



Denmead Data Set August 2013

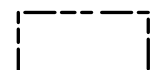
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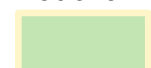
Location characteristics & setting



Winchester District



National Park



PUSH



Local/Strategic Gaps



Winchester District



National Park



PUSH



Floodzone 3



SSSI



SINC



Ancient_Woodland



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South Downs National Park

The South Downs National Park lies just to the north of the village, although part of the parish is within the National Park.

Designated wildlife sites?

There are a number of SINC's on the outskirts of the settlement mainly covering meadows, woodlands (including ancient and semi-natural woodlands) and Anthill Common. A total of 19 SINC's are within the parish of Denmead.

Heritage sites?

There are no designated heritage sites within the immediate vicinity of Denmead

Flood zone 3?

Denmead lies along the upper reaches of the Wallington River which flows into Portsmouth Harbour. The flood zone 3 area cuts through the settlement along Harvest Road and across Hambledon Road.

A substantial area of housing is also covered by Flood zone 3 from the pond in the area northwest of Creech View across Forest Mead to the field drains to the southeast of the settlement.

Conservation Area or listed buildings?

There are 4 grade II listed buildings within the settlement boundary.

Grade 1 agricultural land under agriculture or horticulture?

There is no grade 1 agricultural land in the vicinity of the settlement.

What makes Denmead special?

Denmead has a rural character and an active `village community. The countryside penetrates to the centre of the village and this open space supports a variety of wildlife and gives the village centre a rural image which is enjoyed by both the residents of Denmead and also people coming to shop in Denmead or to walk on the lanes.

What do you see as the main opportunities for Denmead?

- Recognise a need and opportunity to plan for change
- There is an opportunity to maintain a gap between Denmead and Southwick and the major development at Waterlooville to preserve the village identity
- Provide affordable housing for local people
- Provide opportunities for new small businesses.
- Enhance the village centre.

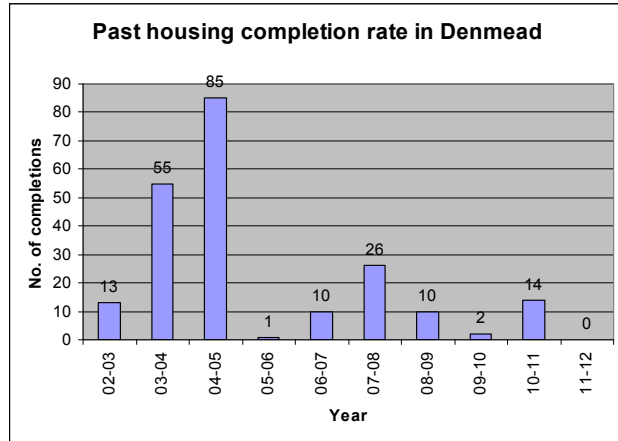
What are the challenges facing Denmead over the next 20 years?

- Provision of affordable housing
- Supporting limited and controlled building of market housing targeting primarily brownfield sites.
- Retaining identity and character of the village.
- Protection of the Denmead gap
- Supporting an ageing population through the development of residential homes
- Support the development of small business and start up businesses taking account the relationship with Waterlooville.
- Providing good public or alternative transport links
- Support existing retail and encourage new retail; enhance the local centre.
- Providing additional facilities and recreational space needed
- Making sure infrastructure is provided at the right time to meet the needs of Denmead
- Enhancing the appearance of the village centre needs without compromising the recent works completed
- Provision of suitable broadband
- Provide additional facilities (larger hall).

Sources for the above:

Denmead Village Design Statement 2007, Denmead Blueprint responses

Population & Housing

Givens	Figure		Scale	Data Source and reasons used
No of dwellings	<u>2011</u> 2831	<u>2001</u> 2462	Parish	2011/2001 Census data, ONS
Population estimate 2011	<u>2011</u> 6736	<u>2001</u> 6190	Parish	2011/2001 Census data, ONS
Tenure: Privately owned Council/RSL rented Privately rented	2245 225 211		Parish	2011/2001 Census data, ONS
No of new houses built- last 10 years (2002/03-2011/12)	216 		Settlement	From Hampshire County Council Annual Housing Surveys 2012
Number of households with local connection	147		Parish	From the Hampshire Home Choice Register July 2012. Number of household with local connection = the number of households identified as being eligible for affordable rural housing in a village to which they had a local connection by reason of family, residence or employment. These households are also included on the housing register.

How many houses need to be developed	Figure	Scale	Data Source and reasons used
New homes to be provided as identified in Local Plan Part 1	250	Settlement	Local Plan Part 1, Policy MTRA2
Planning permissions already granted (at April 2013 including 'Little Frenchies Field') ¹	49		From Hampshire County Council Annual Housing Surveys 2013
Homes completed 2011-2013	50		From Hampshire County Council Annual Housing Surveys 2013
Shortfall	151		No. of houses required minus those built and those granted permission

Known Potential Housing Sites	Figure	Scale	Data Source and reasons used
SHLAA sites within the existing boundary	21	Settlement	Strategic Housing Land Availability Assessment 2012

Key housing data sources :	
Winchester District Housing Strategy 2008/09 - 2012/13	http://www.winchester.gov.uk/housing/housing-strategies/winchester-district-housing-strategy-2008-09-2012-/
Small Area Population Forecasts (SAPF)	http://www3.hants.gov.uk/factsandfigures/population-statistics/pop-estimates/small-area-pop-stats.htm
Office for National Statistics 2001 Census	http://www.winchester.gov.uk/data/census-2001/

¹ This figure includes the outstanding permissions at April 2013 for 38 dwellings, plus the 11 dwellings permitted at Land adjacent to Denmead Junior School, Bere Road in April 2013

Office for National Statistics Neighbourhood Statistics	http://www.neighbourhood.statistics.gov.uk/
On this webpage you will find evidence base documents for housing	http://www.winchester.gov.uk/planning-policy/evidence-base/housing/
housing-market-assessment-2007	http://www.winchester.gov.uk/planning-policy/evidence-base/housing/housing-market-assessment-2007/

Employment

	Figure		Scale	Data Source and reasons used
Those aged between 16-74	4796		Parish	2011 Census data, ONS
Economically active = people in work or looking for work	<u>2011</u> 3537	<u>2001</u> 3126	Parish	2011/2001 Census data, ONS
Economically inactive = retired, students, looking after family/home, permanently sick/disabled	<u>2011</u> 1270	<u>2001</u> 1245	Parish	2011/2001 Census data, ONS
Top employment destinations from Denmead:	Portsmouth 31% Waterlooville 18% Havant 8% Fareham/Portchester 4% Southampton 3% Winchester 2%			Census 2001 (Occupation Groups); SQW Winchester Economic and Employment Study 2007;
Working residents % of working residents employed in Denmead % of Denmead workers living in Denmead	20.8% 42.5%		Parish	SQW Winchester District Economic and Employment Land Study, 2007
Net flow of employees	-1436			SQW Winchester District Economic and Employment Land Study, 2007

	<u>2011</u>	<u>2001</u>		2011/2001 Census data, ONS
Managers and senior officials	517	683		
Professional	722	447		
Associate professional & technical	494	470		
Administrative & secretarial	439	428	Parish	
Skilled trades	376	276		
Personal services	278	161		
Sales and customer services	224	183		
Process plant and machine operatives	151	157		
Elementary occupations	206	238		
Retail and service Units	17		Settlement	NLP Retail and Town Centre uses study, 2007
Retail Uses				NLP Retail and Town Centre uses study, 2007 (updated by Denmead Parish Council 2014).
Restaurants, cafes & Takeaways	3			
Banks/other financial services	1		Settlement	
Estate agents and Valuers	2			
Travel agents	0			
Hairdressers & Beauty parlours	3			
Laundries & dry cleaners	0			

Key employment data sources :	
http://www.invest-in-southampton.co.uk/property/	
http://www.winchester.gov.uk/business/commercial-property/	
http://www.winchester.gov.uk/planning-policy/evidence-base/economy/	
http://www3.hants.gov.uk/factsandfigures/population-statistics/pop-estimates/small-area-pop-stats.htm	
http://www.winchester.gov.uk/data/census-2001/	
http://www.nomisweb.co.uk/	

Community & Social Infrastructure

	Figure	Data Source and reasons used
Car Parking	<p>There is one Council-owned car park located at Kidmore Lane to the west of the centre, within a few minutes walk. This car park is free to use and contains 78 spaces, and was fairly empty during the NLP site visit (Thursday 31st May, 11.00 am). There are plenty of other car parking facilities at Denmead town/village centre; there is ample parking in front of the main parade of shops on Hambledon Road, there is space to park next to the Vacant Ashlands site, there is also a car park for the Health Centre and another for the church. There is a considerable amount of parking in Denmead for a centre of its size.</p> <p>Car Parking in the centre is well utilised with a recent Car Parking Strategy paper recording 100% utilisation outside of the shop and 47% in Kidmore Lane, although this is still considered to be a low figure.</p>	<p>NLP Retail and Town Centre uses study, 2007</p> <p>Update by Parish Council, March 2014.</p>
Public Transport Bus services	<p>There is one request bus stop in Denmead centre, and one bus shelter opposite the main parade of shops. The bus shelter was of poor quality. Services run to Waterloooville, Horndean School, QA Hospital and Portsmouth</p> <p>Bus Services – the bus shelters have recently been refurbished. Within Denmead Parish there are 23 bus stops.</p>	<p>NLP Retail and Town Centre uses study, 2007, www.travelinesw.com</p> <p>Update by Parish Council, March 2014.</p>
Rail services	<p>There is no train station in Denmead. Portsmouth and Havant train stations are the nearest to Denmead.</p>	<p>NLP Retail and Town Centre uses study, 2007, www.travelinesw.com</p>
Schools	<u>Denmead Primary Schools</u>	

	Capacity: 612 <u>Cowplain Community Secondary School</u> 1080	HCC education Department
Education Capacity	Surplus	
Primary Schools 2012	66	
Secondary Schools 2012	45	
Primary Schools 2017	-133	
Secondary Schools 2017	68	
Health facilities		
<u>Doctors surgery</u>	Denmead Doctors Surgery, Hambledon Road, PO7 6NR, 5 doctors	http://www.denmeaddoctorssurgery.co.uk/
<u>Dental practices</u>	Denmead Dental, Hambledon Road, Denmead, PO7 6QA	http://denmeaddental.co.uk
Library services	The closest library is at Waterlooville. A mobile library service is available	

Summary of Denmead Town/Village Centre's Strengths and Weaknesses²

Strengths

- The centre has a good provision of convenience shops including a greengrocer, a bakery and a Co-Op store; the proportion of convenience retailers is significantly higher than the national average.
- The centre has a good provision of some services, particularly of banks and hairdressers/ beauty parlours, both of which are represented by a greater proportion than the national average.
- Car parking is adequate and not considerable for a village of this size but it is well used and it is critical to the vitality of Denmead Centre (update from Denmead Parish Council March 2014).
- Public transport links to and from the centre are reasonably good for a centre of its size, and run to a range of other centres.
- The environmental quality of the centre is reasonable for a centre of its size, there is adequate provision of street furniture, and there is little evidence of litter, graffiti or vandalism.

Weaknesses

- Denmead town/village centre has a relatively poor provision of comparison shops; the proportion of comparison retailers is lower than the national average.
- Denmead town/village centre lacks any travel agents or laundrettes/ dry cleaners/shoe repairs, but it is questionable whether such services would be expected in a centre of Denmead's size.
- The vacancy rate (11.8%) is slightly higher than the national average (10.5%), however as there are only two vacant units, it is difficult to draw any concrete conclusions regarding the level of demand for property.
- Pedestrian movement in the centre is hindered by Hambledon Road, the cars parked in front of the main shopping parade and the hedge separating the western end of the centre.

Opportunities

- Denmead benefits from a loyal local customer base and passing trade. Expenditure generated by this customer base is expected to grow in the future, which could provide opportunities to improve the range and choice of shops and services in the centre.
- The potential development of 3,000 residential at West Waterlooville could generate some additional trade.

Threats

- The demand for premises within Denmead is likely to be limited. The centre is dominated by independent traders. If independent traders close in the future the availability of new occupiers is uncertain and the number of vacant units could increase, which may undermine the vitality and viability of the centre.
- Denmead is located reasonably close to larger shopping centres in Havant including Waterlooville. The strength and proximity of these centres will limit the potential to maintain and enhance the vitality and viability of Denmead.

² NLP Retail and Town Centre uses study, 2007 (updated by Denmead Parish Council 2014)

Infrastructure

Summary - No specific show stoppers. Access and transport improvements needed. Health Centre facilities would need to be improved for anything other than small development.

Infrastructure	Policy Link	Source of Information
Access /Junction Improvement Works	CP10	HCC draft Transport Statement Sept 2012, Winchester Local Transport Schemes 2012
<ul style="list-style-type: none"> Road narrowing/chicane at Hambledon end of B2150. 		
Environmental Enhancements	CP10	HCC draft Transport Statement Sept 2012, Winchester Local Transport Schemes 2012
<ul style="list-style-type: none"> Denmead Junior School- Provide lighting between Little Corner, Old River and the Greenaway 		
Improved pedestrian/ cycle access and infrastructure	CP10	HCC draft Transport Statement Sept 2012, Winchester Local Transport Schemes 2012 and Winchester District Cycle Strategy 2012
<ul style="list-style-type: none"> B2150 In Havant Borough. Complete cycle link from Denmead to Waterloo Centre. Denmead cycle route west to Wickham Denmead Junior- Traffic calming on Bere Road and Ashling Park Enhance pedestrian and cycle facilities on Hambledon Road and Southwick Road Upgrade access along Bunkers Hill Road for children accessing FC play equipment recently installed in Creech Woods 		
Public Transport	CP10	HCC draft Transport Statement Sept 2012, Winchester Local Transport Schemes 2012
<ul style="list-style-type: none"> RTI at high frequency bus stops as part of PTG bus stop infrastructure improvements (buses already equipped) (2-4k per unit) Deployment of journey planning kiosk and bus departure screen in village centre The bus stops on the Denmead loop require new stops/flags with text for times and detailed travel information, there is scope also for hard standings to be provided along the outer loop on Forest Rd. Two new bus shelters. 		
Health Services-	CP6, MTRA2	NHS Advice - Infrastructure Study
<ul style="list-style-type: none"> Improved facilities to meet demand from anything other than small developments. 		
Open Space, Play and Sport	CP7	OS Strategy 2012/2013 and Built Facilities Study 2008

- Acquisition of additional land for sports. Improvements to cricket facilities.
- Expand Tennis facilities
- Provision of a MUGA
- Refurbishment of NEAP in Ashling Park.