

Vision and Key Drivers

'Our ambition is to create an employment and innovation campus which will reflect the characteristics of the city of Winchester. The campus will attract knowledge based and creative enterprises and provide highly skilled and well paid employment opportunities for existing and future residents.'

The campus will be set within a natural environment, which is accessible to the public and provides opportunities for informal recreation and nature conservation. Opportunities to enhance the sustainability of the location will be maximised, to increase connectivity with Winchester and reduce the reliance on car based modes of transport.

Working with local interest groups to develop management plans and long term stewardship, over 20ha of open space will formally be made accessible to the public, giving more people access to open space, informal recreation and nature.

Planning Policy Context

The Site is allocated within the Winchester City Council Local Plan under policy WT3 as an employment site. The policy seeks to balance the need for the provision of employment land against protecting the role of some of the site as valuable open space and a source of recreation and nature conservation.

Winchester District Local Plan Part 1 - Joint Core Strategy

Policy WT3 - Bushfield Camp Employment Site

Land at Bushfield Camp, Winchester, as defined on the following map, is allocated as an Employment Site. A comprehensive, conservation led approach is required for the site, given its location in the Winchester - Compton Street Local Gap, its proximity to the South Downs National Park and the River Itchen Special Area of Conservation, and the presence of a Site of Importance for Nature Conservation Interest, existing trees and archaeological remains.

Proposals must resolve the long term future of the site by securing sustainable development and delivering a high quality, accessible scheme which meets the following criteria:-

- limits the total area of development to 20 hectares of land, prioritising use of the previously occupied area;
- delivers necessary social, economic or environmental development which could not otherwise be accommodated within or around Winchester, does not compete or detract from the town centre, is compatible with the provision made elsewhere through this strategy, and reflects other policy statements prepared by the Council including the Vision for Winchester;
- secures and lays out for public use the undeveloped part of the site for recreational purposes in perpetuity, but allowing for appropriate strategic landscaping;
- promotes non-vehicular access to and within the site, through the creation of new routes and extensions/diversions of existing routes to ensure that the site integrates with surrounding areas and to minimise and mitigate its impact on the strategic highway network;
- exploits the site's proximity to the Winchester South Park and Ride site to access the site without reliance on the private car;

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- includes a Sustainability Appraisal and Habitats Regulations Assessment to consider the potential effects on biodiversity, on-site and on the River Itchen, and the possible in-combination effects of the development on nearby sites of national and international importance. The development proposals must meet the tests of the Habitats Regulations and be accompanied by a full set of measures to avoid or mitigate the local and wider impacts of the development;
- prepare a green infrastructure strategy to both enhance the development and mitigate potential impacts on the water environment and biodiversity. This should include the provision of multi-functional green links throughout the site and with the adjoining area;
- be of exemplary design and configuration so as to have an acceptable impact on the setting of Winchester, the South Downs National Park and the wider area, retain key views, and take into account its unique gateway location and the various designations that affect the site and its surroundings;
- maximises the use of sustainable construction techniques and materials so that it achieves high levels of sustainability and delivers a zero/low carbon scheme.

Only schemes which incorporate an innovative and progressive approach, resulting from assessing the needs of the town and community views, and satisfy the above criteria and other relevant policies of this Plan will be favourably considered.

Key Drivers				
Employment campus	Enhancing wildlife interest	Room for businesses to grow	Retaining graduates	Flexible accommodation
Public access	Providing sustainable travel choices	Community benefits	Higher paid employment	Digital infrastructure
Restored and managed landscape	Highly skilled employment	Reduce out-commuting	Improving the competitiveness of Winchester	Creating healthy lifestyles
Quality of architecture and design	Working with universities to develop and grow start-ups	Improved connectivity	Nature conservation	Meeting Winchester's employment space needs

WORK TO DATE

We began a process of informal engagement with a variety of stakeholders in early summer 2016.

The purpose of the engagement was to develop an initial understanding of the physical, social, political and economic context of the site, and how the land can make the greatest contribution to the economic and social well-being of Winchester.

Ongoing engagement has been established with Members and Officers of Winchester City Council (WCC) and Hampshire County Council (HCC), as well as engagement and consultation with Ward Councillors, Parish Councils, Enterprise M3 (Local Enterprise Partnership) and a range of business and amenity groups. For example this has included the Chamber of Commerce, Winchester Business Improvement District and Business South, the universities of Southampton and Winchester, City of Winchester Trust and Winchester Action on Climate Change.

Two workshops have been held, including a workshop on the Winchester Economy and Employment Market, and another with local interest and amenity groups to explore issues relating to the physical and built environment.

Baseline studies have been undertaken in relation to the following topics, with an overview of findings presented today at this exhibition:

Landscape and visual (Board No.3 and No.4) Nature conservation (Board No.5 and No.6) Heritage (Board No.7)
Transport and access (Board No.8) Employment and economy (Board No.9)