



**Lambert
Smith
Hampton**

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Employment Land Study

covering

Winchester

on behalf of

Eastleigh Borough Council

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1.0 EXECUTIVE SUMMARY

Lambert Smith Hampton (LSH) has been commissioned by Eastleigh Borough Council (EBC), lead authority for the project, to prepare a study of existing employment sites within the Boroughs of Eastleigh, Southampton, Test Valley and Winchester, to determine their quality and suitability in the context of current and future business requirements.

The objective of this Employment Study is to deliver a rounded and reliable assessment of existing sites identified for employment use in the Local Authorities mentioned above, in terms of their market demand and appeal, their quality and suitability for purpose and their current and future availability to the market. The sites have been graded at A to E to reflect their current status. Sites in categories D and E are to be regarded as of poor quality (and value) in their present state. Many of the sites may be capable of achieving higher grades through redevelopment, investment or improved infrastructure provision. Every employment market needs sites across a range of qualities to suit different occupiers and to meet differing needs including sites for new enterprises and low value occupiers. As an example car breakers yards are an important part of the range of provision but will score in grade E, which does not imply there is no need for sites within this range or that they are economically unviable.

There are other categories and subcategories within the employment land and property market that might be classified as Grade D or E that still have a very important place in the market because the occupiers cannot afford modern or expensive buildings or where there is no particular need for anything other than the most basic property.

1.1 Winchester District site reviews

Reference	Site name/address	Grade A-E	Quality
W17	Solent 2 Business Park, Whiteley	A	High
W16	Solent 1 Business Park, Whiteley	A	
W18	Concorde Way/Segensworth North, Whiteley	B	Above average
W07	Station Approach Area	B	
W01	Easton Lane, Winnall Industrial Estate	B	
W20	Land adjacent Brambles Farm, Waterlooville	B	
W26	The Foundry/Franklin House Area, Kings Worthy	B	
W05	Bar End Industrial Estate	C	Average
W15	Wessex Business Park Colden Common	C	
W19	Little Park Farm, Whiteley	C	

Reference	Site name/address	Grade A-E	Quality
W02	Moorside Road, Winnall Industrial Estate	C	
W21	Land at Old Park Farm, Waterlooville	C	
W23	Parklands Business Park, Denmead	C	
W22	Mixed use area, Grainger Development, Waterlooville	C	
W28	The Sidings/Knowle Hospital, Knowle	C	
W06	Land at Bushfield Camp, Winchester	C	
W08	City Business Centre, Hyde Street	C	
W04	Nickel Close/St Martins/South Winnall Estates	C	
W03	Winnall Valley Road, Winnall Industrial Estate	D	Below average
W09	Claylands Road Industrial Estate, Bishops Waltham	D	
W24	Bottings Industrial Estate/Potential Extension, Botley	D	
W10	Abbey Mill, Bishops Waltham	D	
W29-W30	Nobs Crook, Colden Common	D	
W27	Station Road/Mill Lane, Wickham	D	
W29-W30	Chapel Lane, Easton	D	
W29-W30	Swanmore Business Park, Waltham Chase	D	
W13	Prospect Road Industrial Estate, New Alresford	D	
W29-W30	Waltham Business Park, Swanmore	E	Low
W14	Land at East of Sun Lane, New Alresford	E	
W12	The Dean, New Alresford	E	
W29-W30	Calvert Centre, Woodmancote	E	
W25	Morgan's Yard, Waltham Chase	E	
W11	Tollgate Sawmill, Bishops Waltham	E	
W29-W30	Silkstead Farm, Otterbourne	E	
W29-W30	Old Park Wood, Bishops Sutton	E	
W29-W30	South Lynch, Hursley	E	
W29-W30	Swifts Farm, Colden Common	E	

Table 1 - Summary of Winchester District land study, including scoring assessment

- 1.1.1 Winchester District comprise two distinct commercial sub-sections divided by the South Downs National Park.
- 1.1.2 Winchester City's industrial market is also clearly defined by two distinct areas, being Bar End Industrial Estate (Junction 10, M3) and Winnall (Junction 9, M3/A34).

- 1.1.3 A number of the sites in the 'C' (Average), 'D' (Below average) and 'E' (Low) categories are lacking in prominence and profile and some are close or adjacent to residential areas and may be sensitive to complaints of noise, disruption or 24-hour operation.
- 1.1.4 In future, development planning should allow, where possible, for a range of tenures as the market needs to be able to offer freehold and long leasehold opportunities, in addition to the standard 'institutional style' leasehold premises.
- 1.1.5 From the ranking schedule, it is clear that the rural locations score poorly, but this is because they have failings in several categories. However, they still have a rightful and important place in the market and schemes of this type should potentially be protected to satisfy demand.

2.0 INTRODUCTION

2.1 Purpose of the report

- 2.1.1 Lambert Smith Hampton (LSH) has been commissioned by Eastleigh Borough Council (EBC), lead authority for the project, to prepare a study of existing employment sites within the Boroughs of Eastleigh, Southampton, Test Valley and Winchester, to determine their quality and suitability in the context of current and future business requirements.
- 2.1.2 The objective of this Employment Study is to deliver a rounded and reliable assessment of existing sites identified for employment use in the Local Authorities mentioned above, in terms of their market demand and appeal, their quality and suitability for purpose and their current and future availability to the market.
- 2.1.3 The study aims to examine and validate the qualitative data supplied for each site, to provide a market-based perspective and to give the study a 'commercial edge'. We have identified the sites that are well suited to meet the needs of the modern business; sites that should be safeguarded against competing higher value uses; any sites that may be subject to market failure; and those sites to be brought forward for future employment use.
- 2.1.4 In turn, this assessment will help to set targets for the identification of new sites in local spatial plans to ensure that sufficient employment land of the right type and in the right location is preserved or released to satisfy foreseeable property requirements.
- 2.1.5 This report contains the following:
- Details of the study methodology that has been used in appraising the employment sites, including the sources that have been consulted to form an understanding of the property market context;
 - Commentary that demonstrates a critical understanding of the recent work undertaken by GL Hearn on behalf of the PUSH authorities, by Oxford Economics on behalf of the Solent LEP and by AECOM on behalf of the Solent LEP. For clarity this report covers the whole of Winchester City. The implications for future employment land provision will need to be considered and reported;
 - An overview of the broad market context for the supply of and demand for office, industrial and warehouse floor space within different parts of the study area, over the past ten years, leading to a current picture and a discussion of possible changes/trends in the market over the next three to five years;
 - An overview of the future prospects for the local and sub-regional office and industrial property market within different parts of the study area;

- The site assessment outcomes in summary and in detail for each Local Authority area;
- Conclusions on the current suitability of the assessed employment sites for meeting existing and future demand, taking account of the potential for improvements through new investment;
- Identification of any gaps in the study area's employment land provision, with particular regard to the economic sectors that are prioritised for investment and growth by the Solent LEP/relevant economic strategies.

2.2 LSH Credentials and methodology

- 2.2.1 Our instructions are to provide a realistic, market orientated study on the projected level of occupier demand and to compare the existing and future supply of employment land (predominantly those with 'B' Class availability) based on our extensive market knowledge and research across the Solent region.
- 2.2.2 LSH is the UK and Ireland's largest commercial property consultancy (a subsidiary of Countrywide Plc). We are a national network with our headquarters based in London and 34 other regional offices, employing more than 1,500 staff.
- 2.2.3 Along the South Coast, we have the strongest and largest transactional team, operating from two offices in Fareham and Southampton with 19 surveyors/agents, including eight directors. We have been established in the region for over 25 years, servicing office/industrial, retail and commercial property requirements on the South Coast, between Chichester and Poole.
- 2.2.4 With agency and valuation departments offering a comprehensive range of skills and knowledge, we have a strong track record and for the ninth consecutive year, have been awarded Most Active Agent in Hampshire by the national publication, Estate Gazette.
- 2.2.5 During 2015 LSH's South Coast team transacted over 1.8 million sq ft of business space in the region.

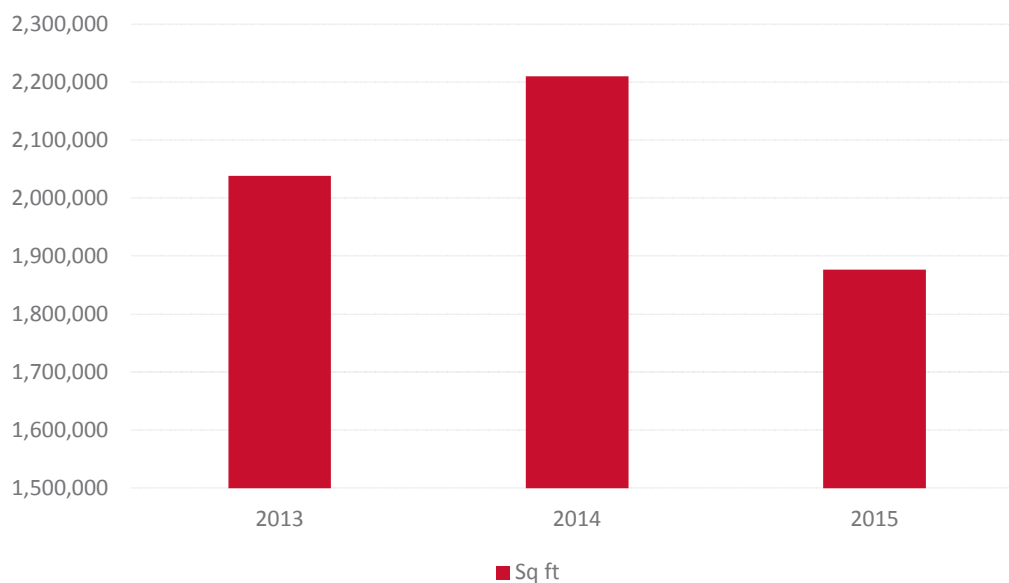


Figure 1 - Total sq ft transacted by LSH's South Coast agency division 2013 to 2015 (Source: LSH)

- 2.2.6 This advice does not accord within minimum reporting requirements of the RICS Valuation Professional Standards January 2014, and consequently, this does not constitute a formal valuation in accordance with these standards, although the basis of valuation adopted accords with the RICS definition of Market Value.
- 2.2.7 We have purposefully spent time 'on the ground' revisiting industrial estates and office parks in the Local Authorities' areas, to ensure our intelligence is up to date and accurately represented. This enabled us to understand the status and activity of the occupier's business better, the state of the property's repair and its suitability for continued occupation or redevelopment. However, we are regularly engaged in transactions on a day-to-day basis in the majority of the established employment areas and have live or have had, previous instructions in many of the employment sites. For the purpose of this report, we did not visit every site as this was neither logistically nor commercially viable. However, we have carried out desktop and web-based appraisals on every site.
- 2.2.8 To enable a comparative assessment, in Appendix 1 we have provided a scoring system based on a list of criteria, which can be used to assess the quality of existing floor space in industrial and office accommodation and potential redevelopment opportunities.
- 2.2.9 To support this study, we have analysed the supply of industrial employment floor space (both historically and at the present time) and considered the potential future supply of employment development land.
- 2.2.10 The changing nature of occupier's property requirements and the dynamics of how the Local Authorities relate to each other and the sub-regional marketplace is inevitably complex and will certainly be in a state of flux over the coming years. This is due to the impact of the major

projected land releases and take-up of development opportunities in the South Hampshire region. Nevertheless, it is important to consider the wider picture as to how the land supply and perceived demand will be influenced in a sub-regional context, especially in relation to the ambitions of the PUSH based strategic policies. In addition it should be noted that parts of Test Valley and Winchester lie outside of the South Hampshire sub-region.

2.2.11 N.B.: Neither the commercial property market or the occupier market has any respect for Local Authority administrative boundaries. Locational decisions are likely to be made on the basis of the road, rail and waterways infrastructure, workforce availability, telecoms/internet connectivity, as well as the quality and availability of accommodation as well as the availability of finance.

2.2.12 In the context of this report we may refer to the following Use Classes:

B1(a) Offices other than A2

B1(b) R&D – labs, studios, etc.

B1(c) Light industrial

B2 General industrial

B8 Storage and distribution including warehouse and logistics

2.2.13 Any figures provided for availability, take-up or supply refer to actual buildings as opposed to sites.

2.2.14 All of the sites have been scored, on a consistent basis, in accordance with the scoring matrix (Appendix 1) across the bands from 'A' (High Quality) to 'E' (Low Quality). The sites have all been assessed against a range of criteria under the following headings:

- Location/accessibility
- Layout and prominence
- Area character/neighbouring uses
- Local amenities/public transport
- Planning status
- Occupier perception/values
- Age and suitability
- Redevelopment prospects and constraints.

3.0 HAMPSHIRE MARKET OVERVIEW

3.1 General

- 3.1.1 The current global factors including Brexit, the slowdown in China's growth, falling oil prices etc., may impact the economy at a local level in the future. However, recent data shows that there has been strong business confidence in the area in the first quarter of 2016.
- 3.1.2 In the industrial and logistics sector, e-tailers, particularly in the non-food sectors, have been a major demand driver. This, combined with a lack of employment-related development, has seen availability reach an all-time low, especially in key locations along the M27 Corridor (the towns and cities located along the M27 motorway including Southampton, Eastleigh, Fareham and Portsmouth).
- 3.1.3 We have seen a growth in occupier demand over the last three years. This economic background has generated an increase in prime rents and falling tenant's incentives, which is facilitating the potential for new development. Institutions are becoming increasingly confident in the South Coast market and are taking the first steps towards speculative development of industrial and logistics schemes, with several planning applications having been submitted and approved during the course of 2015 and early 2016.
- 3.1.4 There are prime locations along the M27 Corridor where new-build office schemes are on the horizon, and these include Lakeside, North Harbour, Portsmouth in the east, Station Quarter in Southampton and Station Approach in Winchester, although pre-lets are required to stimulate developments at these locations. At Southampton Science Park, however, offices are being speculatively built owing to full occupancy here.
- 3.1.5 This future office development pipeline is driven by a number of factors. There is growth in sectors such as hotel and student accommodation in Winchester and Southampton, along with Permitted Development conversions to residential and these have had a significant impact on the office supply in terms of reducing the number of available sites.

3.2 Industrial market overview

- 3.2.1 The South Coast industrial/warehouse market is continuing to enjoy an encouraging level of activity. This is resulting in the South Coast experiencing a shortage of good quality, modern, detached industrial and logistics units in suitable locations, as there has been a negligible amount of speculative development taking place over the last five to ten years as a result of uncertainty in the UK property and financial markets created by the banking crisis.
- 3.2.2 This recent demand has outstripped the supply of both prime and secondary units in the region, providing a positive level of activity which has given developers and institutions the

confidence to consider undertaking speculative development, particularly for units of 30,000 sq ft to 100,000 sq ft.

3.2.3 Looking forward, the churn in the market will show signs of slowing down as occupiers struggle to identify suitable premises to move to, and this will continue until construction of new development schemes has completed. As a result, business expansion and new start-ups will be restricted, particularly in terms of small, freehold unit schemes in good, strategic locations. The expected take-up of pre-let opportunities by larger companies should release a stock of smaller buildings into the market, which will help soak up this latent demand.

3.2.4 A number of multi-let industrial estates are seeing higher occupancy rates. It is anticipated that the knock-on effect will be that the region will see an increase in speculative development during the course of 2016.

3.2.5 Availability

3.2.5.1 Availability of existing units in South Hampshire, Andover and the northern parts of Winchester, including those under construction, at the end of Q4 2015 was 3.48 million sq ft, representing less than eighteen months' supply, based upon the level of take-up during 2015.

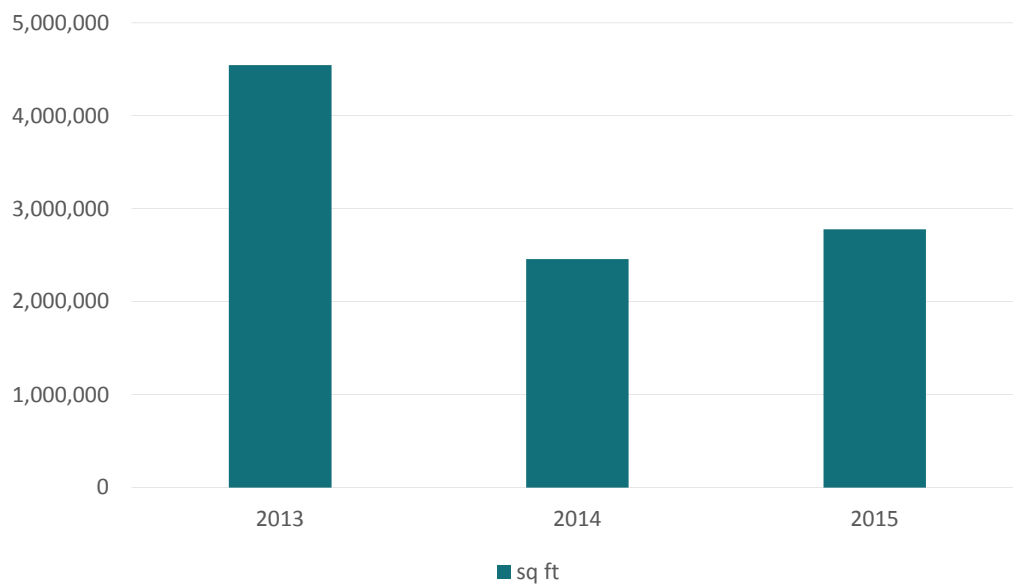


Figure 2 – South Hampshire and Andover industrial availability for the period 2013 to 2015 (Source: LSH and CoStar)

3.2.5.2 From 2017, there will be a change to Permitted Development Rights to facilitate residential conversions from light industrial up to a maximum floor space of 500 sq m (5,382 sq ft).

3.2.6 Take-up

3.2.6.1 Take-up in South Hampshire and Andover for the 2015 period was over 1.36 million sq ft, which is down from the previous year. This can, at least, be partly accounted for by the lack of

available stock in the region. In 2016, we would expect demand to continue at a similar level to that of 2015, although take-up could be hampered by the on-going lack of stock. There will be a pipeline of limited new employment-related development in the region, set to commence towards the end of 2016 and into 2017. Circumstances and activity were also affected by the lead up to and outcome of the Brexit vote. As demand has increased and supply has fallen over the course of the last three years, we have experienced a rise in rents throughout the region. We anticipate that as supply increases, net effective rental values will start to level off again.

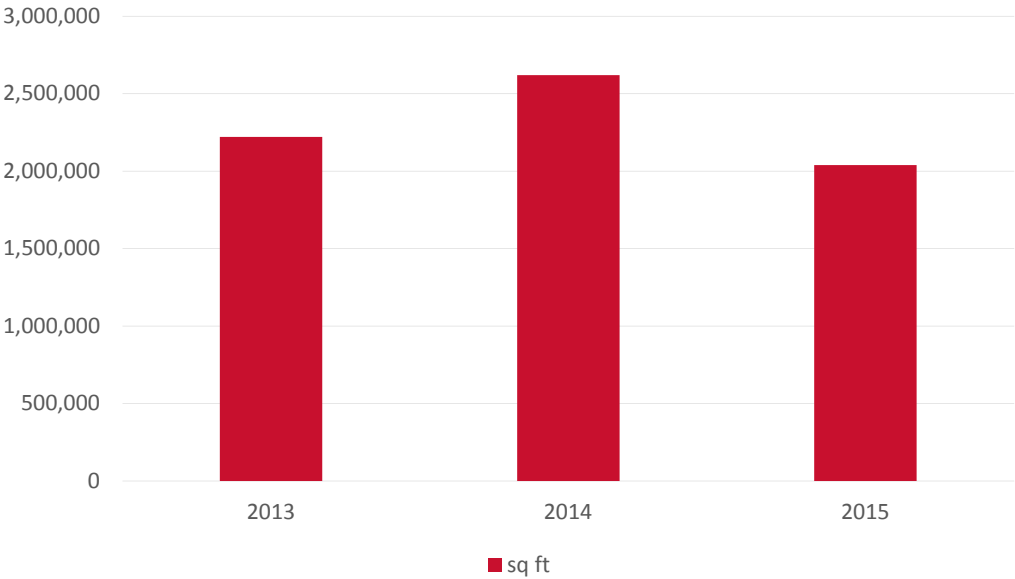


Figure 3 – South Hampshire and Andover industrial take-up for the period 2013 to 2015 (Source: LSH and CoStar)

3.2.7 Rents and capital values

3.2.7.1 The shortage of supply has had a positive impact on rents, particularly on good quality, second hand, modern units with self-contained yards and this will have a knock-on effect on prime and pre-let rental levels. For more detailed information on specific locations, see *Table 1* below.

3.2.7.2 In some popular, desirable locations we could see prime rents increasing to circa £9.00 to £10.00 per sq ft during 2016 as supply tightens further.

3.2.7.3 Regarding incentives, during 2015, these reduced from an average of twelve months on a five year term to three to six months. We have also witnessed an increase in the number of occupiers willing to sign up to leases of more than ten years to secure space. Again, this has given developers and institutions the confidence to consider acquisitions on the South Coast seriously.

3.2.7.4 It is worth noting that build costs are increasing, which has also had an impact on rental values.

3.2.7.5 With yield impacting on capital values, we envisage that owner-occupiers will now be expected to pay higher values than those seen since the recession, particularly on smaller units.

Under 5,000 sq ft	Prime capital value per sq ft	Prime headline rent per sq ft	Secondary capital value per sq ft	Secondary headline rent per sq ft
Eastleigh	£120.00 - £140.00	£10.00	£90.00 - £100.00	£9.50
Southampton	£120.00 - £140.00	£10.00	£90.00 - £100.00	£9.50
Winchester	£115.00 - £140.00	£11.00	£90.00 - £100.00	£8.00
Test Valley	£120.00 - £140.00	£9.50	£85.00 - £90.00	£8.50

5,000 – 20,000 sq ft	Prime capital value per sq ft	Prime headline rent per sq ft	Secondary capital value per sq ft	Secondary headline rent per sq ft
Eastleigh	£120.00 - £140.00	£9.50	£80.00 - £95.00	£8.75
Southampton	£120.00 - £140.00	£9.50	£80.00 - £95.00	£8.50
Winchester	£120.00 - £140.00	£8.75	£75.00 - £95.00	£7.75
Test Valley	£110.00 - £130.00	£8.50	£65.00 - £75.00	£8.00

Over 20,000 sq ft	Prime capital value per sq ft	Prime headline rent per sq ft	Secondary capital value per sq ft	Secondary headline rent per sq ft
Eastleigh	£115.00 - £140.00	£9.50	£55.00 - £65.00	£8.50
Southampton	£115.00 - £140.00	£9.50	£70.00 - £85.00	£8.50
Winchester	£120.00 - £140.00	£8.75	£75.00 - £95.00	£7.50
Test Valley	£110.00 - £130.00	£8.00	£60.00 - £70.00	£7.50

Table 2 - Industrial Headline rents and capital values across the region (Source: LSH 2015)

3.2.8 Summary

3.2.8.1 In conclusion, the take-up of industrial property in the southern part of the County is encouraging with demand starting to outstrip supply. This, in turn, has led the property industry to commence speculative schemes. As larger occupiers take up this new space, this will lead to opportunities for small/medium size operators to occupy vacated space. It is clear that due to current and expected demand, employment sites need to be protected for industrial and logistics use and that these sites provide the flexibility required by operators, including good vehicular access and 24-hour use.

3.3 Office market overview

3.3.1 The South Hampshire region benefitted from an improving occupational market during 2015. There was a notable increase in the number of larger enquiries for our region, and this transferred into positive take-up figures and falling supply.

3.3.2 The reduction in supply is influenced by three main factors:

1. Permitted Development Rights – conversion of offices to residential (and also other uses);
2. Improving occupancy rates;
3. No new speculative office developments for seven years.

3.3.3 Whilst there has been a trend for out-of-town business park style developments, there is a feeling that more office developments will, in the future, take advantage of public transport hubs in city centres or adjacent to Parkway style railway stations, in particular, to attract more staff.

3.3.4 Office availability in South Hampshire and Andover, stood at just over 1.37 million sq ft at the end of 2015, suggesting that there is circa 30 month’s supply, at the current rate of take-up. Grade A space is particularly under pressure. Although we anticipate significant take up in 2016, it may well fall below that of 2015 as supply constrains opportunities for relocation.

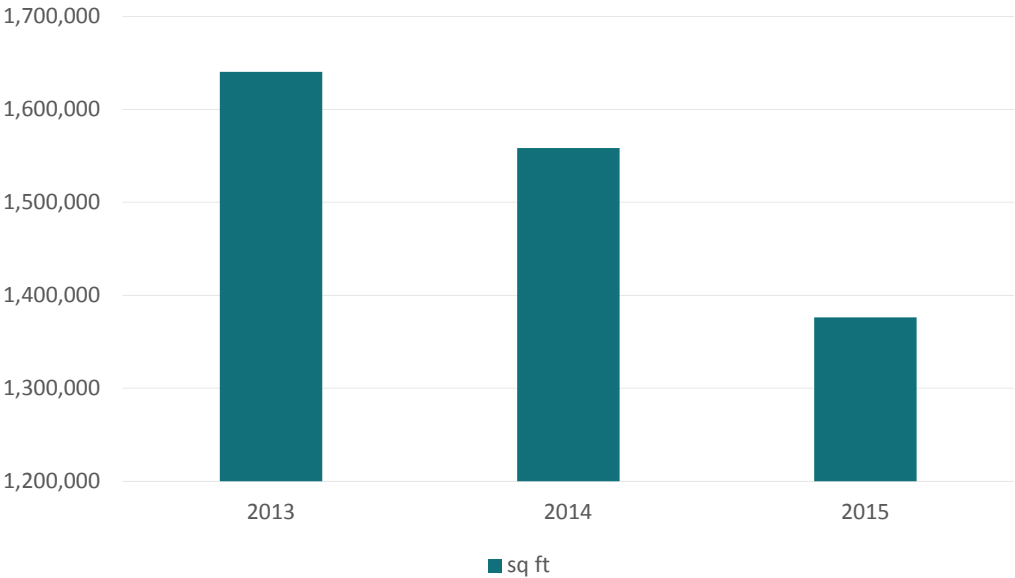


Figure 4 – South Hampshire and Andover office availability for the period 2013 to 2015 (Source: LSH and CoStar)

3.3.5 The expectation is that the trend of falling supply is set to continue and as a result, prime rents along the M27 corridor will continue to rise, and incentives will fall further in the short to medium term.

3.3.6 Availability

- 3.3.6.1 There is a lack of office stock along the South Coast, in particular, Grade A accommodation. A number of development sites such as Mayflower Plaza, Southampton (116,000 sq ft), and The Bond, Southampton (156,790 sq ft), which were allocated for offices, have now either been converted to alternative uses or, have planning consents for change of use, and this trend looks likely to continue.
- 3.3.6.2 As availability continues to fall and with limited new employment-related development in the pipeline, the choice for businesses is narrowing. Rents are on the rise, and incentives offered to tenants are reducing. These factors are leading towards a situation where the potential for development is once again, being stimulated in prime locations.
- 3.3.6.3 However, pre-lets with rents nearer to £25 per sq ft are currently required to make employment-related development/new builds viable. As mentioned earlier in this report, speculative development has been started at Southampton Science Park, where occupancy is at a very high level and where demand is still strong.

3.3.7 Take-up

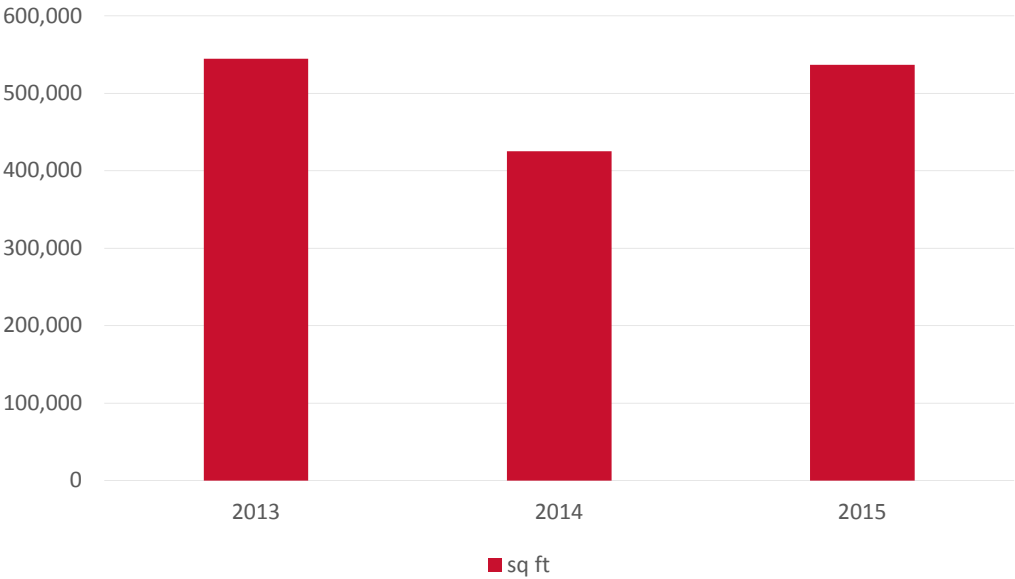


Figure 5 – South Hampshire and Andover office take-up for the period 2013 to 2015 (Source: LSH and CoStar)

- 3.3.7.1 Much of the occupier demand, in particular from corporate occupiers, has been due to business expansion and a preference to upgrade to higher quality office space. Modern working practices are changing with a need for more agile working environment to include open plan single floor plates, good break-out space and access to amenities, including shopping, food and drink, gym/exercise and showers required to attract and retain the best staff.

3.3.7.2 Despite improving economic conditions and growing business confidence, there was a decline in enquiries during the second half of 2015 and in particular, in Q4. However, enquiries bounced back in Q1 2016. This volatility is likely to have been influenced in part by the fall in supply, with constraints on the opportunities for the relocation of businesses, prompting occupiers to consider renewal of leases within their current buildings. Current global economic and political factors may also be playing a part in business confidence.

3.3.8 Rents and capital values

3.3.8.1 In South Hampshire, prime office rents have increased by circa 5-10% over the past twelve months, where supply is particularly constrained and where building fundamentals of good location, high quality specification, market leading parking ratios and access to amenities are evident.

3.3.8.2 In conjunction, tenant incentives for open market lettings have reduced over the same period. Where previously an 18 month rent free period was typically required for a five year term certain, this has now fallen to circa six to twelve months in the current market.

3.3.8.3 Prevailing conditions have seen quoting rents in prime locations increase, with space now being marketed at headline rents of at least £20.00 per sq ft on buildings with excellent quality accommodation and best-in-class parking ratios of one space per 200 sq ft of floor space. For more detailed information on specific locations, see *Table 2* below.

3.3.8.4 In the medium term and if the current economic conditions continue, we can expect to see a rise in prime rents beyond £20.00 per sq ft, where the right supply and demand dynamics prevail. We anticipate this will stimulate the next wave of office development for the region in key locations but still led by pre-lettings.

Under 5,000 sq ft	Prime capital value per sq ft	Prime headline rent per sq ft	Secondary capital value per sq ft	Secondary headline rent per sq ft
Eastleigh	£250.00	£20.00	£140.00 - £190.00	£12.00 - £16.00
Southampton	£250.00	£20.00	£140.00 - £190.00	£12.00 - £16.00
Winchester	£375.00	£25.00	£200.00 - £250.00	£12.00 - £19.00
Test Valley	£325.00	£23.00	£130.00	£12.00

Table 3 - Office headline rents and capital values across the region (Source: LSH 2015)

3.3.9 Summary

3.3.9.1 The conclusions on the office market are that the projections are for a steady increase in take-up and a consequent fall in supply. In particular, there is a distinct move from occupiers to take higher quality office space with flexible floor plates. Conversely, the demand for more 'traditional' office space is declining. The fall in supply has been exacerbated by the introduction of buy to let. It is, therefore, important that prime office sites and buildings in the region are protected for office use and, whilst the conversion of secondary and tertiary office sites to residential uses has been a positive effect in some areas, the loss of better sites adjacent to transport hubs could be a disadvantage. There could, in the future, be more of an accent on mixed-use developments to also include alongside offices, elements of: residential, retail and leisure and provide a higher level of sustainability.

3.4 Maritime industry

3.4.1 The Solent area has unique sectorial strengths and is already home to some 1,750 marine related businesses. The Solent LEP supports the proposal to establish a Marine and Maritime Strategy for the Solent to reflect the sector's crucial role to the local economy as identified in the following statement:

'...nurturing the capacity and growth of the sector, through the formation of Marine Enterprise Hubs and securing adequate access to support waterside manufacturing sites.'

3.4.2 The [Transforming Solent, Marine & Maritime Supplement](#), prepared by Rear Admiral Rob Stevens, CB, in March 2014, which is a supplement to the Solent's Strategic Economic Plan (SEP), proposes a strategy for re-kindling the Solent's world renowned marine and maritime strengths.

3.4.3 Six strategic themes have been identified in the report as follows:

1. **Leadership** - establishing an accountable group with the authority to drive the long-term, sustainable growth of Solent's marine and maritime sectors.
2. **Developing our Ports** - creating a clear plan for the development of our Ports, their infrastructure, logistics and expansion.
3. **Marine manufacturing** - nurturing the capacity and growth of the sector, through the formation of Marine Enterprise Hubs and securing adequate access to support waterside marine manufacturing sites.
4. **Technology and innovation** - building on our world-class marine and maritime research and development assets, and creating a national Large Structures Composite Centre with associated skills training.

- 5. **Skills** – addressing the fact that 20% of employers in our sector are already experiencing recruitment difficulties and taking urgent steps to avoid future skills gaps, resulting from the need to replace 50% of our associate professionals and technicians and 30% of skilled trades people in the next ten years.
- 6. **Brand Solent** – creating a Global Marine Excellence brand for the Solent through a regional marketing campaign, underpinned by a new iconic project - Sir Ben Ainslie's America's Cup bid.

3.4.4 The two key strategic themes supported by the LEP will help to promote centres identified for strategic marine sector based hubs and should help to realise these aspirations. A number of key priorities have been acknowledged, which are outlined below:

Key Priorities	Responsibility	Timescale	LGD	Solent LEP Response
Marine Manufacturing Hubs Create marine manufacturing hubs in Southampton, Portsmouth, including the Isle of Wight (Marine) Enterprise Zone.	Solent LEP / M&M WG	2014 onwards	£10m	Further detail and business case development needed to inform future SEP/LGD process
Incubation Centres Create incubation centres within each manufacturing hub, providing access to flexible premises, business support and innovation services.	Solent LEP / M&M WG	2015 onwards	£1.5m	Further detail and business case development needed to inform future SEP/LGD process

Table 4 - LEP marine proposals (Source: Transforming Solent, Marine & Maritime Supplement)

- 3.4.5 Over the last twenty to thirty years, there have been gaps between businesses in the marine industries in Southampton in terms of size and scale. Some businesses have a requirement for good water access, with deep water moorings and an established quay, whilst others, which may be likened to cottage industries occupy small, cheap buildings and see direct water access as a bonus, opposed to a necessity.
- 3.4.6 This is why developments such as Shamrock Quay and Saxon Wharf, on the Itchen Riverside in Southampton, have performed so well, as they re-use older quayside buildings which have been divided up into smaller units and let relatively cheaply. As important is the atmosphere created by these developments, with a mix of complementary uses, moorings, plus facilities for sailors and boat owners, communal facilities such as boat lift facilities and open storage yards with active management and some on-site catering. Similar facilities and atmosphere prevail in other working marinas around the Solent and along the River Hamble.
- 3.4.7 Furthermore, the underlying principles of the Solent City Deal are to deliver suitable employment sites in Southampton and Portsmouth to facilitate the growing marine, maritime and advanced manufacturing sectors. There is specific reliance on the delivery of Centenary Quay in Southampton (and Tipner/Horsea Island in Portsmouth), which is to be unlocked by assembling public and private sector land and agreeing funding packages to provide the enabling infrastructure.

3.4.8 Marine industries represent a very significant economic force within the Solent region and have been identified consistently in various economic studies as one of its major strengths and being pivotal to future GVA and job growth. The sector contains a wide diversity of businesses, ranging from Small Medium Enterprises (SMEs) to global enterprises and, in addition to the important commercial port activity, the main categories are:

- Industrial processing sites requiring waterside locations for bulk shipping transport and/or the ready supply of sea water for use within processes.
- Businesses requiring a waterside location or use of water space to provide services for recreational and commercial craft, for example, marinas, boatyards, shipyards, sailing clubs, etc.
- Businesses providing products and services sustained principally by the local market in proximity to their main customer base, but not necessarily on the coast, such as boat sales, chandlers, sail makers, riggers, etc.
- Maritime research and development including innovation, design and technical activity.
- National manufacturers or service providers located in the Solent area by choice, either historically or attracted to the profile, reputation and skill base available including defence and allied industries, such as the Maritime and Coastguard Agency.

3.4.9 To reinforce the sector's importance, the Solent is home to some 1,750 marine related businesses, employing over 40,000 personnel and representing the major advanced manufacturing and marine cluster in the UK. Testimony to this status was recently exemplified by the arrival of the BAR America's Cup team base in Portsmouth. To retain and expand this sector's activity, the current and future availability of built stock and employment land is clearly a fundamental pre-requisite and we advocate that the larger, strategic sites such as Tipner West and the Centenary Quay marine quarter, should be protected and promoted.

3.4.10 To encourage and capture 'world-class' marine occupiers to the Solent, the market must provide long term, quality working environments in the right locations, with the opportunity to develop new buildings with the required modern specification (eaves height, layout, floor loading, image, staff facilities, etc.).

3.4.11 As the economic revival continues, the demand for employment space will invariably grow and without the provision of 'quality sites' capable of delivery with certainty the larger, primary marine occupiers will gravitate elsewhere in the UK and Europe. The significance and economic importance of maritime industry to the Solent region is key:

- Incubation marine centre of excellence ties up with Further Education and Universities

- City Deal and LEP keen to promote this sector, reference Stevens' report.
- Marine occupiers' characteristics - 'cottage industries', often contract-led thus short commitments, many marine businesses are cost conscious and often land hungry.

3.4.12 It is important to give careful consideration to marine occupier's needs and wants when establishing employment sites for this type of user, including:

- Cheaper smaller buildings
- Flexible terms
- Short term leases
- Often contract lead
- Don't always need connection to water, but is desirable
- Local connections to supply chain and skills

3.4.13 **Summary**

3.4.13.1 The maritime industry is a unique and valuable asset to the County. In order to build upon this, it is imperative, wherever possible and feasible, to deliver modern buildings with the appropriate specifications. This can include, but not exclusively, water access and flexible tenure for a very broad range of potential occupiers. It is, therefore, important to protect and retain sites which have these special characteristics, in order to support this important part of the regional economy. There is also merit in retaining some older (and hence cheaper to rent) stock to ensure that all elements of the sector are catered for. In some cases, the pressure on waterside sites can be even greater than on other employment sites from alternative uses, such as residential and from environmental and ecological factors.

3.5 **Rural industry**

3.5.1 In our view, there are some sites within the study area, which do not fit into the established category or description of industrial estates, but still have a role in the hierarchy of available employment accommodation, e.g. rural sites and associated uses and 'unneighbourly/ messy' uses which are appropriately priced.

3.5.2 These sites are often rural in character, but not exclusively. Generally, they consist of former agricultural buildings, but can also include former military sites, where small scale businesses can make use of old and sometimes relatively poor quality buildings, plus areas of hard-standing for open storage and vehicle parking.

- 3.5.3 These sites are used by a wide range of trades, sometimes including non-conforming or unneighbourly uses, but in many cases they are away from residential areas and therefore, do not create undue nuisance or disturbance.
- 3.5.4 Such sites are generally home for small businesses or start-ups, sometimes where there is a synergy or connection with a co-located business and often where the proprietor or the staff of that business live very locally. Often these include automotive and similar uses, which traditionally have not been seen as popular neighbours due to noise, smells and vehicle parking.
- 3.5.5 Sometimes there are good economic reasons for these occupations, but on other occasions, they are purely locational. Whilst rents, when measured on a £ per sq ft basis, are sometimes surprisingly high, they often include a contribution to shared services including insurance and business rates. Having said that, the units available are sometimes much smaller than those on regular industrial estates and therefore, the rent, when expressed on a weekly or monthly basis, is manageable for a small business.
- 3.5.6 It is clear that properties in this category provide a service and are an important part of the available property supply. Furthermore, it is clear that when changes take place, such as redevelopment, it can cause difficulties for small businesses that are trying to relocate and there is no similar provision either nearby, or elsewhere within a reasonable distance.
- 3.5.7 Changes to planning legislation have assisted the potential for conversion of farm buildings for use as retail, but better quality buildings can sometimes find alternative uses in office or residential, however, these would not sit comfortably with the less neighbourly uses described above and in certain circumstances, could result in squeezing out some of the more industrial or lower value uses.
- 3.5.8 We suspect that many of these locations will have established uses rather than been the subject of successful planning applications. However, the loss of these facilities can clearly cause considerable difficulty where there is little or no direct replacement.
- 3.5.9 A development of a rural employment site is likely to require infrastructure improvements, the cost of which may prove financially prohibitive, such as road improvements and availability of services. The lack of local amenities can tend to be an issue for both existing and proposed occupiers.
- 3.5.10 **Summary**
- 3.5.10.1 The rural industry plays a specialist role within the employment framework of Hampshire. Often the buildings/uses do not fit into a particular category and provide accommodation for

small businesses and start-ups. In particular, they offer low-cost accommodation on flexible terms.

4.0 WINCHESTER DISTRICT OVERVIEW

4.1 Location

4.1.1 The District of Winchester is located at the western end of the South Downs National Park, along the course of the River Itchen. The District includes Wards such as Wonston and Micheldever to the north, Alresford and Cheriton and Bishops Sutton to the east, Wickham and Boarhunt and Southwick to the south and Sparsholt and Compton and Otterbourne to the west. The District extends to some 250 square miles and borders Andover and Basingstoke to the north, Petersfield to the east, Eastleigh and Southampton to the south and Salisbury to the west.



4.1.2 Winchester District has a population of 116,595 (2011 Census). The age structure has approximately 18.68% of pensionable age and over, compared with the national average of about 16.44%. Of those people who are of working age, statistics taken from the 2011 Census, show that Categories 1 (higher managerial, administrative and professional occupations), 2 (lower managerial, administrative and professional occupations) 3 (intermediate occupations) and 4 (small employers and own account workers) make up 65.3% of the workforce. Whilst those in Categories 5 (lower supervisory and technical occupations), 6 (semi-routine occupations), 7 (routine occupations) and 8 (never worked and long-term unemployed) make up 23.5% of the workforce. Full-time students make up 11.3%. These statistics compare with the national average of 53.5%, 37.5% and 9% respectively. Winchester University has a student population of circa 7,500 and this, with the attractiveness of the historic city as a place to live, creates enormous pressure on accommodation within the city for employment uses. In addition to this there has been loss of employment space, e.g. through permitted development, which has also contributed to the pressure on accommodation.

4.1.3 The M3 motorway runs to the west of the District, connecting the region with Southampton and London. The A34, which runs from Winchester in the south to the M40 (Oxford) in the north, is accessed via Junction 9 of the M3 (north Winchester). The A34 also links with the A303 at Sutton Scotney, giving access to Andover and the M5 motorway to the west. The A31 runs from Winchester to Guildford and is accessed via Junctions 9 and 10 of the M3 motorway.

4.1.4 Winchester railway station provides direct access to London Waterloo (one hour) and the wider rail network.

4.2 Industrial take-up and availability

4.2.1 Despite extending to some 250 square miles, Winchester District is regarded as predominately rural and despite its close proximity to the motorway network there has not been significant employment related development in the last decade. There are two principle industrial locations within Winchester itself (Bar End and Winnall) and as a result, there is a limited space for expansion or opportunity for redevelopment. In the last three years, availability has reduced from just over 250,000 sq ft to less than 150,000 sq ft. In addition to the improving market during this period, several properties have been redeveloped for alternative uses, such as the Premier Inn hotel site and Wickes showroom on Winnall Industrial Estate. Take-up has averaged at circa 125,000 sq ft a year over the last three years. However, in 2015 take-up was down to less than 50,000 sq ft, primarily as a result of a lack of available stock and pressure on values from alternative higher value uses. We are aware of industrial space on the Winnall Estate having been secured for redevelopment for student housing, retail and leisure uses. The area is generally under pressure for these uses due to its location between the city centre and the motorway hub.

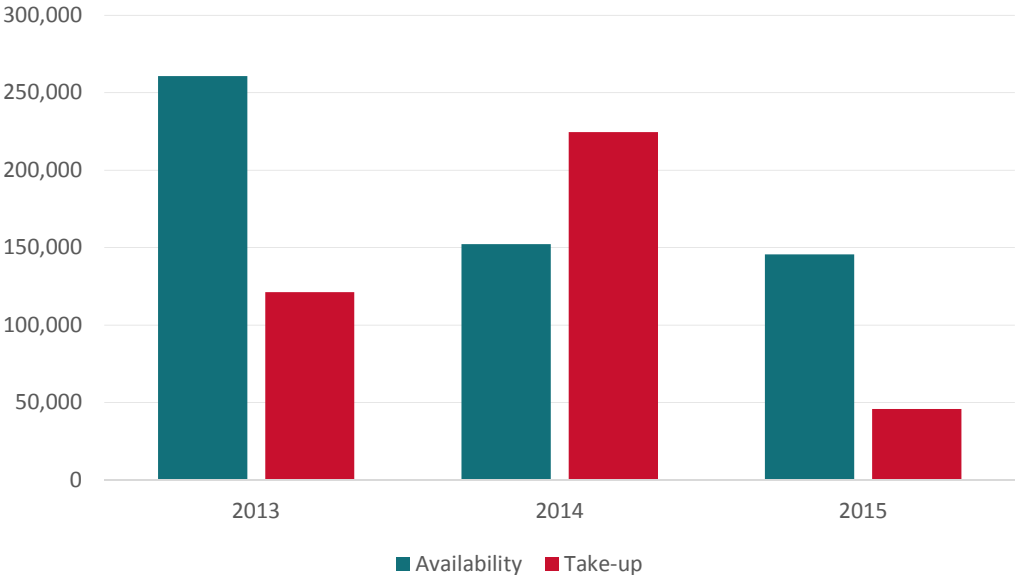


Figure 6 - Three-year industrial availability and take-up statistics for Winchester District (Source: LSH)

4.3 Key industrial estates within the District

4.3.1 **Bar End Industrial Estate, Winchester** is a well-established industrial estate with excellent access to both Winchester city centre, via Bar End Road, and Junction 10 of the M3, which lies one mile to the south. The estate comprises older style, more traditional industrial units,

built in the 1970s/80s, some of which have been refurbished. The estate is popular with occupiers, and vacant units are let readily, as they become available.

4.3.2 Easton Lane/Moorside Road, Winchester, comprises a mixture of industrial, warehouse, trade counter, office and retail warehouse units. In addition, there is a Premier Inn hotel situated on Easton Lane and the City's Fire Station is also located here. For commercial property, it is a very popular location for occupiers due to its proximity and ease of access to Junction 9 of the M3 motorway and A34 trunk road and demand generally, outstrips supply. However, at peak times, the area does suffer from congestion and consideration should be given to improving the road network. In recent years, the area has seen new development, although this did not include any B1, B2 or B8 development, but the erection of the hotel on Easton Lane, student accommodation at the southern tip of Moorside Road and social housing on Winnall Valley Road. The most recent industrial/warehouse development was at Moorside Place in the late 2000s, a scheme of eight business units of between circa 2,500 sq ft and 5,500 sq ft with 50% offices. The scheme came to the market at the start of the recession and consequently, sales and lettings were slow. There has been a steady churn of occupiers owing to smaller unit sizes on the estate. At the time of writing, the estate has two units available on either leasehold or freehold terms. Prior to the development of Moorside Place, Winchester Trade Park was built in the early 2000s and is occupied in the main, by trade counter users. Any true industrial/warehouse units within the area are of an older, more traditional style, which are generally refurbished by the owner as they become vacant. Due to the popular location, between the City and the motorway, there is continued pressure from retail uses.

4.3.3 Fulcrum, Solent Business Park, Fareham is well located, adjacent to Junction 9 of the M27 motorway and has improved amenities from the recently redeveloped Whiteley Shopping Centre. Being equidistant between the two major cities on the South Coast, occupiers can make full use of the wider labour pool available from Southampton and Portsmouth, as well as the local market. The mixed-use scheme, comprising 18 acres (7.2 hectares) of industrial, office and business units, has been constructed in five phases to date, with a further two phases (Fulcrum Six and Seven) available for design and build opportunities. Construction of the development commenced in the mid to late 2000s and was well received by occupiers in spite of the recession. Major occupiers on the estate include Moody Decking, Edale, CSS Security, Chubb and Bank of England.

4.4 Key industrial transactions

4.4.1 The table below provides details of significant industrial transactions in the District during the course of 2015:

Address	Occupier/Purchaser	Landlord/Vendor	Size (sq ft)	Tenure	Rent (per sq ft)
Unit H St Martin's Trading Estate Winchester	Deson UK Limited	Seasonal Properties Ltd	4,784	LH	£5.40
Unit 3 Byngs Business Park Waterlooville PO7 6QX	Indespension Ltd	JGP Byng Ltd	3,356	LH	£7.40
Unit 3 Sun Valley Business Park Winchester SO23 0LB	University of Winchester	Let Direct Ltd	3,034	LH	£7.50
Unit 7 Moorside Place Winnall Industrial Estate Winchester SO23 7FX	European Background Ltd	Maple Investments House	2,634	LH	
Unit B1 Knowle Village Business Park Fareham PO17 5DY	Force Development Services Ltd	First Century Management Ltd	1,885	LH	£6.37

Table 5 - Key industrial transactions within Winchester District during 2015

4.5 Office take-up and availability

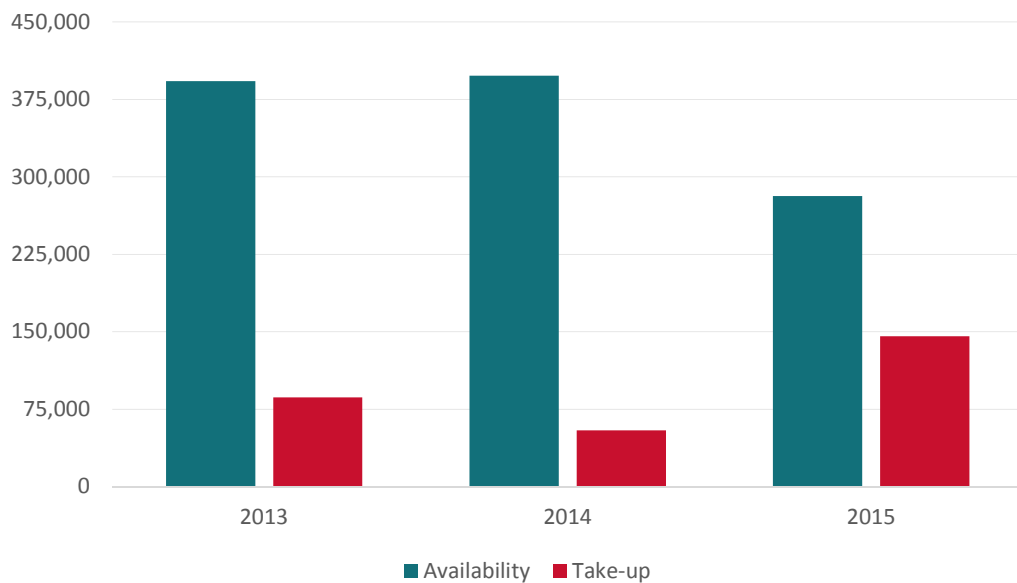


Figure 7 - Three-year office availability and take-up statistics for Winchester District (Source: LSH)

4.5.1 The Winchester District, as a whole, is relatively rural and includes part of the South Downs National Park. Its main office centres are at Solent Business Park, Whiteley, and Winchester city centre. The supply dynamics of each of these centres have been quite different. Winchester city centre has had a tightly constrained supply for many years and, in particular, has a limited supply of grade A accommodation. Solent Business Park has greater availability, although in the last eighteen months this has significantly reduced with HSBC taking 70,000 sq ft. A number of other significant transactions has reduced availability to approximately 10% of total stock.

4.5.2 Based on 2015 figures, there is circa two years' available supply within the District. Inevitably the lack of supply will, therefore, push rents up further and reduce landlord's incentives, potentially driving businesses away from the District. Grade A space is particularly under threat, with virtually no choice for occupiers.

4.6 Key office locations

4.6.1 **Winchester city centre** is a key office location. Its character, location, city centre amenities, excellent transport connections to the north, south and east, and mainline railway station with connections to London Waterloo within 62 minutes, make it a popular destination for office occupiers. Hence, demand for space continues to remain strong. As you would expect from a historic city, such as Winchester, the age of buildings ranges from Georgian to modern. Although there are very few modern office buildings providing the open plan floor space required by the majority of office occupiers and those buildings that are in the city centre, are fully occupied. Of the older quality stock, which no longer meets occupational requirements, much of this space has been lost to residential redevelopment under the Permitted Development scheme, with 20 prior notifications made between May 2013 and October 2015. If implemented, it could result in a loss of circa 80,000 sq ft of B1a floor space¹. The proposed redevelopment of Station Approach will bring forward new employment development. It should be noted that this scheme is currently "on-hold" but there is a strong need for the development. Major occupiers in the city centre include Denplan, Hampshire County Council and Lane Clark & Peacock.

4.6.2 **Solent Business Park, Whiteley** offers an ideal location for larger, corporate occupiers which can make full use of the wider labour pool available from Southampton, Fareham and Portsmouth. It is adjacent to Junction 9 of the M27 motorway and has improved amenities from the recently redeveloped Whiteley Shopping Centre with retail stores, restaurants and coffee shops, a supermarket, hotel and cinema. Construction of the business park commenced in the early 1990s with over 1.4 million sq ft of B1a floor space having been developed to date. Further development is possible with circa 34 acres (13.9 hectares) of employment-related development land available across Forum, S2 and One Olive, One Lime sites. Major occupiers on Solent Business Park include Regus, ITV Meridian, National Air Traffic Control, Zurich and HSBC, who recently relocated from Southampton city centre to the Park.

4.6.3 **Royal Court, Kingsworthy** is a prestigious, purpose built office park comprising three detached buildings, set within landscaped grounds and has an excellent car parking ratio of one space for every 225 sq ft of floor space. It is located within two miles to Junction 9 of the

¹ Paddock, C. [Enterprise M3 Commercial Property Market Study \(Winchester Commercial Agents Workshop\)](#) Regeneris Consulting, p 11.

M3 motorway, adjacent to the A33/A34 intersection. The three properties total approximately 53,500 sq ft of high quality office space. In June 2007 Bacardi Martini moved its headquarters from Southampton Docks to Building 2 Royal Court, and PPD Pharmaceuticals occupied Building 1 but have now relocated to Winchester city centre, and the building is now vacant and available. Building 3 is occupied by Orca Exploration UK Limited and Pegasus Life.

4.7 Key office transactions

4.7.1 The table below provides details of significant office transactions in the District during the course of 2015:

Address	Occupier/Purchaser	Landlord/Vendor	Size (sq ft)	Tenure	Rent (per sq ft)
Forum 1 Solent Business Park Fareham	HSBC	M&G Real Estate	70,310	LH	£15.00
2 nd Floor 1600 Parkway Solent Business Park Fareham	BMT Group Ltd	Craigard Investments LLP	13,246	LH	£14.50
Part 1 st Floor, Forum 4 Solent Business Park Fareham	Innovation Software (UK) Group	M&G Real Estate	9,117	LH	£16.00
4500 Parkway Solent Business Park Fareham	Indra Sistemas	Draco	8,261	LH	£15.50
1460 Parkway Solent Business Park Fareham	8 Wealth Management Ltd	Harbert & XLB Property	5,867	LH	£14.50
Staples House Staples Gardens Winchester	Capsticks LLP	RT Warren	8,488	LH	£18.00

Table 6 - Key office transactions within Winchester District during 2015

4.8 Summary of Winchester District site reviews

Reference	Site name/address	Grade A-E	Quality
W17	Solent 2 Business Park, Whiteley	A	High
W16	Solent 1 Business Park, Whiteley	A	
W07	Station Approach Area	B	Above average
W01	Easton Lane, Winnall Industrial Estate	B	
W18	Concorde Way/Segensworth North, Whiteley	B	
W20	Land adjacent Brambles Farm, Waterlooville	B	
W26	The Foundry/Franklin House Area, Kings Worthy	B	
W05	Bar End Industrial Estate	C	Average
W15	Wessex Business Park Colden Common	C	

Reference	Site name/address	Grade A-E	Quality
W19	Little Park Farm, Whiteley	C	
W02	Moorside Road, Winnall Industrial Estate	C	
W21	Land at Old Park Farm, Waterlooville	C	
W06	Land at Bushfield Camp, Winchester	C	
W08	City Business Centre, Hyde Street	C	
W23	Parklands Business Park, Denmead	C	
W22	Mixed use area, Grainger Development, Waterlooville	C	
W04	Nickel Close/St Martins/South Winnall Estates	C	
W28	The Sidings/Knowle Hospital, Knowle	C	
W09	Claylands Road Industrial Estate, Bishops Waltham	D	Below average
W24	Bottings Industrial Estate/Potential Extension, Botley	D	
W29-W30	Nobs Crook, Colden Common	D	
W10	Abbey Mill, Bishops Waltham	D	
W03	Winnall Valley Road, Winnall Industrial Estate	D	
W29-W30	Chapel Lane, Easton	D	
W29-W30	Swanmore Business Park, Waltham Chase	D	
W13	Prospect Road Industrial Estate, New Alresford	D	
W27	Station Road/Mill Lane, Wickham	E	Low
W29-W30	Waltham Business Park, Swanmore	E	
W14	Land at East of Sun Lane, New Alresford	E	
W12	The Dean, New Alresford	E	
W11	Tollgate Sawmill, Bishops Waltham	E	
W29-W30	Calvert Centre, Winchester	E	
W29-W30	Silkstead Farm, Otterbourne	E	
W29-W30	Old Park Wood, Bishops Sutton	E	
W25	Morgan's Yard, Waltham Chase	E	
W29-W30	Swifts Farm, Colden Common	E	
W29-W30	South Lynch, Hursley	E	

Table 7 -Summary of Winchester District land study, including scoring assessment

4.8.1 Winchester District comprises two distinct commercial sub-sections divided by the South Downs National Park. The northern area centres around the City itself, which benefits from proximity to Junctions 9, 10 and 11 of the M3 motorway, whilst the southern area centres around Junction 9 of the M27 motorway, consisting of Solent Business Park. This is considered one of the prime business parks along the South Coast, particularly popular with

larger corporate occupiers needing to take advantage of the wider labour pool offered by Southampton and Portsmouth.

- 4.8.2 Winchester has almost full employment and therefore, recruitment of staff can be an issue for businesses. One result of this is that salaries for secretarial and administrative staff can be relatively high for the region.
- 4.8.3 Winchester City's industrial market is also clearly defined by two distinct areas, being Bar End Industrial Estate (Junction 10, M3) and Winnall (Junction 9, M3/A34). Winnall, in particular, is formed by a cluster of smaller estates, typically servicing local and regional occupiers. There is also a strong motor trade, retail and trade counter influence, particularly fronting Easton Lane, taking advantage of accessibility to the wider local population and this will continue to create additional pressure on existing employment sites. Further pressure on employment sites has and will also come from alternative uses, such as residential (as a result of Permitted Development Rights), student housing and leisure, in the form of hotels.
- 4.8.4 Historically, little or no land has come forward for employment-related development in the last 10-15 years. Therefore, as demand has strengthened, there is now a considerable shortage of supply within the District. This lack of stock means that rental values have risen, albeit to pre-recession values for offices. For new office development to be viable, rental levels will need to increase to circa £23.00 to £25.00 per sq ft. Prime industrial rents for Winchester City have historically been comparable with those of Eastleigh, being approximately £9.00 per sq ft for 5,000 sq ft to 20,000 sq ft units. As with other nearby Boroughs, rents have recently risen due to the lack of supply and increase in demand.
- 4.8.5 The introduction of Permitted Development Rights has seen many properties being converted to alternative uses. As also seen in surrounding Boroughs, this has put additional pressure on the office market, in particular, and the supply of grade A space. In the industrial and logistics sector, there has been little evidence of letting/sale activity, owing to a lack of supply, rather than the strength of demand, but this supply shortage has seen a rise in rents as a consequence.
- 4.8.6 The majority of employment-related development in the District has been at Solent Business Park, which provides office and industrial space. It is one of the prime business parks on the South Coast and commands rents close to prime levels. Whilst the Park has good accessibility to the road network, wide labour pool and excellent amenities nearby, it suffers from poor access to the rail network, which limits demand as the nearby station, Swanwick, only provides local services.

- 4.8.7 Solent Business Park comprises circa 1.4 million sq ft of business space. Much of this space is configured as larger Headquarters style office buildings which, in a buoyant market, attracts interest from corporate occupiers. However, the Park suffers in a weak market when larger requirements are less prevalent. This was evident in the most recent recessionary period where vacancy levels on the business park peaked at 35%, but as the economy has recovered, this has subsequently fallen to nearer 12%, with some significant lettings to the likes of Covidien, HSBC and Innovation Group.
- 4.8.8 Development sites including Goodman's S2, M&G's Forum and Osborne's One Olive One Lime offer a combined area of over 34 acres (13.9 hectares) of land allocated for employment uses, and these provide development opportunities to meet future demand, catering for both the office and industrial sectors. Parking has become more of a challenge on the park as occupancy levels have risen. A national car park operator has expressed an interest in operating a multi-storey car park on one of the sites.
- 4.8.9 Whilst Winchester city centre itself provides excellent amenities, communication links and access to a wide labour pool; there are few modern office buildings meeting the needs of the modern occupier. However, the proposed redevelopment of Station Approach, a mixed-use scheme located adjacent to the train station - one hour to London Waterloo - and the 90,000 sq ft office development at Chilcomb Park, situated on the A31 between Junction 9 and Junction 10 of the M3, will bring much-needed space to the area.
- 4.8.10 On the border of the boundary between Winchester City Council and Havant Borough Council in Waterlooville, a new community and associated infrastructure has been in development since the late 2000s. On land at the West of Waterlooville MDA, the landowners, Grainger Trust and a consortium of housebuilders, are well-advanced with delivery of a mixed-use scheme which has planning for some 3,000 dwellings, a nursing/care home, two primary schools, a local neighbourhood centre, public house, allotments, cemetery, open space/recreation and play areas, and B Class mixed-use employment sites, totalling 25 acres (10.3 hectares). The development is expected to complete by circa 2030. The land owned by Taylor Wimpey at Old Park Farm on Hambledon Road (Phase 5) had been earmarked for employment-related uses and was marketed for more than five years without success. Given the lack of commercial demand and the oversupply of employment land within the area, Taylor Wimpey made the decision to seek consent for change of use to residential development, which was granted. The balance of the employment land (Site E2) of 5.5 acres (2.25 hectares) is currently being tendered for sale by Taylor Wimpey, and the outcome is unknown at the time of reporting.
- 4.8.11 A number of the sites in the 'E' (Low) categories are lacking in prominence and profile, and some are close or adjacent to residential areas and may be sensitive to complaints of noise,

disruption or 24-hour operation. However, they still have an important role to play in employment provision.

- 4.8.12 In future, landlords should allow, where possible, for a range of tenures as the market needs to be able to offer freehold and long leasehold opportunities, in addition to the standard 'institutional style' leasehold premises. This is particularly true in relation to owner-managed businesses (freehold or long leasehold preferred) and start-ups (short-term flexible tenure preferred).
- 4.8.13 From the ranking schedule, it is clear that the rural locations score poorly in relation to accessibility, lack of prominence and local amenities. However, they still have a rightful and important place in the market, and schemes of this type should potentially be protected to satisfy demand.

5.0 GLOSSARY OF TERMS

Alienation	<i>The legal transfer of title of a lease by assigning or subletting to another party.</i>
Amenities	<i>The availability of nearby shopping, food and drink establishments (including bars, restaurants and coffee shops), supermarkets and leisure activities such as gyms, cinema and jogging tracks.</i> <i>Amenities within a building could include cycle storage, showers, gym/fitness centre, café/coffee shop, parking, high-speed internet</i>
Availability	<i>The amount of built space, currently being marketed as available to purchase or lease.</i>
Brownfield	<i>Previously developed land.</i>
Building fundamentals	<i>These would include benefits such as location, high quality specification, market leading parking ratios and access to good surrounding amenities.</i>
Capital values	<i>The value of an asset, freehold or leasehold, as opposed to its rental value</i>
Floor plate	<i>An open area of contiguous space on one floor of a building (usually applied to an office building).</i>
Freehold	<i>The most superior legal title to the ownership of premises - legally referred to as "fee simple absolute in possession" - as opposed to long leasehold (or ground lease) which will often run for 100 years or more, and leasehold (usually the occupational lease interest). For an estate to be a freehold it must possess two qualities: immobility (property must be land or some interest issuing out of or annexed to land); and ownership of it must be of an indeterminate duration.</i>
Grade A	<i>Used to categorise the quality of office space. Grade A space is the best quality office space with a high standard of specification, usually newly constructed or recently extensively refurbished. Lower quality offices would be described as Grade B or Grade C.</i> <i>Industrial and logistics space is categorised as either Prime or Secondary space. Prime space is the best quality space with a high standard of specification, usually constructed within last five to ten years, or recently extensively refurbished. The specification would generally include an eaves height of over 8m, 5-10% office content, electric loading doors, good parking ratio, good location and access to national road network.</i>
Ground lease	<i>This is usually a long lease, granted at a ground rent, which sometimes can attract an initial premium payment. A ground lease can vary in length up to 999 years.</i>
Headline rent	<i>A headline rent is the rent that is paid under a lease, after the end of any rent-free periods or any period of reduced rent. It creates an artificially inflated rent by ignoring the rent-free period, period of reduced rent or any other concessions the landlord may have given to the tenant in return for a higher headline rate. Headline rent is most commonly associated with open market lettings, but increasingly at lease renewal and lease re-gearing/restructuring. Headline rent usually also forms the benchmark for any "upward only" rent review in the lease</i>
Incentive	<i>An incentive is a payment that is used to encourage a tenant to take on a new leasehold contract when a lease is granted or assigned. For example where a landlord pays a tenant a sum of money to contribute to the cost of a tenant's fit-out or allows a rent free period.</i>
Leasehold	<i>The Law of Property Act 1925 simplified the conveyancing process by creating two "estates" or interests in land.</i>
M27 Corridor	<i>The Cities and Towns located along the M27 motorway, including Southampton, Eastleigh, Fareham and Portsmouth.</i>
Mid-box unit	<i>Industrial and logistics properties of between 50,000 sq ft and 100,000 sq ft.</i>



Mixed-use development	<i>A type of development which blends commercial, residential, retail, cultural and leisure uses.</i>
Multi-let	<i>A property or estate that is owned by a single entity and leased to multiple occupants.</i>
Net effective rental value	<i>The equivalent rent that would be payable after all incentives (for example capital contributions and rent free periods) are taken into consideration. This calculation is used by the VOA to determine the actual Rateable Value. It is also used in lease negotiations to identify the appropriate level of rent.</i>
Occupancy rates	<i>Built-space which is occupied by a tenant or owner-occupier. Occupancy rates do not include properties purchased for investment purposes, which are unoccupied.</i>
Open Market letting	<i>A property which has been offered 'to let'</i>
Parking ratios	<i>The number of parking spaces available per 1,000 sq ft of leased accommodation. Typically, 'best' parking ratios for out-of-town offices would be 1:150 sq ft to 1:200 sq ft, whilst 'best' ratios for city centre offices would be 1:1,000 sq ft.</i>
Permitted Development Rights	<i>Permission to carry out limited forms of development without the need to make a planning application under the terms of the Town and Country Planning (General Permitted Development) Order.</i>
Pre-let	<i>The letting of a property, which is agreed prior to the completion of the building's construction.</i>
Prime	<i>Used to categorise the quality of industrial and logistics space. Prime space is the best quality industrial and logistics space with a high standard of specification, usually constructed within last five to ten years, or recently extensively refurbished. Specification would generally include over 8m eaves height, 5-10% office content, electric loading doors, good parking ratio, good location and access to national road network. Lower quality industrial and logistics space would be described as secondary.</i>
Quoting rent	<i>The rent quoted to potential occupiers by letting agents, on either a per sq ft/sq m or per annum basis, in respect of a vacant property.</i>
Rental values	<i>The amount of rent a tenant pays annually for the right to occupy and use real property under agreed contractual conditions.</i>
Speculative development	<i>A development which has commenced without a secured tenant or purchaser in place.</i>
Supply	See Availability
Take-up	<i>The measurement of the amount of space leased or sold within a given period.</i>
Use Class	<i>The category of Town Planning Use to which the current or intended use of a property is allocated, as defined in the Town and Country Planning (Use Classes) Order 1987. This is a Statutory Instrument and is subject to periodic variation and updating.</i>
Vacancy level	<i>The total amount of unoccupied space, divided by the total amount of existing floor space and expressed as a percentage.</i>
Voids	<i>A term used to describe costs of property that are unrecoverable due to vacancy.</i>
Yield	<i>A measure of the return on an investment. A yield is the reciprocal of the multiplier that converts an income stream into a capital value.</i>
Yield compression	<i>When market conditions improve and yields reduce, creating a commensurate increase in capital value.</i>

APPENDIX 1
Site Scores and Assessment Criteria

Reference	Site name/address	Strategic Location 1	Layout/ Prominence 2	Area Character 3	Local Amenities 4	Planning Status 5	Occupier Perception 6	Age/ Suitability 7	Redevelopment Prospects 8	Total score	Grade A-E
Winchester											
W17	Solent 2 Business Park, Whiteley	5.0	5.0	5.0	5.0	4.0	5.0	5.0	5.0	39.0	A
W16	Solent 1 Business Park, Whiteley	5.0	5.0	5.0	5.0	4.0	5.0	4.5	5.0	38.5	A
W18	Concorde Way/Segensworth North, Whiteley	4.0	4.0	5.0	3.0	4.0	5.0	5.0	4.0	34.0	B
W07	Station Approach Area	5.0	5.0	5.0	5.0	4.0	5.0	3.0	1.0	33.0	B
W01	Easton Lane, Winnall Industrial Estate	5.0	5.0	4.0	3.0	4.0	4.0	4.0	4.0	33.0	B
W20	Land adjacent Brambles Farm, Waterlooville	4.0	5.0	4.0	4.0	3.0	4.0	5.0	1.0	30.0	B
W26	The Foundry/Franklin House Area, Kings Worthy	4.0	3.0	3.0	3.0	4.0	4.0	4.0	5.0	30.0	B
W05	Bar End Industrial Estate	4.0	4.0	4.0	4.0	4.0	3.0	3.0	2.0	28.0	C
W15	Wessex Business Park, Colden Common	3.0	3.0	3.0	3.0	5.0	3.0	4.0	4.0	28.0	C
W19	Little Park Farm, Whiteley	4.0	3.0	4.0	3.0	3.0	4.0	5.0	1.0	27.0	C
W02	Moorside Road, Winnall Industrial Estate	4.0	3.0	4.0	3.0	4.0	3.0	3.0	2.0	26.0	C
W21	Land at Old Park Farm, Waterlooville	3.0	3.0	4.0	3.0	3.0	3.0	5.0	2.0	26.0	C
W23	Parklands Business Park, Denmead	3.0	3.0	3.0	3.0	4.0	3.0	3.0	4.0	26.0	C
W22	Mixed use area, Grainger Development, Waterlooville	3.0	3.0	4.0	3.0	3.0	3.0	5.0	2.0	26.0	C
W28	The Sidings/Knowle Hospital, Knowle	2.0	2.5	3.0	2.5	4.0	3.0	4.0	4.0	25.0	C
W06	Land at Bushfield Camp, Winchester	5.0	4.0	1.0	2.0	3.0	4.0	5.0	1.0	25.0	C
W08	City Business Centre, Hyde Street	3.0	3.0	3.0	5.0	3.0	3.0	3.0	2.0	25.0	C
W04	Nickel Close/St Martins/South Winnall Estates	4.0	3.0	3.0	3.0	4.0	3.0	3.0	2.0	25.0	C
W03	Winnall Valley Road, Winnall Industrial Estate	4.0	3.0	3.0	3.0	4.0	2.5	3.0	2.0	24.5	D
W09	Claylands Road Industrial Estate, Bishops Waltham	3.0	2.0	3.0	2.0	4.0	3.0	3.0	3.0	23.0	D
W24	Bottings Industrial Estate/Potential Extension, Botley	3.0	2.5	2.5	3.0	4.0	3.0	3.0	2.0	23.0	D
W10	Abbey Mill, Bishops Waltham	3.0	3.0	2.0	4.0	3.0	2.0	5.0	1.0	23.0	D
W29-W30	Nobs Crook, Colden Common	2.0	3.0	2.0	3.0	2.5	3.0	3.0	3.0	21.5	D
W27	Station Road/Mill Lane, Wickham	2.0	2.0	2.0	4.0	4.0	2.0	2.0	3.0	21.0	D
W29-W30	Chapel Lane, Easton	3.0	2.5	2.5	2.5	4.0	2.0	2.0	2.0	20.5	D
W29-W30	Swanmore Business Park, Waltham Chase	2.0	2.0	2.0	2.5	4.0	3.0	3.0	2.0	20.5	D
W13	Prospect Road Industrial Estate, New Alresford	2.0	2.0	3.0	2.0	4.0	2.0	2.0	3.0	20.0	D
W29-W30	Waltham Business Park, Swanmore	2.0	2.0	2.0	2.5	4.0	2.0	3.0	2.0	19.5	E
W14	Land at East of Sun Lane, New Alresford	2.0	3.0	1.0	2.0	3.0	2.0	4.0	2.0	19.0	E
W12	The Dean, New Alresford	2.0	2.0	3.0	3.0	3.0	2.0	2.0	1.0	18.0	E
W29-W30	Calvert Centre, Woodmancott	2.0	2.0	2.0	1.0	4.0	1.0	3.0	2.0	17.0	E
W25	Morgan's Yard, Waltham Chase	2.0	2.0	2.0	2.5	3.0	1.0	3.0	1.0	16.5	E
W11	Tollgate Sawmill, Bishops Waltham	3.0	3.0	1.0	1.0	3.0	2.0	1.0	1.0	15.0	E
W29-W30	Silkstead Farm, Otterbourne	2.0	1.0	2.0	1.0	4.0	1.0	2.0	2.0	15.0	E
W29-W30	Old Park Wood, Bishops Sutton	2.0	1.0	1.0	1.0	4.0	1.0	2.0	2.0	14.0	E
W29-W30	South Lynch Hursley	2.0	1.0	1.0	1.0	4.0	1.0	2.0	2.0	14.0	E
W29-W30	Swifts Farm, Colden Common	2.0	1.0	1.0	1.0	4.0	1.0	1.0	2.0	13.0	E

EMPLOYMENT LAND STUDY

Assessment criteria and guide to scoring system for site classification (Grade A-E)

1. Strategic location/accessibility

Score	Possible Indicators
5 High	Adjoining main road or motorway junction; easy access for all vehicles; access to rail, air or sea networks.
4 Above Average	Close to major road network; easy access for all vehicles.
3 Average	Reasonable site access for all vehicles; indirect or restricted access to major road network.
2 Below Average	Restricted access for HGV's; restricted access to major road networks.
1 Low	Restricted access for all commercial vehicles; severely limited access to major road networks.

2. Estate layout/prominence

Score	Possible Indicators
5 High	Designed to modern standard; attractive landscaping and environment; very easy manoeuvring; no obstructions; Gateway site; visible from major road network.
4 Above Average	Acceptable design; adequate landscaping and environment; easy manoeuvring; no obstructions; visible site; on a main road or prominent site.
3 Average	Acceptable design with some limitations; inadequate landscaping; manoeuvring compromised; obstructions; on a main road or prominent estate but tucked away from view.
2 Below Average	Poor design, old standard with limitations; inadequate landscaping and manoeuvring restricted; obstructions; visible on a minor road or estate.
1 Low	Historic design and unacceptable layout; no landscaping and manoeuvring severely restricted; obstructions; on a minor road or estate tucked away from view.

3. Character of area/neighbouring uses

Score	Possible Indicators
5 High	Well established commercial area; compatibility and uniformity of uses.
4 Above Average	Established commercial area; mainly compatible and uniformity of uses.
3 Average	Mixed commercial area with residential nearby; mainly compatible uses.
2 Below Average	Mainly residential with few commercial uses; incompatible uses.
1 Low	Mainly residential with very few commercial uses; non-conforming uses.

4. Local amenities/public transport

Score		Possible Indicators
5	High	Close to a wide range of employment related services (e.g. shops, leisure/recreation, pubs/restaurants, banks); close to a station, peak time bus route and cycle route, on a pedestrian route. NB: 'Close' = within about 10 minutes' walk.
4	Above Average	Close to a reasonable range of employment related services; close to a station, peak time bus route and cycle route, on a pedestrian route.
3	Average	Close to a limited range of basic services; close to either a station, bus route or cycle route, on a pedestrian route.
2	Below Average	Close to one or two basic services; not near a station, bus route nor cycle route, not on a pedestrian route.
1	Low	No services in close proximity; not on a pedestrian route, not near a station, bus route nor cycle route.

5. Planning status

Score		Possible Indicators
5	Good	Detailed or outline permission; use flexibility; compliant.
3	Satisfactory	Local Plan allocation or protected site; mainly compliant but some un-neighbourly uses.
1	Poor	No allocation; non conforming uses; suit change of use to non 'B' class employment.

6. Occupier perception/property values

Score		Possible Indicators
5	High	Highly regarded; very good market appeal; attracts and achieves prime values.
4	Above Average	Well regarded; good market appeal; attracts close to prime values.
3	Average	Displays market appeal; day to day churn; attracts secondary values.
2	Below Average	Occupier resistance; limited market appeal; longer void rates; command below secondary values.
1	Low	Virtually no market appeal; occupiers highly reluctant; longest void periods; tertiary values.

7. Age and suitability of built stock (fit for purpose)

Score	Possible Indicators
5 High	Built 2000 onwards; quality as 'Grade A' specification to attract national/corporate occupiers; FRI or close to condition: Industrial - 6.5m plus eaves; adequate loading and parking Offices – open plan accommodation on single floor plates, air-conditioning, excellent car parking ratio and fibre optic connectivity.
4 Above Average	Mainly built 1990's onwards; modern specification may attract national occupiers; FRI or 75% condition. Industrial - 6m plus eaves; adequate parking and loading; Office – mainly open plan accommodation, air-conditioning, good car parking ratio and broadband connectivity.
3 Median	Mainly built 1980's onwards; adequate specification, more suitable to local businesses. Industrial - 5m to eaves upwards; adequate loading and parking. Office - mainly open plan accommodation, air-conditioning, adequate car parking ratio and broadband connectivity.
2 Below Average	Built before 1980; inadequate specification compared to modern units, suitable to local businesses and un-neighbourly uses. Industrial - 5m eaves or below; poor loading and parking; Office – cellular offices, minimal parking and basic fitout.
1 Low	Built before 1980; inadequate specification suitable for refurbishment or redevelopment; only attract smaller, local businesses with un-neighbourly uses.

8. Re-development prospects and constraints

Score	Possible Indicators
5 Very Low	Building too modern to redevelop; OMV (Open Market Value) far exceeds site value.
4 Long Term	Unlikely within next 25 years; OMV exceeds site value.
3 Medium Term	Potential to redevelop within 15-25 year timescale; OMV closer to site value.
2 Short Term	Redevelopment likely within 5-15 year period; OMV marginally above site value.
1 Very High	Redevelopment highly likely within next 5 years; limited constraints; site value equal or exceeds OMV of existing buildings.

Scoring – overall classification

	Quality	Total Score
Grade A	High	35 and over
Grade B	Above Average	30-34.5
Grade C	Average	25-29.5
Grade D	Below Average	20-24.5
Grade E	Low	19.5 and under

APPENDIX 2
Winchester District Site Proformas

Site Name: Easton Lane, Winnall Industrial Estate			
Site Ref:	W1		
Borough:	Winchester City Council	Size (ha)	
Description of Site and Location:	Part of a wider Winnall Industrial Estate (map to be provided) in Winchester.		
Market Attractiveness Criteria:			
1.1: Has the site been formally identified for employment for at least 10 years?		Yes	
1.2: Has there been any recent development activity, within the last 5 years?		Yes	
1.3: Is the site being actively marketed as an employment site?		Yes, however predominantly retail and sui generis uses	
1.4: Is the site owned by a developer or another agency known to undertake employment development?		In multi-ownership	
1.5: Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?		Yes	
1.6: Would employment development on this site be viable, without public funding to resolve infrastructure or other on-site constraints?		Yes	
1.7: Is the site immediately available?		No	
Market Appraisal	The site occupies a strategic location, adjacent to J9 of the M3 motorway and the A34, and at the northern edge of Winchester City, including its mainline railway station. Communications at a macro level are excellent. However, Easton Lane is a known congestion hotspot, which is an ongoing issue restricting occupier demand. Easton Lane is the main arterial route from the north into Winchester. It benefits from high volumes of passing traffic and as such, the majority of users within the site include retail (including supermarket and bulky goods), hotel, car dealership, student accommodation and the new Winchester Fire Station. It forms part of the Winnall Industrial Estate area.		
Adjacent land use and conflicts	Bounded by industrial estates to the north and south; the M3 to the east and water meadows to the west. There is an area of residential properties to the south east.		
Known constraints and infrastructure requirements	The Easton Lane suffers from congestion at peak times, with access to and from Moorside Road and Winnall Manor Road providing particular bottlenecks. This issue has a known impact on occupier demand. Some road improvements have been made, however, further improvements are required.		
Strategic Planning Factors			
2.1: Is the site within an area identified as of strategic importance.		No	
2.2: Is the site identified or likely to be required for a specific user or specialist use?		No	
2.3: Is the site part of a comprehensive or long term development or regeneration proposal?		No	
2.4: Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable?		N/A	

<p>Strategic Planning and Access</p>	<p>Employment land/buildings are protected under policy CP9 which states:</p> <p>In order to retain a mix of employment land and premises in the District, the Local Planning Authority will resist the loss of existing or allocated employment land and floor space within Use Classes B1, B2 or B8. Losses will only be permitted where retaining a business use would not be reasonable having regard to the following:</p> <ul style="list-style-type: none"> • the redevelopment potential for other employment uses or a mix of uses including the scope for intensifying or providing an effective use of the site or building, and the potential to improve and extend the range of modern employment floor space; • whether the building or use meets or could meet a specific local requirement, such as providing low cost start up accommodation; • the environmental impact of business use on neighbouring uses; • the access arrangements for the site/buildings, by road and public transport; • strength of local demand for the type of accommodation; • the benefits of the proposed use compared to the benefits of retaining the existing use. <p>The sites fall within the area covered by the Winnall Planning Framework. The objective of the framework is to inform the Local Plan Part 2 and to help enhance community life and business performance in Winnall. Part of the proposals in the Winnall Planning Framework include enhancing and improving the quality of the employment area, reducing congestion (particularly along Easton Lane) creating a civic boulevard along Easton Lane, and improving the connection to and the junction on the M3 motorway.</p>
<p>Recommendation</p>	<p>Site score: B – above average</p> <p>Given its profile, the site is attractive to high value ‘employment’ uses such as roadside/retail operators, hotels and car dealerships. We anticipate the site should be asset managed retaining a mixture of these uses.</p>

Site Name: Moorside Road, Winnall Industrial Estate			
Site Ref:	W2		
Borough:	Winchester City Council	Size (ha)	
Description of Site and Location:	Part of a wider Winnall Industrial Estate (map to be provided) in Winchester.		
Market Attractiveness Criteria:			
1.1: Has the site been formally identified for employment for at least 10 years?		Yes	
1.2: Has there been any recent development activity, within the last 5 years?		No	
1.3: Is the site being actively marketed as an employment site?		Yes	
1.4: Is the site owned by a developer or another agency known to undertake employment development?		Yes	
1.5: Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?		Yes	
1.6: Would employment development on this site be viable, without public funding to resolve infrastructure or other on-site constraints?		Yes	
1.7: Is the site immediately available?		No	
Market Appraisal	<p>The site occupies a strategic location, adjacent to J9 of the M3 motorway and the A34, and at the northern edge of Winchester City, including its mainline railway station. Communications at a macro level are excellent. However, Easton Lane is a known congestion hotspot, which is an ongoing issue restricting occupier demand. Easton Lane is the main arterial route from the north into Winchester.</p> <p>The site comprises a mixture of industrial and business units of a range of sizes and ages from 1980s through to 2000s. It is recognised as the main industrial area for Winchester and forms part of the Winnall Industrial Estate. There are likely to be refurbishment/redevelopment opportunities as older buildings become available.</p> <p>The southern end of the estate lies adjacent to Easton Lane/Moorside Road junction and benefits from profile to Easton Lane and has proved popular with trade counter operators.</p>		
Adjacent land use and conflicts	Bounded by the A34 and M3 to the north and east as well as some retail warehousing. To the south is student accommodation and to the west are meadows.		
Known constraints and infrastructure requirements	The Easton Lane suffers from congestion at peak times, with access to and from Moorside Road being a bottleneck. This issue has a known impact on occupier demand. Some road improvements have been made, however, further improvements are required.		
Strategic Planning Factors			
2.1: Is the site within an area identified as of strategic importance.		No	
2.2: Is the site identified or likely to be required for a specific user or specialist use?		No	
2.3: Is the site part of a comprehensive or long term development or regeneration proposal?		No	

<p>2.4: Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable?</p>	<p>N/A</p>
<p>Strategic Planning and Access</p>	<p>Employment land/buildings are protected under policy CP9 which states:</p> <p>In order to retain a mix of employment land and premises in the District, the Local Planning Authority will resist the loss of existing or allocated employment land and floor space within Use Classes B1, B2 or B8. Losses will only be permitted where retaining a business use would not be reasonable having regard to the following:</p> <ul style="list-style-type: none"> • the redevelopment potential for other employment uses or a mix of uses including the scope for intensifying or providing an effective use of the site or building, and the potential to improve and extend the range of modern employment floor space; • whether the building or use meets or could meet a specific local requirement, such as providing low cost start up accommodation; • the environmental impact of business use on neighbouring uses; • the access arrangements for the site/buildings, by road and public transport; • strength of local demand for the type of accommodation; • the benefits of the proposed use compared to the benefits of retaining the existing use. <p>The sites fall within the area covered by the Winnall Planning Framework. The objective of the framework is to inform the Local Plan Part 2 and to help enhance community life and business performance in Winnall. Part of the proposals in the Winnall Planning Framework include enhancing and improving the quality of the employment area, reducing congestion (particularly along Easton Lane) creating a civic boulevard along Easton Lane, and improving the connection to and the junction on the M3 motorway.</p>
<p>Recommendation</p>	<p>Site score: C – average</p> <p>It is a good location for employment related uses and should be retained for such. However, improvements to the immediate local road infrastructure are required to mitigate congestion issues.</p>

Site Name: Winnall Valley Road, Winnall Industrial Estate			
Site Ref:	W3		
Borough:	Winchester City Council	Size (ha)	
Description of Site and Location:	Part of a wider Winnall Industrial Estate (map to be provided) in Winchester.		
Market Attractiveness Criteria:			
1.1: Has the site been formally identified for employment for at least 10 years?		Yes	
1.2: Has there been any recent development activity, within the last 5 years?		Yes	
1.3: Is the site being actively marketed as an employment site?		Yes	
1.4: Is the site owned by a developer or another agency known to undertake employment development?		Yes	
1.5: Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?		Yes	
1.6: Would employment development on this site be viable, without public funding to resolve infrastructure or other on-site constraints?		Yes	
1.7: Is the site immediately available?		No	
Market Appraisal	<p>The site occupies a strategic location, close to J9 of the M3 motorway and the A34, and at the northern edge of Winchester City, including its mainline railway station. Communications at a macro level are excellent. However, Easton Lane is a known congestion hotspot, which is an ongoing issue restricting occupier demand. Easton Lane is the main arterial route from the north into Winchester. Winnall Manor Road provides a local link between Easton Lane and Alresford Road, which in turn links with the A272. Both Alresford Road and A272 are arterial roads into the city. The site forms part of the Winnall Industrial Estate area.</p> <p>The site comprises older style, traditional industrial buildings of varying sizes and age. On the southern point of the site, there is a relatively new Basepoint serviced office facility. On the western aspect of the site, some social housing has been developed. Also on this part of the site are serviced offices.</p>		
Adjacent land use and conflicts	To the south of the site are residential properties, including high-storey flats and, to the north and west is Winnall Industrial Estate, which includes the fire station, hotel and industrial/trade counter units.		
Known constraints and infrastructure requirements	The Easton Lane suffers from congestion at peak times, with access to and from Moorside Road and Winnall Manor Road providing particular bottlenecks. This issue has a known impact on occupier demand. Some road improvements have been made, however, further improvements are required.		
Strategic Planning Factors			
2.1: Is the site within an area identified as of strategic importance.		No	
2.2: Is the site identified or likely to be required for a specific user or specialist use?		No	
2.3: Is the site part of a comprehensive or long term development or regeneration proposal?		No	

2.4: Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable?	N/A
<p>Strategic Planning and Access</p>	<p>Employment land/buildings are protected under policy CP9 which states:</p> <p>In order to retain a mix of employment land and premises in the District, the Local Planning Authority will resist the loss of existing or allocated employment land and floor space within Use Classes B1, B2 or B8. Losses will only be permitted where retaining a business use would not be reasonable having regard to the following:</p> <ul style="list-style-type: none"> • the redevelopment potential for other employment uses or a mix of uses including the scope for intensifying or providing an effective use of the site or building, and the potential to improve and extend the range of modern employment floor space; • whether the building or use meets or could meet a specific local requirement, such as providing low cost start up accommodation; • the environmental impact of business use on neighbouring uses; • the access arrangements for the site/buildings, by road and public transport; • strength of local demand for the type of accommodation; • the benefits of the proposed use compared to the benefits of retaining the existing use. <p>The sites fall within the area covered by the Winnall Planning Framework. The objective of the framework is to inform the Local Plan Part 2 and to help enhance community life and business performance in Winnall. Part of the proposals in the Winnall Planning Framework include enhancing and improving the quality of the employment area, reducing congestion (particularly along Easton Lane) creating a civic boulevard along Easton Lane, and improving the connection to and the junction on the M3 motorway.</p>
<p>Recommendation</p>	<p>Site score: D – below average</p> <p>Given its proximity to the A34 and M3 motorway, it is a good location for employment related uses and should be retained for such. However, improvements to the immediate local road infrastructure are required to mitigate congestion issues.</p>

Site Name: Nickel Close / St Martins / South Winnall Estates			
Site Ref:	W4		
Borough:	Winchester City Council	Size (ha)	
Description of Site and Location:	Part of a wider Winnall Industrial Estate (map to be provided) in Winchester.		
Market Attractiveness Criteria:			
1.1: Has the site been formally identified for employment for at least 10 years?		Yes	
1.2: Has there been any recent development activity, within the last 5 years?		No	
1.3: Is the site being actively marketed as an employment site?		Yes	
1.4: Is the site owned by a developer or another agency known to undertake employment development?		Yes	
1.5: Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?		Yes	
1.6: Would employment development on this site be viable, without public funding to resolve infrastructure or other on-site constraints?		Yes	
1.7: Is the site immediately available?		No	
Market Appraisal	<p>The site is located at the southern end of Easton Lane, close to J9 of the M3 motorway and the A34, and at the northern edge of Winchester City, including its mainline railway station. Communications at a macro level are excellent. However, Easton Lane is a known congestion hotspot, which is an ongoing issue restricting occupier demand. Easton Lane is the main arterial route from the north into Winchester.</p> <p>The site is divided by Easton Land and comprises older style trade counter units on the northern side and a car dealership on the southern part.</p>		
Adjacent land use and conflicts	The majority of the site is surround by housing, including affordable housing.		
Known constraints and infrastructure requirements	<p>The Easton Lane suffers from congestion at peak times, with access to and from Moorside Road being a bottleneck. This issue has a known impact on occupier demand. Some road improvements have been made, however, further improvements are required.</p> <p>To the northwest of the site, bounded by the River Itchen, with the resulting potential for flooding.</p>		
Strategic Planning Factors			
2.1: Is the site within an area identified as of strategic importance.		No	
2.2: Is the site identified or likely to be required for a specific user or specialist use?		No	
2.3: Is the site part of a comprehensive or long term development or regeneration proposal?		No	
2.4: Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable?		N/A	

<p>Strategic Planning and Access</p>	<p>Employment land/buildings are protected under policy CP9 which states:</p> <p>In order to retain a mix of employment land and premises in the District, the Local Planning Authority will resist the loss of existing or allocated employment land and floor space within Use Classes B1, B2 or B8. Losses will only be permitted where retaining a business use would not be reasonable having regard to the following:</p> <ul style="list-style-type: none"> • the redevelopment potential for other employment uses or a mix of uses including the scope for intensifying or providing an effective use of the site or building, and the potential to improve and extend the range of modern employment floor space; • whether the building or use meets or could meet a specific local requirement, such as providing low cost start up accommodation; • the environmental impact of business use on neighbouring uses; • the access arrangements for the site/buildings, by road and public transport; • strength of local demand for the type of accommodation; • the benefits of the proposed use compared to the benefits of retaining the existing use. <p>The sites fall within the area covered by the Winnall Planning Framework. The objective of the framework is to inform the Local Plan Part 2 and to help enhance community life and business performance in Winnall. Part of the proposals in the Winnall Planning Framework include enhancing and improving the quality of the employment area, reducing congestion (particularly along Easton Lane) creating a civic boulevard along Easton Lane, and improving the connection to and the junction on the M3 motorway.</p>
<p>Recommendation</p>	<p>Site score: C – average</p> <p>Whilst the site occupies a good location for employment related uses, close to the A34 and M3 motorway, and should be retained for such wherever possible, there is potential for alternative uses such as residential, given the recent developments on the adjoining site. However, improvements to the immediate local road infrastructure are required to mitigate congestion issues.</p>

Site Name: Bar End Industrial Estate			
Site Ref:	W5		
Borough:	Winchester City Council	Size (ha)	
Description of Site and Location:	Large Industrial Warehousing Area in Winchester.		
Market Attractiveness Criteria:			
1.1: Has the site been formally identified for employment for at least 10 years?			Yes
1.2: Has there been any recent development activity, within the last 5 years?			No
1.3: Is the site being actively marketed as an employment site?			Yes
1.4: Is the site owned by a developer or another agency known to undertake employment development?			Yes
1.5: Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?			Yes
1.6: Would employment development on this site be viable, without public funding to resolve infrastructure or other on-site constraints?			Yes
1.7: Is the site immediately available?			No
Market Appraisal	<p>The site is an established industrial location on the south east aspect of Winchester. Road access is via J10 of the M3 motorway. This junction provides exit and access from the south only.</p> <p>At the southern part of the site is the recycling centre alongside Emmaus charitable project. The site also includes one of Winchester's Park and Ride car parks, which is widely used by commuters and visitors.</p> <p>Many of the existing units are of an age and specification that would benefit refurbishment/redevelopment. Units are sub 10,000 sq ft and typically, demand is from local businesses.</p>		
Adjacent land use and conflicts	To the south of the site is the Bar End Park and Ride scheme. To the west of the site are tennis courts, a small amount of housing and a disused railway. The east is bounded by Bar End Road and a mixture of residential and commercial occupiers.		
Known constraints and infrastructure requirements	Vehicular access to parts of the site and potential impact upon the limited number of adjacent residential properties.		
Strategic Planning Factors			
2.1: Is the site within an area identified as of strategic importance.			No
2.2: Is the site identified or likely to be required for a specific user or specialist use?			No
2.3: Is the site part of a comprehensive or long term development or regeneration proposal?			No
2.4: Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable?			N/A

<p>Strategic Planning and Access</p>	<p>Employment land/buildings are protected under policy CP9 which states:</p> <p>In order to retain a mix of employment land and premises in the District, the Local Planning Authority will resist the loss of existing or allocated employment land and floor space within Use Classes B1, B2 or B8. Losses will only be permitted where retaining a business use would not be reasonable having regard to the following:</p> <ul style="list-style-type: none"> • the redevelopment potential for other employment uses or a mix of uses including the scope for intensifying or providing an effective use of the site or building, and the potential to improve and extend the range of modern employment floor space; • whether the building or use meets or could meet a specific local requirement, such as providing low cost start up accommodation; • the environmental impact of business use on neighbouring uses; • the access arrangements for the site/buildings, by road and public transport; • strength of local demand for the type of accommodation; • the benefits of the proposed use compared to the benefits of retaining the existing use.
<p>Recommendation</p>	<p>Site score: C – average</p> <p>The site occupies a good location and therefore we would recommend retention for employment related uses, with small scale opportunities for refurbishment and redevelopment, given the age and specification of the existing buildings. The Park and Ride facility has proved a popular addition, which eases congestion within the city centre.</p>

Site Name: Land at Bushfield Camp, Winchester			
Site Ref:	W6		
Borough:	Winchester City Council	Size (ha)	
Description of Site and Location:	Local Plan employment allocation of 20ha for 'special needs' (see LLP1 policy WT3) in Winchester.		
Market Attractiveness Criteria:			
1.1: Has the site been formally identified for employment for at least 10 years?		No	
1.2: Has there been any recent development activity, within the last 5 years?		No	
1.3: Is the site being actively marketed as an employment site?		No	
1.4: Is the site owned by a developer or another agency known to undertake employment development?		No	
1.5: Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?		No	
1.6: Would employment development on this site be viable, without public funding to resolve infrastructure or other on-site constraints?		No	
1.7: Is the site immediately available?		No	
Market Appraisal	The site occupies a good location with excellent access to J11 of the M3 motorway and Winchester city centre. It currently has no employment at the site and would provide a new development opportunity for the city.		
Adjacent land use and conflicts	The site is bounded by agricultural land and the A3090, Badger Farm Road, and a farm to the south.		
Known constraints and infrastructure requirements	Being an undeveloped site, road and service infrastructure would be required.		
Strategic Planning Factors			
2.1: Is the site within an area identified as of strategic importance.		Yes – strategic employment allocation	
2.2: Is the site identified or likely to be required for a specific user or specialist use?		No	
2.3: Is the site part of a comprehensive or long term development or regeneration proposal?		Yes	
2.4: Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable?		Not Known	

<p>Strategic Planning and Access</p>	<p>Land at Bushfield Camp, Winchester, is allocated as an Employment Site in the 2013 adopted plan.</p> <p>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:</p> <ul style="list-style-type: none"> • 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 • 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;
<p>Recommendation</p>	<p>Site score: C – average</p> <p>The site should be actively marketed for development.</p>

Site Name: Station Approach Area			
Site Ref:	W7		
Borough:	Winchester City Council	Size (ha)	
Description of Site and Location:	Employment-led regeneration area (see draft LPP2 policy WIN5). Carfax and Cattlemarket areas being developed by WCC, focus on remainder in Winchester Town Centre.		
Market Attractiveness Criteria:			
1.1: Has the site been formally identified for employment for at least 10 years?		Yes	
1.2: Has there been any recent development activity, within the last 5 years?		No	
1.3: Is the site being actively marketed as an employment site?		Yes	
1.4: Is the site owned by a developer or another agency known to undertake employment development?		Yes	
1.5: Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?		Yes	
1.6: Would employment development on this site be viable, without public funding to resolve infrastructure or other on-site constraints?		Yes	
1.7: Is the site immediately available?		Yes	
Market Appraisal	<p>The site is located in an excellent, strategic position within Winchester city centre being a communications hub. There is direct line access to London within 1 hour. It is at the confluence of a number of the city's road routes and is well located for the city's retail, restaurant and leisure facilities.</p> <p>The site offers a prime opportunity for redevelopment. Currently developed to a low level density, including multiple surface level car parks and with existing buildings used for low-value uses that are at an age when redevelopment is a viable option.</p>		
Adjacent land use and conflicts	The site is bounded by residential properties.		
Known constraints and infrastructure requirements	None, as far as we are aware.		
Strategic Planning Factors			
2.1: Is the site within an area identified as of strategic importance.		Yes	
2.2: Is the site identified or likely to be required for a specific user or specialist use?		No	
2.3: Is the site part of a comprehensive or long term development or regeneration proposal?		Yes	
2.4: Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable?		No	

<p>Strategic Planning and Access</p>	<p>Site is allocated for an employment-led development comprising offices, car parking, open spaces, and leisure or small-scale retail on the ground floor with offices or residential above. Student housing would be permitted should suitable sites become available and favourable consideration would be given to provision of a hotel as part of a mixed use development.</p> <p>In addition, there is currently an LEP bid submitted for £8 for infrastructure improvements.</p>
<p>Recommendation</p>	<p>Site score: B – above average</p> <p>The site is already the subject of a detailed appraisal by Winchester City Council for redevelopment. It is our recommendation that the site is a prime redevelopment opportunity, given its size and location it would suit a significant mixed-use scheme, which should incorporate Grade A office accommodation.</p>

Site Name: City Business Centre, Hyde Street			
Site Ref:	W8		
Borough:	Winchester City Council	Size (ha)	
Description of Site and Location:	Small business units in Winchester Town Centre.		
Market Attractiveness Criteria:			
1.1: Has the site been formally identified for employment for at least 10 years?			Yes
1.2: Has there been any recent development activity, within the last 5 years?			No
1.3: Is the site being actively marketed as an employment site?			Yes
1.4: Is the site owned by a developer or another agency known to undertake employment development?			Not known
1.5: Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?			Yes
1.6: Would employment development on this site be viable, without public funding to resolve infrastructure or other on-site constraints?			Yes
1.7: Is the site immediately available?			No
Market Appraisal	The site comprises a small business centre which has good road and rail communications, with the railway station being a short distance to the west. It has good access to local amenities. However, its location is reasonably isolated and lacks any profile. It is well suited for small office occupiers and has its place within the Winchester market. It would not be considered a prime office location being predominantly surrounded by residential but services a much needed segment of the market. It is well located to make use of the rail infrastructure and road communications; however, the Winchester road networks are known to suffer with traffic congestion.		
Adjacent land use and conflicts	Primarily residential with some commercial to the west.		
Known constraints and infrastructure requirements	The road network is known to be subject to congestion.		
Strategic Planning Factors			
2.1: Is the site within an area identified as of strategic importance.			No
2.2: Is the site identified or likely to be required for a specific user or specialist use?			No
2.3: Is the site part of a comprehensive or long term development or regeneration proposal?			No
2.4: Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable?			N/A

<p>Strategic Planning and Access</p>	<p>Employment land/buildings are protected under policy CP9 which states:</p> <p>In order to retain a mix of employment land and premises in the District, the Local Planning Authority will resist the loss of existing or allocated employment land and floor space within Use Classes B1, B2 or B8. Losses will only be permitted where retaining a business use would not be reasonable having regard to the following:</p> <ul style="list-style-type: none"> • the redevelopment potential for other employment uses or a mix of uses including the scope for intensifying or providing an effective use of the site or building, and the potential to improve and extend the range of modern employment floor space; • whether the building or use meets or could meet a specific local requirement, such as providing low cost start up accommodation; • the environmental impact of business use on neighbouring uses; • the access arrangements for the site/buildings, by road and public transport; • strength of local demand for the type of accommodation; • the benefits of the proposed use compared to the benefits of retaining the existing use.
<p>Recommendation</p>	<p>Site score: C – average</p> <p>The site should be asset managed as an employment related use.</p>

Site Name: Claylands Road Industrial Estate			
Site Ref:	W9		
Borough:	Winchester City Council	Size (ha)	
Description of Site and Location:	Main industrial area in Bishops Waltham.		
Market Attractiveness Criteria:			
1.1: Has the site been formally identified for employment for at least 10 years?			Yes
1.2: Has there been any recent development activity, within the last 5 years?			Not known
1.3: Is the site being actively marketed as an employment site?			Yes
1.4: Is the site owned by a developer or another agency known to undertake employment development?			Not known
1.5: Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?			Not known
1.6: Would employment development on this site be viable, without public funding to resolve infrastructure or other on-site constraints?			Not known
1.7: Is the site immediately available?			No
Market Appraisal	<p>The site is situated on the northern edge of Bishops Waltham, accessed via a residential road from the B2177, Winchester Road. It provides a range of small business units primarily suited to service the local occupier market. On the western edge of the site is the recycling centre.</p> <p>Public transport is limited to bus services, as the nearest railway stations are at Botley and Hedge End, approximately 4 miles to the south west.</p>		
Adjacent land use and conflicts	Residential to the east and south. Nature reserve to the north and west.		
Known constraints and infrastructure requirements	None, that we are aware of.		
Strategic Planning Factors			
2.1: Is the site within an area identified as of strategic importance.			No
2.2: Is the site identified or likely to be required for a specific user or specialist use?			No
2.3: Is the site part of a comprehensive or long term development or regeneration proposal?			No
2.4: Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable?			N/A

<p>Strategic Planning and Access</p>	<p>Employment land/buildings are protected under policy CP9 which states:</p> <p>In order to retain a mix of employment land and premises in the District, the Local Planning Authority will resist the loss of existing or allocated employment land and floor space within Use Classes B1, B2 or B8. Losses will only be permitted where retaining a business use would not be reasonable having regard to the following:</p> <ul style="list-style-type: none"> • the redevelopment potential for other employment uses or a mix of uses including the scope for intensifying or providing an effective use of the site or building, and the potential to improve and extend the range of modern employment floor space; • whether the building or use meets or could meet a specific local requirement, such as providing low cost start up accommodation; • the environmental impact of business use on neighbouring uses; • the access arrangements for the site/buildings, by road and public transport; • strength of local demand for the type of accommodation; • the benefits of the proposed use compared to the benefits of retaining the existing use.
<p>Recommendation</p>	<p>Site score: D – below average</p> <p>It is our recommendation that the site is retained for employment related uses to serve demand from the local market.</p>

Site Name: Abbey Mill			
Site Ref:	W10		
Borough:	Winchester City Council	Size (ha)	
Description of Site and Location:	Former Industrial area – Sainsburys not implementing retail consent in Bishops Waltham.		
Market Attractiveness Criteria:			
1.1: Has the site been formally identified for employment for at least 10 years?		No	
1.2: Has there been any recent development activity, within the last 5 years?		No	
1.3: Is the site being actively marketed as an employment site?		No	
1.4: Is the site owned by a developer or another agency known to undertake employment development?		No	
1.5: Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?		No	
1.6: Would employment development on this site be viable, without public funding to resolve infrastructure or other on-site constraints?		No	
1.7: Is the site immediately available?		Not known	
Market Appraisal	<p>The site lies to the northwest of Bishops Waltham, accessed from the B2177, Winchester Road, being the main arterial road connecting Bishops Waltham with conurbations to the west. The site is a fringe location, lying outside of the main town centre.</p> <p>Public transport is limited to bus services, as the nearest railway stations are at Botley and Hedge End, approximately 4 miles to the south west.</p> <p>Any employment development at the site would need to be small in scale to meet the demands of local occupiers, however, we believe that there is some prospect of proposals coming forward for residential development, as the site previously had a residential consent prior to the retail consent.</p> <p>This site has recently been</p>		
Adjacent land use and conflicts	Adjacent listed buildings; lake and watercourse.		
Known constraints and infrastructure requirements	As above.		
Strategic Planning Factors			
2.1: Is the site within an area identified as of strategic importance.		No	
2.2: Is the site identified or likely to be required for a specific user or specialist use?		No	
2.3: Is the site part of a comprehensive or long term development or regeneration proposal?		No	

<p>2.4: Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable?</p>	<p>N/A</p>
<p>Strategic Planning and Access</p>	<p>Employment land/buildings are protected under policy CP9 which states:</p> <p>In order to retain a mix of employment land and premises in the District, the Local Planning Authority will resist the loss of existing or allocated employment land and floor space within Use Classes B1, B2 or B8. Losses will only be permitted where retaining a business use would not be reasonable having regard to the following:</p> <ul style="list-style-type: none"> • the redevelopment potential for other employment uses or a mix of uses including the scope for intensifying or providing an effective use of the site or building, and the potential to improve and extend the range of modern employment floor space; • whether the building or use meets or could meet a specific local requirement, such as providing low cost start up accommodation; • the environmental impact of business use on neighbouring uses; • the access arrangements for the site/buildings, by road and public transport; • strength of local demand for the type of accommodation; • the benefits of the proposed use compared to the benefits of retaining the existing use.
<p>Recommendation</p>	<p>Site score: D – below average</p> <p>Unlikely to be considered in its entirety for employment use in the current market. This is due to value considerations.</p>

Site Name: Tollgate Sawmill			
Site Ref:	W11		
Borough:	Winchester City Council	Size (ha)	
Description of Site and Location:	Draft LPP2 allocation for 2.6ha of employment with limited housing (to achieve viability) in Bishops Waltham.		
Market Attractiveness Criteria:			
1.1: Has the site been formally identified for employment for at least 10 years?		Not known	
1.2: Has there been any recent development activity, within the last 5 years?		No	
1.3: Is the site being actively marketed as an employment site?		Yes	
1.4: Is the site owned by a developer or another agency known to undertake employment development?		Not known	
1.5: Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?		Not known	
1.6: Would employment development on this site be viable, without public funding to resolve infrastructure or other on-site constraints?		Potentially	
1.7: Is the site immediately available?		Not known	
Market Appraisal	The site is situated on the corner of Winters Hill and Winchester Road (B2177), on the outskirts of Bishop's Waltham and on the fringes of South Downs National Park.		
Adjacent land use and conflicts	To the north and south of the site is farmland and to the east and west is residential, albeit a small amount of residential on the west side.		
Known constraints and infrastructure requirements			
Strategic Planning Factors			
2.1: Is the site within an area identified as of strategic importance.		No	
2.2: Is the site identified or likely to be required for a specific user or specialist use?		No	
2.3: Is the site part of a comprehensive or long term development or regeneration proposal?		No	
2.4: Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable?		N/A	

<p>Strategic Planning and Access</p>	<p>Employment land/buildings are protected under policy CP9 which states:</p> <p>In order to retain a mix of employment land and premises in the District, the Local Planning Authority will resist the loss of existing or allocated employment land and floor space within Use Classes B1, B2 or B8. Losses will only be permitted where retaining a business use would not be reasonable having regard to the following:</p> <ul style="list-style-type: none"> • the redevelopment potential for other employment uses or a mix of uses including the scope for intensifying or providing an effective use of the site or building, and the potential to improve and extend the range of modern employment floor space; • whether the building or use meets or could meet a specific local requirement, such as providing low cost start up accommodation; • the environmental impact of business use on neighbouring uses; • the access arrangements for the site/buildings, by road and public transport; • strength of local demand for the type of accommodation; • the benefits of the proposed use compared to the benefits of retaining the existing use.
<p>Recommendation</p>	<p>Site score: E – low</p> <p>The site would be suitable for a small, rural business park, to serve the local economy.</p>

Site Name: The Dean			
Site Ref:	W12		
Borough:	Winchester City Council	Size (ha)	
Description of Site and Location:	Draft LPP2 allocation of 2.1ha for housing/parking/offices in New Alresford.		
Market Attractiveness Criteria:			
1.1: Has the site been formally identified for employment for at least 10 years?			Yes
1.2: Has there been any recent development activity, within the last 5 years?			Yes
1.3: Is the site being actively marketed as an employment site?			Yes
1.4: Is the site owned by a developer or another agency known to undertake employment development?			Yes
1.5: Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?			Yes
1.6: Would employment development on this site be viable, without public funding to resolve infrastructure or other on-site constraints?			Yes
1.7: Is the site immediately available?			No
Market Appraisal	<p>The site is situated on the northern fringe of Alresford. Access is via local infrastructure, which connects to the A31 to the south which further links to the M3 at Junction 9/10. Public transport is via local bus services as there is not a railway station at Alresford. The nearest station would be Winchester.</p> <p>The site provides for local employment demand and comprises a mixture of industrial and office units, predominantly built in the 1970s/80s.</p>		
Adjacent land use and conflicts	The site is predominantly surrounded by residential with Alresford recreation ground to the west.		
Known constraints and infrastructure requirements	None known.		
Strategic Planning Factors			
2.1: Is the site within an area identified as of strategic importance.			No
2.2: Is the site identified or likely to be required for a specific user or specialist use?			No
2.3: Is the site part of a comprehensive or long term development or regeneration proposal?			Yes
2.4: Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable?			N/A

Strategic Planning and Access	Site forms part of an allocation for 75 dwellings under Policy NA2 of the emerging Local Plan.
Recommendation	Site score: E – low The site should continue to be asset managed but given the age and location of the existing buildings and the planning allocations, there is potential for redevelopment to residential in the future.

Site Name: Prospect Road Industrial			
Site Ref:	W13		
Borough:	Winchester City Council	Size (ha)	
Description of Site and Location:	Main industrial area for New Alresford.		
Market Attractiveness Criteria:			
1.1: Has the site been formally identified for employment for at least 10 years?		Yes	
1.2: Has there been any recent development activity, within the last 5 years?		No	
1.3: Is the site being actively marketed as an employment site?		Yes	
1.4: Is the site owned by a developer or another agency known to undertake employment development?		Not known	
1.5: Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?		Not known	
1.6: Would employment development on this site be viable, without public funding to resolve infrastructure or other on-site constraints?		Yes	
1.7: Is the site immediately available?		No	
Market Appraisal	<p>The site is situated on the south west fringe of Alresford. Access is via local infrastructure, which connects to the A31 to the south which further links to the M3 at Junction 9/10. Public transport is via local bus services as there is not a railway station at Alresford. The nearest station would be Winchester.</p> <p>The site provides for local employment demand and comprises a mixture of industrial and office units, predominantly built in the 1970s/80s. The site also incorporates Alresford's recycling centre.</p>		
Adjacent land use and conflicts	The site is surrounded by residential.		
Known constraints and infrastructure requirements	None known.		
Strategic Planning Factors			
2.1: Is the site within an area identified as of strategic importance.		No	
2.2: Is the site identified or likely to be required for a specific user or specialist use?		No	
2.3: Is the site part of a comprehensive or long term development or regeneration proposal?		No	
2.4: Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable?		N/A	

<p>Strategic Planning and Access</p>	<p>Employment land/buildings are protected under policy CP9 which states:</p> <p>In order to retain a mix of employment land and premises in the District, the Local Planning Authority will resist the loss of existing or allocated employment land and floor space within Use Classes B1, B2 or B8. Losses will only be permitted where retaining a business use would not be reasonable having regard to the following:</p> <ul style="list-style-type: none"> • the redevelopment potential for other employment uses or a mix of uses including the scope for intensifying or providing an effective use of the site or building, and the potential to improve and extend the range of modern employment floor space; • whether the building or use meets or could meet a specific local requirement, such as providing low cost start up accommodation; • the environmental impact of business use on neighbouring uses; • the access arrangements for the site/buildings, by road and public transport; • strength of local demand for the type of accommodation; • the benefits of the proposed use compared to the benefits of retaining the existing use.
<p>Recommendation</p>	<p>Site score: D – below average</p> <p>The site should continue to be asset managed with opportunities for refurbishment to improve quality, as buildings become available.</p>

Site Name: Land of East Sun Lane			
Site Ref:	W14		
Borough:	Winchester City Council	Size (ha)	
Description of Site and Location:	Draft LPP2 allocation of 5ha for business use with new access to A31 (see policy NA3) in New Alresford.		
Market Attractiveness Criteria:			
1.1: Has the site been formally identified for employment for at least 10 years?			Not known
1.2: Has there been any recent development activity, within the last 5 years?			No
1.3: Is the site being actively marketed as an employment site?			No
1.4: Is the site owned by a developer or another agency known to undertake employment development?			Not known
1.5: Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?			Not known
1.6: Would employment development on this site be viable, without public funding to resolve infrastructure or other on-site constraints?			No
1.7: Is the site immediately available?			Not known
Market Appraisal	<p>This is a new development opportunity on land to the east of Sun Lane, to the south east of Alresford town centre.</p> <p>Access is via a new junction to the A31 which further links to the M3 at Junction 9/10. Public transport is via local bus services as there is not a railway station at Alresford. The nearest station would be Winchester.</p> <p>The site is allocated for a mixed use development including 5 hectares of employment uses (B1, B2 and B8) and will require the necessary infrastructure to unlock the site.</p>		
Adjacent land use and conflicts	Residential and agricultural, with the A31 bounding the south.		
Known constraints and infrastructure requirements			
Strategic Planning Factors			
2.1: Is the site within an area identified as of strategic importance.			No
2.2: Is the site identified or likely to be required for a specific user or specialist use?			No
2.3: Is the site part of a comprehensive or long term development or regeneration proposal?			No
2.4: Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable?			N/A

<p>Strategic Planning and Access</p>	<p>Site forms part of a wider mixed use allocation under Policy NA3 of the emerging Local Plan. Allocation is for a mixed use development comprising about 325 dwellings, 5 hectares of employment uses (B1, B2 and/or B8), and 15 hectares of informal and recreational open space and a burial ground.</p>
<p>Recommendation</p>	<p>Site score: E – low</p> <p>We would recommend that the site is brought forward for development in line with the planning allocations.</p>

Site Name: Wessex Business Park			
Site Ref:	W15		
Borough:	Winchester City Council	Size (ha)	
Description of Site and Location:	Small business / industrial park, main employment area for Colden Common.		
Market Attractiveness Criteria:			
1.1: Has the site been formally identified for employment for at least 10 years?		Yes	
1.2: Has there been any recent development activity, within the last 5 years?		No	
1.3: Is the site being actively marketed as an employment site?		Yes	
1.4: Is the site owned by a developer or another agency known to undertake employment development?		Yes	
1.5: Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?		Yes	
1.6: Would employment development on this site be viable, without public funding to resolve infrastructure or other on-site constraints?		Yes	
1.7: Is the site immediately available?		No	
Market Appraisal	Wessex Business Park is a small business scheme situated at the junction with the B3354 and Church Lane. The scheme is approximately 15 years old and provides modern accommodation to the local occupier market. The site is relatively rural, however, the M3 and M27 motorways are accessible within approximately 3 and 5 miles respectively		
Adjacent land use and conflicts	Surrounded by residential to the north, south and west. To the east lies the B3354.		
Known constraints and infrastructure requirements	Any employment related uses may be restricted to B1 use, given the surrounding residential properties.		
Strategic Planning Factors			
2.1: Is the site within an area identified as of strategic importance.		No	
2.2: Is the site identified or likely to be required for a specific user or specialist use?		No	
2.3: Is the site part of a comprehensive or long term development or regeneration proposal?		No	
2.4: Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable?		N/A	

<p>Strategic Planning and Access</p>	<p>Employment land/buildings are protected under policy CP9 which states:</p> <p>In order to retain a mix of employment land and premises in the District, the Local Planning Authority will resist the loss of existing or allocated employment land and floor space within Use Classes B1, B2 or B8. Losses will only be permitted where retaining a business use would not be reasonable having regard to the following:</p> <ul style="list-style-type: none"> • the redevelopment potential for other employment uses or a mix of uses including the scope for intensifying or providing an effective use of the site or building, and the potential to improve and extend the range of modern employment floor space; • whether the building or use meets or could meet a specific local requirement, such as providing low cost start up accommodation; • the environmental impact of business use on neighbouring uses; • the access arrangements for the site/buildings, by road and public transport; • strength of local demand for the type of accommodation; • the benefits of the proposed use compared to the benefits of retaining the existing use.
<p>Recommendation</p>	<p>Site score: C – average</p> <p>Retention for employment related uses, as it provides a useful provision for local businesses.</p>

Site Name: Solent 1 Business Park			
Site Ref:	W16		
Borough:	Winchester City Council	Size (ha)	
Description of Site and Location:	Large prestige business park development (with a few remaining plots to be developed) in Whiteley.		
Market Attractiveness Criteria:			
1.1: Has the site been formally identified for employment for at least 10 years?		Yes	
1.2: Has there been any recent development activity, within the last 5 years?		No	
1.3: Is the site being actively marketed as an employment site?		Yes	
1.4: Is the site owned by a developer or another agency known to undertake employment development?		Yes	
1.5: Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?		Yes	
1.6: Would employment development on this site be viable, without public funding to resolve infrastructure or other on-site constraints?		Yes	
1.7: Is the site immediately available?		Yes	
Market Appraisal	<p>The site comprises an office complex, of which construction commenced in the 1980s through to 2000s. With the M27 motorway (J9) being a short distance to the south, the site provides good road communications, however, at peak hours it does suffer with congestion. The public transport infrastructure is limited with the closest railway station, Swanwick, being approximately 1 mile southwest.</p> <p>The site is an established business park with a good, diverse range of floor plates, particularly suited to corporate occupiers. It is strategically located for larger business to take advantage of Portsmouth's and Southampton's large labour force and has been improved by the re-development of Whiteley Retail Village, which has added improved amenities for occupiers. The site has good telecoms connectivity to meet the demands of corporate occupiers.</p> <p>Forum forms the newest element of the Business Park. Eleven corporate grade office buildings were to be developed to total, five were constructed speculatively of which, four are now occupied. The investment is currently being marketed, which may include the remaining development land.</p>		
Adjacent land use and conflicts	To the north is woodland; to the northeast there is an electricity substation surrounded by woodland. To the east lies a golf club and to the west is an industrial/business unit scheme, hotel and Whiteley Retail Village.		
Known constraints and infrastructure requirements	There is residential to the south and the M3 motorway. To the east is an area of land designated as a Site of Special Scientific Interest (SSSI).		
Strategic Planning Factors			
2.1: Is the site within an area identified as of strategic importance.		Yes	

2.2: Is the site identified or likely to be required for a specific user or specialist use?	No
2.3: Is the site part of a comprehensive or long term development or regeneration proposal?	No
2.4: Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable?	N/A
Strategic Planning and Access	<p>Employment land/buildings are protected under policy CP9 which states:</p> <p>In order to retain a mix of employment land and premises in the District, the Local Planning Authority will resist the loss of existing or allocated employment land and floor space within Use Classes B1, B2 or B8. Losses will only be permitted where retaining a business use would not be reasonable having regard to the following:</p> <ul style="list-style-type: none"> • the redevelopment potential for other employment uses or a mix of uses including the scope for intensifying or providing an effective use of the site or building, and the potential to improve and extend the range of modern employment floor space; • whether the building or use meets or could meet a specific local requirement, such as providing low cost start up accommodation; • the environmental impact of business use on neighbouring uses; • the access arrangements for the site/buildings, by road and public transport; • strength of local demand for the type of accommodation; • the benefits of the proposed use compared to the benefits of retaining the existing use.
Recommendation	<p>Site score: A – high</p> <p>There is an element of redevelopment opportunity on the undeveloped part of the Forum scheme, subject to market demand. On the remainder of the site we would recommend that it is continued to be managed for employment related uses.</p>

Site Name: Solent 2 Business Park			
Site Ref:	W17		
Borough:	Winchester City Council	Size (ha)	
Description of Site and Location:	Medium sized industrial/warehousing development (with remaining plot to be developed in Whiteley.		
Market Attractiveness Criteria:			
1.1: Has the site been formally identified for employment for at least 10 years?			
1.2: Has there been any recent development activity, within the last 5 years?			
1.3: Is the site being actively marketed as an employment site?			
1.4: Is the site owned by a developer or another agency known to undertake employment development?			
1.5: Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?			
1.6: Would employment development on this site be viable, without public funding to resolve infrastructure or other on-site constraints?			
1.7: Is the site immediately available?			
Market Appraisal	The site comprises a light industrial, 50/50 business units and offices, developed in the early-2000s. It is an established estate with good road communications, with it being adjacent to the M27 motorway (J9). However, at peak hours it does suffer with congestion. Public transport infrastructure is limited with the closest railway station, Swanwick, being approximately 1 mile southwest. It is well located to utilize a labour market within the immediate surrounds.		
Adjacent land use and conflicts	Surrounded by a mixture of residential, commercial, leisure and woodland. To the west of this site is located a 16.7 acre development site, owned by Goodman's, which is currently being marketed for D&B business units of between 30,000 sq ft and 250,000 sq ft.		
Known constraints and infrastructure requirements	None, as far as we are aware.		
Strategic Planning Factors			
2.1: Is the site within an area identified as of strategic importance.		Yes	
2.2: Is the site identified or likely to be required for a specific user or specialist use?		No	
2.3: Is the site part of a comprehensive or long term development or regeneration proposal?		No	
2.4: Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable?		N/A	

<p>Strategic Planning and Access</p>	<p>Employment land/buildings are protected under policy CP9 which states:</p> <p>In order to retain a mix of employment land and premises in the District, the Local Planning Authority will resist the loss of existing or allocated employment land and floor space within Use Classes B1, B2 or B8. Losses will only be permitted where retaining a business use would not be reasonable having regard to the following:</p> <ul style="list-style-type: none"> • the redevelopment potential for other employment uses or a mix of uses including the scope for intensifying or providing an effective use of the site or building, and the potential to improve and extend the range of modern employment floor space; • whether the building or use meets or could meet a specific local requirement, such as providing low cost start up accommodation; • the environmental impact of business use on neighbouring uses; • the access arrangements for the site/buildings, by road and public transport; • strength of local demand for the type of accommodation; • the benefits of the proposed use compared to the benefits of retaining the existing use.
<p>Recommendation</p>	<p>Site score: A – high</p> <p>Given the site's proximity to the M27 motorway, it is well suited for commercial use and it is our recommendation that it is continued to be managed for employment related uses.</p>

Site Name: Concorde Way/Segensworth North			
Site Ref:	W18		
Borough:	Winchester City Council	Size (ha)	
Market Segment:	B1 B2 B8		
Description of Site and Location:	Part of the larger Segensworth Industrial Estate (remainder in Fareham Borough), accessed off Junction 9 M27, mainly fully developed with larger corporate type occupiers. There are three undeveloped plots – firstly, approximately 1 acre adjacent to Safran Turbomeca; the second some 5.5 acres, owned by Hampshire County Council, at the far eastern end of Concorde Way and the third, a smaller plot of 0.4 acre adjoining the bridleway and The Tannery building in private ownership.		
Market Attractiveness Criteria:			
1.1: Has the site been formally identified for employment for at least 10 years?		Yes	
1.2: Has there been any recent development activity, within the last 5 years?		No	
1.3: Is the site being actively marketed as an employment site?		No	
1.4: Is the site owned by a developer or another agency known to undertake employment development?		No	
1.5: Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?		Yes	
1.6: Would employment development on this site be viable, without public funding to resolve infrastructure or other on-site constraints?		Yes	
1.7: Is the site immediately available?		No though the 0.4 acre is available	
Market Appraisal	Well regarded by occupiers in view of the motorway junction proximity and accessibility for staff and commercial vehicles – commands prime rental values.		
Adjacent land use and conflicts	No apparent conflicts – usual rush hour congestion principally in late afternoon exit.		
Known constraints and infrastructure requirements	No evident constraints nor infrastructure requirements.		
Strategic Planning Factors			
2.1: Is the site within an area identified as of strategic importance.		No	
2.2: Is the site identified or likely to be required for a specific user or specialist use?		No	
2.3: Is the site part of a comprehensive or long term development or regeneration proposal?		No	
2.4: Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable?		N/A	

<p>Strategic Planning and Access</p>	<p>Employment land/buildings are protected under policy CP9 which states:</p> <p>In order to retain a mix of employment land and premises in the District, the Local Planning Authority will resist the loss of existing or allocated employment land and floor space within Use Classes B1, B2 or B8. Losses will only be permitted where retaining a business use would not be reasonable having regard to the following:</p> <ul style="list-style-type: none"> • the redevelopment potential for other employment uses or a mix of uses including the scope for intensifying or providing an effective use of the site or building, and the potential to improve and extend the range of modern employment floor space; • whether the building or use meets or could meet a specific local requirement, such as providing low cost start up accommodation; • the environmental impact of business use on neighbouring uses; • the access arrangements for the site/buildings, by road and public transport; • strength of local demand for the type of accommodation; • the benefits of the proposed use compared to the benefits of retaining the existing use.
<p>Recommendation</p>	<p>Site score: B – above average</p> <p>In view of the location and profile of existing occupiers, we recommend the site should be retained and protected for employment related uses, principally for B1 B2 or B8 sectors.</p>

Site Name: Little Park Farm Segensworth West			
Site Ref:	W19		
Borough:	Winchester City Council	Size (ha)	
Description of Site and Location:	Draft LPP2 allocation for business use (see policy SHUA2) – part of a larger allocation on south west side of Junction 9 M27.		
Market Attractiveness Criteria:			
1.1: Has the site been formally identified for employment for at least 10 years?		No	
1.2: Has there been any recent development activity, within the last 5 years?		No	
1.3: Is the site being actively marketed as an employment site?		Yes	
1.4: Is the site owned by a developer or another agency known to undertake employment development?		Yes	
1.5: Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?		No	
1.6: Would employment development on this site be viable, without public funding to resolve infrastructure or other on-site constraints?		Yes	
1.7: Is the site immediately available?		No	
Market Appraisal	The site occupies a strategic location adjacent to J9 of the M27 between the motorway and main South coast railway line, with proposed vehicular access via a new road tunnel off Little Park Farm Road on the Segensworth West Estate. Thus the potential communications at a macro level are excellent, but predisposes the viability of constructing the new tunnel under the railway line. As a result, there may be restriction on vehicle movements which will determine the nature of the occupier attracted to the site and the agents are targeting low density users requiring large yards, open storage etc.		
Adjacent land use and conflicts	Bounded by the motorway and railway line to the north and south and nearby industrial estate so no apparent conflicts.		
Known constraints and infrastructure requirements	<p>Junction 9 suffers from congestion at peak times however on the south side this issue does not materially disaffect occupier demand and arguably is less of concern than the traffic hold ups getting on and off the Solent Business Park on the opposite side of the junction. There are road improvements in hand.</p> <p>The critical infrastructure requirement is building the tunnel under the rail line at a significant cost which is unlikely to happen speculatively and development will therefore only be realised if a substantial pre let or pre-sale can be secured.</p>		
Strategic Planning Factors			
2.1: Is the site within an area identified as of strategic importance.		Yes	
2.2: Is the site identified or likely to be required for a specific user or specialist use?		No	
2.3: Is the site part of a comprehensive or long term development or regeneration proposal?		Yes	

<p>2.4: Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable?</p>	<p>No</p>
<p>Strategic Planning and Access</p>	<p>The site at Little Park Farm (2006 Local Plan Policy S15) is part of a larger allocation for employment (B1, B2, B8) uses that extends beyond the administrative boundary of Winchester District westwards into Fareham Borough.</p> <p>Policy SHU2 of the emerging local plan states:</p> <p>Land at Little Park Farm, Whiteley (within Winchester District), as shown on the Policies Map, is allocated for employment development.</p> <p>Planning permission will be granted provided that detailed proposals accord with other relevant policies and meet the following specific development requirements:</p> <ul style="list-style-type: none"> i. it is within Use Classes B1 (Business), B2 (General Industry) or B8 (Storage and Distribution); and ii. it is developed comprehensively with land to the west in Fareham Borough, including the provision of suitable access.
<p>Recommendation</p>	<p>Site score: C – average</p> <p>The site should be preserved for B class employment use given its location and opportunity to attract low density type occupiers, who often find it difficult to identify suitable sites – the viability and delivery requires detailed examination to explore the justification for public funding support to unlock the development potential.</p>

Site Name: Land adjacent Bramble Farm			
Site Ref:	W20		
Borough:	Winchester City Council	Size (ha)	
Description of Site and Location:	Part of an employment allocation at West of Waterlooville development area, (map to be provided).		
Market Attractiveness Criteria:			
1.1: Has the site been formally identified for employment for at least 10 years?		Yes	
1.2: Has there been any recent development activity, within the last 5 years?		No	
1.3: Is the site being actively marketed as an employment site?		Yes	
1.4: Is the site owned by a developer or another agency known to undertake employment development?		Yes	
1.5: Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?		No	
1.6: Would employment development on this site be viable, without public funding to resolve infrastructure or other on-site constraints?		No	
1.7: Is the site immediately available?		Yes	
Market Appraisal	<p>The site (s) are reasonably well accessed off the B2150 Hambledon Road which links the west side of Waterlooville, circumventing the Town Centre, with Junction 3 of the A3M trunk route to the east. Whilst traditionally Waterlooville is more appealing to local businesses, with one or two exceptions, the quantum of land available here and ready labour pool nearby, may well attract larger occupiers. The land earmarked for employment use is currently being marketed in plots from 5,100 to 25,223 sq m with the road infrastructure under construction.</p> <p>With the development of the former BAE Systems facility on some 12.5 acres for retail, trade, leisure use etc and the new phased development of 2000+ homes, the highway capacity is likely to be under more strain and we foresee peak time congestion becoming a critical issue.</p>		
Adjacent land use and conflicts	The land is bounded by commercial activity on the Brambles Business Park to the east and the new residential developments to the south which may have a potential conflict with certain types of heavier industrial users or 24/7 logistics operators.		
Known constraints and infrastructure requirements	We are not aware of any material constraints to development being effectively greenfield land and there will be the usual services requirements including upgrade of the 3 phase electrical supply.		
Strategic Planning Factors			
2.1: Is the site within an area identified as of strategic importance.		No	
2.2: Is the site identified or likely to be required for a specific user or specialist use?		No	
2.3: Is the site part of a comprehensive or long term development or regeneration proposal?		No	

<p>2.4: Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable?</p>	<p>N/A</p>
<p>Strategic Planning and Access</p>	<p>Employment land/buildings are protected under policy CP9 which states:</p> <p>In order to retain a mix of employment land and premises in the District, the Local Planning Authority will resist the loss of existing or allocated employment land and floor space within Use Classes B1, B2 or B8. Losses will only be permitted where retaining a business use would not be reasonable having regard to the following:</p> <ul style="list-style-type: none"> • the redevelopment potential for other employment uses or a mix of uses including the scope for intensifying or providing an effective use of the site or building, and the potential to improve and extend the range of modern employment floor space; • whether the building or use meets or could meet a specific local requirement, such as providing low cost start up accommodation; • the environmental impact of business use on neighbouring uses; • the access arrangements for the site/buildings, by road and public transport; • strength of local demand for the type of accommodation; • the benefits of the proposed use compared to the benefits of retaining the existing use.
<p>Recommendation</p>	<p>Site score: B – above average</p> <p>In view of its strategic importance and significant opportunity to attract new jobs and safeguard existing employment, the sites should continue to be retained and marketed for commercial use.</p>

Site Name: Land at Old Park Farm, Hambledon Road,Waterlooville			
Site Ref:	W21		
Borough:	Winchester City Council	Size (ha)	
Description of Site and Location:	Part of an existing employment allocation west of the Waterlooville MDA off the Hambledon Road at new traffic light junction and adjacent to a new housing development in ownership of Taylor Wimpey.		
Market Attractiveness Criteria:			
1.1: Has the site been formally identified for employment for at least 10 years?			Yes
1.2: Has there been any recent development activity, within the last 5 years?			No
1.3: Is the site being actively marketed as an employment site?			Yes
1.4: Is the site owned by a developer or another agency known to undertake employment development?			Yes
1.5: Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?			No
1.6: Would employment development on this site be viable, without public funding to resolve infrastructure or other on-site constraints?			Yes
1.7: Is the site immediately available?			Yes
Market Appraisal	<p>The opportunity has been marketed unsuccessfully for a number of years, predominantly of interest to locally based businesses but has failed to attract a sufficiently sizeable occupier to justify a viable development. Frequent access for HGV vehicles is compromised and prospective occupiers would recognise the potential for disturbing the nearby residential accommodation and impacting on their operation.</p> <p>A small unit scheme may have improved market appeal but there are better located potential sites elsewhere in Waterlooville.</p>		
Adjacent land use and conflicts	On the eastern boundary adjacent to a new housing development which may be the source of future conflict with employment uses, working hours and vehicle movement restrictions etc		
Known constraints and infrastructure requirements	The access road has been constructed and we understand mains services are connected to the land so no evident infrastructure requirements will constrain development.		
Strategic Planning Factors			
2.1: Is the site within an area identified as of strategic importance.			No
2.2: Is the site identified or likely to be required for a specific user or specialist use?			No
2.3: Is the site part of a comprehensive or long term development or regeneration proposal?			No
2.4: Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable?			No

<p>Strategic Planning and Access</p>	<p>Employment land/buildings are protected under policy CP9 which states:</p> <p>In order to retain a mix of employment land and premises in the District, the Local Planning Authority will resist the loss of existing or allocated employment land and floor space within Use Classes B1, B2 or B8. Losses will only be permitted where retaining a business use would not be reasonable having regard to the following:</p> <ul style="list-style-type: none"> • the redevelopment potential for other employment uses or a mix of uses including the scope for intensifying or providing an effective use of the site or building, and the potential to improve and extend the range of modern employment floor space; • whether the building or use meets or could meet a specific local requirement, such as providing low cost start up accommodation; • the environmental impact of business use on neighbouring uses; • the access arrangements for the site/buildings, by road and public transport; • strength of local demand for the type of accommodation; • the benefits of the proposed use compared to the benefits of retaining the existing use.
<p>Recommendation</p>	<p>Site score: C – average</p> <p>We anticipate the site will continue to be marketed for commercial use however it will a particular type of 'low key/unobtrusive' business compatible with the surrounding environment which may unlock the employment potential.</p> <p>We recommend the site should be reviewed periodically and assessed in relation to other B class employment sites in the vicinity.</p>

Site Name: Berewood part of mixed use Grainger Development Waterlooville			
Site Ref:	W22		
Borough:	Winchester City Council	Size (ha)	
Description of Site and Location:	Part of employment allocation to West of Waterlooville MDA, south of Brambles Farm Industrial Estate and adjacent to the new Berewood Primary School.		
Market Attractiveness Criteria:			
1.1: Has the site been formally identified for employment for at least 10 years?		Yes	
1.2: Has there been any recent development activity, within the last 5 years?		No	
1.3: Is the site being actively marketed as an employment site?		No	
1.4: Is the site owned by a developer or another agency known to undertake employment development?		Yes	
1.5: Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?		No	
1.6: Would employment development on this site be viable, without public funding to resolve infrastructure or other on-site constraints?		Yes	
1.7: Is the site immediately available?		Yes	
Market Appraisal	The site is designated for mixed use, having vehicular access through a new housing development and situated adjacent to the new Berewood Primary School, this environment will therefore influence the type of occupier attracted to the site – smaller, light industrial/storage, offices, community services uses e.g. health /medical/educational related.		
Adjacent land use and conflicts	As stated, adjacent to a new Primary School, playing fields and housing development so may cause conflict with future, incompatible employment uses.		
Known constraints and infrastructure requirements	No apparent constraints to develop the site nor infrastructure required, access roads under construction.		
Strategic Planning Factors			
2.1: Is the site within an area identified as of strategic importance.		Yes	
2.2: Is the site identified or likely to be required for a specific user or specialist use?		No	
2.3: Is the site part of a comprehensive or long term development or regeneration proposal?		No	
2.4: Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable?		No	

<p>Strategic Planning and Access</p>	<p>Employment land/buildings are protected under policy CP9 which states:</p> <p>In order to retain a mix of employment land and premises in the District, the Local Planning Authority will resist the loss of existing or allocated employment land and floor space within Use Classes B1, B2 or B8. Losses will only be permitted where retaining a business use would not be reasonable having regard to the following:</p> <ul style="list-style-type: none"> • the redevelopment potential for other employment uses or a mix of uses including the scope for intensifying or providing an effective use of the site or building, and the potential to improve and extend the range of modern employment floor space; • whether the building or use meets or could meet a specific local requirement, such as providing low cost start up accommodation; • the environmental impact of business use on neighbouring uses; • the access arrangements for the site/buildings, by road and public transport; • strength of local demand for the type of accommodation; • the benefits of the proposed use compared to the benefits of retaining the existing use.
<p>Recommendation</p>	<p>Site score: C – average</p> <p>In view of the site’s location and adjacent land use and the quantum of B class employment land available elsewhere within the MDA, a flexible approach should be adopted towards future commercial uses which may service the local community’s needs.</p>

Site Name: Parklands Business Park Forest Road Denmead			
Site Ref:	W23		
Borough:	Winchester City Council	Size (ha)	
Description of Site and Location:	Small semi-rural business park, part residential under Prior Notification and part permitted for a care home – the principal use has been office/B1b type occupiers and B2 factory use at the entrance to the business park. The available site with care home permission is some 1.2 acres.		
Market Attractiveness Criteria:			
1.1: Has the site been formally identified for employment for at least 10 years?			Yes
1.2: Has there been any recent development activity, within the last 5 years?			Yes
1.3: Is the site being actively marketed as an employment site?			Yes
1.4: Is the site owned by a developer or another agency known to undertake employment development?			Yes in part
1.5: Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?			Yes
1.6: Would employment development on this site be viable, without public funding to resolve infrastructure or other on-site constraints?			Yes
1.7: Is the site immediately available?			Yes
Market Appraisal	Secondary location attractive to local businesses however over time the lack of occupier demand has encouraged residential conversion of office space under permitted development rights and promoted new build for housing and a potential care home.		
Adjacent land use and conflicts	Bounded by rural environment and development exclusion zone to prevent encroachment – on the opposite side of Forest Road is a large residential estate.		
Known constraints and infrastructure requirements	No significant constraints, there will be ecological, tree preservation and highway issues to resolve but not insurmountable – no major infrastructure works required.		
Strategic Planning Factors			
2.1: Is the site within an area identified as of strategic importance.			No
2.2: Is the site identified or likely to be required for a specific user or specialist use?			No
2.3: Is the site part of a comprehensive or long term development or regeneration proposal?			No
2.4: Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable?			N/A

<p>Strategic Planning and Access</p>	<p>Employment land/buildings are protected under policy CP9 which states:</p> <p>In order to retain a mix of employment land and premises in the District, the Local Planning Authority will resist the loss of existing or allocated employment land and floor space within Use Classes B1, B2 or B8. Losses will only be permitted where retaining a business use would not be reasonable having regard to the following:</p> <ul style="list-style-type: none"> • the redevelopment potential for other employment uses or a mix of uses including the scope for intensifying or providing an effective use of the site or building, and the potential to improve and extend the range of modern employment floor space; • whether the building or use meets or could meet a specific local requirement, such as providing low cost start up accommodation; • the environmental impact of business use on neighbouring uses; • the access arrangements for the site/buildings, by road and public transport; • strength of local demand for the type of accommodation; • the benefits of the proposed use compared to the benefits of retaining the existing use.
<p>Recommendation</p>	<p>Site score: C – average</p> <p>Given the recent development activity being non B class uses, there is now a predisposition towards residential which will be difficult to protect against – the available site has a care home consent which will of course generate employment – the site should be asset managed retaining a mix of these uses.</p>

Site Name: Botting's Industrial Estate / potential extension			
Site Ref:	W24		
Borough:	Winchester City Council	Size (ha)	
Description of Site and Location:	Existing small industrial estate and possible extension adjacent to proposed Botley Bypass.		
Market Attractiveness Criteria:			
1.1: Has the site been formally identified for employment for at least 10 years?			Yes
1.2: Has there been any recent development activity, within the last 5 years?			No
1.3: Is the site being actively marketed as an employment site?			Yes
1.4: Is the site owned by a developer or another agency known to undertake employment development?			Yes
1.5: Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?			Yes
1.6: Would employment development on this site be viable, without public funding to resolve infrastructure or other on-site constraints?			Yes
1.7: Is the site immediately available?			No
Market Appraisal	An established industrial estate in a secondary location. Communications are via the A334 and A3051, on the edge of Botley village. The M27 motorway, Junction 7, lies approximately 3 miles to the west. It also benefits from a local train station, situated adjacent to the site. A number of the buildings have recently been sold off to owner-occupiers, which may limit holistic redevelopment of the site. However, the site boundary includes potential expansion land, which does offer further development opportunity.		
Adjacent land use and conflicts	The site is bounded by a train line to the north, the A334 to the east, the River Hamble to the west and farmland to the south. No known conflicts that we are aware of.		
Known constraints and infrastructure requirements	We believe that a new by-pass is proposed, which will define the south western boundary of the site. Were the by-pass to be built, this will improve road communications to the site.		
Strategic Planning Factors			
2.1: Is the site within an area identified as of strategic importance.			No
2.2: Is the site identified or likely to be required for a specific user or specialist use?			No
2.3: Is the site part of a comprehensive or long term development or regeneration proposal?			No
2.4: Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable?			N/A

<p>Strategic Planning and Access</p>	<p>Employment land/buildings are protected under policy CP9 which states:</p> <p>In order to retain a mix of employment land and premises in the District, the Local Planning Authority will resist the loss of existing or allocated employment land and floor space within Use Classes B1, B2 or B8. Losses will only be permitted where retaining a business use would not be reasonable having regard to the following:</p> <ul style="list-style-type: none"> • the redevelopment potential for other employment uses or a mix of uses including the scope for intensifying or providing an effective use of the site or building, and the potential to improve and extend the range of modern employment floor space; • whether the building or use meets or could meet a specific local requirement, such as providing low cost start up accommodation; • the environmental impact of business use on neighbouring uses; • the access arrangements for the site/buildings, by road and public transport; • strength of local demand for the type of accommodation; • the benefits of the proposed use compared to the benefits of retaining the existing use.
<p>Recommendation</p>	<p>Site score: D – below average</p> <p>We would recommend that the site be retained for employment related uses, including B1, B2 and B8. Opportunities for further expansion on the un-developed parts of the site, which will be improved if the proposed by-pass is built.</p>

Site Name: Morgan's Yard			
Site Ref:	W25		
Borough:	Winchester City Council	Size (ha)	
Description of Site and Location:	Draft LPP2 allocation for 2.8ha of business use (see policy WC1) in Waltham Chase.		
Market Attractiveness Criteria:			
1.1: Has the site been formally identified for employment for at least 10 years?		Yes	
1.2: Has there been any recent development activity, within the last 5 years?		No	
1.3: Is the site being actively marketed as an employment site?		Yes	
1.4: Is the site owned by a developer or another agency known to undertake employment development?		Not known	
1.5: Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?		Not known	
1.6: Would employment development on this site be viable, without public funding to resolve infrastructure or other on-site constraints?		Yes	
1.7: Is the site immediately available?		No	
Market Appraisal	A brownfield site currently operating as open storage and vehicle repairs and sales. It resides in a rural location and would be deemed a tertiary location for employment. Communications are poor, given its rural location.		
Adjacent land use and conflicts	Primary school to the east; B2177 to the west; Solomons Lane to the south and stream to the north. To the north and west is residential properties, forming the southern element of Waltham Chase.		
Known constraints and infrastructure requirements	Given the current use of the site, for vehicle repairs and storage, there may be residual contamination at the site which would require further investigation.		
Strategic Planning Factors			
2.1: Is the site within an area identified as of strategic importance.		Yes	
2.2: Is the site identified or likely to be required for a specific user or specialist use?		No	
2.3: Is the site part of a comprehensive or long term development or regeneration proposal?		Yes	
2.4: Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable?		N/A	
Strategic Planning and Access	Forms part of the Land at Morgan's Yard allocation under Policy WC1 of the emerging local plan. It is allocated for the development of about 60 dwellings, extension of the adjoining St John the Baptist Primary School, and employment generating uses to replace existing jobs on the site.		

<p>Recommendation</p>	<p>Site score: E – low</p> <p>Given its location, this would not be considered a strong employment location and therefore, consideration should be given to alternative residential uses.</p> <p>There will be increased pressure in value terms because mixed uses, largely motor trade will have a higher value than the residential value of small scale employment uses, therefore some sort of mixed use may be appropriate.</p>
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Site Name: The Foundry / Franklin House Area			
Site Ref:	W26		
Borough:	Winchester City Council	Size (ha)	
Description of Site and Location:	Small business / industrial area, main employment area for Kings Worthy.		
Market Attractiveness Criteria:			
1.1: Has the site been formally identified for employment for at least 10 years?		Yes	
1.2: Has there been any recent development activity, within the last 5 years?		No	
1.3: Is the site being actively marketed as an employment site?		Yes	
1.4: Is the site owned by a developer or another agency known to undertake employment development?		Yes	
1.5: Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?		Yes	
1.6: Would employment development on this site be viable, without public funding to resolve infrastructure or other on-site constraints?		Yes	
1.7: Is the site immediately available?		No	
Market Appraisal	The site is divided into two sections - The Foundry providing industrial buildings, accessed via London Road. The rear of the site, accessed via Church Green Close, is Royal Court comprises three grade A three-storey office buildings, built in the late 2000's. The site has relatively good road communications, with Junction 9 of the M3 being 1.6 miles to the south. However, Winchester city centre is some 2 miles to the south and therefore, access to immediate amenities are limited to the local area, including a public house and post office.		
Adjacent land use and conflicts	The site is defined on three side by the A34, the A33 and the B3047 (London Road). To the north east of the site is a small residential development		
Known constraints and infrastructure requirements	None that we are aware of.		
Strategic Planning Factors			
2.1: Is the site within an area identified as of strategic importance.		No	
2.2: Is the site identified or likely to be required for a specific user or specialist use?		No	
2.3: Is the site part of a comprehensive or long term development or regeneration proposal?		No	
2.4: Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable?		N/A	

<p>Strategic Planning and Access</p>	<p>Employment land/buildings are protected under policy CP9 which states:</p> <p>In order to retain a mix of employment land and premises in the District, the Local Planning Authority will resist the loss of existing or allocated employment land and floor space within Use Classes B1, B2 or B8. Losses will only be permitted where retaining a business use would not be reasonable having regard to the following:</p> <ul style="list-style-type: none"> • the redevelopment potential for other employment uses or a mix of uses including the scope for intensifying or providing an effective use of the site or building, and the potential to improve and extend the range of modern employment floor space; • whether the building or use meets or could meet a specific local requirement, such as providing low cost start up accommodation; • the environmental impact of business use on neighbouring uses; • the access arrangements for the site/buildings, by road and public transport; • strength of local demand for the type of accommodation; • the benefits of the proposed use compared to the benefits of retaining the existing use.
<p>Recommendation</p>	<p>Site score: B – above average</p> <p>We would recommend that the site is related for employment related uses.</p>

Site Name: Station Road / Mill Lane Wickham			
Site Ref:	W27		
Borough:	Winchester City Council	Size (ha)	
Description of Site and Location:	A relatively small industrial estate, the main employment area for Wickham, close to the Town Centre.		
Market Attractiveness Criteria:			
1.1: Has the site been formally identified for employment for at least 10 years?			Yes
1.2: Has there been any recent development activity, within the last 5 years?			No
1.3: Is the site being actively marketed as an employment site?			No
1.4: Is the site owned by a developer or another agency known to undertake employment development?			No
1.5: Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?			Yes
1.6: Would employment development on this site be viable, without public funding to resolve infrastructure or other on-site constraints?			Yes
1.7: Is the site immediately available?			No
Market Appraisal	An existing small industrial estate close to the Town Centre occupied by well established local companies, no current vacancies and with realistically no scope to increase the developable area – will continue to attract indigenous businesses.		
Adjacent land use and conflicts	Bounded by housing on virtually all approaches to the site, HGV access is limited and any particularly noisy or objectionable use, is likely to be in conflict with neighbouring residential uses.		
Known constraints and infrastructure requirements	No known constraints and infrastructure in situ.		
Strategic Planning Factors			
2.1: Is the site within an area identified as of strategic importance.			No
2.2: Is the site identified or likely to be required for a specific user or specialist use?			No
2.3: Is the site part of a comprehensive or long term development or regeneration proposal?			No
2.4: Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable?			N/A

<p>Strategic Planning and Access</p>	<p>Employment land/buildings are protected under policy CP9 which states:</p> <p>In order to retain a mix of employment land and premises in the District, the Local Planning Authority will resist the loss of existing or allocated employment land and floor space within Use Classes B1, B2 or B8. Losses will only be permitted where retaining a business use would not be reasonable having regard to the following:</p> <ul style="list-style-type: none"> • the redevelopment potential for other employment uses or a mix of uses including the scope for intensifying or providing an effective use of the site or building, and the potential to improve and extend the range of modern employment floor space; • whether the building or use meets or could meet a specific local requirement, such as providing low cost start up accommodation; • the environmental impact of business use on neighbouring uses; • the access arrangements for the site/buildings, by road and public transport; • strength of local demand for the type of accommodation; • the benefits of the proposed use compared to the benefits of retaining the existing use.
<p>Recommendation</p>	<p>Site score: D – low</p> <p>In view of the location, size and nature of the units on the Estate, we recommend the site be asset managed and the existing employment uses retained for the foreseeable future.</p>

Site Name: The Sidings / Knowle Hospital			
Site Ref:	W28		
Borough:	Winchester City Council	Size (ha)	
Description of Site and Location:	Small industrial area and offices at Knowle Village.		
Market Attractiveness Criteria:			
1.1: Has the site been formally identified for employment for at least 10 years?		Yes	
1.2: Has there been any recent development activity, within the last 5 years?		Not known	
1.3: Is the site being actively marketed as an employment site?		Yes	
1.4: Is the site owned by a developer or another agency known to undertake employment development?		Yes	
1.5: Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?		Yes	
1.6: Would employment development on this site be viable, without public funding to resolve infrastructure or other on-site constraints?		No	
1.7: Is the site immediately available?		No	
Market Appraisal	<p>Knowle is a relatively recent re-development of a former hospital site, primarily for residential and with the subject site providing employment space, in the form of small, modern business units and offices, to satisfy local business demand.</p> <p>The location is rural and immediate road communications are not suitable for heavy goods vehicles. Junction 10 of the M27 is within 3.6 miles, however, this provides access/exit from/to the east only.</p> <p>Basic amenities are provided at Knowle Village, with Fareham town centre, located within 5 miles to the south, offering a wider range of facilities.</p>		
Adjacent land use and conflicts	To the north of the site is farmland and a water treatment plant, to the east and south is residential dwellings and to the west is farmland and the River Meon.		
Known constraints and infrastructure requirements	Potential for contamination issues on part of the site currently used as open storage		
Strategic Planning Factors			
2.1: Is the site within an area identified as of strategic importance.		No	
2.2: Is the site identified or likely to be required for a specific user or specialist use?		No	
2.3: Is the site part of a comprehensive or long term development or regeneration proposal?		No	
2.4: Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable?		N/A	

<p>Strategic Planning and Access</p>	<p>Employment land/buildings are protected under policy CP9 which states:</p> <p>In order to retain a mix of employment land and premises in the District, the Local Planning Authority will resist the loss of existing or allocated employment land and floor space within Use Classes B1, B2 or B8. Losses will only be permitted where retaining a business use would not be reasonable having regard to the following:</p> <ul style="list-style-type: none"> • the redevelopment potential for other employment uses or a mix of uses including the scope for intensifying or providing an effective use of the site or building, and the potential to improve and extend the range of modern employment floor space; • whether the building or use meets or could meet a specific local requirement, such as providing low cost start up accommodation; • the environmental impact of business use on neighbouring uses; • the access arrangements for the site/buildings, by road and public transport; • strength of local demand for the type of accommodation; • the benefits of the proposed use compared to the benefits of retaining the existing use.
<p>Recommendation</p>	<p>Site score: C – average</p> <p>The site provides employment space that is needed for local business demand and we would therefore, recommend that it is retained for employment related uses.</p>

Site Name: Winchester Rural Sites, e.g. Southern/Northern Parishes			
Site Ref:	W29-W30		
Borough:	Winchester City Council	Size (ha)	
Description of Site and Location:	<p>All the sites are in rural locations and provide a variety of flexible employment space, some of which have substantial former agricultural buildings and in some cases challenging access.</p> <p>Calvert Centre Well established small unit scheme located on a lane off the A33.</p> <p>Waltham Business Park Well established small unit scheme in a rural location.</p> <p>Swanmore Business Park Well established small unit scheme with a number of motor trade occupiers.</p> <p>Old Park Wood Rural location with former agricultural buildings on site.</p> <p>Nobs Crook, Colden Common Established location and buildings on a well maintained estate.</p> <p>Swifts Farm, Colden Common Rural location with former agricultural buildings on site.</p> <p>Silkstead Farm, Otterbourne Rural location with former agricultural buildings on site.</p> <p>South Lynch Husley Rural location with former agricultural buildings on site.</p> <p>Chapel Lane, Easton A well located site just off the A31, with former agricultural buildings on site.</p>		
Market Attractiveness Criteria:			
1.1: Has the site been formally identified for employment for at least 10 years?			
1.2: Has there been any recent development activity, within the last 5 years?			
1.3: Is the site being actively marketed as an employment site?			
1.4: Is the site owned by a developer or another agency known to undertake employment development?			
1.5: Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?			
1.6: Would employment development on this site be viable, without public funding to resolve infrastructure or other on-site constraints?			
1.7: Is the site immediately available?			
Market Appraisal	All sites are in rural locations. They provide a variety of flexible employment space, such as office, industrial and open storage, which meets the demands of small local businesses and start-ups.		
Adjacent land use and conflicts	No known conflicts. Adjacent use is typically agricultural or small scale residential.		

<p>Known constraints and infrastructure requirements</p>	<p>None, that we are aware of.</p>	
<p>Strategic Planning Factors</p>		
<p>2.1: Is the site within an area identified as of strategic importance.</p>	<p>No</p>	
<p>2.2: Is the site identified or likely to be required for a specific user or specialist use?</p>	<p>No</p>	
<p>2.3: Is the site part of a comprehensive or long term development or regeneration proposal?</p>	<p>No</p>	
<p>2.4: Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable?</p>	<p>N/A</p>	
<p>Strategic Planning and Access</p>	<p>These Employment land/buildings are protected under policy CP9 which states:</p> <p>In order to retain a mix of employment land and premises in the District, the Local Planning Authority will resist the loss of existing or allocated employment land and floor space within Use Classes B1, B2 or B8. Losses will only be permitted where retaining a business use would not be reasonable having regard to the following:</p> <ul style="list-style-type: none"> • the redevelopment potential for other employment uses or a mix of uses including the scope for intensifying or providing an effective use of the site or building, and the potential to improve and extend the range of modern employment floor space; • whether the building or use meets or could meet a specific local requirement, such as providing low cost start up accommodation; • the environmental impact of business use on neighbouring uses; • the access arrangements for the site/buildings, by road and public transport; • strength of local demand for the type of accommodation; • the benefits of the proposed use compared to the benefits of retaining the existing use. 	
<p>Recommendation</p>	<p>Site score: D/E – below average/low</p> <p>It is our recommendation that sites should be asset managed for existing employment uses, although subject to demand there may be small scale opportunities for redevelopment, either as employment or residential uses.</p>	