

## **Swanmore Data Set**

August 2013

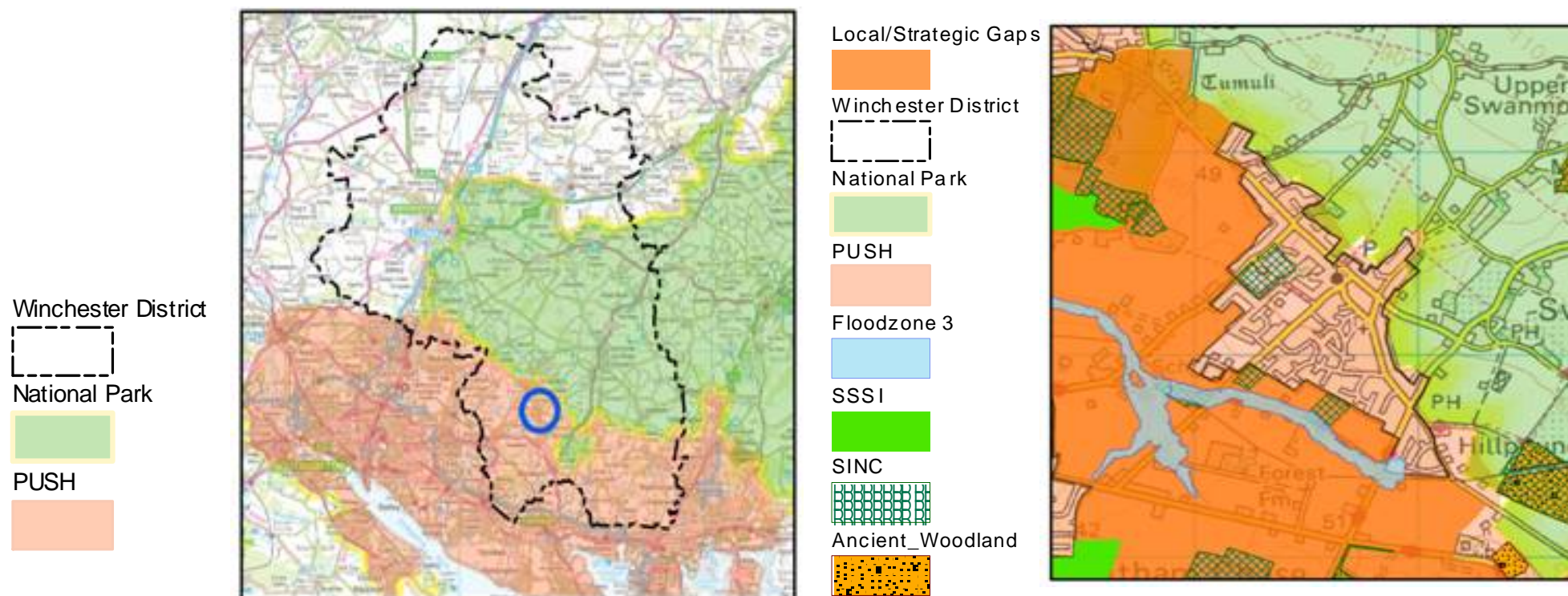
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## Location characteristics & setting

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### South Downs National Park

The National Park borders the north-eastern edge of the settlement of Swanmore.

### Designated wildlife sites

There are a large number of sites designated for their nature conservation interest around Swanmore. The Moors SSSIs and Waltham Chase Meadows SSSI are located within 2km of Swanmore. To the South East lies 'Dirty Copse' an area of ancient woodland designated as a SINC. Marsh's Meadow SINC is within the settlement boundary and New Road Meadow SINC, Belmont Meadow SINC and Ludwell Meadow SINC lie on the periphery of the settlement.

### Heritage sites

To the east and south of Swanmore are historic parks at Swanmore Park, Hill Place and Holywell House.

**Flood zone 3**

Swanmore lies in the upper reaches of the River Hamble. The area of Flood Zone 3 follows the tributary of the Hamble running along 'The Lakes' to Gravel Hill.

**Conservation Area or listed buildings**

There are three listed buildings (Grade II) within the settlement: The Church of St Barnabas, The Rising Sun and Thatch Cottage.

**What makes Swanmore special?**

- Swanmore has a distinct rural character which attracts many people to live in the area as do the schools (Blueprint - Village Plan Questionnaire)
- The fields immediately to the north of Church Road are particularly important to the country village ambience of Swanmore (Swanmore Village Design Statement).

**What do you see as the main opportunities for Swanmore?**

- Recognise a need and opportunity to plan for additional houses in future in small developments.
- Swanmore should remain dependent essentially on Bishops Waltham, Wickham and other centres for day-to-day services (Blueprint-Village Plan Questionnaire) – opportunity to support facilities in the village and neighbouring villages.
- Opportunities should be sought to encourage the involvement of schools, youth groups and other organisations in the local environment and wildlife for both awareness and education. (Swanmore Village Design Statement).

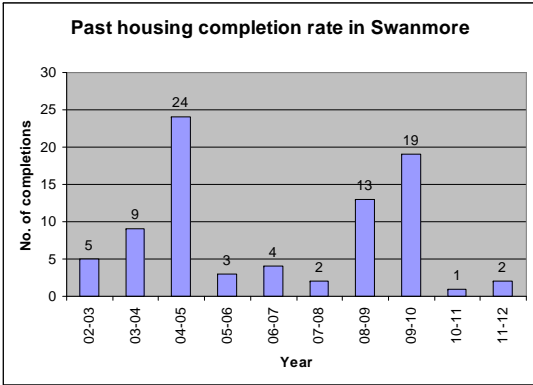
**What are the challenges facing Swanmore over the next 20 years?**

- Need for range of houses in future, but in smaller developments. The challenge is where these should be built and how to retain the rural character of Swanmore (Blueprint-Village Plan Questionnaire).
- Need to support an aging population (Blueprint-Village Plan Questionnaire).
- There is a need to accommodate for an increasingly aging population (Blueprint-Village Plan Questionnaire).
- Retaining the identity and unique character of the village (Swanmore Village Design Statement).
- Protection of the undeveloped gap between Swanmore and other villages (Swanmore Village Design Statement).
- The green corridor through the Lakes is particularly vulnerable to any thinning or interruption to its continuity (Swanmore Village Design Statement).

**Sources:**

Blueprint-Village Plan Questionnaire  
Swanmore Village Design Statement

## Population & Housing

Givens	Figure		Scale	Data Source and reasons used
<b>No of dwellings</b>	<b>2011</b> 1191	<b>2001</b> 1073	Parish	2011/2001 Census data, Office of National Statistics (ONS)
<b>Population estimate</b>	<b>2011</b> 3017	<b>2001</b> 2871	Parish	2011/2001 Census data, ONS
<b>Tenure:</b> Privately owned Council/RSL rented Privately rented	<b>2011</b> 947 114 83	<b>2001</b> 884 90 58	Parish	2011/2001 Census data, ONS
<b>No of new houses built- last 10 years (2002/03- 2011/12)</b>	<b>82</b> 		Settlement	From Hampshire County Council Annual Housing Surveys 2012
<b>Affordable housing</b>	<b>59</b> (those who have indicated they have a connection to Swanmore and up to 4 other places)		Settlement	From the <a href="#">Hampshire Home Choice Register</a> 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.
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How many houses need to be developed	Figure	Scale	Data Source and reasons used
<b>New homes to be provided</b> as identified in Local Plan Part 1	<b>250</b>	Settlement	Local Plan Part 1, Policy MTRA2
<b>Planning permissions</b> already granted (at April 2013)	<b>16</b>		From Hampshire County Council Annual Housing Surveys 2013
<b>Homes completed 2011-2013</b>	<b>2</b>		From Hampshire County Council Annual Housing Surveys 2013
<b>Shortfall</b>	<b>232</b>		<b>No. of houses required minus those built and those granted permission</b>

Known Potential Housing Sites	Figure	Scale	Data Source and reasons used
SHLAA sites within the existing boundary	<b>23</b>	Settlement	Strategic Housing Land Availability Assessment 2012

Key housing data sources :	
Winchester District Housing Strategy 2008/09 - 2012/13	<a href="http://www.winchester.gov.uk/housing/housing-strategies/winchester-district-housing-strategy-2008-09-2012-/">http://www.winchester.gov.uk/housing/housing-strategies/winchester-district-housing-strategy-2008-09-2012-/</a>
Small Area Population Forecasts (SAPF)	<a href="http://www3.hants.gov.uk/factsandfigures/population-statistics/pop-estimates/small-area-pop-stats.htm">http://www3.hants.gov.uk/factsandfigures/population-statistics/pop-estimates/small-area-pop-stats.htm</a>
Office for National Statistics 2001 Census	<a href="http://www.winchester.gov.uk/data/census-2001/">http://www.winchester.gov.uk/data/census-2001/</a>
Office for National Statistics Neighbourhood Statistics	<a href="http://www.neighbourhood.statistics.gov.uk/">http://www.neighbourhood.statistics.gov.uk/</a>
On this webpage you will find evidence base	<a href="http://www.winchester.gov.uk/planning-policy/evidence-base/housing/">http://www.winchester.gov.uk/planning-policy/evidence-base/housing/</a>

documents for housing.	
housing-market-assessment-2007	<a href="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/</a>

## Employment

	Figure		Scale	Data Source and reasons used
<b>Those aged between 16-74</b>	<b>2015</b>		Parish	2011/2001 Census data, ONS
<b>Economically active</b> = people in work or looking for work	<b>2011</b> 1497	<b>2001</b> 1419	Parish	2011/2001 Census data, ONS
<b>Economically inactive</b> = retired, students, looking after family/home, permanently sick/disabled	<b>2011</b> 673	<b>2001</b> 596	Parish	2011/2001 Census data, ONS
<b>Occupations</b>	<b>2011</b>	<b>2001</b>	Parish	2011/2001 Census data, ONS
Managers and senior officials	222	326		
Professional occupations	370	270		
Associate professional and technical occupations	189	191		
Administrative and secretarial occupations	131	156		
Skilled trades occupations	138	119		
Personal service occupations	121	80		
Sales and customer service occupations	108	67		
Process; plant and machine operatives	51	61		
Elementary occupations	124	121		
<b>Retail and service Provision</b>	General Stores & PO	1		NLP Retail and Town Centre uses study, 2007/ <a href="#">Market Towns and Rural Area Development Strategy Background Paper July 2011</a>
	Other retail shops	3		
	Pubs/Café/ Restaurants	3		
	Community Halls	1		
	Health surgeries	0		

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

## Community and Social Infrastructure

	Figure	Data Source and reasons used
<b>Public Transport</b> Bus services	Regular service to local market towns, Winchester, Eastleigh and Fareham, local schools, local colleges including Peter Symonds, Barton Peverill and Itchen colleges.	Traveline, <a href="http://www.travelinesw.com">www.travelinesw.com</a>
<b>Rail services</b>	Botley, Fareham and Winchester nearest rail services	Traveline, <a href="http://www.travelinesw.com">www.travelinesw.com</a>
<b>Education Capacity</b>	<p style="text-align: center;"><u>Swanmore Primary</u> 420</p> <p style="text-align: center;"><u>Swanmore Secondary</u> 1350</p>	WCC education department
Education Surpluses	<b>Surplus Places</b>	
Primary Schools 2012	-6	
Secondary Schools 2012	113	
Primary Schools 2017	-89	
Secondary Schools 2017	-124	
<b>Health facilities</b> <u>Doctors surgery</u>	Nearest surgeries in Bishops Waltham, Droxford & Wickham	BW- <a href="http://www.bishopswalthamsurgery.nhs.uk/doctors,43558.htm">http://www.bishopswalthamsurgery.nhs.uk/doctors,43558.htm</a> Wickham - <a href="http://www.wickhamsurgery.co.uk/index.aspx">www.wickhamsurgery.co.uk/index.aspx</a>
<u>Dental practices</u>	Nearest dentist at Bishops Waltham	BW dentists- <a href="http://www.ssdentistry.co.uk/">www.ssdentistry.co.uk/</a> <a href="http://www.whitesdentalcare.co.uk/">www.whitesdentalcare.co.uk/</a>
<b>Library services</b>	Nearest library at Bishops Waltham, and a monthly mobile library	



## Infrastructure

	Core Strategy Policy Link	Source of Information
<b>Environmental Enhancements</b>	CP10	HCC draft Transport Statement Sept 2012, Winchester Local Transport Schemes 2012
<ul style="list-style-type: none"> <li>Provision of improved infrastructure outside Swanmore College of Technology</li> </ul>		
<b>Improved pedestrian/ cycle access and infrastructure</b>	CP10	HCC draft Transport Statement Sept 2012, Winchester Local Transport Schemes 2012
<ul style="list-style-type: none"> <li>Cycle route between Bishops Waltham and Swanmore College of Technology</li> <li>Footway Improvement, The provision of a footway along Dodds Lane from Cobbetts Close to the junction with Chapel Road</li> <li>The provision of a relatively short length of footway (i.e 100m) to the link proposed to the nearest section of footway at the top end of Lower Chase Road. The footway will be constructed on public highway land</li> </ul>		
<b>Open Space, Play and Sport</b>	CP7	OS Strategy 2012/2013
<ul style="list-style-type: none"> <li>Acquisition of additional land for sports.</li> <li>Provision of new play area to LEAP standard. Upgrading of play area to NEAP standard at New Road.</li> </ul>		