

## Employment / Jobs

**Sustainable development has an economic role** – contributing to building a strong, responsive and competitive economy, by ensuring that sufficient land of the right type is available in the right places and at the right time to support growth and innovation; and by identifying and co-ordinating development requirements, including the provision of infrastructure;

### 1. Is the amount of employment provision about right or are there local aspirations to see changes?

- Consider the range of local employment opportunities available in your settlement, from industrial and commercial sites, to shops, service providers (opticians, estate agents etc) and community services such as health centres and schools/nursery provision – all of which provide a range of job opportunities.
- If local people wish to work locally do the opportunities exist? Consider how many jobs there are, and whether there is a reasonable balance between jobs available locally compared to the working population.
- How many local people are self employed / work at home – do they need local flexible premises? Are there opportunities to share, or rent a space for short periods?
- Do any of the existing employment premises/sites offer potential for other uses? Are they causing problems (e.g. traffic, environmental); should they be replaced or relocated? – undertake an audit of existing premises – how many are vacant, speak to local estate agents to determine demand.

Suggested evidence sources/methodology:	Data for Wickham:														
<p>Does your settlement have a good range of offices and industrial buildings to suit your needs now and in the future?</p> <p>Are employment buildings/sites fully occupied ? – undertake a survey of employment areas and see how many/what types of units are vacant.</p> <p>What's the occupants longer term plans – will they be expanding and looking for a site locally or contracting?</p>	<p>Below we have given you a list of different types of employment and retail uses recorded in the Town Centre (boundary defined in 2006 Local Plan). This data was recorded in 2007 and should be updated by doing a walk round survey – also look at employment in the rest of the settlement.</p> <p><b>Table setting out the mix of uses in Wickham town centre recorded in 2007</b></p> <p><a href="#">NLP Retail and town centre uses study, 2007</a></p> <table><tr><th>Type of Unit (see definition of uses provided at the end)</th><th>Number of Units</th><th colspan="3">Proportion of Total Number of Units (%)</th></tr><tr><td></td><td></td><td>Wickham</td><td>Index National = 100</td><td>National Average*</td></tr></table>					Type of Unit (see definition of uses provided at the end)	Number of Units	Proportion of Total Number of Units (%)					Wickham	Index National = 100	National Average*
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Suggested evidence sources/methodology:	Data for Wickham:				
Talk to local commercial agents and see what occupiers are looking for; why are properties vacant – could they be occupied by alternative uses that also create jobs? .	Comparison Retail	8	28.6	61.6	46.4
	Convenience Retail	5	17.9	196.7	9.1
	A1 Services	7	25.0	312.5	8
	A2 Services	3	10.7	100.0	10.7
	A3 and A5	5	17.9	128.8	13.9
	A4	3	n/a	n/a	n/a
	Miscellaneous	n/a	n/a	n/a	1.4
	Vacant	0	0	0.0	10.5
	<b>Total</b>	<b>31</b>	<b>100.0</b>		<b>100</b>
	Sources: NLP Site Survey (June 2007) <ul style="list-style-type: none"><li>UK average relates to all town centres surveyed by Goad Plans (November 2006)</li></ul>				
See the glossary at end for the definition of the Use Classes.					
<b>Other employment information</b>					
<b>2001 Census data that needs updating</b> <a href="#">Winchester District Economic and Employment Land Study 2007</a> <ul style="list-style-type: none"><li>Using 2 measures of self containment, Wickham is least self contained market town in the District:<ul style="list-style-type: none"><li>27.3% of working residents who also work in Wickham settlement</li><li>31.2% of workers in Wickham who also live in Wickham</li></ul></li><li>Top 5 working destinations for residents from Wickham</li><li>Portsmouth 17%, Fareham/Portchester 13%, Southampton 9%, Locks Heath/Bursledon 5%, Gosport 4%%</li></ul>					
<b>Data from 2011 Census</b> <ul style="list-style-type: none"><li>The levels of people working from home in Wickham (4% of economically active) are of a</li></ul>					

Suggested evidence sources/methodology:	Data for Wickham:
	<p>similar level to the average across both the South East and England as a whole.</p> <p><b>Data Missing:</b> Up to date information on the number of different types of employment/retail unit in Wickham. Number of vacant units, and type of units vacant – survey and talk to estate agents. Look at <a href="http://www.invest-in-southampton.co.uk/property/">http://www.invest-in-southampton.co.uk/property/</a></p>
<p>Is there a need to provide for more employment opportunities within the settlement?</p> <p>what's the market demand for new space? – what type? Again, talk to estate agents - is there a niche market to be exploited?</p>	<p><a href="http://www.invest-in-southampton.co.uk/property/">http://www.invest-in-southampton.co.uk/property/</a> currently has 3 commercial buildings available for rent/sale in Wickham (on 07.02.13). There are additional premises available in neighbouring settlements:-</p> <p><b><u><a href="#">Ground Floor, Knights Chambers, The Square, Wickham, Fareham, PO17 5JW</a></u></b>  <b>49 sq m</b> (approx 527 sq ft) Ground floor office suite  £8,000 p.a. exclusive Agent: Hughes Ellard (Southampton). Tel: 023 8022 4080</p> <p><b><u><a href="#">Bridge Street, Wickham, Winchester, PO17 5JE</a></u></b>  <b>48 sq m</b> (approx 516 sq ft) Attractive Self Contained Office Building  £7,800 per annum Agent: Primmer Olds. Tel: 023 8022 2292</p> <p><b><u><a href="#">Hilton House, Mayles Lane, Wickham, Winchester, PO17 5ND</a></u></b>  <b>19 sq m - 49 sq m</b> (approx 204 sq ft - 527 sq ft) Two storey office building  £3,250 / £4,750 p.a exclusive Agent: Hughes Ellard (Fareham). Tel: 01329 220033</p>
evidence of community consultation, particularly with business/commercial users and land owners	
<p><b>CONCLUSION :</b></p> <p><b>DETERMINE IF</b></p> <p><b>a) THERE IS A REQUIREMENT FOR NEW EMPLOYMENT</b></p>	

Suggested evidence sources/methodology:	Data for Wickham:
<b>LAND (WORKSPACE)</b> <b>b) THE QUANTITY REQUIRED AND</b> <b>c) OPTIONS FOR DELIVERY</b>	

## 2. Is the defined shopping/town centre boundary about right?

- How many commercial premises and shops are vacant? – why are the vacant, and how long have they been vacant (normal turnover or letting problems). Speak to local agents to find out the type of premises there is demand for and whether there is demand for more/less.
- Does the defined town centre (2006 Local Plan) cover the core commercial area? – Should the boundary be adjusted ? If so how?
- Are there primary shopping frontages where shop uses need to be protected and is the mix of uses about right for a settlement of this size?
- Do any of the premises/sites offer potential for other uses? Are they causing problems (e.g. traffic, environmental); should they be replaced or relocated?

Suggested evidence sources/methodology:	Data for Wickham:
Whether there is a need to provide differently for commercial premises and shops within the settlement. Set out your reasoning and evidence used.	<p><b>Information available</b></p> <p>In 2007 the town centre had a high proportion convenience retailers compared to the national average. It provided a reasonable range of A1 services facilities including three hairdressers and a number of estate agents.</p> <p>There was a low proportion of comparison retailers compared with the national average. There were no national multiple comparison retailers</p> <p>In 2007, 31 units were recorded in the centre with no vacant units</p> <p>The Primary Shopping Frontages are located along the south western frontage and the southern half of the north eastern frontage of The Square.</p> <p><b>Table 1A : Convenience Shops (2010 Prices)</b> <a href="#">Winchester Retail Study Update 2012</a></p>

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	<table><tr><th>Centre/Stores</th><th>Gross Floorspace Sq M</th><th>Net Sales Floorspace Sq M</th><th>% Conv. Floorspace</th><th>Conv. Sales Floorspace Sq M</th><th>Company * Average Per Sq M</th><th>Benchmark Total £M Turnover</th></tr><tr><td>Wickham Co-Op</td><td>466</td><td>346</td><td>98%</td><td>339</td><td>£7,279</td><td>£2.47</td></tr><tr><td>Local Shops</td><td>n/a</td><td>205</td><td>100%</td><td>205</td><td>£4,000</td><td>£0.82</td></tr><tr><td>Wickham Total</td><td></td><td>551</td><td></td><td>544</td><td></td><td>£3.29</td></tr></table> <p>* Turnover densities exclude an allowance for petrol sales in large food stores and include an allowance for VAT. <i>Retail Rankings and Verdict 2011</i> <i>Institute of Grocery Distribution</i> <i>Goad Plans</i></p> <p><b>Table 4A: Comparison Shops within Other Main and Local Centres 2010 (2010 Prices))</b> <a href="#">Winchester Retail Study Update 2012</a></p> <table><tr><th>Location</th><th>Net Sales Floorspace Sq M</th><th>Average Turnover Per Sq M</th><th>Benchmark Turnover £M</th></tr><tr><td>Wickham</td><td>600</td><td>£4,000</td><td>£2.40</td></tr></table> <p>Sources: Goad</p> <p><b>Issues affecting employment and retail in Wickham Town Centre (based on 2007 information).</b></p> <ul style="list-style-type: none"><li>• The town centre is supported by a loyal local customer base and local residents would have to travel large distances to reach alternative facilities. Expenditure generated by this customer base is expected to grow in the future, which should provide opportunities to improve the range and choice of shops and services in the town.</li><li>• There us a limited number of comparison shops and financial/professional services. There are no</li></ul>							Centre/Stores	Gross Floorspace Sq M	Net Sales Floorspace Sq M	% Conv. Floorspace	Conv. Sales Floorspace Sq M	Company * Average Per Sq M	Benchmark Total £M Turnover	Wickham Co-Op	466	346	98%	339	£7,279	£2.47	Local Shops	n/a	205	100%	205	£4,000	£0.82	Wickham Total		551		544		£3.29	Location	Net Sales Floorspace Sq M	Average Turnover Per Sq M	Benchmark Turnover £M	Wickham	600	£4,000	£2.40
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Suggested evidence sources/methodology:	Data for Wickham:
	<p>national multiple comparison retailers, only one bank and no travel agents.</p> <ul style="list-style-type: none"> <li>• The historic character of the town centre means development opportunities to expand facilities within the town centre are limited. Therefore the existing urban form provides limited opportunities to expand facilities within the town centre. If the town centre does not improve the range and choice of facilities the town's role in the hierarchy could diminish.</li> <li>• Demand for premises within Wickham from national and regional retail and leisure opportunities is relatively poor. The town centre is dominated by independent traders. If the 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 town centre.</li> </ul>
<p>Is your settlement named in the retail hierarchy in Policy DS1? What will this mean for future provision? Do you need to identify additional sites for retail purposes?</p> <p>If so what options are available?</p> <p>(If your settlement is not named in Policy DS1 – how does it wish to deal with retail and commercial uses? )</p>	<p>In DS1, Wickham is defined as a District Centre which has potential to deliver additional retail/leisure floorspace.</p>
<p>Provide a map of existing provision (shop types, non-retail, services) – how does this compare to the town centre / primary retail boundaries defined in the 2006 Local Plan?</p> <p>Do these need to be adjusted ?</p>	
<p><b>CONCLUSION :</b></p> <p><b>DETERMINE THE QUANTITY OF NEW</b></p>	

Suggested evidence sources/methodology:	Data for Wickham:
<b>RETAIL FLOORSPEACE (IF REQUIRED) AND OPTIONS FOR DELIVERY</b>  <b>HAVE A PLAN WITH A REVISED TOWN CENTRE BOUNDARY AND ANY ADDITIONAL/CHANGED RETAIL PROVISION FOR CONSULTATION</b>	

Reference Sources :

<http://www.winchester.gov.uk/planning-policy/local-plan-review-adopted-2006/>

<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/>

## Glossary

Definitions from [NLP Retail and town centre uses study, 2007](#)

**Convenience Goods** Consumer goods purchased on a regular basis, including food and groceries and cleaning materials.

**Comparison Goods** Durable goods such as clothing, household goods, furniture, DIY and electrical goods.

The following is a guide definition of the Use Classes taken from <http://www.planningportal.gov.uk/permission/commonprojects/changeofuse/>

- **A1 Shops** - Shops, retail warehouses, hairdressers, undertakers, travel and ticket agencies, post offices (but not sorting offices), pet shops, sandwich bars, showrooms, domestic hire shops, dry cleaners, funeral directors and internet cafes.
- **A2 Financial and professional services** - Financial services such as banks and building societies, professional services (other than health and medical services) including estate and employment agencies and betting offices.
- **A3 Restaurants and cafés** - For the sale of food and drink for consumption on the premises - restaurants, snack bars and cafes.
- **A4 Drinking establishments** - Public houses, wine bars or other drinking establishments (but not night clubs).
- **A5 Hot food takeaways** - For the sale of hot food for consumption off the premises.
- **B1 Business - Offices** (other than those that fall within A2), research and development of products and processes, light industry appropriate in a residential area.
- **B2 General industrial** - Use for industrial process other than one falling within class B1 (excluding incineration purposes, chemical treatment or landfill or hazardous waste).
- **B8 Storage or distribution** - This class includes open air storage.
- **C1 Hotels** - Hotels, boarding and guest houses where no significant element of care is provided (excludes hostels).
- **C2 Residential institutions** - Residential care homes, hospitals, nursing homes, boarding schools, residential colleges and training centres.
- **C3 Dwellinghouses**
- **C4 Houses in multiple occupation** - small shared houses occupied by between three and six unrelated individuals, as their only or main residence, who share basic amenities such as a kitchen or bathroom.
- **D1 Non-residential institutions** - Clinics, health centres, crèches, day nurseries, day centres, schools, art galleries (other than for sale or hire), museums, libraries, halls, places of worship, church halls, law court. Non residential education and training centres.
- **D2 Assembly and leisure** - Cinemas, music and concert halls, bingo and dance halls (but not night clubs), swimming baths, skating rinks, gymnasiums or area for indoor or outdoor sports and recreations (except for motor sports, or where firearms are used).
- **Sui Generis** - Certain uses do not fall within any use class and are considered 'sui generis'. Such uses include: theatres, houses in multiple occupation, hostels providing no significant element of care, scrap yards. Petrol filling stations and shops selling and/or displaying motor vehicles. Retail warehouse clubs, nightclubs, launderettes, taxi businesses, amusement centres and casinos.