease of movement: Convenient access

2.3.8 ***A place with convenient access to public transport with roads, footpaths and public spaces that are connected into well-used routes; direct routes that lead to where people want to go; and a choice of safe, high-quality routes.***

2.3.9 The key considerations for Winnall are:

- The residential neighbourhood is generally easy to access and pleasant to walk around with good footways providing direct access to housing. Winnall Manor Road is the primary north south link supporting the local bus route. However the road can attract through journeys at peak times. The access plan highlights the primary secondary and minor route network.
- Easton Lane is a main arterial link into Winchester from the M3 motorway and the A34 / A272. This busy route is designed to encourage free flowing high volumes of traffic and high speeds present a significant barrier to people seeking to cross the road. The footways are generally very narrow here with encroaching vegetation reducing the usable width making it difficult for pedestrians to pass each other with ease.
- The footways to the east of the neighbourhood run parallel to the motorway and are poorly laid out, maintained and lit. A potentially popular walking link between

Tesco and the heart of the neighbourhood via the flats is poorly laid out and signed, providing an unwelcoming environment.

- The employment land to the north of Easton Lane is dominated by highway which prioritises motor vehicles over pedestrians and cyclists. Accessed via Leicester Way / Moorside Road the single sided, narrow, discontinuous footways; wide side entry junctions; and lack of cycle routes discourage walking and cycling.
 - Although in close proximity to Winnall Nature Reserve and the South Downs National Park the area lacks a direct connection to this impressive natural open space. The semi-mature tree and shrub planting along Moorside Road limits the opportunity for views across the moors.
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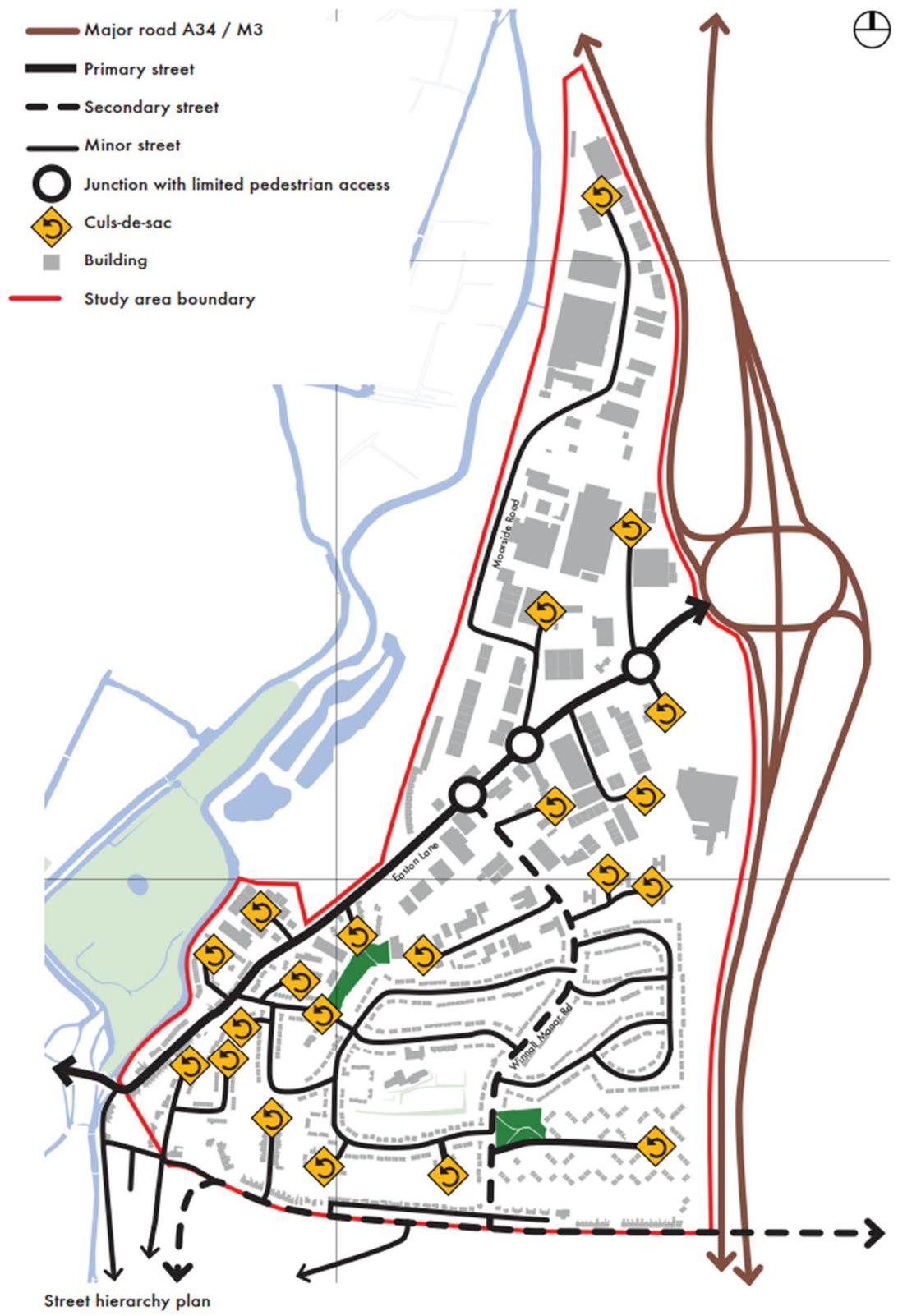


Figure 2-7: Street Hierarchy Plan

Legibility: The ability to make strangers feel welcome

2.3.10 ***A place that has the ability to make strangers feel welcome may achieve this through its landmarks and focal points, views, clear and easily navigable routes, lighting, works of art and craft, and signage.***

2.3.11 The key considerations for Winnall are:

- The residential neighbourhood is situated on the north facing land that slopes steeply down to the River Itchen. This affords some excellent long distance views to the surrounding countryside, including Winnall Moors and the National Park, and along Easton Lane towards the historic city centre and the cathedral.
- The area does not provide a strong and positive sense of arrival into the city. Currently Easton Lane is designed as a generic highway that does not reflect the qualities of place associated with historic Winchester.
- The employment area in general and the residential neighbourhood in particular, are, in places, inward looking with buildings backing onto the open space. Some employment buildings are located on in level plateaus and are effectively hidden from view.
- The employment estates are generally poorly signed making it difficult for the visitor to navigate around. The employment area can be perceived as a series of places and does not read as one. This is compounded through a lack of branding and identity.

Adaptability: The capacity to adapt to change

2.3.12 ***Successful places have to adapt to social, economic and technological change. A place that can change easily is likely to have flexible uses, buildings and areas adaptable to a variety of uses, and historic buildings that are capable of creative reuse.***

2.3.13 The key considerations for Winnall are:

- There is a need to provide facilities and premises for smaller businesses to make the next step and grow in the area. This requires flexible building stock, but there is a lack of these in Winnall. Other than a couple of notable examples, the area lacks any historic buildings. The employment buildings are generally designed for a single purpose and as such are difficult to repurpose to accommodate alternative uses.

Diversity and choice: A mix of uses

2.3.14 ***A place with a mix of uses may have a variety of layout and building form.***

2.3.15 The key considerations for Winnall are:

- Winnall offers a wide variety of uses. The employment area in particular provides a wide range of premises and employment types. However, retail and trade employment uses here are undermining the role and function of the area which lacks support functions and activities where employees and visitors alike can meet, get lunch, take a break etc.
-

2.4 Economic context

2.4.1 In this section, we set out some of the key economic issues prevalent in Winchester and the surrounding area. This is important as the proposals for Winnall will reflect various economic 'needs' in the city and will form a key element of Winchester's economic development plans going forward.

2.4.2 The economic context described below covers 1) the strategic economic position in Hampshire, 2) the current position in Winchester and 3) the 'local' economic context in Winnall. This is necessary as it demonstrates how the overarching economic picture in the county filters down to both the city level and the more localised economic activities in Winnall.

Hampshire Economic Area - context

2.4.3 Starting with the economic context in Hampshire, the key features are summarised below. What is evident from this is that although the Economic Area has performed relatively well in recent years, there are 'pockets' of vulnerability, especially in terms of a continued reliance on public sector jobs in the northern part of the county. With continued uncertainty surrounding public spending after the 2015 General Election, this needs to be taken into consideration when considering how Winnall could help support new employment opportunities, especially for small businesses / 'start-ups' (small businesses and start-ups have traditionally performed well in Winchester and the surrounding area).

2.4.4 The following bullet points summarise the strategic Hampshire economic context:

- In terms of economic output, the Hampshire Economic Area has performed steadily over recent years. However, measures of gross value added (GVA) per capita are below those for the South East and England, and they are well below those for buoyant neighbouring economies (e.g. Berkshire and Surrey);
- The Hampshire Economic Area has a high incidence of activity linked to the knowledge economy in relative terms, the incidence of smaller enterprises is high across Districts in Central Hampshire (including Winchester) & the New Forest;
- Rates of new business formation across the Hampshire Economic Area are below those for the South East and well adrift of those for buoyant adjoining areas;
- In terms of sectors, the distribution of employment across the Hampshire Economic Area mirrors the South East, apart from a relatively strong incidence of engineering (a good example being the engineering / manufacturing-type industries in Winnall);
- Most striking at a sub-area level is that away from North Hampshire (where the private sector has a major presence), there is a high dependency on public sector jobs. This includes a large number of public sector jobs in Winchester. Given likely public sector spending cuts, this presents some challenges looking ahead;
- Despite the recent recession, significant growth is anticipated across the Hampshire Economic Area over the medium term. The population is forecast to increase by around 10% over 20 years (although the fastest rates of growth are expected in South Hampshire). However, the rate of growth in the working age population is actually quite small. Although this might improve as activity rates increase and more people seek to work for longer (because of the changing

retirement age and pensions provision), employers may struggle to find the workers they are expected to need;

- The Hampshire Local Economic Assessment does note, however, that in Winchester the “skills profile is outstanding” (important as the LEA also notes that necessary economic transformation will be highly dependent on good skills availability); and
- Despite the perception that Winchester is a “prosperous” area, the LEA also notes that there are pockets of high deprivation within the area.

Winchester – context

- 2.4.5 Within Winchester, there are several key economic issues that need to be considered. Taking the findings of the 2011 Hampshire Economic Assessment as an example, it is clear that although Winchester is very prosperous, the city has very distinctive economic form which presents both opportunities and threats.
- 2.4.6 This is largely due to jobs within Winchester tending to be comparatively low paid when set against the wages earned by those commuting to central London. Wages are also relatively low due to the large number of jobs in the service sector, such as those in retail hospitality.
- 2.4.7 When combined with high house prices, it is for these reasons that Winchester attracts a large number of in-commuters from the south and west (from areas such as Eastleigh).
- 2.4.8 There are also a large number of public sector jobs and since 2010, employment in this sector has declined. As noted in the City Council’s Economic Strategy, this trend is likely to continue given further uncertainty over future public sector employment. This therefore places emphasis on the efforts to develop employment opportunities in other sectors, something that Winnall could support in the future with its potential to help support new businesses.
- 2.4.9 The following therefore summarise the Winchester economic context:
- Given the ongoing pressure on public finances (a policy likely to become much clearer after the election), the workplace economy of Winchester is at some risk and according to the Hampshire Economic Assessment, there may be substantial numbers of job losses;
 - Nevertheless, the Economic Assessment also stresses that with a significant Higher Education Institution (HEI) presence, Winchester ought to be able to restructure its economy and has the potential to emerge as a knowledge hub in its own right;
 - As noted above, Winchester has a higher than average number of public sector employees. The situation is changing, however, (and has already changed to some extent) as there have been relocations away from Winchester as well as ‘downsizing’ in the public sector;
 - The high number of workers in comparatively lower paid public sector jobs has meant that these workers cannot generally afford to live in Winchester – this explains the high levels of in-commuting to Winchester (from areas such as Eastleigh);
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- Similar in-commuting to Winnall is also apparent as the vast majority of employees (especially those at the northern end of the industrial site) commute by car;
- A key aim in the City Council's Economic Strategy is to provide more well-paid jobs locally – this will have several benefits: 1) it will generate new jobs to partially replace those 'lost' in the public sector and 2) it will help reduce unsustainable in-commuting / carbon emissions;
- Winchester has historically had a higher number of active enterprises per 1,000 population compared to the county and regional comparators – Winchester also has traditionally high levels of self-employment;
- The rate of business start-up and failure in Winchester are both higher than the county and national averages – given this high level of “churn”, available workspace may need to become more flexible (both in terms of sectors catered for as well as lease terms);
- Support services for new businesses are also important (such as more Basepoint-type initiatives); and
- Manufacturing (such as that prominent at Winnall) is projected to lose a large proportion of jobs (42%) between 2009 & 2031 (although increases are forecast in business services and construction).

2.4.10 Based on the above, it is clear that although Winchester may face further pressures on public sector employment in the future (especially after the 2015 General Election), there remains considerable scope for the small scale business sector to consider expanding, especially if appropriate start-up business space (or business incubator space) can be made available.

2.4.11 This is a key issue that emerged from the business consultations (reported later) whereby several small local businesses emphasised that 1) additional space was required in Winchester for small businesses and 2) small businesses thrive when they are clustered together (such as at Basepoint) so that ideas can be shared and the benefits of various synergies can be realised.

Winnall - context

2.4.12 Winnall has its own economic characteristics that reflect the various activities that take place in the employment area as well as the work patterns of those who live in Winnall. The current employment characteristics of Winnall are set out in the figure overleaf.

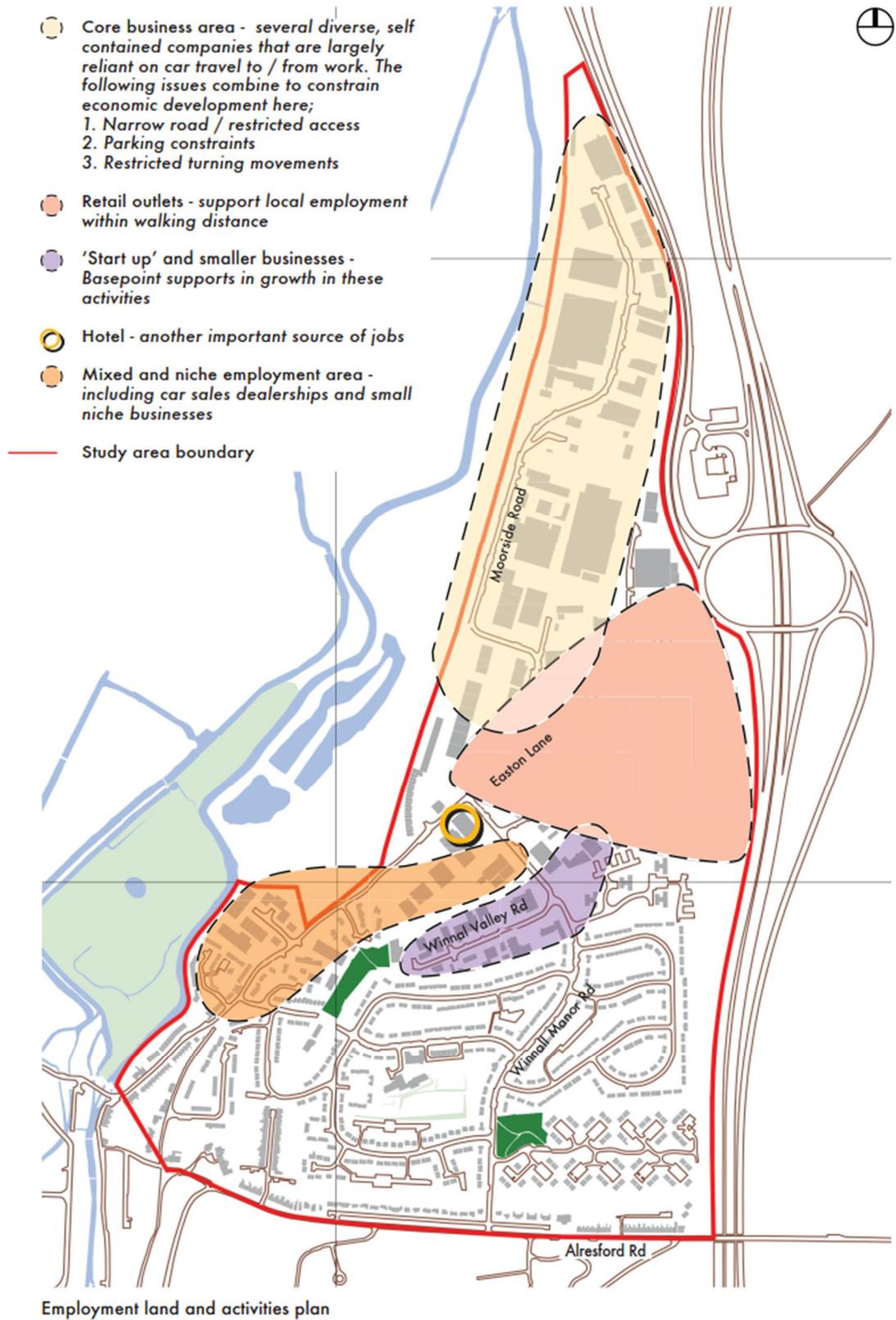


Figure 2-8: Current Employment Land and Activities

- 2.4.13 As described below, apart from the linkages between retail employment in Winnall and the resident workforce, the majority of business rely on those who commute in from other areas (such as Eastleigh).
- 2.4.14 The following summarise the local economic context in Winnall:
- According to the 2011 Census, the single middle layer super output area (MSOA) covering the Winnall area has a resident population of approximately 7,400;
 - The Winnall MSOA has a number of industrial and trading estates to the north of the MSOA with good access to Junction 9 on the M3/A34 interchange;
 - Of the 2,846 working age Winnall residents (16+ in employment), only 486 both live & work in Winnall MSOA;
 - There are 2,360 out-commuters from Winnall – this shows that few Winnall residents currently work nearby (although approximately 1,000 residents travel locally to other MSOAs forming 'Winchester City');
 - Winnall MSOA has a workplace population of 5,073, of which the overwhelming majority of workers in-commute from beyond the MSOA (4,587). As only 486 workers are local residents, most workers in the MSOA are not local to Winnall;
 - Unlike out-commuters, less than one fifth of in-commuters (18.3%) are from the other three MSOAs that broadly make up Winchester City; and
 - The majority of employment in Winnall is in manufacturing / retail with the northern end of the industrial site heavily reliant on in-commuters. By contrast, the 'southern' end of the site employs more 'local' workers (as expected given the various retail outlets, the Post Office sorting office Tesco).
- 2.4.15 This data supports some of the recommendations made later, especially in terms of the need for good parking facilities given the need for a large proportion of Winnall workers to commute in from surrounding areas.
- 2.4.16 Without these improved facilities, the great potential offered by Winnall in terms of supporting future employment opportunities is likely to be severely constrained (with resulting disbenefits for the local economy).
- 2.5 Transport context**
- 2.5.1 This section presents an overview of the main transport issues effecting Winnall. It is presented by transport type or 'mode', though starts with a discussion of parking issues which have previously been raised as an area of concern, in for example the community plan. These issues are presented spatially on the plan overleaf.

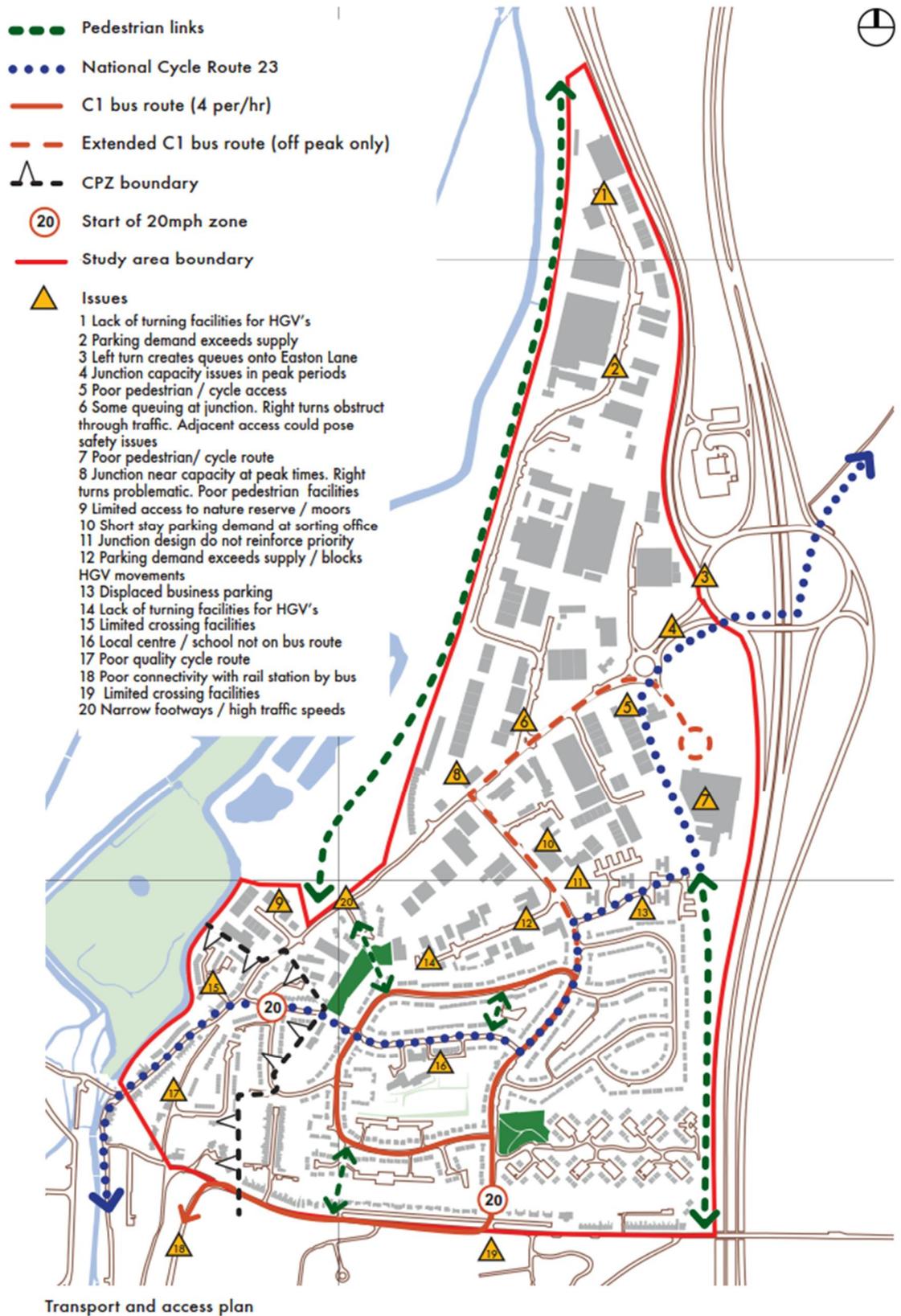


Figure 2-9: Transport and Access Plan

Parking

- 2.5.2 Parking demand is high throughout the area, which in many ways functions like an out of town retail and industrial park, but without expansive highway networks associated with such land uses. More than a fifth of the total land area within the Winnall employment area is dedicated to car parking (as shown in the figure overleaf).
- 2.5.3 Despite this level of parking provision, there are some localised issues, including:
- Parking demand throughout the industrial estate appears to exceed on-plot supply, though significant off-street parking capacity is provided.
 - High demand for short-stay parking at Royal Mail Sorting office impacts on surrounding streets.
 - High levels of displaced commuter parking, particularly around the four tower blocks (including Craddock House, etc.).
 - Parking demand on Winnall Valley Road exceeds supply, with limited availability of off-street parking and little scope for on-street parking.
- 2.5.4 It is therefore important to emphasise how parking capacity restrictions have an adverse impact on Winnall in several ways. Firstly, business activity and the potential for businesses to grow is being constrained due to lack of parking spaces.
- 2.5.5 Not only are current workers facing difficulties finding parking spaces but those visiting existing businesses also find it very difficult to park. If employment opportunities at Winnall are to expand (a key requirement for Winchester given the need to boost employment in the area, especially that for small businesses and start-ups), parking will need to be improved.

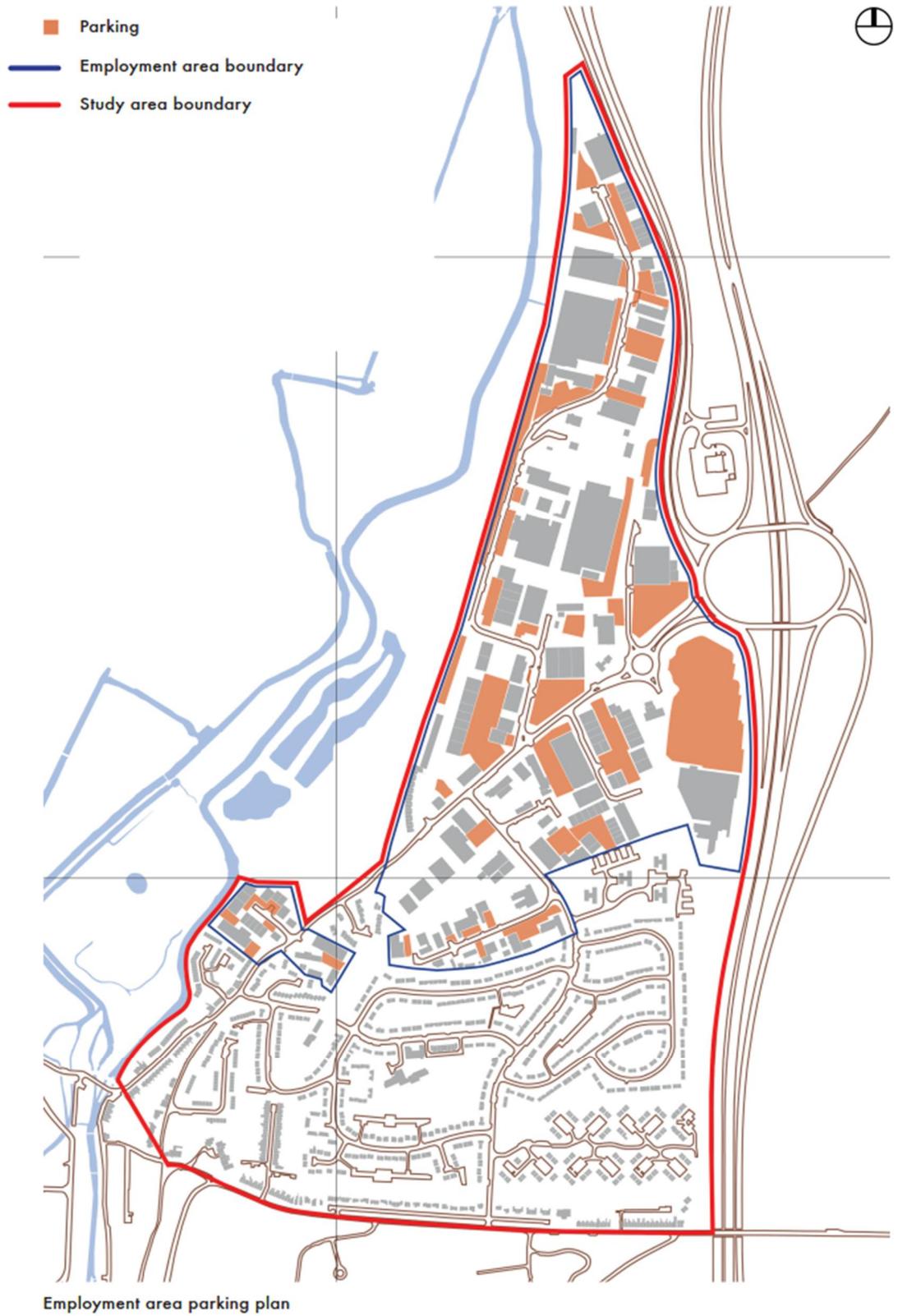


Figure 2-10: Parking Provision in Winnall Employment Area

Freight

- 2.5.6 As well as car travel to / from Winnall, freight and logistics movements within the site are also important. This is clearly evident from the large number of goods and HGV movements that take place each day in Winnall. Given the topography of the area with several steep inclines (as well as several sharp bends and corners), HGV movements in Winnall are frequently made very difficult.
- 2.5.7 These issues are also compounded by the following:
- Lack of turning space for HGVs at the northern end of the industrial estate (Moorside Road); and.
 - Lack of turning space for HGVs on Winnall Valley Road, resulting in some vehicles turning and reversing from the junction with Winnall Manor Road, with on-street parking further impeding freight movements.
- 2.5.8 There are also safety issues surrounding HGV movements, especially in relation to vehicles turning in restricted spaces and large vehicles passing in very close proximity to parked cars and pavements.

Highway Capacity and Safety

- 2.5.9 There are several capacity and safety issues affecting highway access in the vicinity of Winnall and these are summarised below.
- At the junction between Easton Lane and the M3 (Junction 9), there are severe peak period capacity issues, with queuing extending back along Easton Lane. This in turn generates knock-on impacts at the Tesco roundabout. In particular, the left turn lane towards the A34 appears to regularly exceed capacity during peak periods.
 - Proposals for a major improvement scheme at Junction 9 should be actively engaged with any forthcoming proposals or aspirations for the Winnall gateway scheme.
 - Right turning movements at the Junction of Easton Lane and Moorside Road cause regular traffic queuing on Easton Lane.
 - Potentially unsafe access arrangements to the currently vacant lots on Easton Lane opposite Moorside Road.
 - Convoluted vehicular accesses to many units in the industrial estate.
 - The junction of Winnall Valley Road and Winnall Manor Road does not sufficiently reinforce traffic movement priorities, with many drivers disregarding the stop line on Winnall Manor Road.
 - There is queuing (and delays) at the junction of Winnall Manor Road and Easton Lane in peak periods, caused particularly by right turning vehicles. This limits the crossing facilities provided for pedestrians.
 - High traffic speeds observed on Easton Lane through the section of road through the narrow bridge.

Pedestrian and Cyclist Links

2.5.10 Similar to the highway capacity and safety issues, there are a number of issues affecting pedestrian and cycle movements in Winnall. As the following indicates, there are several key factors undermining pedestrian and cycle movements in the area:

- There are poor links between National Cycle Route 23 (NCR23) and the busy vehicle entrance in front of the Tesco superstore (making cycle access to this key outlet very difficult).
- There are also poor 'gateways' to the pedestrian/cyclist route (NCR23) between Easton Lane and Alresford Road. This is particularly apparent for those accessing from Easton Lane where the importance of this link is not apparent.
- The pedestrian/cycle route between Easton Lane and Alresford Road is poorly lit and only partially surfaced.
- The poor signage on the pedestrian/cycle route between Easton Lane and Alresford Road does not facilitate good usage of this link by pedestrians and cyclists.
- There is a lack of crossing facilities provided across the southern end of Winnall Manor Road.
- There are limited crossing facilities and narrow footways at the southern end of Easton Lane (most notably around key pedestrian desire lines into the city centre by the "First in Last Out" public house).
- The pedestrian footpath running parallel to Winnall Moors provides no direct access to the moors nature reserve (although it is important to note that the Hampshire Wildlife Trust are concerned about cycling activities on the moors given the very environmentally sensitive nature of wildlife activities there, particularly with respect to certain bird species).
- The important pedestrian cut-through and NCR23 route between Garbett Road and Ebdon Road is narrow and thus uninviting.
- The southern end of Easton Lane is unsuitable for NCR23, with narrow carriageways and relatively high traffic flows.

Buses

2.5.11 Bus services are also important as they provide a key public transport link between Winnall and the city centre (as well as within Winnall). There are, however, several issues affecting bus services and these are summarised below:

- The local community centre and school in Winnall are not served directly by the existing bus route.
- There is poor connectivity with the railway station, with no direct bus services.
- Bus services stop running beyond the residential area and through to the Tesco superstore at peak times.

2.6 Summary of issues and key messages

2.6.1 Based upon the research undertaken (and the consultation exercises summarised in the next chapter) it is possible to identify a series of issues or challenges for the area

to be addressed by the Planning Framework. These can be grouped by theme and summarised as:

Working in Winnall

2.6.2 This theme looks at the Winnall employment area. The identified issues are:

- The nature of the employment area is changing with more retail and trade activities locating here.
- There is a lack of space and premises for small businesses to be able to grow and stay within the area.
- There is a need for incubator space to help attract a more diverse employment base and respond to changing economies (including, for example, creative and cultural industries, and those in the low carbon and green sectors).
- The employment area suffers from a poor image, limited branding and generally poor quality environment.
- There are issues with broadband speed.

Living in Winnall

2.6.3 This theme looks at residential neighbourhood. The identified issues are:

- There is a lack of community facilities, particularly for 11-18 year olds.
- The poor quality of and limited access to green space and the moors, particularly by foot and cycle.
- The poor setting of retail parade on Garbett Road.

Travelling in Winnall

2.6.4 This theme looks at access and movement in and around Winnall. The identified issues are:

- There are high levels of on-street parking, particularly on Winnall Valley Road, Moorside Road and Garbett Road.
- There is limited provision for heavy good vehicles in employment areas including a lack of turning space.
- Poor walking and cycling conditions, particularly along and across Easton Lane, and via the Black Path to Tesco.
- There are limited bus services, particularly at peak times.
- Limited access to the moors and surrounding countryside.

3 CONSULTATION**3.1 Introduction**

3.1.1 Consultation and engagement with the residential and business community has been central to and embedded within the approach to the Planning Framework. The study area comprises two distinct groups with differing needs. To the south are the residents, who have already developed a strong mission statement in the Community Plan. To the north are the businesses, located in an area which does not benefit from a strategy document and is under pressure for change of use.

3.1.2 To help develop a Planning Framework that looks at the area as a whole and which seeks to address the concerns of the business and residential communities, two tailored rounds of consultation and engagement exercises were undertaken. The approach followed, and findings from these, are outlined below.

3.2 Round one: identifying and exploring local concerns and issues

3.2.1 During the baseline stages of the study we held a breakfast briefing with businesses in the area and set up a 'community jamboree' attended by residents of the area.

3.2.2 The breakfast briefing was well attended, with representatives from a diverse range of local businesses, the Chamber of Commerce, the Winchester BID and Winchester City Council officers in attendance. The briefing took the form of a working session, and, following a brief introduction to the project, discussion was opened up to the entire room. Businesses were also offered the opportunity to hold one to one meetings with the consultant team preparing the Planning Framework.

3.2.3 Consultation with the residential community took the form of a "Community Jamboree". The event comprised a number of stands showcasing local community groups, a "meet the Council" stand and various consultation activities including:

- Asking people what is the one thing they would do to improve the area if they were Mayor for the day;
- Getting people to rate photographs of parts of Winnall and exemplar developments in other places using a "Top Gear-style Cool Wall";
- Asking people to identify the issues, opportunities and highlights of Winnall on a large plan of the area; and
- A drawing competition for Winnall Primary School children, getting them to show what they think Winnall will look like in the future.

3.2.4 An online survey was also prepared to supplement both consultation streams with separate questions for residents and businesses (people that both live and work in the area have been asked to fill out both forms). In total 120 responses were received, comprising:

- 62 people who work in the area;
- 48 people who live in the area; and
- 10 people who live and work in the area.

3.2.5 A detailed summary of the responses to the survey is presented in Appendix B, however a summary of the key issues raised is incorporated below.

Summary of business consultation outcomes

3.2.6 The business consultation demonstrated that businesses are generally positive about working in Winnall, with 76% of local employees responding to the online survey indicating they would prefer to work in Winnall than anywhere else. It is recognised by the local workforce as having an opportune location just off the M3, while also being within walking distance of an attractive historic city and a rail station with fast connections to London and the wider southeast. However, there appears to be a general consensus that a unified voice is needed for the business community and a strategy is required to address a number of issues that are potentially impacting on business operations in the area. The characteristics of the businesses represented at the breakfast briefing and that responded to the online survey were diverse reflecting the character of the area. Although the majority of responses were from manufacturing businesses, there were also responses from people working in construction, wholesale and retail, transport and storage, finance and insurance, information technology, research and development, estate management, education, charities laboratory testing and health and care. The size of companies ranged from 1 to 100 employees, with the majority of responses being from companies of up to 20 people.

3.2.7 The concerns raised by businesses in the breakfast briefing and the online survey can be summarised under the following broad headings: parking; transport and access; changing land uses; facilities and services; and the area's image.

Parking

3.2.8 Car parking is a major concern for businesses. In light of the transport and access issues discussed below, the private car is the preferred mode of transport for the majority of employees in the area. The issues raised were as follows:

- While many sites include an element of parking provision on site, there remains a significant amount of on street parking.
- There are a number of particular pinch points for parking in the industrial estate, identified as Winnall Valley Road, Moorside Road and Winnall Manor Road.
- Some people park in the industrial estate and then car share in groups for journeys on the motorway.

3.2.9 The following potential solutions to the parking problems were proposed by businesses:

- Construct a multi-storey car park on the vacant site on the junction of Winnall Manor Road and Winnall Valley Road.
- Provide a park and ride facility for this side of the city.
- Impose on-street parking restrictions in the industrial estate.
- Make better use of existing underused car parks, such as the former Bendicks car park and the Erasmus (student living) car park.

Transport and Access

3.2.10 While access from the M3 and proximity to a train station are considered major benefits for the area, a number of issues were raised associated with transport and access, as follows:

- Lack of bus routes through the industrial estate. The Tesco bus also only runs for part of the day (from 9.15am to 3.30pm).
- Queuing traffic at peak times on Easton Lane.
- Moorside Road is difficult for large lorries to travel down due to parking on both sides of the road and a lack of a turning circle at the end of the road.
- Walking and cycling routes to the industrial estate from the city centre, the train station and surrounding villages are unattractive.
- Pedestrian routes within the industrial estate are poor quality, particularly the Black Path to Tesco.

3.2.11 The majority of respondents to the survey indicated that they travel to work by car. In order to promote alternative modes of transport, businesses supported providing a bus route in the area, with a particularly important route being to and from the station and improving pedestrian and cycle routes both within the area and to the industrial estate from the town centre, the station and surrounding villages.

Changing land uses

3.2.12 It is acknowledged that the character of the industrial estate has been changing over time, with more trade and retail uses appearing, along with other uses such as the hotel and residential accommodation. Businesses felt the following issues should be considered:

- The need to protect employment uses.
- Strengthening the distinction between trade and retail.

Facilities and Services

3.2.13 It is recognised that the types of employment uses in the industrial estate are changing, and with this comes changing requirements for infrastructure and services. In order to future proof the area, it was considered the following facilities and services are required:

- Better internet speeds.
- Facilities for staff, such as places to eat at lunch and spaces for recreation.
- “Desk entry” incubator workspace.
- Facilities suitable for growing business sectors in Winchester, such as technology firms.
- Medium sized units to provide for businesses to grow.

Image

3.2.14 One of the main disadvantages to the area is considered to be the poor quality environment. The following issues were raised regarding the image of the area:

- Poor signage.
 - Poor communication of the types/ variety of businesses in the area.
 - Buildings generally lack kerb appeal.
-

- 3.2.15 The following solutions were supported by businesses to improve the image of the area:
- Use branding strategy to promote Winnall as a good place for “business” not just traditional industry.
 - Create high quality business environment.
 - Enhance the high quality and heritage buildings in the area (e.g. traffic depot).
 - Signage strategy.
 - Improve landscaping.
 - Emphasise the important of the moors and surrounding countryside as a key asset to the area.
 - Start a business forum.
 - Increase engagement with LEPs.

General issues

- 3.2.16 In addition to the above themes, a number of general issues were also raised, as follows:
- Graduates are leaving Winchester, and there is a need to provide employment uses to retain the talent pool within the city.
 - Council restrictions to engineering and manufacturing industries are having a negative impact on operations.
 - Some units are on one year leases which makes long term business planning difficult.
 - Access on Nickel Close needs widening.
 - Energy efficiency of buildings need to be improved.
 - Business improvements should embrace the needs of local people.
 - Potential to expand the employment area should be considered.
 - Complaints from residents restricting business activities.
 - Poor road surface on Easton Lane.
 - Slow internet speeds.

Summary of ‘Community Jamboree’ consultation outcomes

- 3.2.17 The community consultation demonstrated that there is a lot of local pride in the area, and people recognise there are many benefits to living in Winnall, for example the sense of community, proximity to great open spaces and access to the city centre. As set out above, four consultation methods were used to get people involved and talk about the issues and opportunities in the area. The responses to each of these methods are set out below.

Asking people what one thing they would do to improve the area if they were Mayor for the day.

3.2.18 Feedback generally focused on the quality and appearance of streets and spaces, as well as provision of better community facilities. A selection of responses is captured in the images below. Comments can be summarised as:

- The need to improve the quality of green spaces (both the parks and roadside verges), to provide better play equipment and space for community gardens.
- To provide places to meet, such as a café, within a park setting.
- To provide more opportunities for younger people, particularly those aged eight to sixteen, to meet and participate in activities.
- To improve the parking conditions on the streets in Winnall and, associated with this, improve the roadside verges.

Getting people to rate photographs of parts of Winnall and exemplar developments in other places using a "Top Gear Cool Wall".

3.2.19 A selection of photos from around Winnall along with examples of streets, spaces and buildings from other places were available for people to rate and place on the 'Cool Wall', from 'Sub-Zero' (places or examples of places they like) through to 'Seriously Uncool' (those places or examples that were least preferred). There was a clear split in the preference, with green spaces and infrastructure scoring well, and parking and congestion less so.

3.2.20 In summary, those considered 'cool' include:

- The network of parks, green spaces and the moors in and around Winnall.
- The new Premier Inn Hotel.
- The parade and community facilities along Garbett Road (though also note comments below).

3.2.21 Example images from elsewhere considered 'Cool' include:

- Dedicated cycle provision (both on and off street).
- Play streets and home zone style treatments, which were considered good examples of how the Garbett Road parade might be better treated in future.
- Examples of business and commercial premises in a landscaped setting.
- An example of an 'edible' bus stop in London, providing places for the community to grow food and improve the quality and appearance of streets.

3.2.22 Those places considered 'uncool', or least preferred, include:

- On-street parking and congestion, including the queuing that forms at the junction of Winnall Manor Road and Easton Lane.
 - Winnall roundabout and, in particular, its sheer size and concerns about dangerous traffic movements here.
 - Vacant employment premises, the quality and appearance of these, particularly those in prominent places such as fronting Easton Lane.
 - The quality, appearance and safety of the walking route from the residential area to Tesco.
-

- The wall outside the parade on Garbett Road was also disliked, and questions raised about how this might be remodelled.

Asking people to identify the issues, opportunities and highlights of Winnall on a large plan of the area.

3.2.23 Attendees were asked to use post-its and red and green markers to identify specific issues on a large plan of the area. This attracted a significant amount of interest and kick started a lot of conversations regarding the best and worst things about living in the area.

3.2.24 Positive aspects about living in Winnall and things that should be retained were identified as follows:

- Bus service.
- Biggest collection of white helleborine orchids in Hampshire grow on motorway junction.
- Nice playgrounds, but appear to be underused.
- New allotments that have replaced underused playground.

3.2.25 Many issues and opportunities for change were identified. These broadly fell under four categories, local facilities, transport and movement, landscaping and environment and other. The issues are summarised below:

Local facilities

- Better activities for young people and area for children aged 11-18 years.
- New community building and provision of more opportunities to bring community together.
- Better facilities for sport and potentially community use to sports facilities in local schools.
- Provide a skate park.
- Rubbish bin outside community centre.
- Dog exercise area with bins in Winnall Moors.

Transport and movement

- Improve junction at Winnall Manor Road/ Easton Lane.
- Put parking permits in place to remove rogue parking from people that walk into town.
- Yellow lines to be painted on corners.
- Provide parking bays in front of shops on Garbett Road with time restrictions for use by customers only.
- Access to Winnall Moors from Easton Lane/ St Martins Close.
- Address parking problems on Winnall Manor Road.
- Provide park and ride for factories.
- Provide parking on vacant sites in industrial estate.

- Remark lines on Junction 9 roundabout.
- M3 south should be a middle lane from Easton Lane.
- Sign post circular walkway up Itchen Way, across at Fulling Mill and back down St. Swithun's Way.
- Make the Itchen Way more passable by Dyke's Farm.
- Road crossing across Easton Lane.
- Improve cycle and pedestrian access for the growing Erasmus Park.
- Extend 20mph zone towards or even along Easton Lane.
- Traffic calm the area between the shops and the school.
- Build an official footpath link from St. John's Road to Moss Road.
- Reopen rail tunnel as walking/ cycling route.
- Better and safer crossing on Wales Street.

Landscaping and environment

- Protect grass verges and make them more usable and attractive, ensure that parking or transport movements don't continue to affect them.
- Remove grass bank to wall of shops on Garbett Road.
- Improve lighting.
- Area around path from Tesco to flats to be improved.
- Replace some of the beech trees with smaller trees, including ones that produce berries (for birds etc.) such as mountain ash.
- More rubbish bins and dog waste bins in Winnall Moors.
- A bench by the river at Colson Close.
- Improve drainage on the riverside path.
- Alleyway between Furleigh Close and Alresford Road to be improved.

Other

- Reduce HMOs as students should have purpose built accommodation
- Reduce anti-social behaviour
- Co-ordinate approach to dropped kerbs to increase affordability of homeowners providing off-street parking
- New homes on Easton Lane made no provision of affordable housing

A drawing competition for Winnall Primary School children, getting them to show what they think Winnall will look like in the future.

3.2.26 138 poster entries were received from the pupils at Winnall Primary School with prizes awarded to winners in four categories (1) Reception, years 1 and 2, (2) Years 3 and 4, (3) Years 5 and 6, and (4) overall winner.

3.2.27 A wide range of ideas were expressed in the posters, including:

- Improved parks and play spaces (both indoor and out)
-

- New shops
Innovative ways of moving around in the future, including, for example, zip wires to help people move up and down the slopes in the area.

Online Survey

3.2.28 58 responses were received to the online survey from people who live in Winnall. The results to the questions are summarised in this section:

3.2.29 The first question asked how concerned people were with the general themes highlighted in the Winnall Community Plan four years after it was published. The results are shown in the table below.

Answer Options	Not at all concerned	Slightly concerned	Very concerned	Extremely concerned
Number of car parking spaces for residents	11.63%	20.93%	32.56%	34.88%
Number of car parking spaces for businesses	30.23%	23.26%	30.23%	16.28%
Frequency of bus services	41.46%	14.63%	36.59%	7.32%
Lack of cycle routes	21.43%	35.71%	11.90%	30.95%
Traffic congestion	17.50%	25.00%	45.00%	12.50%
Improvements to Junction 9 and the Tesco roundabout	17.07%	21.95%	26.83%	34.15%
Heavy goods vehicles travelling through the residential area	14.63%	29.27%	26.83%	29.27%
Vehicle speeds	21.43%	35.71%	11.90%	30.95%
Personal safety	31.71%	39.02%	9.76%	19.51%
Facilities for children	25.00%	35.00%	30.00%	10.00%
Facilities for young people	19.51%	24.39%	43.90%	12.20%
Community facilities/ social spaces	21.95%	39.02%	29.27%	9.76%
Provision of skills and training to open up job opportunities	30.00%	32.50%	22.50%	15.00%
Quality of environment in Winnall trading estate	24.39%	34.15%	29.27%	12.20%
Quality of environment and public	22.50%	40.00%	20.00%	17.50%

spaces in residential area				
Carbon footprint and energy efficiency of buildings	29.27%	34.15%	24.39%	12.20%
Access to community garden/allotments	29.27%	29.27%	26.83%	14.63%
Other	26.67%	6.67%	20.00%	46.67%

Table 3-1: Summary of Survey Results (concern over general themes highlighted in Winnall Community Plan)

3.2.30 The results of this survey indicate that key concerns in the area are:

- Number of car parking spaces for residents and businesses.
- Traffic congestion.
- Improvements to Junction 9 and the Tesco roundabout.
- Heavy goods vehicles travelling through the residential area.
- Access to community garden/ allotments.
- Anti-social behaviour.
- Facilities for young people.
- Condition of Winnall Manor Road.

3.2.31 The second question asked people what the best thing about living in Winnall is. People selected multiple answers, where relevant, and the majority selected access to the city centre (85%). 30% selected access to the wider countryside and 28% selected public transport. Less than 20% of respondents selected good quality homes and sense of community, while less than 10% selected range of community facilities, good quality parks and open spaces and access to employment. Additional comments relating to this question were recognition of benefits of proximity to South Downs National Park and the National Cycle route and the affordability of homes in the area.

3.2.32 The final question for the community asked what one change would make Winnall a better place to live. Responses are summarised as follows:

- Reduce/ limit number of new student residences and HMOs in the area;
- Provide more green space;
- Safer roads for children to play;
- Parking restrictions;
- Improved public transport;
- Improvements to streets and public spaces, including improved lighting;
- Street maintenance, including gritting roads in icy weather and cleaner streets;
- Reduce anti-social behaviour;

- Improve movement and access to Winnall; and
- Provide more employment opportunities.

Key messages from consultation

3.2.33 From the events undertaken we take the key messages and findings to be:

- The quality of the green infrastructure is important to the area and contributes to the character of Winnall. This should be celebrated and improved.
- The quality of walking routes, cycle provision and bus services should be improved.
- There is a need to improve the overall image and perceptions of the industrial estate.
- Car parking and transport movements around the industrial estates are significant issues for businesses.
- New types of employment are changing the character of the industrial estate. There is a need for a stronger vision for the area to ensure future changes do not erode the business functions of the area.
- There is a need to provide supporting facilities and services within the industrial estate that are generally expected by businesses and employees today, such as high speed internet and places to eat at lunch. This will ensure the industrial estate continues to attract high quality new businesses and high quality staff.
- There is a need to provide facilities and spaces for young people (11-18 years) in the residential area.
- Relationships between the residential area and the business area should be improved. This could potentially open up access to employment opportunities for local people.

3.2.34 The findings of the consultation and engagement exercises tend to reiterate those concerns expressed through the Community Plan, with particular issues such as parking and the quality of public space still requiring attention. As an example, parking and transport movements / speeds are an issue for both residents and businesses. In addition, businesses have clearly indicated the need for more flexible workspace and start-up units. Some of the issues identified can be addressed and influenced by planning policies though others, such as street maintenance for example, need to be delivered through other routes.

3.2.35 The Planning Framework does not seek to replace the Community Plan of Future Fifty actions. That represents the communities aspiration and manifesto for Winnall. However, the Planning Framework seeks to present a record of all issues and opportunities and is thus the single document that will be used for helping to coordinate and deliver change across Winnall in the future.

3.3 Round two: consultation on projects and opportunities for Winnall

3.3.1 The evidence base and the feedback from consultation were used to prepare a vision and objectives for the area, along with supporting projects and policy recommendations in order to deliver them. These emerging ideas were then presented to businesses, the community and wider stakeholders at a second consultation event (held in March 2015).

Key messages from consultation

3.3.2

Based on the feedback from the second round of consultation, the key messages are as follows:

- For small start-up businesses, including those at Basepoint, there is a clear need for good office space so that businesses can locate to the area and subsequently grow. This is due to a number of factors, including 1) there is a notable lack of sufficient office space (and at affordable prices) within the city centre, 2) the advantages of a centre such as Basepoint is that by locating various businesses in one cluster, several beneficial synergies and knowledge sharing can take place and 3) Winnall can also offer excellent transport links to new businesses (and their clients/customers);
 - The plans to improve the 'fabric' of Winnall (in terms of improved signage, landscaping and general amenities) were welcomed, especially as it was agreed that the area appears to lack a positive, unifying 'theme' (thus hampering attempts to market the area to prospective businesses);
 - The issue of car parking and good transport access to / within Winnall was raised again, especially in the context of how local businesses struggle to find suitable car parking spaces for both their staff and their visitors (including key clients and customers). With new and existing businesses regularly meeting their customers and clients on site, this is a key requirement;
 - Although the 'Urban Boulevard' concept was welcomed, there were questions from some of the business drop-in attendees as to what form it would take and how extensive would the works need to be to implement it (i.e. how much alteration would be needed to the current road and roadside layout).;
 - Similarly, the 'Boulevard' concept was welcomed with the proviso that the final section of road linking Winnall with the city centre is extremely narrow in places due to the close proximity of buildings on either side of the road;
 - From the perspective of the Hampshire Wildlife Trust (HIWWT), there was very clear feedback in that although the plans to promote the moors to the local population was welcomed, the Trust's representatives stressed that the area is extremely sensitive from an environmental / wildlife perspective making it imperative that visitors act in a responsible manner when visiting the moors;
 - This is necessary as various forms of wildlife have their habitat on the moors, including various species of birds who use the area when nesting. The HWT are also concerned about dog walkers allowing their pets to foul the moors and recent campaigns have been put in place to prevent this happening (as well as discouraging anti-social activities such as aggressive cycling on the moors);
 - Follow-up feedback from the second consultation continued the theme of the need for broadband-fibre speeds across all estates (and at reasonable prices). As one Winnall business responded, this will be particularly important as Microsoft migrate all small business server users to the Microsoft 365 system (a cloud-based solution);
-

- As well as the general parking issue discussed above, there was specific transport-related feedback covering 1) Moorside Road/Easton Lane and Winnall Valley Road/Easton Lane access not being 'fit for purpose', 2) the need to manage the increasing frequency of drivers leaving a vehicle on Moorside Road before 'car sharing' on journeys to London, 3) the need for improved signage for delivery drivers, 4) the need for bus times to be more helpful for commuters working in Winnall and for those arriving at the station;
- Other feedback from a specific major business located in Winnall included the need for a general 'tidy up' of the area to improve the overall appearance of the location; and
- Also discussed again was the need for a Winnall-focussed trade organisation (equivalent to the BID in the city centre).

3.3.3 As well as this direct feedback, several individuals took the opportunity to provide further written views and opinions after the consultation events. These were also provided in conjunction with responses to the online survey described below.

3.3.4 This additional feedback covered a number of issues and these are summarised below:

- In general terms, one respondent commented that the Planning Framework "is full of fine aspirations, however, it would be good if these were accompanied by an Action Plan and more specific, implementable projects";
- From the perspective of walking strategies, the Framework also provides an opportunity to build on the work of the Winchester Walking Strategy. Imber Road Park (and its surrounding streets and paths) was mentioned specifically as it provides an opportunity to demonstrate change comparatively simply and to achieve many of the aspirations referred to in the exhibition. Various proposals for the park were then suggested;
- The pedestrian environment on Winnall Valley Road is very poor and could be improved by a variety of measures (such as improved pavements, tree planting, organisation of parking, a welcoming entrance to the park and a clear pedestrian route through the car park between Winnall Valley Road and the park);
- Additional pedestrian-related feedback included proposing an enhanced route from the park to Easton Lane, Durgate and Winnall Moors and improved access to the park from the south;
- The route linking Winnall with the city centre (via Easton Lane and Wales Street) was also raised as a key issue, especially in relation to the proposed 'urban boulevard' on Easton Lane. Given the route's popularity with drivers (due in part to the impact of Satnav systems) and resulting congestion / conflicts between traffic and people in the residential area, it has been proposed that the emerging planning framework proposes a feasibility study for improved pedestrian crossing facilities in Wales Street as well as extending the 20mph zone along Wales Street to St Martin's Close;
- Improved footpaths are also recommended (through cosmetic overhauls and improved security and lighting);

- The improvements to Garbett Road are welcomed with additional suggestions covering expansion of shared space and traffic calming measures in the road as well as enabling the multi-use games area on the school playground to have community access (without compromising school security);
- Enhanced community facilities for youths is another issue raised in the consultation feedback, especially the need to define what is required (new infrastructure or better organisation and use of existing facilities) given that young people are more likely to stay indoors and to 'socialise' via electronic media;
- The feedback also included recommendations on use of the two sections of the former railway cutting (the open space to the north could be better laid out whilst the unfilled cutting on the south side could be used for some form of community building);
- For the 'Working in Winnall' theme, the need for adequate, affordable crèche facilities was also mentioned (to support more people with childcare responsibilities to get back into work in Winnall);
- One respondent stressed the advantages that 'play sculptures' would have for local children – these sculptures would be of various figures and would be of interest to children. They could be placed at strategic points in Winnall, including locations on key walking routes between Winnall and the centre of Winchester. As well as improving visual amenity within Winnall, the sculptures would engage the interest of children in the area and would be a positive factor encouraging responsible behaviour;
- The same respondent also noted that the steps that had originally connected Alresford Road with St Giles Hill (almost opposite the entry point to Winnall at St Johns Road) had been removed several years ago. Given the excellent potential play spaces on St Giles Hill, reinstatement of these steps would give much safer access for children and young people. This is especially the case given how busy Alresford Road has become in recent years with high traffic volumes; and
- The respondent pointed out that past developments in Winnall (especially the blocks of flats that were built towards the south east of Winnall) were constructed 'sensitively' so that the visual impact was successfully mitigated. This approach needs to be adopted for future developments, not least for new buildings where the colour of the roofs needs to match the visual profile of the surrounding area. In the past, this approach was adopted for several of the current buildings in Winnall where the structure and colour of the roofs matches the visual aspects of the surrounding area.

Round Two Consultation: Online Survey

- 3.3.5 Following on from the previous online survey (reported in 3.2.28), a further online survey was undertaken entitled "Winnall Planning Framework Options. The purpose of the survey was to obtain feedback from the local community, businesses and other stakeholders on the issues identified as well as obtaining feedback on the emerging vision, objectives and possible projects.
- 3.3.6 The survey covered the three themes of 'Working in Winnall', 'Living in Winnall' and 'Travelling in Winnall'. For each of these three themes, respondents were asked
-

whether they strongly agreed, agreed, disagreed or strongly disagreed with a number of propositions per theme.

3.3.7 Respondents were also able to provide additional comments if necessary. In total, 56 completed questionnaires were received. There was a good cross-section of respondents with 14 (25%) working in Winnall, 24 (43%) living in Winnall, 7 (13%) both working and living in Winnall and 11 (20%) with 'another interest' in the area.

3.3.8 There was either strong agreement or agreement with the draft Vision for the Planning Framework with over 93% of respondents indicating agreement (slightly more respondents indicated 'strong agreement').

3.3.9 For each of the three themes, summaries of the survey findings are given below.

Working in Winnall

3.3.10 When asked about the five key employment themes emerging (1. changing employment patterns with more retail employment, 2. lack of small business space, 3. a need for incubator space, 4. Winnall's poor image and 5. broadband speed issue), the vast majority of respondents (over 93%) agreed with these.

3.3.11 Respondents were asked whether they agreed with the following draft objectives for the employment area:

- Encourage businesses to start up, stay and grow in Winnall;
- Provide facilities to support business functions, such as a hub in the Moorside Road area, that makes this a more desirable place to work;
- Provide space for creative and cultural start-ups, as well as businesses in low carbon industries; and
- Establish a cohesive voice for businesses in the area.

3.3.12 Again, the vast majority of respondents either strongly agreed or agreed with these. Typically, 54% strongly agreed with all of the above whilst 40% agreed with the four objectives.

3.3.13 Respondents were also asked whether different types of policies (such as the Local Plan) could help with the following:

- Promoting an employment first approach to proposals in the Moorside Road area;
- Encourage the creation of a new hub within the Moorside Road area that becomes a focal point around which incubator space, meeting space and support functions - such as places to eat and relax - will be provided;
- Define a retail/ trade corridor along Easton Lane beyond which no further retail/ trade uses will be permitted;
- Re-model Easton Lane as a 'civic boulevard', with strong frontages and good landscaping to create an attractive gateway into Winnall and Winchester;

- Enhance and improve the quality of the employment areas to the south of Easton Lane to continue to attract small businesses and SMEs;
- Promote flexible premises in employment areas to allow businesses to adapt and grow so they can stay in Winnall; and
- Any future development should respond positively to the moors / South Downs National Park and network of green spaces in the area.

3.3.14 Over 91% of those responding strongly agreed or agreed with these statements. Of the 9% who either disagreed or strongly disagreed, a slightly higher number (11 respondents, 5% of the total) strongly disagreed.

3.3.15 When asked to score four initiatives for strengthening the employment area (setting up a forum, improved branding, better broadband and improved links with universities), over 93% agreed or strongly agreed. Of these, there was an even split between those who strongly agreed and those who agreed.

Living in Winnall

3.3.16 Based on research to date (and feedback from earlier consultations), three key issues were identified: 1. a lack of community facilities, particularly for young people, 2. poor quality / limited access to green space and 3. poor setting of retail parade on Garbett Road.

3.3.17 Over 94% of respondents agreed with these.

3.3.18 Respondents were also asked whether they agreed with the following draft objectives for the residential area:

- Strengthen Winnall as a family friendly residential neighbourhood;
- Establish a new approach to green space in Winnall to improve the use of and access to green spaces and increase biodiversity;
- Enhance the quality of community facilities in Winnall; and
- Improve the quality of the townscape.

3.3.19 Over 66% of respondents strongly agreed with 31% agreeing. Only 3% disagreed (with no respondents strongly disagreeing).

3.3.20 Respondents were then asked how much they agreed (or disagreed) with the following potential projects to help meet the draft Vision and Objectives:

- Introduce homezone / play street treatments on selected residential streets;
 - Investigate the potential for re-using green verges and underused areas of public space for community gardens and allotments;
 - Explore the possibility of improving access to the moors through new access points without harming the area's landscape and biodiversity value;
-

- Improve the quality of local play spaces and facilities, and explore potential for new play spaces around the tower blocks;
- Should opportunities for development adjacent to existing green space come forward in the future, encourage developers to improve the relationship of development with the park and play space;
- Promote delivery of replacement youth centre and facilities; and
- Look at the scope and feasibility of improving the quality of the public space and environment in the neighbourhood centre on Garbett Road.

3.3.21 Whilst 46% strongly agreed and 42% agreed with these, 6% disagreed and 7% strongly disagreed. Out of the 56 respondents, for example, 3 strongly disagreed about improving local play spaces and the encouragement of developers to improve the relationship between park and play space.

Travelling in Winnall

3.3.22 Based on the research and feedback, five key issues emerged: 1. high levels of on-street parking, 2. Limited provision for HGVs in employment areas, 3. poor walking and cycling conditions, 4. limited bus services and 5. limited access to the moors and surrounding countryside.

3.3.23 There was very strong agreement with all of these as 97% of respondents stated that they agreed with these issues.

3.3.24 Respondents were asked whether they agreed with the following draft objectives for transport and travel in the area:

- Encourage walking and cycling;
- Promote improved bus links, particularly to employment areas;
- Review parking provision and arrangements;
- Reduce congestion at key spots;
- Make connections to green spaces safe and easy;
- Improve connections to the town centre, particularly by bus, foot and bike; and
- Maximise opportunities for investment in Junction 9 of the M3 to create a better entrance into Winnall and to enhance access to the countryside.

3.3.25 Overall, 78% of respondents strongly agreed with these with particular high proportions (both 88%) of respondents supporting a review of parking provision and improved connections to the city centre. Only 5% of respondents either disagreed or strongly disagreed with these objectives.

3.3.26 Finally, respondents were asked about the extent to which they agreed (or disagreed) with the following nine potential travel and transport-related projects:

- Provide better and more segregated cycle routes through the area and to the moors;
- Enhance quality and safety of Black Path link between Winnall Manor Road and Tesco;
- Reconfigure junction of Winnall Valley Road and Winnall Manor Road to reduce speed and improve safety;
- Investigate the potential and possible benefits of a park and ride facility in the vicinity of Tesco, providing direct bus services between the city centre, station, residential neighbourhood and employment areas;
- Formalise on-street parking in the employment areas;
- Investigate opportunities for a turning space for large vehicles on Moorside Road;
- Investigate extension of Controlled Parking Zone across Winnall;
- Reconfigure junction of Easton Lane and Winnall Manor Road to reduce congestion at peak times; and
- Promote the enhancement of Easton Lane as an important civic boulevard and gateway into Winchester, with buildings fronting the street, wider footways and better pedestrian crossings.

- 3.3.27 A high proportion of respondents (87%) either strongly agreed or agreed with these projects. There is particular support for the reconfiguration of the junction at Easton Lane and Winnall Manor Road with 90% of respondents strongly agreeing with this proposal .
- 3.3.28 For those who disagree or strongly disagree with these proposed projects (6% and 5% of respondents respectively), there is no one particular project where disagreement is focussed. Five respondents (out of the total of 56) disagreed / strongly disagreed with the proposals to formalise on-street parking and to investigate the extension of the controlled parking zone across Winnall.
- 3.3.29 Based on all of the above survey findings, there is strong support both for the Visions and Objectives as well as the various projects and proposals that have been put forward. Although some respondents did disagree with the proposals, these represented a small proportion of those who responded to the survey.
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APPENDIX A: WINNALL COMMUNITY PLAN FUTURE FIFTY

The Table below presents a list of the 'Future Fifty' actions contained within the Winnall Community Plan.

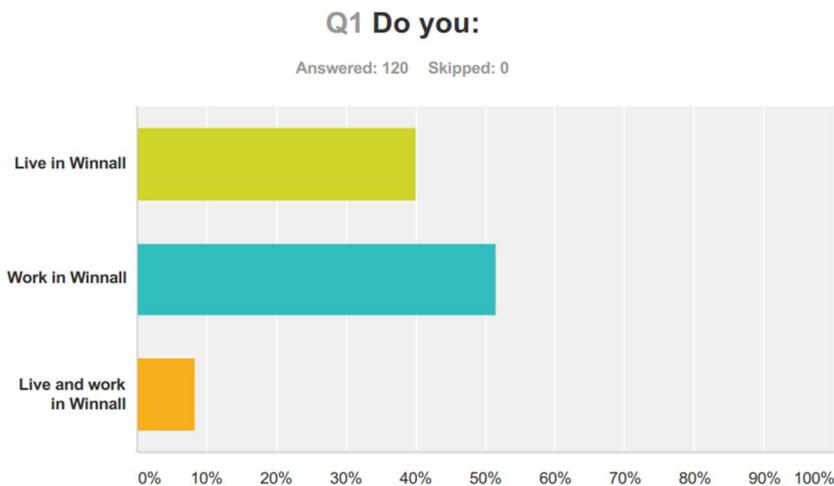
Priority	Action
1.	Lobby for improvement at J9 and Tesco roundabout.
2.	Undertake an audit of land available that could provide opportunities for allotment or growing spaces.
3.	Improve lighting in areas of concern (e.g. Black Path, Garbett Road shops).
4.	Introduce restrictions for heavy goods vehicles on Winnall Manor Road.
5.	Ask young people about different or better places to get together or meet up rather than the shops.
6.	Promote the introduction of local apprenticeships in traditional building skills.
7.	Take action on illegal and inconsiderate parking.
8.	Promote more reporting of crime and anti-social behaviour.
9.	Do a consultation on parking problems.
10.	Promote and develop available activities for everyone in Winnall.
11.	Set up regular events like this one to bring sections the community together.
12.	Introduce a 20mph speed limit across Winnall residential areas.
13.	Find out whether there is a need for more litter/dog fouling bins or better places for them.
14.	Find parking sites for businesses (e.g. mail depot) away from Winnall roads.
15.	Improve traffic calming measures in Winnall Manor Road.
16.	Set up a loan scheme for garden tools.
17.	Improve speed signs, particularly on Easton lane.
18.	Look for opportunities for young people and old people to mix more.
19.	Develop a Neighbourhood Watch scheme for the area.
20.	Improve ways of keeping residents informed of what is happening in the community.
21.	Increase the sports or play facilities in Winnall.
22.	Increase partnership working between community organisations working in Winnall.
23.	Introduce a regular activity which reaches all sections of the community e.g. movie screenings.
24.	Identify unused units on Winnall trading estate and improve its looks.
25.	Find a coordinator to support volunteering in local projects and activities.
26.	Organise an anti-litter campaign
27.	Increase opportunities for exercise and computer classes.

28.	Increase the use of speed guns.
29.	Hold regular community safety events around the estate.
30.	Improve lighting in Imber Road park so it can be used in the evening.
31.	Support the setting up of local enterprise and services.
32.	Campaign for resurfacing and refurbishment work to the Black Path.
33.	Develop an extra early/late bus service for Winnall workers, e.g. station, industrial estate.
34.	Improve Tesco bus timetable and route.
35.	Promote good news stories to community and provide up to date crime statistics.
36.	Undertake an energy audit to establish heat loss from properties.
37.	Establish a Boiler Bulk Buy Scheme.
38.	Look for greener ways for residents to travel around Winnall, e.g. bus services, car sharing.
39.	Invite businesses in Winnall to Winnall Community Forum meetings on traffic.
40.	Promote locally available products and services.
41.	Establish a loan scheme for energy (electric) monitors.
42.	Develop a bulky goods and/or group shopping service.
43.	Provide a computer for community use to report road or pavement problems.
44.	Identify low carbon champions for Winnall.
45.	Find new routes for cycle lanes.
46.	Set up a Greening/Community carbon footprint campaign.
47.	Establish Low Carbon show homes.
48.	Extend community bike scheme to Tesco.
49.	Promote on line shopping.
50.	Identify volunteers to support the Visa Project in Winnall.

APPENDIX B: SURVEY RESULTS (CONSULTATION ROUND ONE)

This appendix presents a breakdown of the results from the online survey set up for the Round one consultation.

**WINNALL PLANNING FRAMEWORK
Survey Monkey Summary**



Answer Choices	Responses
Live in Winnall	40.00% 48
Work in Winnall	51.67% 62
Live and work in Winnall	8.33% 10
Total	120

Live in Winnall

Priorities:

Answer Options	Not at all concerned	Slightly concerned	Very concerned	Extremely concerned
Number of car parking spaces for residents	11.63%	20.93%	32.56%	34.88%
Number of car parking spaces for businesses	30.23%	23.26%	30.23%	16.28%
Frequency of bus services	41.46%	14.63%	36.59%	7.32%
Lack of cycle routes	21.43%	35.71%	11.90%	30.95%
Traffic congestion	17.50%	25.00%	45.00%	12.50%
Improvements to Junction 9 and the Tesco roundabout	17.07%	21.95%	26.83%	34.15%
Heavy goods vehicles travelling through the residential area	14.63%	29.27%	26.83%	29.27%
Vehicle speeds	21.43%	35.71%	11.90%	30.95%
Personal safety	31.71%	39.02%	9.76%	19.51%
Facilities for children	25.00%	35.00%	30.00%	10.00%
Facilities for young people	19.51%	24.39%	43.90%	12.20%

Answer Options	Not at all concerned	Slightly concerned	Very concerned	Extremely concerned
Community facilities/ social spaces	21.95%	39.02%	29.27%	9.76%
Provision of skills and training to open up job opportunities	30.00%	32.50%	22.50%	15.00%
Quality of environment in Winnall trading estate	24.39%	34.15%	29.27%	12.20%
Quality of environment and public spaces in residential area	22.50%	40.00%	20.00%	17.50%
Carbon footprint and energy efficiency of buildings	29.27%	34.15%	24.39%	12.20%
Access to community garden/ allotments	29.27%	29.27%	26.83%	14.63%
Other	26.67%	6.67%	20.00%	46.67%

Please use the space below if you would like to add any specific information on the issues raised above:

Affordable housing shortage

Cars parked on pavements and junctions.

Drug dealers

Congestion at M3 Junction 9/Tesco Roundabout.

Dog fouling in the residential areas.

Parking pressures at school.

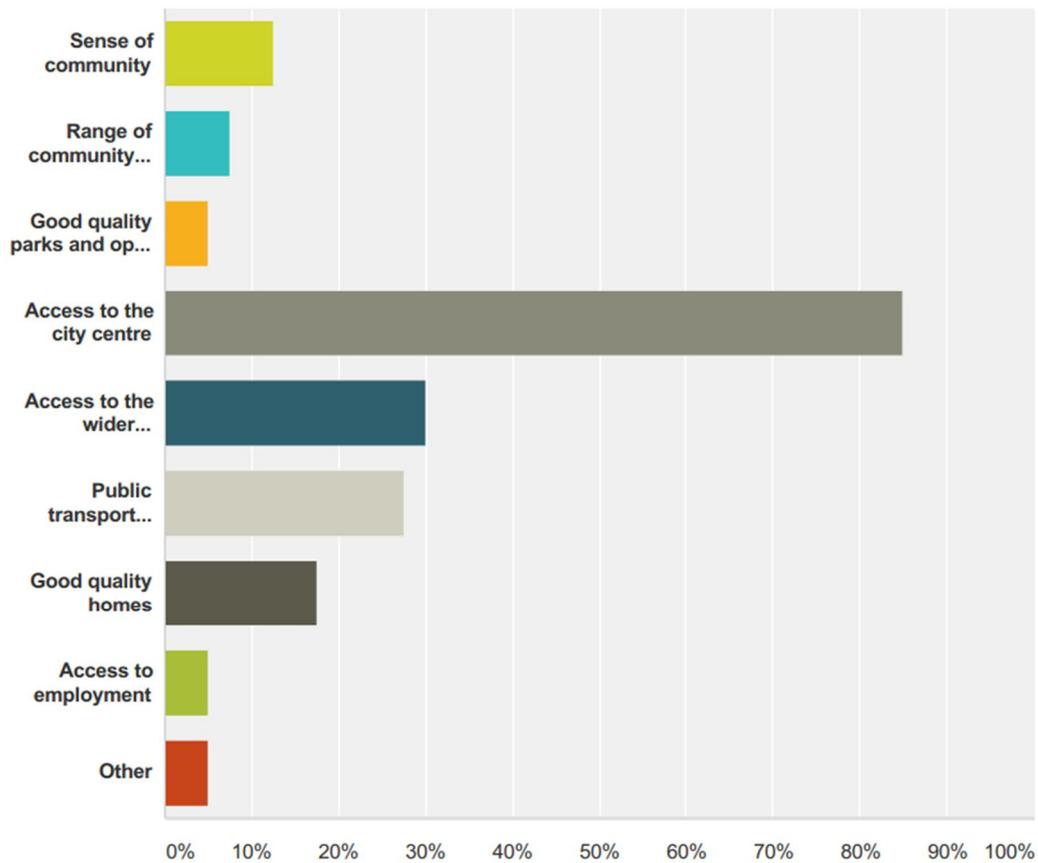
People parking and walking to city centre.

Winnall Manor Road visual obstructions and speed bumps.

20mph limit should be abolished.

Create parking spaces on grass verges.

What is the best thing about living in Winnall?



Other:

I came across this survey by accident. Why has this not been better advertised?
We have not been consulted on Cuadrilla site which is nearby. Street lights too dim at night. Need a limit on HMO's so we don't end up with the problems Stanmore has.

Bordering the South Downs National Park and having a National Cycle route are amazing benefits

It's cheap!

Let's be honest, win all is a bit of a shithole. But we live here because it's affordable.

There is hardly anything to do in Winnall as most of mid-teens there is nothing to do or go around Winnall

Name one change that would make Winnall a better place to live?

Police presence/ intervening with anti-social behaviour issues

Clean streets

Community spirit

Create a village centre feel around the shops / comm centre / school

Cut the M3 noise & pollution

Enforced Parking regulations.

Reduce pub noise

Knock down tower blocks

Reduce cars and traffic

More frequent public transport

More employment opportunities

More green space

Better parking controls

Better lighting

Reduce HMOs

Park and ride

Improve environmental quality

Reduce number of students

Improve quality of roads

Sparklers

Imrpove quality of existing parks

The pavements being gritted when icy

Increase facilities for younger children

Other comments:

Constantly watching people park up and walk, bus or taxi somewhere.

Don't build on our parks!

Don't like the behaviour in and around the social club. Too much litter everywhere. Rats are a problem

How about planting a few trees?

Love living here apart from above..really need a proper crossing or lives will be lost

More pro active action required to reduce/stop fouling of pavements by canines

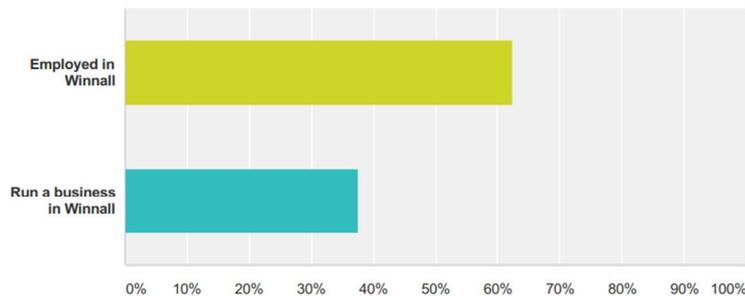
Parking being used by people working in the city centre

Too many homes being sold off for student lets. half of Winnall are privately owned homes, need homes for families. Students noisy, rude, and police will not intervene on any matters.

We talked about the green environment. Where re planting trees, why not use fruit trees. We already have crab apples for blossom. Edible apples are just as nice. See Brogdale and Malling

Q7 Are you employed in Winnall or do you run a business in the area?

Answered: 72 Skipped: 48



Answer Choices	Responses
Employed in Winnall	62.50%
Run a business in Winnall	37.50%
Total	

Run a business in Winnall

Company name:

AA Energy Solutions Ltd

Alfred's Brewery

Bathrooms of Winchester Ltd - Bathstore

BMP Construction Ltd

Culverlands Press Ltd

eClinicalHealth Ltd

Everycare (Central Hants) Ltd

Novatia plc

PDC Limited

Red Cat Brewing

Red Cat Brewing

Reedrent Ltd.

Rivers Engineering Ltd

Summit Training and Development
Limited

Toolmax General Engineering Limited

Webbs of Winchester Properties/Scylla
Estates

WF Electrical (Wades)

Whitwam Ltd

Winchester Supply

Sector

Construction

Construction

Manufacturing

Manufacturing

Manufacturing

Manufacturing

Manufacturing

Transportation & storage

Wholesale & retail trade

Wholesale & retail trade

Wholesale & retail trade

All inclusive office suites for rent

Audio-visual services supplier

Business Consultancy

Care at Home

ICT Consulting

Information Technology

Letting out Business properties

Procurement & Logistics

Product design and development

Renewable Energy

How many people employed in Winnall

1 - 60

Where do your employees travel to work from? Is it possible to provide a breakdown of your employees' home postcodes?

1 * Berewecke - not sure 2 * Kings Worthy - SO23 7QB

3 from SO40, 1 from SO45, 1 from SO23, 1 from SO21, 1 from SO50, 1 from SO31,
2 from SO51 and 1 from BH31

GU11 3BG

Littleton Winchester Center Shawford

My employees SO22 4AE & SO22 6SE Tenants employees too many to specify.

OX10 0LR SO53 2AT SO17 1HD SP11 7NY PO1 5DJ SO16 3DD SO19 0EP
BA22 9HP HA2 6EF SO50 9PQ W14 0BP SO16 8FF PO19 6YD BH23 3QN
GU34 4EU SO50 5QJ SO24 9HH

Reading Poole Southampton

SO22 6QH, SO21 2BZ, SO23 9RE

SO23 SO21 SO20 and New Forest

SO23 7AQ PO7 7FH

SO24 0LR SO53 3AJ SO21 1QL PO9 3RY SO50 6BY RG21 8XX

SO32 1LW SO23 0LB SO23 7ER SO22 4DR SO22 4DD

SO50 7AX, SO22 6EU, PO33 1XF, SO23 2NQ, SO21 3HH.

south wonston- along m27 corridor

Southampton, Fareham, Hedge End, Sandhurst, Kingsworthy

Winnall x 2 Winchester x 7 Eastleigh/Fairoak x 4 Southampton x 15 Basingstoke x
2 Portsmouth x 2

Winnall, Southampton, Cheriton

Q13 Can you rank the main transport modes used by your employees to get to work, with 1 being the mode of transport used by most people.

Answered: 19 Skipped: 101

Answer Choices	Responses
Car	94.74%
Bus	26.32%
Train	15.79%
Walking	36.84%
Cycling	31.58%
Other	21.05%

Why did you locate your business in Winnall?

Car parking

Access to M3 and A34

Acquired a business already located in the area

Availability of Serviced Office.

Cost

Historic reasons

Catchment Similar and complementary business already located here and proximity to client base

Close to City Centre

Company Decision

Terms at Basepoint suit my sort of business.

Easy travel links

Are there any 'local factors' that have an adverse impact on your business?

Access and traffic

Signage

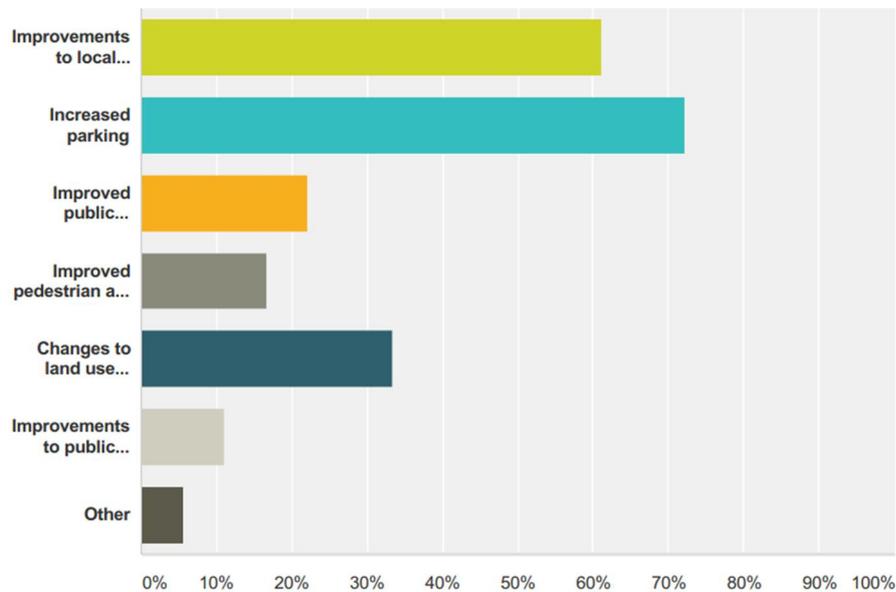
Lack of parking

Poor public transport

Internet speed is poor

HGV's maneuvering across Moorside Road because of insufficient on site maneuvering areas.

In terms of future developments in the local area, what will be most beneficial to your business?



As well as the main business activities at your site, does your business support other businesses and employment in the Winchester area?

BMP employs many local subcontracting trade companies from the Winchester and Southampton area on their building sites.

Cleaning contract.

I provide professional services to local businesses.

Most of our workers (another 40) work in the community and rarely come to Winnall.

We are a procurement and export business that provides access to developing markets for local businesses. We procure all of our electrical, mechanical and building supplies from within the SO postcode range for export to Africa.

We employ building contractors, architects, quantity surveyors and planning consultants. The offices we let out have various businesses including Care in the community.

we have trading links to several other design/engineering and development businesses in Winchester - probably to the value of 3 more "full" jobs

We supply goods to local Electricians along with providing goods to businesses, ie lamps and tubes to Hotels and Schools.

We supply many pubs and clubs throughout the area.

We use various suppliers in Winchester from Steel Suppliers/Electrical Suppliers/Tool Suppliers/Agricultural Suppliers. Additionally, a number of our Customers are local WCC/Winchester Fire Station/Hampshire Police other local businesses in the area.

Where possible we use local businesses for everything.

Yes, our tenants employ more than sixty employees, one is a caterer, one looks after people with educational needs, one hires out equipment and overall there are too many to specify

Skills gaps:

Struggling to find "Skilled" personnel and therefore having to train our own

there is a growing gap between typical engineering salaries and average Winchester prices... our younger staff can only afford to rent and have stated they will move jobs to a cheaper area when they want to start families...

Unable to get enough Care Workers with transport.

we find it difficult to recruit suitable candidates

Yes Require Skilled CNC Programmers and operators.

What is your approximate annual turnover at the Winnall site?

£125k - £250k

£1m - £5m

£500k - £1m

£5m - £25m

£5m - £25m

<£125k

<£125k

<£125k

Prefer not to say

Which of the following best represents how you think your turnover at this site will change over the next year?

Increase turnover 0-10%

Increase turnover 10-20%

Increase turnover 20-30%

Increase turnover 20-30%

Increase turnover 20-30%

Increase turnover 20-30%

No change in turnover

No change in turnover

Prefer not to say

Prefer not to say

Other comments:

In view of premises which have been empty in the area and within our office complex we think there is scope to incorporate residential areas within Winnall

It would help our business if Councils stopped penallising motorists.

My turnover is rent only, the businesses together turn over many times this figure

The opportunity for parking on Moorside Road at the bottom of the hill down into the trading estate adjacent to the entrance to the Student accommodation is stupid and dangerous. Articulated HGV's using the hill need maximum road width to negotiate the bend at the bottom of the hill especially in ice and snow conditions in winter. The parking facility right at the bend is used by students avoiding paying for car parking provided on site and employees from the businesses adjacent to the location. Vehicle damage and near misses in all road conditions are a regular occurrence and it is only a matter of time before serious injury or a fatality is a consequence.

There is sufficient parking space along Moorside Road but much of it is currently idol and fenced off in what was Bendicks old car park. Every day we drive past this wasted space and must run the gauntlet of double parked vehicles on the road. Such a waste

Traffic flow in Winnall can be a real nightmare at busy times or when temporary restrictions are in place (like when the new Premier Inn was being constructed).

We would like insulate all council tower block for FREE under the government ECO scheme. This will not only reduce the carbon emission in Winchester but also reduce energy bill for the residents. Winchester will be more ECO friendly and will make a significant contribution towards being carbon neutral.

Employed in Winnall

Company name

Abbotswood Limited

Abbotswood Properties

Alexander Design

Dickinson Legg Ltd

Hampshire Plant And Access Ltd

Hi-Store

iCare 24/7

IPI Limited

KG & S

Merlin

Sigma-HSE

Sigma-HSE UK Ltd

Stroke Support Group (Winchester and District)

tesco

Tesco

tesco

Tesco Ltd

Tescoso225rd

University of Southampton

Utilita

Vaughan Ltd

Winchester & District Young Carers

Winnall Rock School

WRAC Association

Sector

Administrative & support service activities

Administrative & support service activities

Administrative & support service activities

Construction

Construction

Construction

Financial & insurance activities

Manufacturing

Transportation & storage

Transportation & storage

Wholesale & retail trade

Charitable Organisation

Charity

Education

Healthcare software

laboratory testing

Laboratory Testing

PLant & Powered Access Hire

Property management

Property Management and Development

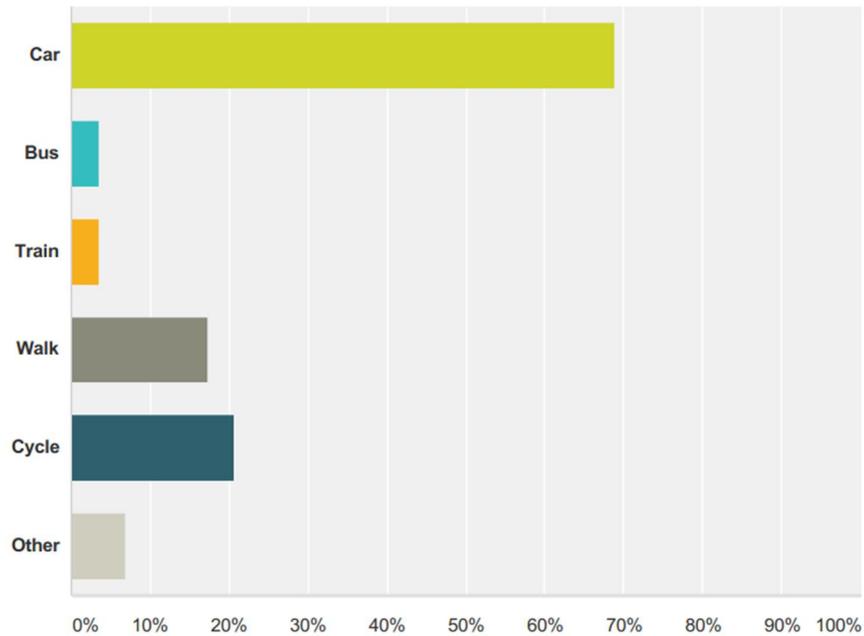
Software Development

Stroke support group

If known, how many people work at your company?

3 – 1,500

How do you travel to work?



Are there any 'local factors' that you believe are having an adverse impact on the company you work for?

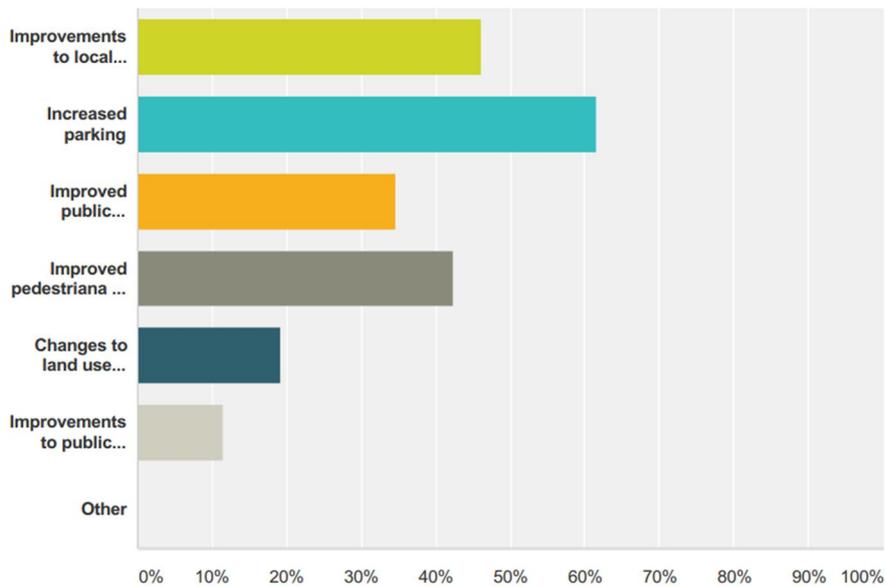
Congestion

Lack of parking

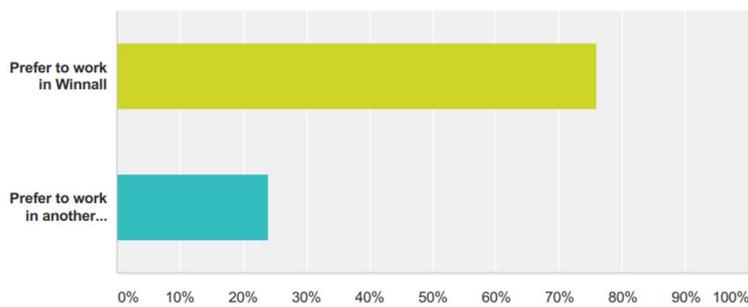
Lack of cafe/restuarant for coffee or lunch

Signage

Are there any future developments that you believe would have a beneficial impact on the business you work for?



Would you choose to continue working in Winnall, or would you prefer to work in another location?



Please explain why:

Carbon footprint is lower, it's a great area despite the disadvantages

Close to motorway links

Connectivity is good. The motorway is obviously close, the railway is not too far and the centre of Winchester is accessible. Whilst there is a Tesco here, facilities are good. However, it is not as cosy working late at night or over weekends.

Easy access from Basingstoke on the M3 or A30

Great location close to Winchester City Centre but with good connections to motorway

I'd prefer to be closer to home.

It is an easy commute for me, easier than driving through Winchester town centre

Parking / residents issues

The area is run down, not very pretty

The area is very isolated from other business premises. It all looks very tired.

The motorway congestion is horrible in the mornings and on the way home the lights seem to be really poorly timed at the Winnall roundabout to get back on to the M3 coming from Winnall lane.

Too business focused, i.e. Not exactly a lunch break friendly area

We are happy with the facilities at Winnall Community Centre but afraid that parking difficulties will make it impossible for us to continue meeting there.

Are there any locally specific issues that you believe will affect your ability to continue to work in the area?

Change in parking policy

Only potential success. From our point of view I guess if we grew as we would like, there probably is not a space easily available for us to move to. Units are scarce.

Parking at Winnall Community Centre

Suitable employers. There's one where the employees are 90% from Surrey

Traffic as we are a wholesale company and customers are starting to go elsewhere.

Other comments:

Don't like the behaviour in and around the social club. Too much litter everywhere. Rats are a problem

I have entered this information under the heading of Business because there was no option for voluntary or social groups in this questionnaire.

I'm glad the council are at least looking like they want to hear from business. They don't normally listen to residents so it would be a pleasant change.

Moorside road parking is unacceptable. The old Bendix car park needs to be made available

More off road parking is needed. Why is the old Bendicks car park chained off when this would alleviate a great deal of the problem?

We are sure that people park in or around the Winnall Industrial Estate because it's next to the M3, they then all use one vehicle for routes to London.

We talked about the green environment. Where re planting trees, why not use fruit trees. We already have crab apples for blossom. Edible apples are just as nice. See Brogdale and Malling

APPENDIX C: SURVEY RESULTS (CONSULTATION ROUND TWO)

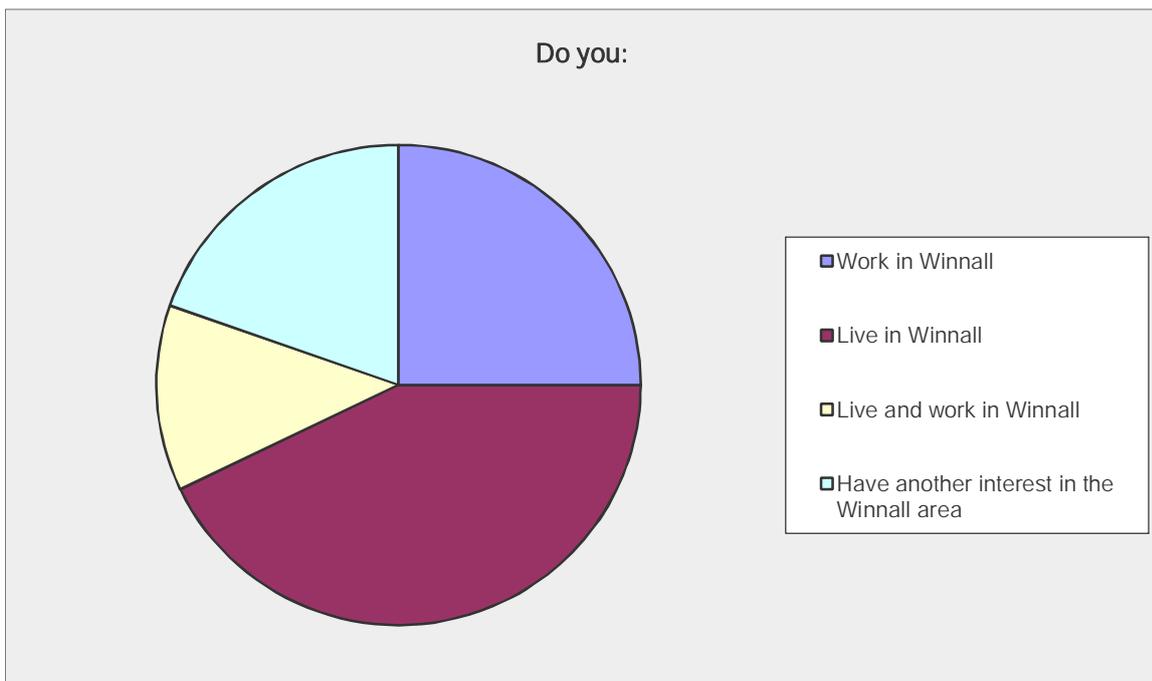
This appendix contains a summary of the second survey conducted as part of the ‘stakeholder’ consultation process. The survey was primarily set up online via Survey Monkey and was ‘live’ between 23rd February and 26th March 2015. 43 online responses were received whilst 13 ‘hard copy’ responses were also received after various stakeholder events.

Summaries of the responses to each question are given below.

Question 1: “Do You?”

The responses to this question showed that most respondents lived in Winnall.

Answer Options	Response Percent	Response Count
Work in Winnall	25.0%	14
Live in Winnall	42.9%	24
Live and work in Winnall	12.5%	7
Have another interest in the Winnall area	19.6%	11



The following written statements were also received (this provides a further range of indicators as to where respondents live and their typical activities):

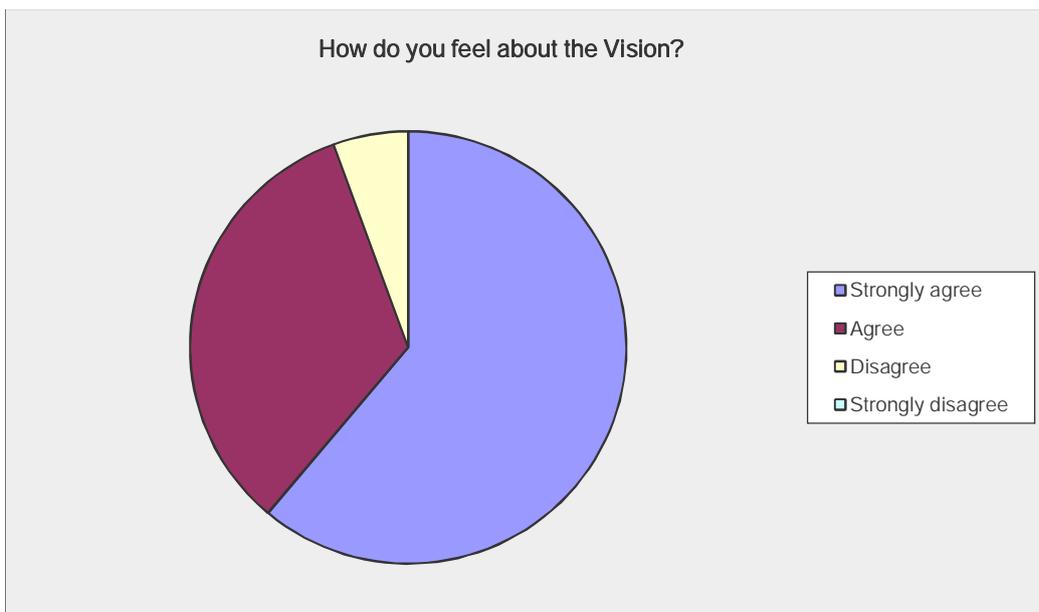
Live in Alresford road at the top of Winnall
Walking access for Ramblers to and from public rights of way
Manage Winnall Moors nature reserve

I work as a Volunteer at Winnall Community Centre
Winchester Walking Strategy
Use shops and businesses there
As a member of the Walking Strategy Group I hope to see this Framework as an opportunity to 1) create a better environment for pedestrians and 2) to encourage people to walk rather than use vehicles
Shopping
I'm the Church of England Vicar at St. John's
I own land and buildings in Winnall
Property owner in Winnall
This is a useless survey - I work and live in Winnall!
Sustrans group coordinator / Wildlife Trust Winnall
Childrens' Centre Connection (voluntary)

Question 2: “How Do You Feel About The Vision?”

The responses indicated very strong support for ‘the vision’ being put forward for Winnall.

Answer Options	Response Percent	Response Count
Strongly agree	61.1%	33
Agree	33.3%	18
Disagree	5.6%	3
Strongly disagree	0.0%	0
Please use the space below to explain why:		
<i>answered question</i>		54



The following written statements were also received:

Safer access for people to walk to and from other areas around Winnall would be a major improvement
Neither agree nor disagree - would need to see more detail regarding access to Winnall Moors
Improved transport by bike to city and station is key
It would be good if the above could be achieved, but I doubt it will happen in my lifetime
Caveat: the Council must plan for adequate parking facilities
Winnall needs to be improved with the times
More traffic congestion
Winnall is an area that has great links to the M3 and A34 and to the City Centre. It is also a good area to raise families as the houses and gardens are spacious and there are local amenities on the doorstep. But as with anything, there is room for improvement
It would be good to also emphasise Garbett Road
Several urgent issues seem not to be addressed
Winnall has an excellent situation, close to the motorway and the town
Good to aim high to achieve
Much needed change to make it an attractive gateway to Winchester from the east side and improved traffic flow between city centre and Junction 9 of the M3
Winnall needs bringing up to date and these improvements would be welcome
The vision seems overblown because it is starting too late when scope for change is limited. I don't see the City Council as having the resources to implement it in a significant way. There are, however, practical improvements that can be made the most of which would be important enough to be included in the "Local Plan"

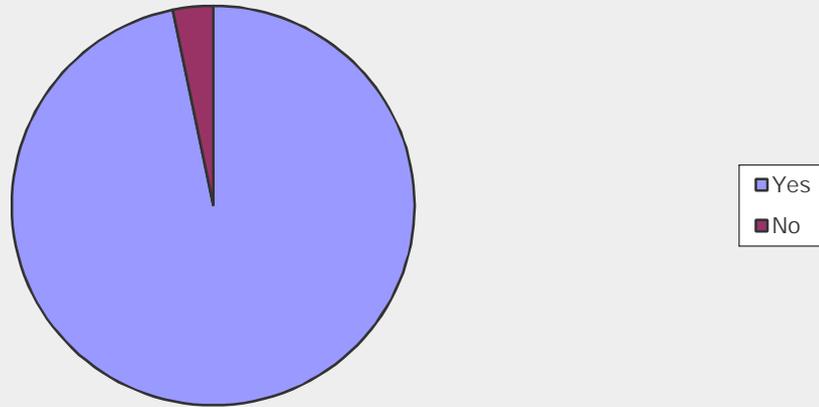
Question 3: Working in Winnall theme: Agreement with Key Issues

Based on research and feedback from earlier consultation, the following issues had been identified: 1) the nature of the employment area is changing with more retail and trade activities locating in the area, 2) there is a lack of space and premises for small businesses to be able to grow and stay in the area, 3) there is a need for incubator space to help attract a more diverse employment base and respond to changing economies (including those in creative, cultural and green industries), 4) the employment area suffers from a poor image, limited branding and generally poor quality environment and 5) there are issues with broadband speed

When asked did they agree with these issues, the following responses were obtained:

Answer Options	Response Percent	Response Count
Yes	96.8%	30
No	3.2%	1
Have we missed anything? Are there any other issues you would answered question		31

Based on research to date and feedback from earlier consultation the following issues have been identified: - The nature of the employment area is changing with m



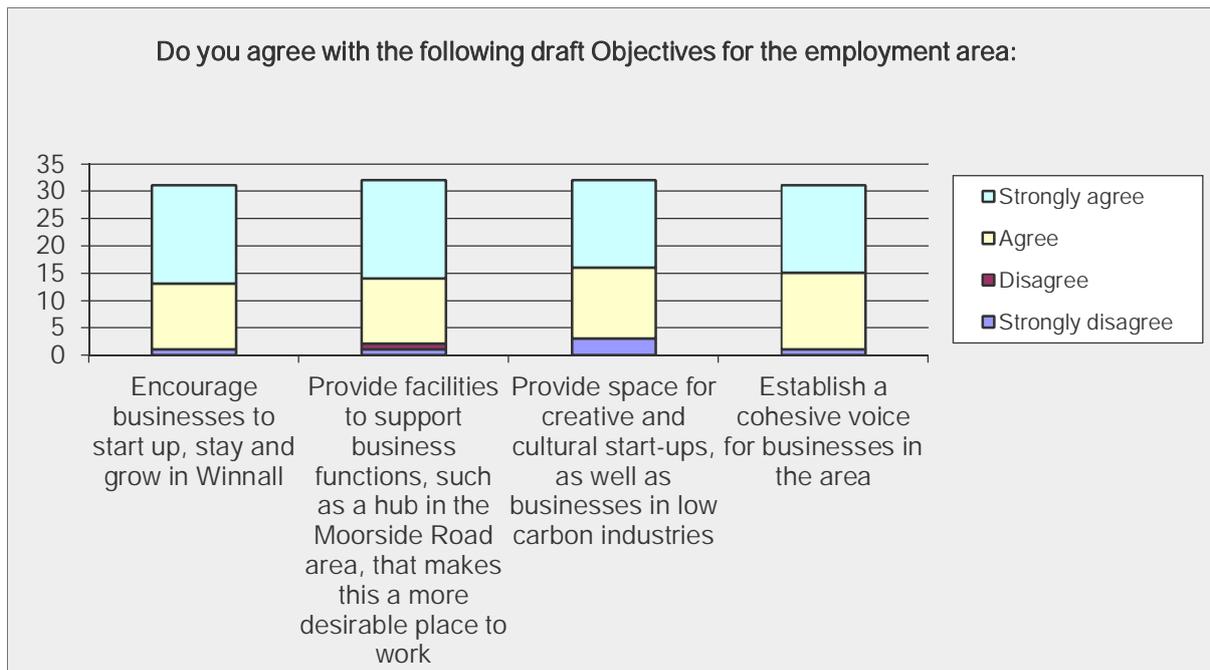
The following written statements were also received:

Parking issues for customers
I am only really familiar with issue number 4 - the environment is very poor
Large lorries are still using Winnall Manor Road as a cut through to get to the M3. If you are going to improve the industrial side, more lorries may ensue. Need to ensure only those lorries with business on the estate use the estate
Parking for workers in Winnall - especially larger employers like the Post Office - is very limited. This could hold up economic development in the area and limit Winnall's attractiveness to companies
There is a tension between the retail uses around Tesco and maintaining a centre at Garbett Rd.
Lack of catering facilities
Litter. The area (Moorside Road) is plagued with litter that is thrown from overnighting trucks and students leaving their cars during the week. Can we not have bins provided, especially the green space outside Alligator storage?. Not very nice to walk past
Cycle parking near bus stops please
Attract the 'best' ("green green") with attractive environment

Question 4: Working in Winnall theme: “Do you agree with the following draft Objectives for the employment area”:

The responses again show high levels of strong agreement / agreement with the statements below.

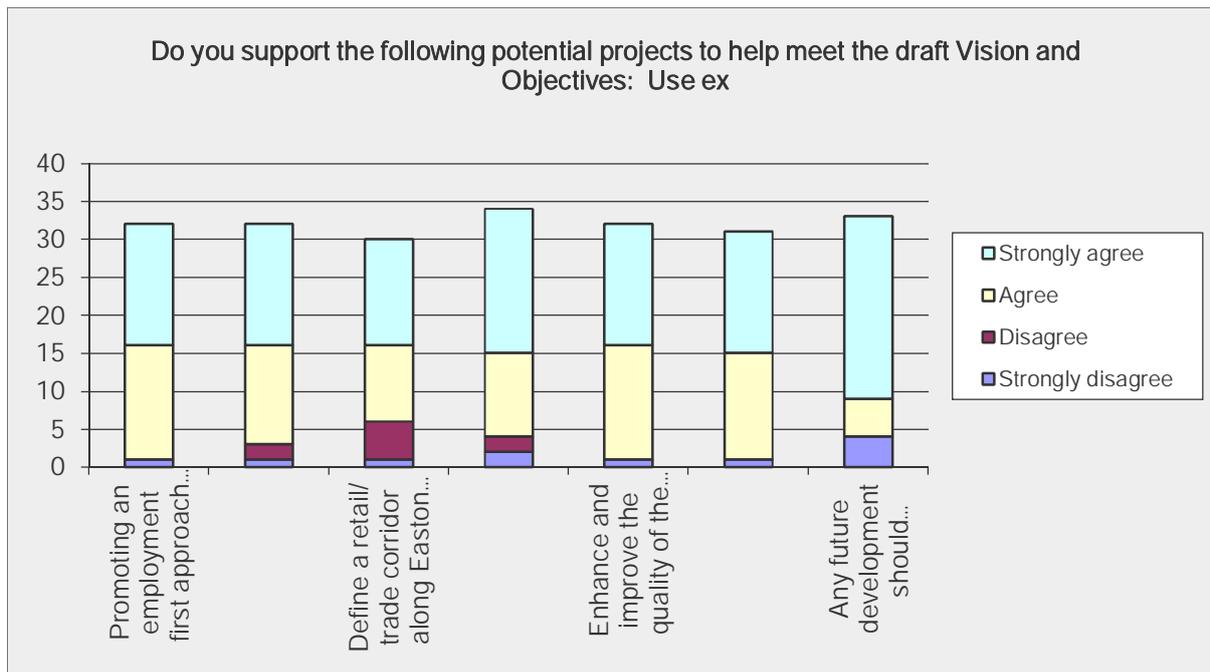
Answer Options	Strongly agree	Agree	Disagree	Strongly disagree	Response Count
Encourage businesses to start up, stay and grow in	18	12	0	1	31
Provide facilities to support business functions, such	18	12	1	1	32
Provide space for creative and cultural start-ups, as	16	13	0	3	32
Establish a cohesive voice for businesses in the area	16	14	0	1	31



Question 5: Working in Winnall theme: “Projects Supported by LPP2 Policies”

Respondents were asked to what extent they agreed / disagreed with the potential projects listed in the table below. These projects would use existing Local Plan policies as well as developing new policies in Local Plan Part 2 (including specific Winnall policies if required) which would identify broad areas of activity where different types of employment and other activities are appropriate. As the responses below indicate, there was widespread support for the various proposals put forward.

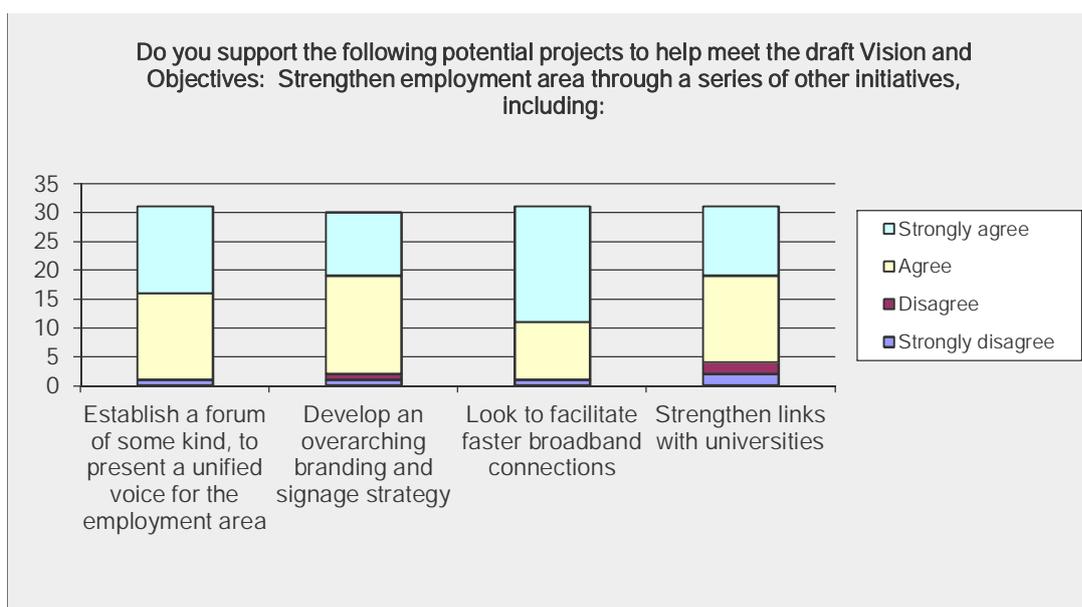
Answer Options	Strongly agree	Agree	Disagree	Strongly disagree	Response Count
Promoting an employment first approach to proposals in the Moorside Road area	16	15	0	1	20
Encourage the creation of a new hub within the Moorside Road area	16	13	2	1	20
Define a retail/ trade corridor along Easton Lane beyond which no further retail/ trade uses will be permitted	14	10	5	1	18
Re-model Easton Lane as a 'civic boulevard'	19	11	2	2	21
Enhance and improve the quality of the employment areas to the south of Easton Lane	16	15	0	1	19
Promote flexible premises in employment areas	16	14	0	1	19
Any future development should respond positively to the Moors / SDNP	24	5	0	4	21
<i>answered question</i>					21



Question 6: Working in Winnall theme: “Projects to Strengthen Employment Area”

This question asked how much respondents supported potential projects to help strengthen the employment area through a series of other initiatives. The responses to these are shown below.

Answer Options	Strongly agree	Agree	Disagree	Strongly disagree	Response Count
Establish a forum of some kind, to present a unified voice for the employment area	15	15	0	1	19
Develop an overarching branding and signage strategy	11	17	1	1	18
Look to facilitate faster broadband connections	20	10	0	1	20
Strengthen links with universities	12	15	2	2	20
<i>answered question</i>					20



Question 7: Working in Winnall theme: “Can you think of any other opportunities or potential projects that should be considered in the area?”

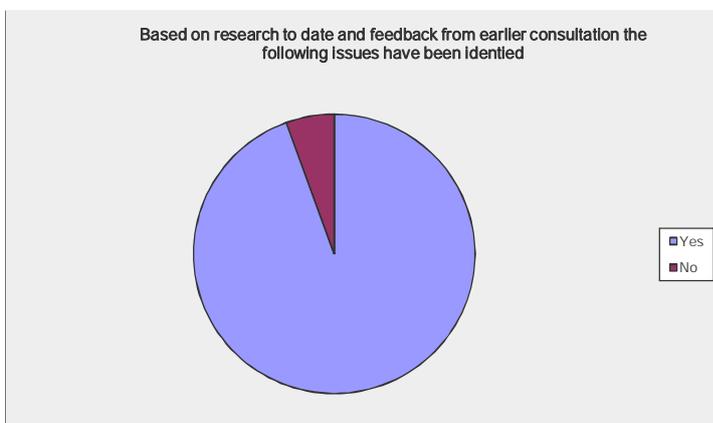
This question gave respondents the opportunity to list any other opportunities or projects that could be considered in the area. Several responses were received and these are listed below.

I hate WCC
There is too much student accommodation close to Winnall as it is
The new hotel on Easton Lane needs a good pedestrian route to the city centre - it is so close there should be no reason to bring cars in to the city and this should be instantly communicated through design
Access and parking. Better cycle routes and parking opportunities. There are quite a lot of students living in Winnall at the Winchester School of Art who might also benefit from improved access and provide a market and part-time employees for enterprises in Winnall.
More dedicated student accommodation is required
Improve retail offering in the local area
Attract green industries who will involve Winnall residents ("This is Winchester" etc.)
Limits on student housing
Liaise with hotels, e.g. Holiday Inn, with conference facilities to advertise the target business use

Question 8: Living in Winnall theme: “Do you agree with the following: 1) a lack of community facilities, particularly for 11-18 year olds, 2) poor quality of and limited access to green space and the moors, particularly by foot and cycle and 3) poor setting of retail parade on Garbett Road?”

Based on the above propositions, the following responses were received. As before, there was very strong support in favour of these:

Answer Options	Response Percent	Response Count	
Yes	94.4%	34	
No	5.6%	2	
<i>answered question</i>			36



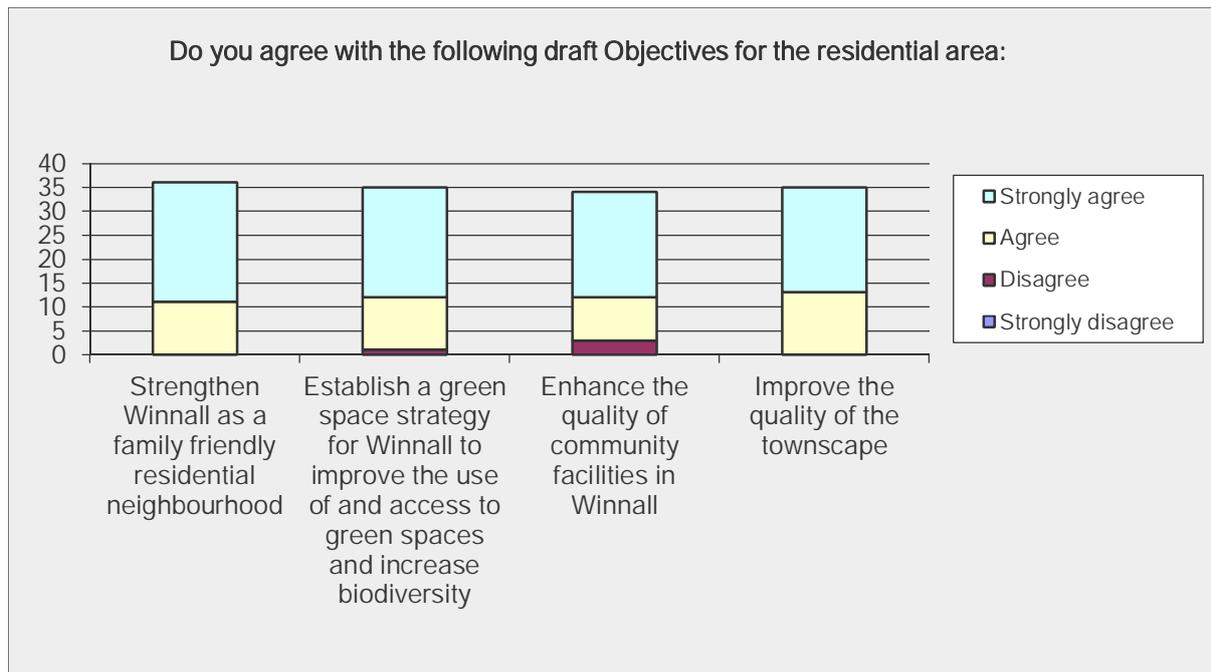
The following additional comments were also received:

Retail in Winnall is fine
Community Centre is not being utilised. Giving the Winnall club a 24 hour license to serve alcohol is not in keeping with what is trying to be achieved
Main issues are attributable to the Council placing 'antisocial' families and individuals in Winnall - and the Council's ongoing failure to manage the bad behaviour of such people
Address the roads and improve planting
The analysis of the area is not sufficiently detailed to influence next steps, and it has not been presented sufficiently strongly visually
Development of Garbett Road should include development of the Community Centre e.g. teenage activities, welcoming reception, café etc.
Lack of pedestrian crossings on Wales Street
Screen more areas between residential and actual industrial (example along new road car park - Winnall flats!) - get litter plague sorted out!
People who are elderly probably struggle with the hills in this area - not sure what you can do about it though
Play sculpture and seats at key points

Question 9: Living in Winnall theme: "Do you agree with the following draft Objectives for the residential area?"

For this question, four objectives were put forward with respondents then asked to what extent they agreed / disagreed with the objectives. The majority of responses indicated either strong agreement or agreement with these:

Answer Options	Strongly agree	Agree	Disagree	Strongly disagree	Response Count
Strengthen Winnall as a family friendly residential neighbourhood	25	11	0	0	23
Establish a green space strategy for Winnall	23	11	1	0	23
Enhance the quality of community facilities in Winnall	22	9	3	0	21
Improve the quality of the townscape	22	13	0	0	22
<i>answered question</i>					23



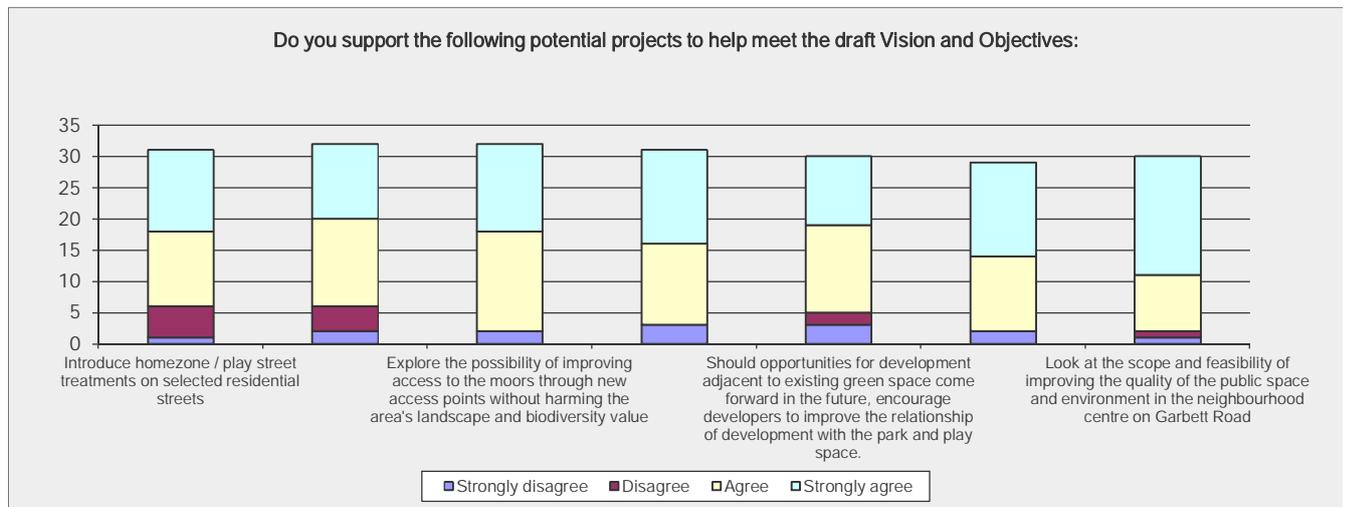
As well as the above, the following were also received:

WCC does not care. Why would it? Winnall is a Labour stronghold. WCC is Conservative
I do not understand what is meant by "improving the quality of the townscape". Strengthen Winnall as a family friendly residential neighbourhood by preventing sale of properties to unscrupulous money making landlords who care nothing for maintaining the properties.
The Council must ensure any future planning allows for car parking facilities
Reduce the number of properties being converted into student 'lets'. Many of these properties look very "scruffy" on Winnall Manor Road. As the main road through the Winnall estate, it does not give a very good impression of the area
First priority is to improve what is there and ensure good connections on foot
The green space strategy needs to be holistic, based on analysis and good maps/plans
We've already got a lot of play spaces for children in Winnall. Not sure we need more but further development of existing facilities is always welcome. The open air gym is a great feature too
Discourage multi occupation, which tends to lower the standard of occupation. Encourage family occupation of houses in the area
There has been enough money spent - wasted on facilities in Winnall already. Parents with young can walk to them - help NHS with overweight kids and young parents
Bringing together groups within community - mutual support - probably needs developing as a street party? (events?, newsletter?)

Question 10: Living in Winnall theme: “Do you support the following potential projects to help meet the draft Vision and Objectives?”

A series of seven project suggestions were put forward and peoples’ responses to each are summarised below.

Answer Options	Strongly agree	Agree	Disagree	Strongly disagree	Response Count
Introduce homezone / play street treatments on selected residential streets	13	12	5	1	20
Investigate the potential for re-using green verges and underused areas of public space	12	14	4	2	20
Explore the possibility of improving access to the moors without harming the area’s landscape and biodiversity value	14	16	0	2	20
Improve the quality of local play spaces and facilities	15	13	0	3	19
Encourage developers to improve the relationship of development with the park and play space	11	14	2	3	18
Promote delivery of replacement youth centre and facilities	15	12	0	2	18
Look at the feasibility of improving the quality of the public space on Garbett Road	19	9	1	1	18
<i>answered question</i>					21



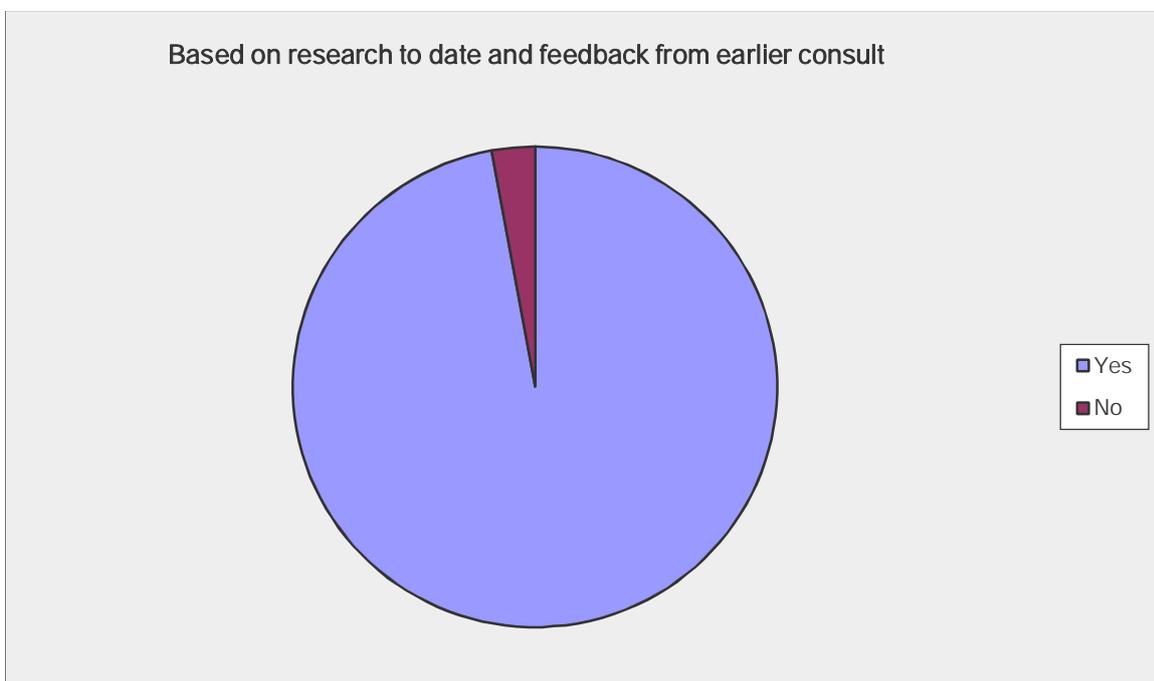
The detailed comments on this question are shown below:

The area around tower blocks needs 1) to be designed as a whole and 2) be welcoming and homely with good planting - all of the above need to be specific and related to identifiable places
The approach above is not looking at places as a whole, but taking separate issues; they are all linked and this Framework should take the opportunity to take a different approach. Even more importantly, it needs to be specific and have an Action Plan so it suggests that something might possibly happen. Linked to this it needs to prioritise
Opportunities for more access to Winnall Moors and Itchen River very welcome!
Promote birth control - will help some of the problems - "for those on long-term benefits"
Can community centre be better used? - more open?

Question 11: Travelling in Winnall theme: “Do you agree with the following issues: a) high levels of on-street parking, particularly on Winnall Valley Road, Moorside Road and Garbett Road, b) limited provision for heavy goods vehicles in employment areas including a lack of turning space, c) poor walking and cycling conditions, particularly along and across Easton Lane, and via the Black Path to Tesco, d) limited bus services, particularly at peak times and e) limited access to the moors and surrounding countryside?”

Based on these issues, respondents indicated the following:

Answer Options	Response Percent	Response Count
Yes	97.1%	34
No	2.9%	1
<i>answered question</i>		35



Additional comments received were as follows:

Provision of safe footpaths to link Winnall to not only the South Downs park but the existing footpath network throughout the City of Winchester

Recreational impacts on sensitive wildlife at Winnall Moors. This is why the main entrance is at Durngate. Inappropriate and antisocial behaviour can be managed from this and the north walls entry points. Those with limited walking enjoy and appreciate cycle free paths such as those available at Winnall Moors. This has been carefully considered and managed. Cycling and dog walking through Winnall Moors would have negative impacts on sensitive wildlife and visitors. Other countryside opportunities do exist such as The Itchen way beside Dykes Farm and the cycle route out towards Easton.

Winnall is used as a free car park

How are you going to address 'limited bus service'? - what about having buses after 7.15 pm? Harestock has late buses on Friday/Saturday evenings; what is wrong with having the same for

Winnall?
Issue with respect to Winnall flats: this is entirely down to extremely poor planning approval (for example, the post office building and Basepoint business centre applications were permitted with hardly any parking facilities)
Introduction of permits for residents to be able to park outside their premises (as there are a lot of people using Winnall as an all-day car park). Introduction of yellow lines on side of roads which is a bus route
Poor walking environment is much more general than suggested
Yes - how you plan to get from where things are now to something better. Give hope, sketches and place based solutions etc.
Being disabled, I experience the following; 1. it is difficult to use mobility scooter (MS) on bin days as dustbin men leave the bins on the street. As most people work, they are left there all day making it difficult not just for MS but also for mothers with pushchairs and prams. 2. Due to inappropriate parking i.e. on street corners, I am unable to cross the road where the kerb is lowered due to parked car blocking the way. 3. I have off street parking (Longfield Road) but it does not deter people parking on the lowered kerb area making it impossible for me to get car out until after 5pm. Would like to see cycling routes also available for mobility scooters (for those that are taxed such as the one I have)
Lack of links with Park and Ride facilities in the City so no workers can make use of them. Lack of links with the railway station except on foot or by taxi
Regular monitoring of illegal parking (24hrs, not just odd hours) - during day or else stop wasting public money on white lining (which nobody adheres to)
What about traffic access to Moorside Rd from Easton Lane? - bearing in mind the number of people employed in the industrial estate - perhaps either a roundabout or traffic lights junction to improve traffic flow
Parking in Imber Road by non residents?
If people could put their bikes on a bus, more people might commute using a bus / bike combination. Some countries manage it!

Question 12: Travelling in Winnall theme: “Do you agree with the following draft Objectives for transport and travel in the area?”

Respondents were asked to what extent they agreed / disagreed with the following projects. As the results indicate, there was strong agreement with all the proposals.

Answer Options	Strongly agree	Agree	Disagree	Strongly disagree	Response Count
Encourage walking and cycling	25	7	2	0	21
Promote improved bus links, particularly to employment areas	21	8	2	0	19
Review parking provision and arrangements	29	3	1	0	21
Reduce congestion at key spots	23	6	0	0	19
Make connections to green spaces safe and easy	24	7	2	0	21
Improve connections to the town centre, particularly by bus, foot and bike	28	3	0	1	21
Maximise opportunities for investment in Junction 9 of the M3	25	3	2	1	19
<i>answered question</i>					21

Follow-up comments are as follows:

Consideration of how residents use St Giles Hill and Magdalen Hill Down. Although outside of the Winnall envelope, residents access these green spaces
The Winnall roundabout is a joke
If Easton Lane becomes a Civic Boulevard, will Winnall Manor Road become a 'rat run' to the M3? Where will all the traffic go?
Perhaps liaise with Tescos, Currys, Homebase and ask them if their car parks can be used for people who work at Winnall
Link parks and green spaces to pedestrian and cycle routes
Junction 9 improvements for traffic are vital. Not sure how these can also be linked to access to the countryside. The key thing is to get traffic in and out of Winnall quickly and safely. This needs more emphasis in the Vision and plans for Winnall. Winnall is the main employment area of Winchester (away from the city centre) and needs to have this role strengthened
As above - it's all very general and like 'motherhood and apple pie', not sufficient sense of being rooted in deliverables
Walking to the city centre from Winnall should be made easier - definitely!. The junction between Winnall Valley Road and Winnall Manor Road is illogical and occasionally dangerous to road users exiting Winnall Manor Road due to confusion of drivers and indicators
If cycling is to be encouraged, this should be on dedicated routes and avoiding the main roads. One cyclist can severely hold up a stream of traffic, particularly on the hills
Improvement of traffic flow on Wales Street, add pedestrian crossing(s) on Wales Street
Include cycling & walking across the junction into National Park
Use of powered two-wheelers to reduce congestion
Do not allow Winnall Moor to become full of litter (as on residential estate) - it would be a very sad sight on such a gem
Improve connections to town centre - yes, especially with large numbers of students walking / cycling from student accommodation blocks to University campuses & of course people commuting to work in the industrial estate (also, J9 improvements seen as most important)
Make sure hilly pavements get gritted in winter - it was a nightmare walking 'round here when it was really icy

Question 13: Travelling in Winnall theme: “Do you agree with the following draft Objectives for transport and travel in the area?”

There was strong agreement in favour of the nine draft ‘transport’ objectives listed below:

Answer Options	Strongly agree	Agree	Disagree	Strongly disagree
Provide better and more segregated cycle routes through the area and to the moors.	22	8	1	1
Enhance quality and safety of Black Path link between Winnall Manor Road and Tesco	23	8	1	1
Reconfigure junction of Winnall Valley Road and Winnall Manor Road to reduce speed and improve safety	20	11	1	2
Investigate the potential and possible benefits of a park and ride facility in the vicinity of Tesco, providing direct bus services	19	10	3	1
Formalise on-street parking in the employment areas	23	4	4	1
Investigate opportunities for a turning space for large vehicles on Moorside Road	19	7	3	2
Investigate extension of Controlled Parking Zone across Winnall	20	4	2	3
Reconfigure junction of Easton Lane and Winnall Manor Road to reduce congestion at peak times	27	3	0	2
Promote the enhancement of Easton Lane as an important civic boulevard and gateway into Winchester, with buildings	25	3	3	1

More detailed comments from respondents are shown below:

Move out of Winchester altogether
We have needed a zebra crossing in Easton Lane for years and nothing has happened - ongoing feasibility study - how long is that going to take? As for safety of the Black Path link - has the rat infestation been eradicated?
Control of rat infestation on black path
Perhaps look at the unused units on Moorside and assess their condition and if the buildings prove to be unsafe or in need of redevelopment, bulldoze them and make a car park for people who work in the area as this could ease off parking on the streets, i.e. turn the empty ground that once belonged to Condor's on Moorside into a car park. Re-tarmac Winnall Valley Road as it is full of potholes. Make Junction 9 a lot better by instigating what they did at Cheiveley and at Newbury 10 years ago
Easton Lane improvements must continue to Durngate and the crossing to Lower Brook Street, with access to the moors and along to the Leisure Centre. All needs to be subject to more detailed analysis
What about creating an attractive environment to encourage people to walk? Safety is one factor, there are many others that are equally important, in particular reducing dominance of vehicles, giving pedestrians priority, or at least shared priority and attractiveness. It is not cycling or walking but walking that is more appropriate in a hilly environment, where there are many children and elderly people, and distances are short, whether to schools shops or the city centre
Mini roundabouts at key junctions
Stop trucks staying overnight and disposing of their toilet waste in the bushes. Provide toilets or truck stop off motorway junction?
Improve Winnall Manor / Easton Lane: for traffic trying to exit Winnall Manor Road, by Premier Inn (i.e. roundabout / traffic lights), better crossing on foot (i.e. zebra crossing in Easton Lane by fire station or Premier Inn). Maybe a Pelican Crossing? - many workers use Tesco to buy lunch and crossing can be hazardous!
Remove grass verge between footpath and Layby's (Winnall Manor Road) and create angled parking bays. This would create more space and make it safer. I have slipped more than once getting out of my car to the footpath
Better connections between here and existing park. Do we need more space for cars or are there spaces available already but onward travel is the issue?. Any chance of a solution to the carrying of shopping around when you use the park and ride?. Can shops contribute to a locker or delivery system so you and your shopping can end up in the car park at the end of the day without needing to cart it around with you?
Extend 'Civic Boulevard' on to Wales Street and extend 20 mph zone towards Easton Lane
Tesco has too much - they don't fully use car park space - as a good gesture to the city, this would be a good spot for park and ride
Noted that residents in central Winnall residential area would object to the expansion of controlled parking zone due to having to pay for parking permits

Question 14

This question enabled respondents to express any further views and opinions:

Go destroy another town
This survey is all well and good, but I wonder how many years it will take for anything to happen?. A bus station in the town centre would be preferable to any of these changes. The current bus station is a disgrace!
Maybe in the future with presentations/exhibitions, make information packs available to take away as some people do not have/cannot use a computer. It would be interesting to see some drafts of the proposed changes so that people can get an idea/shape of things to come so that they can formulate their own opinions and make any suggestions. Hold an exhibition of the proposed residential ideas at the Community Centre as it is in a central location. Advertise future exhibitions/plans in the local press to get local people further involved as a lot of people that I have spoken to, especially residents, have no idea that this is taking place
Although the Winnall Planning Framework is full of fine aspirations, it would be good if these were accompanied by an Action Plan and more specific, implementable projects, identified by more sketches, costs and priorities. It refers to an intention of improving the environment to encourage more people to walk but does not identify routes or say how this will be achieved - the fine intentions are too general. Similarly it refers to new play spaces, but play is not just equipment or indeed spaces; it needs to be focussed on places, i.e. the whole of a park, most importantly access to it and ensuring that children can get there safely on attractive and interesting paths. The Framework provides an opportunity to make what is there work better, as well as through analysis, identifying where new provision might be beneficial. The Framework also provides an opportunity to build on the work of the Winchester Walking Strategy, embed its approach and take it further, and by taking a more place based approach prioritising places where multiple benefits can be achieved together. Imber Road Park and its surrounding streets and paths provide an opportunity to demonstrate change comparatively simply and to achieve many of the aspirations referred to in the exhibition. The park is well situated, with fine views, mature trees and some good children's play equipment BUT it is poorly connected, has no paths crossing it, lacks seating or a sense of joy. It could be a fine green space with good facilities for play and recreation as well as forming part of a well used pedestrian route from Winnall Valley Road to Eastgate Street, Durngate and Winnall Moors, the town centre and beyond to the station, schools and colleges if the following were addressed: At the park, install all weather paths from entrances following desire lines so that it becomes part of a network of well used paths for those traveling on foot - Oram's Arbour is an excellent model for this. Improve entrances, make them visible and welcoming. Consider lighting - site area for informal play with balls on the part of the site that is flat. Relocate adult gym equipment on to incline so that those participating can benefit from fine views - remove fencing. Provide seating and places to be sociable. Litter bins – organise events/management to ensure that dog owners behave responsibly. Well used and maintained parks feel safe - the best way to counter antisocial behaviour. Winnall Valley Road - the pedestrian environment on this street is very poor, but could be improved by a variety of measures including: improved pavements, better surfaces etc. Tree planting - organisation of parking, welcoming entrance to the park, visible from a distance, and with clear site lines. Clear pedestrian route through car park between Winnall Valley Road and the park. Enhanced pedestrian route from the park to Easton Lane, Durngate and Winnall Moors (build on principles of Walking Strategy). Access to the park from the south also needs to be improved to connect with pedestrian routes/desire lines, with improved entrances as above. These notes have been prepared following a very quick view of the park and its surroundings
I object to the proposed road link connecting Moorside Road to the Homebase service road. This will lead to even more congestion at the Tesco roundabout and the access on to Junction 9.
An Action Plan with few realistically deliverable, sketched and costed interventions would help greatly. I will send more detailed notes separately

Winnall has limited green space areas. Some current green space areas are not being used (e.g. Imber Road). The grassed area that leads to the old railway bridge is never in use. The green space by the flats likewise. More well utilised green space is needed and existing areas revisited. Then, there are some areas where waste land looks unsightly, e.g. the bridge by Erasmus Park. Both sides look awful and it gives a poor impression of the area. Can we look to tidying such areas and maybe plant in certain places?. I'm sure some of the "green fingered" residents will be happy to help to maintain them. Finally, when looking at enhancements to the estate, please could you consider the disabled as well as the elderly and young and any enhancements to the industrial side of Winnall must consider the impact on people living at Winnall. Getting in and out of the estate is difficult at times now

Traffic has great difficulty getting into Easton Lane from Winnall Manor Road and Moorside Road

Our company would like to be involved more with decisions in the area and assist with future projects (contact details provided: p.murphy@renewableturbine training.com)

For once, try traffic management methods that do not rely on traffic lights, one way streets and inconveniencing everyone as you have done in the town centre, a lot of better ideas have popped up since the 1960s!

Good luck! - don't forget us old single lot!

We already have Kayak on Winnall - is it in the best place?. Winnall is a heavily deprived area. Access to Winnall Moors from Easton Lane via the bridge. Access through Moors for cyclists and mobility scooters would not necessarily conflict with wildlife issues. Access past Durngate for increased student population and footfall to the skate park

Although I dislike questionnaires, I have written a letter relating to Winnall and specific projects

Respondee liked what has been shown regarding Garbett Road shops - also, utilise green space on bends for resident parking