

# Strategic Issues & Priorities Evidence of Consultation

## Appendix



**Winchester**  
City Council

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## Appendix 1 – Radio Adverts

### Appendix 1.1 Email text sent to Winchester Radio 21 January 2021

Dear Anna,

I hope this email finds you well.

My name is Colby Sandells, I work for Winchester City Council and am currently supporting a consultation for the new Local Plan which will be taking place from 15<sup>th</sup> February to 11<sup>th</sup> April. I am emailing as during this consultation period the Council were hoping that Winchester Radio would be willing to promote the Local Plan on the air.

As a result of Purdah, we are unable to complete any advertising after midnight on the **22nd March**, however anything before this within the consultation period would be a great help to promote the Local Plan and ensure that as many people as possible can be involved in the consultation.

Kind regards

### Appendix 1.2 email thread for Winchester Radio

██████████

Hopefully you will have now received the invitation to this event on how the Local Plan can influence health and wellbeing – it is going to be held next Monday at 2pm and can be booked via Eventbrite. If you are able to mention this on Winchester Radio we'd be most grateful. We have sent invitations to contacts we have internally, for various groups in the charity sector, and those with experience working with older generations/ younger people/ young carers/ and also those with particular needs such as homelessness or particular health needs. People could email us at [planningpolicy@winchester.gov.uk](mailto:planningpolicy@winchester.gov.uk) if they would like more information.

Kind regards  
Brigid

**From:** Brigid Taylor

**Sent:** 17 February 2021 09:45

**To:** ██████████ (Winchester Radio) ██████████

**Subject:** RE: Local Plan Virtual Events- Wellbeing

██████████



Thank you very much for the taking the time to reply – this is very helpful. I will be in touch again shortly once we have had a chance to brainstorm how the event might work etc. As you can imagine things are very busy this week with getting the consultation launched so I am hoping we'll have a chance to make some more progress on the planning for the Living Well event tomorrow or Friday.

We are very eager to reach as many people as possible, despite the national lock down. We have asked supermarkets and GP surgeries to display posters about the Local Plan consultation and have placed an ad in the Mid Hants Observer. We would be most grateful if you were in a position to assist by making an announcement on Winchester Radio so that your listeners are aware of the new Local Plan website and the consultation being live. The wording we have agreed internally is as follows:

*“The way we live our lives, work and enjoy our spare time are all influenced by our environment. Winchester City Council wants your feedback for a new local plan. Let us know what’s important to you before the 12th April.*

*From tackling the climate emergency and protecting our natural heritage, to housing and jobs.*

*Get involved by visiting [localplan.winchester.gov.uk](http://localplan.winchester.gov.uk) or call 01962 848 508.*

*Your place, Your plan”*

Kind regards,  
Brigid

**Brigid Taylor**  
Principal Planning Officer  
Strategic Policy

Winchester City Council  
Colebrook Street  
Winchester, SO23 9LJ



**From:** [REDACTED] (Winchester Radio) [REDACTED]  
**Sent:** 15 February 2021 13:35  
**To:** Jackie Porter (Cllr) <[jporter@winchester.gov.uk](mailto:jporter@winchester.gov.uk)>; Brigid Taylor <[BTaylor@winchester.gov.uk](mailto:BTaylor@winchester.gov.uk)>  
**Cc:** Steve Lincoln <[SLincoln@winchester.gov.uk](mailto:SLincoln@winchester.gov.uk)>; Adrian Fox <[AFox@winchester.gov.uk](mailto:AFox@winchester.gov.uk)>; [REDACTED]

**Subject:** Re: Local Plan Virtual Events- Wellbeing

Hi Jackie and Brigid, and WCC team,

Thanks for keeping us in the loop at Winchester Radio Jackie. Reply from me here, is for Winchester City Council folk included on the email-distribution list you've sent round:

Couple of brief points Brigid, some in regards to dementia (I'm also a volunteer with the Alzheimer's Society since 2004 and deliver 'Dementia Friends' sessions in my volunteer role as a Dementia Friends Champion; and am also part of the 'Dementia Friendly Winchester' action group locally, which is chaired by Lys Pollard who works in the city-centre):

1. Winchester was the 1st city in Hampshire to launch a 'Dementia Friendly High Street' - we did this back in 2014 (charity 'Andover Mind' had the contract with the County Council to make this happen alongside the pool of us volunteers who got involved from the start to create the action group). So there is a good basis here for sharing info relevant on wellbeing for carers and those living with dementia (one of the findings of Alzheimer's Society's extensive research being that those with dementia do not want to be referred to as 'sufferers' and there was a lot of work done on the importance of language when talking about dementia and people living with it). Maybe this year there could be some refresher Dementia Friends sessions for local staff in the area again on this..

██████████ and ██████████ were heavily involved from the City Council on supporting the formation of a dementia-friendly High Street here in Winchester (and both undertook the 'Dementia Friends Champion' training as I did, so they could run the Dementia Friends awareness sessions), and engaging with businesses, though I'm aware both individuals have moved on to other projects/organisations now. 'Dementia Friendly Action Group' in Winchester continues though, and includes a wide range of local engagers and people of action including from businesses. And Winchester BID were one of the organisations we got signed up as Dementia Friends too.

2. Winchester Radio is a registered charity, all about health and wellbeing, particularly for older people. We'd be more than happy to promote your events, and longer-term, work with you on a funded basis to help deliver your objectives. Wellbeing is so crucial right now to people, and we are always sharing support information to help those who are struggling. Radio is a great medium to reach the older generation, and is viewed as a trusted, valued friend and source of companionship, especially for those who are digitally excluded and cannot access support info on the internet.

It is really important to consider how those who are digitally-excluded can be actively involved in your consultation. Being able to participate with others in some sort of live event, is very different to being sent a written document and asked to comment on it. We are always very aware of residents who do not have internet access - it was one of the reasons why, having been contacted by listeners last March concerned about missing church (and unable to view the then planned streamed services), that we contacted 'Churches Together in Winchester' and organised to broadcast a weekly church service on Winchester Radio from a number of our local churches (we now have 7 churches on a rota for this). This has been happening every week since the start of the very first lockdown. Helps those who are shielding at home or housebound/poorly and cannot attend the services in person, and those who don't have internet access to view the streamed versions.

Finally I'd make another couple of points which I hope are helpful to you (and sincere apologies if these already on your radar):

3. Be good to include the churches in this. [REDACTED] is the Chairman of 'Churches Together in Winchester' - who themselves produced a 'Workplace Wellbeing Directory' on their website. Many of our local churches have lay-people or paid staff who are designated 'Older Person's' or 'Young People's' Officers or Ministers, and several incorporate wellbeing into a lot of their activities. Be good to reach out to them, and help share what you're doing.

4. [REDACTED], Chief Executive of 'Action Hampshire' who oversee the 'School for Social Entrepreneurs' (SSE) in this part of the country will also have good links with CICs locally who have a health and wellbeing purpose, and also Village Halls, through her work at a national level.

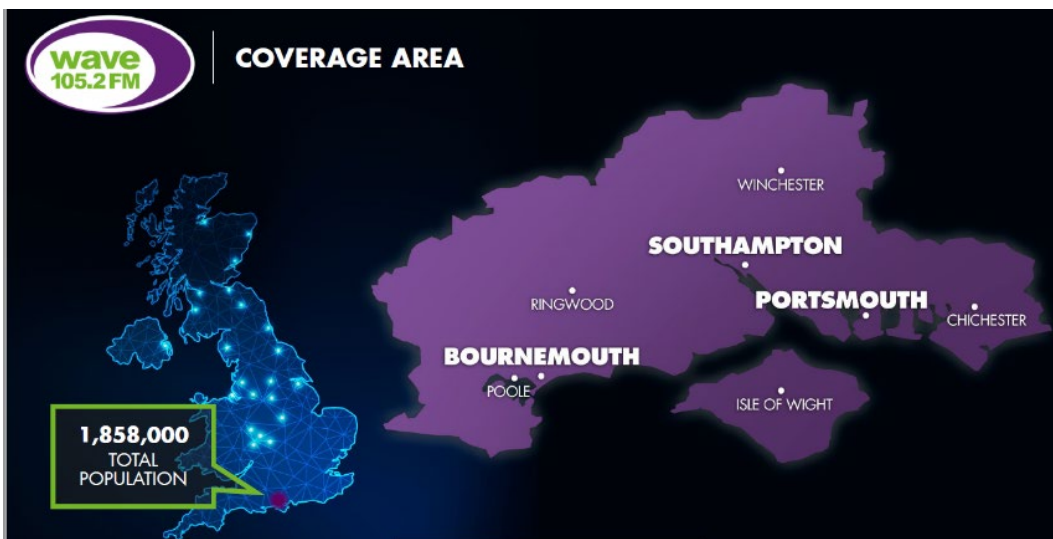
And yes of course, by all means send us details of the 'Living Well' event, and anything else to Winchester Radio to publicise and let people know about. The charity's target audience is people aged 50 and over - and many of these people will not only want to hear about things for them, but also wellbeing initiatives that will support their children and grandchildren. Important to get as many voices heard as possible.

Hope this is useful.

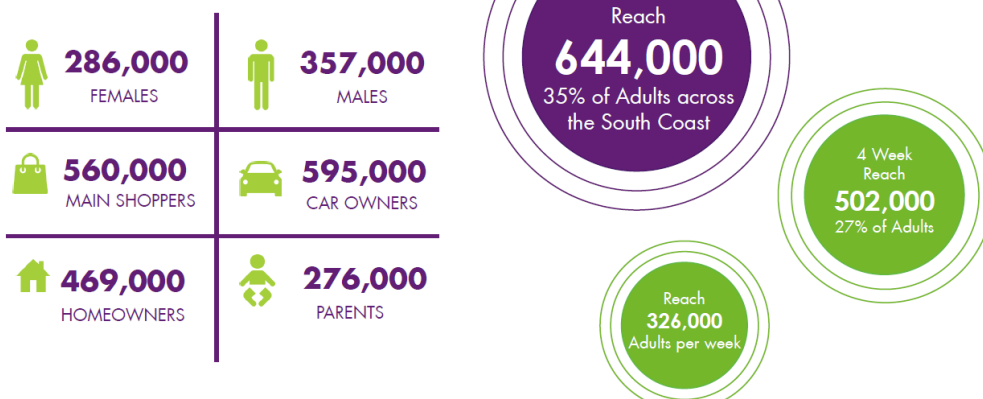
Thanks,

[REDACTED]

## Appendix 1.3 Wave 105 audience statistics



## WAVE 105 AUDIENCE



## Appendix 1.4 Wave 105 advert script

CLIENT: Winchester City Council

JOB NUMBER: [REDACTED]

TITLE: Your place your plan V5

WRITER: [REDACTED]

DURATION: 30"

ACCOUNT MANAGER: [REDACTED]

STATIONS: Wave 105

COST: [REDACTED]

*SFX: Outside in a park on a sunny day – birds are singing, bees are buzzing – we can hear children playing in the playground in the distance*

**FVO1: The way we live our lives, work and enjoy our spare time are all influenced by our environment.**

Music In:

**FVO1: Winchester City Council wants your feedback for a new local plan.**

Let us know what's important to you before the 12<sup>th</sup> April.

From tackling the climate emergency and protecting our natural heritage, to housing and jobs.

Get involved by visiting [localplan.winchester.gov.uk](http://localplan.winchester.gov.uk) or call 01962 848 508.

Your place, Your plan

## Appendix 1.5 Wave 105 advert



CH0N84-C1 -  
Winchester City Cou

## Appendix 1.6 Wave 105 advert schedule\*

(\*The first weeks actual activity has been moved from wc 15.2.21 to 22.2.21... everything else stays the same)



Station Schedule	Agency None
<b>Wave 105</b>	<b>Client</b> Winchester City Council
Adults 25 - 65	<b>Brand</b> Government - Local Government
Population 1,116,611	<b>Campaign</b> 1209014 Winchester City Council

<b>Week 1, starting 15-Feb-21</b>										<b>Scripts shown as 30"</b>	
Daypart	Mon-Fri times	Avg Price	Mon	Tue	Wed	Thu	Fri	Saturday	Sunday		
Overnights	00:00-06:00	£2.48	2			1		00:00-06:00	2	00:00-06:00	
Breakfast	06:00-10:00	£109.08	1			1		06:00-10:00	1	06:00-10:00	
Morning	10:00-13:00	£87.72	1	1	1		1	10:00-13:00	1	10:00-13:00	1
Afternoon	13:00-16:00	£73.96	1	1		1	1	13:00-16:00		13:00-16:00	1
Drive	16:00-19:00	£68.59		1		1		16:00-19:00		16:00-19:00	
Evening	19:00-00:00	£12.22				1		19:00-00:00		19:00-00:00	
<b>Week summary</b>	Script	Impacts	Ratings	Reach	Reach %	OTH	CPT	Spots	Cost		
<b>Total</b> Adults 25 - 65		538,111	48.2	175,099	15.68%	3.07	£2.57				
Adults 15 +		690,273	37.0	234,452	12.58%	2.94	£2.01	22	£1,385.19		

<b>Week 2, starting 22-Feb-21</b>										<b>Scripts shown as 30"</b>	
<b>Week 3, starting 01-Mar-21</b>										<b>Scripts shown as 30"</b>	
Daypart	Mon-Fri times	Avg Price	Mon	Tue	Wed	Thu	Fri	Saturday	Sunday		
Overnights	00:00-06:00							00:00-06:00		00:00-06:00	
Breakfast	06:00-10:00							06:00-10:00		06:00-10:00	
Morning	10:00-13:00							10:00-13:00		10:00-13:00	
Afternoon	13:00-16:00							13:00-16:00		13:00-16:00	
Drive	16:00-19:00							16:00-19:00		16:00-19:00	
Evening	19:00-00:00							19:00-00:00		19:00-00:00	
<b>Week summary</b>	Script	Impacts	Ratings	Reach	Reach %	OTH	CPT	Spots	Cost		
<b>Total</b> Adults 25 - 65		0	0.0	0	0.00%	-	£0.00				
Adults 15 +		0	0.0	0	0.00%	-	£0.00	0	£0.00		



## Station Schedule

### Wave 105

Adults 25 - 65  
Population 1,116,611

Agency None

Client Winchester City Council

Brand Government - Local Government

Campaign 1209014 Winchester City Council

#### Week 4, starting 08-Mar-21

Scripts shown as 30"

Daypart	Mon-Fri times	Avg Price	Mon	Tue	Wed	Thu	Fri	Saturday	Sunday
Overnights	00:00-06:00	£2.54				1		00:00-06:00	2 00:00-06:00
Breakfast	06:00-10:00	£101.80				1		06:00-10:00	1 06:00-10:00
Morning	10:00-13:00	£77.07					1	10:00-13:00	1 10:00-13:00
Afternoon	13:00-16:00	£64.93				1	1	13:00-16:00	13:00-16:00
Drive	16:00-19:00	£78.29				1		16:00-19:00	16:00-19:00
Evening	19:00-00:00	£12.81				1		19:00-00:00	19:00-00:00
<b>Week summary</b>	Script	Impacts	Ratings	Reach	Reach %	OTH	CPT	Spots	Cost
<b>Total</b>	Adults 25 - 65	258,305	23.1	130,289	11.67%	1.98	£2.82		
	Adults 15 +	332,532	17.8	169,913	9.12%	1.96	£2.19	13	£728.29

#### Week 5, starting 15-Mar-21

Scripts shown as 30"

Daypart	Mon-Fri times	Avg Price	Mon	Tue	Wed	Thu	Fri	Saturday	Sunday
Overnights	00:00-06:00	£2.68	2					00:00-06:00	00:00-06:00
Breakfast	06:00-10:00	£139.25	1					06:00-10:00	06:00-10:00
Morning	10:00-13:00	£106.73	1	1	1			10:00-13:00	10:00-13:00
Afternoon	13:00-16:00	£96.32	1	1				13:00-16:00	13:00-16:00
Drive	16:00-19:00	£65.43		1				16:00-19:00	16:00-19:00
Evening	19:00-00:00							19:00-00:00	19:00-00:00
<b>Week summary</b>	Script	Impacts	Ratings	Reach	Reach %	OTH	CPT	Spots	Cost
<b>Total</b>	Adults 25 - 65	279,806	25.1	124,201	11.12%	2.25	£2.58		
	Adults 15 +	357,740	19.2	167,702	9.00%	2.13	£2.02	9	£722.86

#### Script Summary

	Impacts	Ratings	Reach	Reach %	OTH	CPT	Spots	Cost
<b>Total</b>	Adults 25 - 65	1,076,222	96.4	247,371	22.15%	4.35	£2.64	
	Adults 15 +	1,380,545	74.1	334,451	17.95%	4.13	£2.05	44

#### Audience Summary

Week	Adults 25 - 65					Adults 15 +				
	Impacts	Ratings	Reach	Reach%	Avg. Freq	Impacts	Ratings	Reach	Reach%	Avg. Freq
1	538,111	48.19	175,099	15.68	3.07	690,273	37.04	234,452	12.58	2.94
2	538,111	48.19	175,099	15.68	3.07	690,273	37.04	234,452	12.58	2.94
3	538,111	48.19	175,099	15.68	3.07	690,273	37.04	234,452	12.58	2.94
4	796,416	71.32	218,628	19.58	3.64	1,022,805	54.88	293,067	15.73	3.49
5	1,076,222	96.38	247,371	22.15	4.35	1,380,545	74.08	334,451	17.95	4.13

## **Appendix 2 - Cllr Porter Video**

### **Appendix 2.1 Link to video**

<https://youtu.be/SCLiuDKJQms>

### **Appendix 2.2 List of places video displayed**

YouTube

New Local Plan website

Eventbrite for live events 1, 2, 3 and 4

Twitter organic post

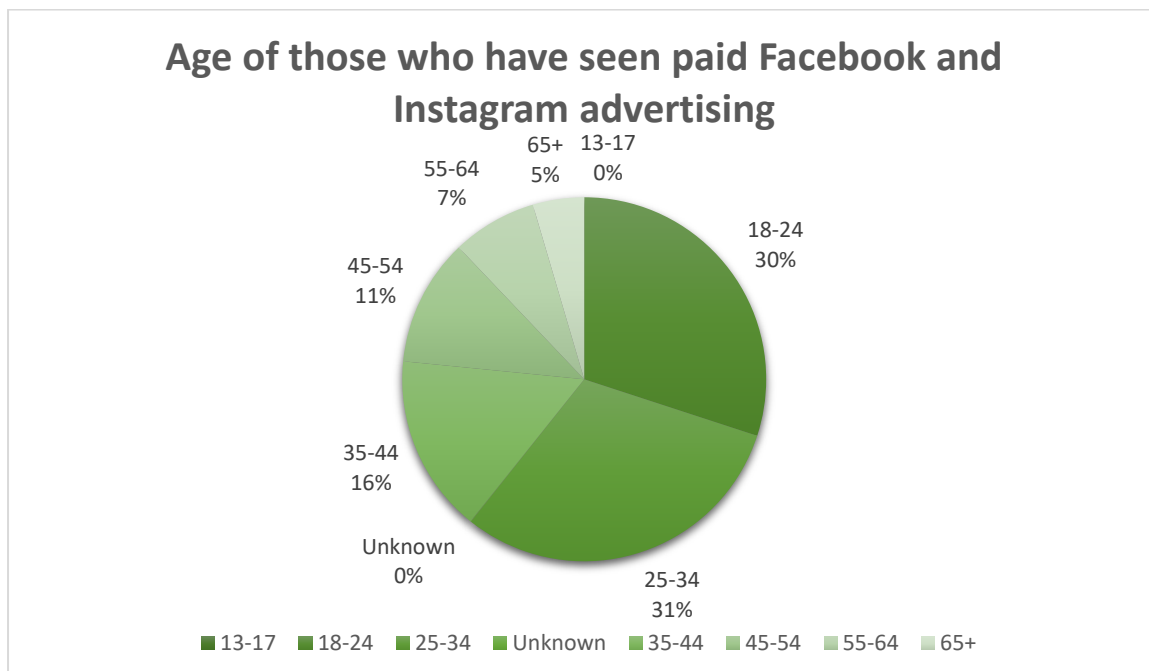
Facebook organic post

## Appendix 3 - Social Media

### Appendix 3.1 Paid advertising on Facebook and Instagram - Age breakdown of metrics

Age of audience	Reach (Number of individuals who have seen the adverts*)	Post engagements	Post reactions	Unique link clicks (to the website)	Post comments	Post shares
Unknown	112					
13-17	4					
18-24	65,874	463	371	50	1	
25-34	67,299	431	252	77	3	
35-44	34,730	230	74	34	2	1
45-54	24,824	219	49	31	11	3
55-64	16,560	278	42	45	10	2
65+	10,008	391	42	75	17	9
<b>Total</b>	<b>104,831</b>	<b>2,012</b>	<b>830</b>	<b>311</b>	<b>44</b>	<b>15</b>

\*Total takes into account overlap from each advert and is provided by Facebook directly, age breakdown is the sum from each advert age breakdown so may include individuals who have seen multiple adverts and have been counted as separate individuals

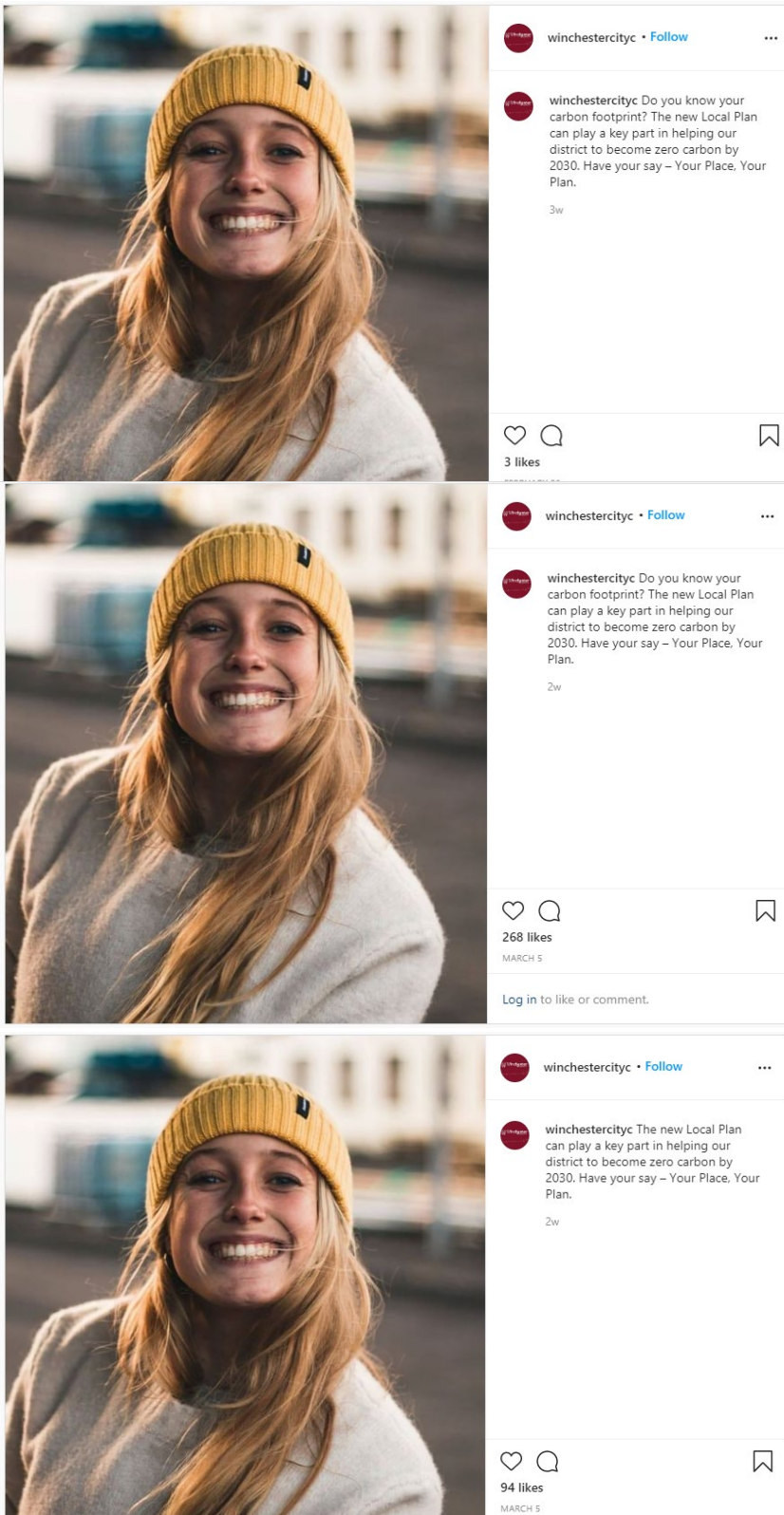




## Appendix 3.2 Paid advertising on Facebook and Instagram – Posting schedule

Date	Ad 1 live?	Ad 2 live?	Ad 3 live?	Ad 4 live?	Ad 5 live?	Ad 6 live?	Ad 7 live?	Ad 8 live?
23/02/21								
24/02/21								
25/02/21								
26/02/21								
27/02/21								
28/02/21								
01/03/21								
02/03/21								
03/03/21								
04/03/21								
05/03/21								
06/03/21								
07/03/21								
08/03/21								
09/03/21								
10/03/21								
11/03/21								
12/03/21								
13/03/21								
14/03/21								
15/03/21								
16/03/21								
17/03/21								
18/03/21								

## Appendix 3.3 Paid advertising on Facebook and Instagram – Posts and comments



**Winchester City Council**  
Published by Comms Winchester · 24 February at 15:04 · 🌐

What do you think are the big issues facing the future of our district? What do you think the new Local Plan should be focusing on? Have your say – Your Place, Your Plan.

**What do YOU think**  
are the big issues facing the  
future of our district?

**YOUR PLACE  
YOUR PLAN.**  
Winchester District Local Plan

LOCALPLAN.WINCHESTER.GOV.UK  
**Home - Winchester District Local Plan** [Learn More](#)  
Between 15 February and 12 April 2021 we are consulting on t...

**winchestercityc** · Follow

**winchestercityc** What do you think are the big issues facing the future of our district? What do you think the new Local Plan should be focusing on? Have your say – Your Place, Your Plan.

3w

1 like  
FEBRUARY 24

Log in to like or comment.

**winchestercityc** · Follow

**winchestercityc** Do you own your own home, rent, or live at home with family? What are the barriers that you face in stepping up the housing ladder? The new Local Plan can help us meet housing needs in our district if you have your say – Your Place, Your Plan

3w

2 likes  
FEBRUARY 24

Log in to like or comment.

**Winchester City Council**  
Published by Comms Winchester · 24 February at 15:08 · 🌐

Do you own your own home, rent, or live at home with family? What are the barriers that you face in stepping up the housing ladder? The new Local Plan can help us meet housing needs in our district if you have your say – Your Place, Your Plan



LOCALPLAN.WINCHESTER.GOV.UK  
**Home - Winchester District Local Plan** [Learn More](#)  
Between 15 February and 12 April 2021 we are consulting on t...



**winchestercityc** • Follow

winchestercityc The past year has changed the way we shop and the way we work. What do you think the future of our town centres looks like in a post pandemic world? The new Local Plan needs to enhance the vitality of our economy and we want to hear your views. Your Place, Your Plan.

2w

1 like  
MARCH 8

[Log in to like or comment.](#)

**Winchester City Council**  
Published by Comms Winchester · 24 February at 15:16 · 🌐

What do you like about your town or village centre? What do you think it needs? The new Local Plan needs to enhance the vitality of our economy and we want to hear your views. Your place, Your Plan



LOCALPLAN.WINCHESTER.GOV.UK  
**Home - Winchester District Local Plan** [Learn More](#)  
Between 15 February and 12 April 2021 we are consulting on t...

**Winchester City Council**  
Published by Comms Winchester · 8 March at 10:50 · 🌐

The past year has changed the way we shop and the way we work. What do you think the future of our town centres looks like in a post pandemic world? The new Local Plan needs to enhance the vitality of our economy and we want to hear your views. Your Place, Your Plan.



LOCALPLAN.WINCHESTER.GOV.UK  
**Home - Winchester District Local Plan** [Learn More](#)  
Between 15 February and 12 April 2021 we are consulting on t...

1 3 comments

**Winchester City Council**  
Published by Comms Winchester · 24 February at 15:20 · 🌐

Do you value the open spaces near to where you live? If so, what do you use them for? We want to hear your views - Your place, Your Plan.



LOCALPLAN.WINCHESTER.GOV.UK  
**Home - Winchester District Local Plan** [Learn More](#)  
Between 15 February and 12 April 2021 we are consulting on t...

👍 1 2 comments



**winchestercityc** · [Follow](#) · ...

**winchestercityc** What do you think are the big issues facing the future of our district? What do you think the new Local Plan should be focusing on? Have your say – Your Place, Your Plan.

2w

👍 218 likes  
MARCH 8

Log in to like or comment.



winchestercityc · Follow

winchestercityc What do you like about your town or village centre? What do you think it needs? The new Local Plan needs to enhance the vitality of our economy and we want to hear your views. Your place. Your Plan

3w

♡ 🗨

FEBRUARY 24

Log in to like or comment.

The image shows an Instagram post from the account 'winchestercityc'. The main visual is a dark, teal-tinted photograph of a town street with buildings and parked cars. Overlaid on this image is the text 'What do YOU like about your town or village centre?' in white and green, and 'YOUR PLACE YOUR PLAN. Winchester District Local Plan' in green and white. The post text asks for views on the town center and the new Local Plan. It includes interaction icons for likes and comments, a date of 'FEBRUARY 24', and a prompt to log in to interact.



Winchester City Council  
Published by Comms Winchester · 8 March at 11:00 · 🌐

What do you think are the big issues facing the future of our district? What do you think the new Local Plan should be focusing on? Have your say – Your Place, Your Plan.

What do YOU think are the big issues facing the future of our district?

YOUR PLACE YOUR PLAN.  
Winchester District Local Plan

Winchester City Council  
Community [Learn More](#)

👍 🗨 🌟 188 95 comments 19 shares

The image shows a Facebook post from Winchester City Council. The main visual is a teal-tinted photograph of a woman with curly hair smiling, with other people in the background. Overlaid on this image is the text 'What do YOU think are the big issues facing the future of our district?' in white and green, and 'YOUR PLACE YOUR PLAN. Winchester District Local Plan' in green and white. The post text asks for views on district issues and the new Local Plan. It includes a 'Learn More' button and engagement statistics: 188 reactions, 95 comments, and 19 shares.



**Do YOU value the open spaces near where you live?**

**YOUR PLACE  
YOUR PLAN.**  
Winchester District Local Plan

winchestercityc • Follow

winchestercityc Do you value the open spaces near to where you live? If so, what do you use them for? We want to hear your views - Your place, Your Plan.

3w

♡ ◻

FEBRUARY 24


Log in to like or comment.



## Appendix 3.4 Facebook organic posts

**Winchester City Council**  
Published by Comms Winchester · 23 February · 🌐

What's your vision for the future of our district?  
Have your say - Your Place, Your Plan  
<https://www.localplan.winchester.gov.uk/>



**1,895** People reached      **70** Engagements      **Boost post**

👍 1      7 shares

**Winchester City Council**  
Published by Comms Winchester · 25 February · 🌐

Are you concerned about climate change?  
The new Local Plan can play a key part in helping our district to become zero carbon by 2030.  
Have your say - Your Place, Your Plan  
[www.localplan.winchester.gov.uk/](http://www.localplan.winchester.gov.uk/)



👍 1      1 share

**Winchester City Council**  
Published by Comms Winchester · 27 February at 12:00 · 🌐

Do you own your own home, rent, or live with family?  
What are the barriers that you face in stepping up the housing ladder?  
The new Local Plan can help us meet housing needs in our district. ...  
[See more](#)



**484** People reached      **4** Engagements      **Boost post**

**Winchester City Council**  
Published by Comms Winchester · 8 March at 15:00 · 🌐

Have your say on our new Local Plan!  
The new plan will help shape future development in our city, market towns, villages and countryside - so we want you to share your thoughts with us...  
Join us at our virtual event tomorrow at 7pm: <https://bit.ly/3e5euwo>



**1,090** People reached      **67** Engagements      **Boost post**

👍 1      6 shares

**Winchester City Council**  
Published by Comms Winchester · 2 March at 17:00 · 🌐

We're inviting you to give us your feedback on the potential Strategic Issues & Priorities for a new Local Plan! Get involved and help shape future development in our city, market towns, villages and countryside...  
Have your say and join us at our upcoming virtual event on 4 March at 2pm: <https://www.eventbrite.co.uk/.../winchester-district...>



**798** People reached      **17** Engagements      **Boost post**

👍 1      1 share

**Winchester City Council**  
Published by Comms Winchester · 3 March at 17:00 · 🌐

Have your say on our new Local Plan! The new plan will help shape future development in our city, market towns, villages and countryside - so we want you to share your thoughts with us...  
Join us at our virtual event tomorrow at 2pm. Sign up here: <https://bit.ly/2NMJLJM>



**738** People reached      **8** Engagements      **Boost post**

👍 1      1 share

**Winchester City Council**  
Published by Comms Winchester · 4 March at 11:00 · 🌐

What do you like about your town or village centre?  
What do you think it needs? The new Local Plan needs to enhance the vitality of our economy and we want to hear your views.  
Have your say - Your Place, Your Plan [www.localplan.winchester.gov.uk/](http://www.localplan.winchester.gov.uk/)



585 People reached 29 Engagements [Boost post](#)

**Winchester City Council**  
Published by Comms Winchester · 11 March at 12:00 · 🌐

We're inviting you to give us your feedback on the potential Strategic Issues & Priorities for a new Local Plan! Get involved and help shape future development in our city, market towns, villages and countryside...  
Have your say and join us at our virtual event tomorrow at 10am: <https://bit.ly/3sLmoz2>



453 People reached 3 Engagements [Boost post](#)

2 comments

Like Comment Share

Most relevant ▾

Comment as Winchester City Council 📷 📷 📷 📷

**Monica Gill**  
What I would like to see in m Winchester city centre is it to become pedestrian only, no bikes, no skate boards and no scooters apart from mobility scooters. The paving is so bad so having to dodge bikes etc makes walking around miserable.  
Like · Reply · Message · 2 w

**Winchester City Council** (Author)  
Monica, hello.  
We'll capture this feedback thank you. Please go onto the website and let us know more about your perspective  
Thanks for responding  
Ellen  
Like · Reply · Commented on by Ellen Simpson · 2 w

1

**Winchester City Council**  
Published by Comms Winchester · 13 March at 12:00 · 🌐


What do you think are the big issues facing the future of our district?  
What do you think the new Local Plan should be focusing on?  
Have your say – Your Place, Your Plan: [www.localplan.winchester.gov.uk/](http://www.localplan.winchester.gov.uk/)



506 People reached 2 Engagements [Boost post](#)

**Winchester City Council**  
Published by Comms Winchester · 15 March at 17:00 · 🌐

Your Place, Your Plan. We are consulting on the strategic issues and priorities for your new Local Plan, until 12 April 2021.  
Here's Cabinet Member for Built Environment and Wellbeing, Cllr Jackie Porter, talking about how you can have your say: <https://youtu.be/SCiuDKJQms>



YOUTUBE.COM  
**Local Plan Consultation 2021**

737 People reached 24 Engagements [Boost post](#)

2 shares

**Winchester City Council**  
Published by Comms Winchester · 17 March at 10:00 · 🌐

COVID-19 has changed the way we shop and the way we work.  
What do you think the future of our town centres looks like in a post pandemic world?  
The new Local Plan needs to enhance the vitality of our economy and we want to hear your views. ... [See more](#)



2,587 People reached 283 Engagements [Boost post](#)

4 shares

**Winchester City Council**  
Published by Comms Winchester · 18 March at 17:00 · 🌐

Have your say on our new Local Plan! The new plan will help shape future development in our city, market towns, villages and countryside - so we want you to share your thoughts with us...  
Join us at our virtual event on 20 March at 10.30am: <https://bit.ly/3e2FNY7>



398 People reached 1 Engagement [Boost post](#)

1

## Appendix 3.5 Twitter polls



## Appendix 3.6 Twitter organic posts

**Winchester City Council** @WinchesterCity · Feb 23

What's your vision for the future of our district?

Have your say - Your Place, Your Plan  
[bit.ly/2OZI4gN](https://bit.ly/2OZI4gN)

3 retweets, 1 like

---

**Winchester City Council** @WinchesterCity · Feb 25

Are you concerned about climate change?

The new Local Plan can play a key part in helping our district to become zero carbon by 2030.

Have your say - Your Place, Your Plan  
[bit.ly/3seONwU](https://bit.ly/3seONwU)

3 retweets, 3 likes

---

**Winchester City Council** @WinchesterCity · Feb 27

Do you own your own home, rent, or live with family?

What are the barriers that you face in stepping up the housing ladder?

The new Local Plan can help us meet housing needs in our district.

Have your say - Your Place, Your Plan  
[bit.ly/3seONwU](https://bit.ly/3seONwU)

3 retweets, 4 likes

---

**Winchester City Council** @WinchesterCity · Mar 2

We're inviting you to give us your feedback on the potential Strategic Issues & Priorities for a new Local Plan! Get involved and help shape future development...

Have your say and join us at our upcoming virtual event on 4 March at 2pm:  
[bit.ly/2NMJLJM](https://bit.ly/2NMJLJM)

5 retweets, 5 likes

---

**Winchester City Council** @WinchesterCity · Mar 3

Have your say on our new Local Plan! The new plan will help shape future development in our city, market towns, villages and countryside - so we want you to share your thoughts with us...

Join us at our virtual event tomorrow at 2pm. Sign up here: [bit.ly/2NMJLJM](https://bit.ly/2NMJLJM)

4 retweets, 5 likes

---

**Winchester City Council** @WinchesterCity · Mar 4

What do you like about your town or village centre?

What do you think it needs? The new Local Plan needs to enhance the vitality of our economy and we want to hear your views.

Have your say - Your Place, Your [bit.ly/2OdT1pP](https://bit.ly/2OdT1pP)

7 retweets, 2 likes

**Winchester City Council** @WinchesterCity · Mar 8  
Have your say on our new Local Plan!

The new plan will help shape future development in our city, market towns, villages and countryside - so we want you to share your thoughts with us...

Join us at our virtual event tomorrow at 7pm: [bit.ly/3e5euwo](https://bit.ly/3e5euwo)



6 3

**Winchester City Council** @WinchesterCity · Mar 11  
We're inviting you to give feedback on the potential Strategic Issues & Priorities for a new Local Plan! Get involved and help shape future development in our city, market towns, villages and countryside...

Join us at our virtual event tomorrow at 10am: [bit.ly/3sLmoz2](https://bit.ly/3sLmoz2)



4 3

**Winchester City Council** @WinchesterCity · Mar 13  
What do you think are the big issues facing the future of our district?

What do you think the new Local Plan should be focusing on?

Have your say – Your Place, Your Plan: [bit.ly/3seONwU](https://bit.ly/3seONwU)



4 3

**Winchester City Council** @WinchesterCity · Mar 15  
Your Place, Your Plan. We are consulting on the strategic issues and priorities for your new Local Plan, until 12 April 2021.

Here's Cabinet Member for Built Environment and Wellbeing, Cllr Jackie Porter, talking about how you can have your say:



Local Plan Consultation 2021  
[youtube.com](https://www.youtube.com)

3 4

**Winchester City Council** @WinchesterCity · Mar 17  
COVID-19 has changed the way we shop and the way we work.

What do you think the future of our town centres looks like in a post pandemic world?

The new Local Plan needs to enhance the vitality of our economy and we want to hear your views:  
[bit.ly/3seONwU](https://bit.ly/3seONwU)



3

**Winchester City Council** @WinchesterCity · Mar 18  
Have your say on our new Local Plan! The new plan will help shape future development in our city, market towns, villages and countryside - so we want you to share your thoughts with us...

Join us at our virtual event on 20 March at 10.30am: [bit.ly/3e2FNY7](https://bit.ly/3e2FNY7)



5 2

## Appendix 3.7 Others sharing Social media posts of the consultation

**The Dever Society**  
5 d · 🌐

Next steps in Winchester's new Local Plan. - <https://mailchi.mp/2390003f88d0/next-steps-in-winchesters-new-local-plan>




👍 1

👍 Like    💬 Comment    ➦ Share

**Wickham - a Hampshire Community · Join**  
Nicki Oliver · 6 d · 🌐

Winchester City Council has begun the consultation process for the next Local Plan. This set out polices for development and allocates sites for housing later in the process.  
Be involved from day one!



LOCALPLAN.WINCHESTER.GOV.UK  
Home - Winchester District Local Plan

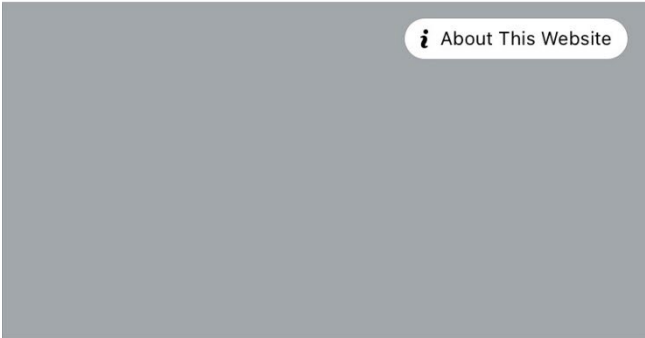
👍 Like    ➦ Share

👍 5

**Itchen Valley Parish Council**  
15 Feb · 🌐

Starting today you can have your say on how Winchester City Council tackles the climate emergency, new homes, helps provide jobs, better community transport and facilities for Alresford & the district. 👁️👁️ Cllr Jackie Porter explains it all here 📌 <https://www.youtube.com/watch?v=SCliuDKJQms...>

<https://www.localplan.winchester.gov.uk/?fbclid=IwAR1i9H1tKY5sliKNtsQaVpl4dhrmLdagi1Vlhza73b2KLdFwpruxfXRA42k>




LOCALPLAN.WINCHESTER.GOV.UK  
Home - Winchester District Local Plan

👍 3    2 comments    5 shares    👤

👍 Like    💬 Comment    ➦ Share

**Cllr Jan Warwick**  
3 d · 🌐

Winchester City Council's local plan consultation is complex and runs to 100 pages. The questions around key strategic housing options 1-4 are hidden within the nine key issues and under issue 4 Homes for All.....So it might just be worth waiting for some experienced interpretation from [Save South Winchester](#), [CPRE Hampshire](#), the countryside charity and [The Dever Society](#) expected shortly. Just saying.....



CHANGE.ORG  
Guidance on Responding to Winchester City Council's Local Plan

👍 7    5 shares    👤

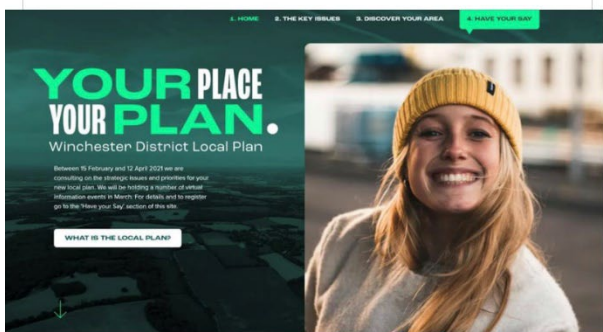
👍 Like    💬 Comment    ➦ Share

**Chris Westwood for Winchester City Council**  
16 Feb · 🌐

A great opportunity to have your say on what's included in the new Winchester District Local Plan. Your views are important - follow the link below to get involved.

**Yvette Riley for Alresford and Itchen Valley**  
15 Feb · 🌐

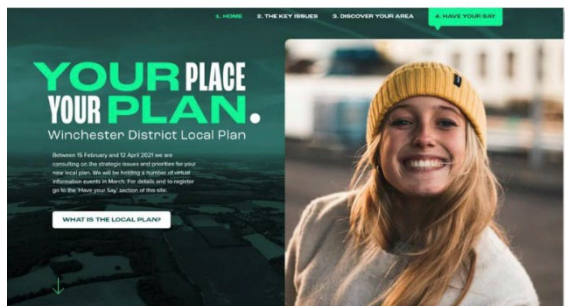
Starting today you can have your say on how [Winchester City Council](#) tackles the climate emergency, new homes, helps provide jo... See more



1 Like Comment Share

**Yvette Riley for Alresford and Itchen Valley**  
15 Feb · 🌐

Starting today you can have your say on how [Winchester City Council](#) tackles the climate emergency, new homes, helps provide jobs, better community transport and facilities for Alresford & the district. 👁️ Cllr Jackie Porter explains it all here 📺 [https://www.youtube.com/watch?v=SCliuDKJQms&feature=emb\\_title](https://www.youtube.com/watch?v=SCliuDKJQms&feature=emb_title)  
The full consultation website can be reached here [https://www.localplan.winchester.gov.uk/?fbclid=IwAR0ke2lxWQKoBhD9aBicogelJ5s\\_KVaeWoQgyeXLbNjoxRxeEFriYxboMIQ](https://www.localplan.winchester.gov.uk/?fbclid=IwAR0ke2lxWQKoBhD9aBicogelJ5s_KVaeWoQgyeXLbNjoxRxeEFriYxboMIQ)



3 2 comments 5 shares Like Comment Share

**What I read in Winchester · Join**  
Sylke Krämer · 9 Feb · Buffer · 🌐

People called on to help with preparing local plan in Winchester



HAMPSHIRECHRONICLE.CO.UK  
**People called on to help with preparing local plan in Winchester**

Like Share

**Oliver's Battery Parish Council**  
5 d · 🌐

Winchester Emerging Local Plan: Strategic Issues and Priorities Consultation - please see post on our website for information on this: <https://www.oliversbattery.info/winchester-emerging-local-plan/>



OLIVERSBATTERY.INFO  
**Winchester Emerging Local Plan - Oliver's Battery Community and Parish Council Website**

Like Comment Share





**Colden Common Parish Council**  
16 Feb · 🌐

Winchester City Council Local Plan - <https://mailchi.mp/coldencommon-pc.gov.uk/winchester-city-council-local-plan>



**New Alresford Town Council**  
16 Feb · 🌐

Your place your plan.  
The consultation takes place between 15 Feb and 12 April 2021. Have your say by visiting <https://...> See more



LOCALPLAN.WINCHESTER.GOV.UK  
**Home - Winchester District Local Plan**

**Oliver's Battery Parish Council**  
15 Mar · 🌐

The PC has now published on the website its initial guidance on completing the Strategic Issues and Priorities consultation for the Winchester District's new Local Plan. See the full message here: <https://www.oliversbattery.info/royaldown-save-south-winchester-local-plan-consultation/>



OLIVERSBATTERY.INFO  
**Royaldown / Save South Winchester / Local Plan consultation - Oliver's Battery Community and Parish C...**

**Compton & Shawford Parish Council**  
27 Feb · 🌐

Winchester Local Plan Consultation 2021 - have your say and book online information events

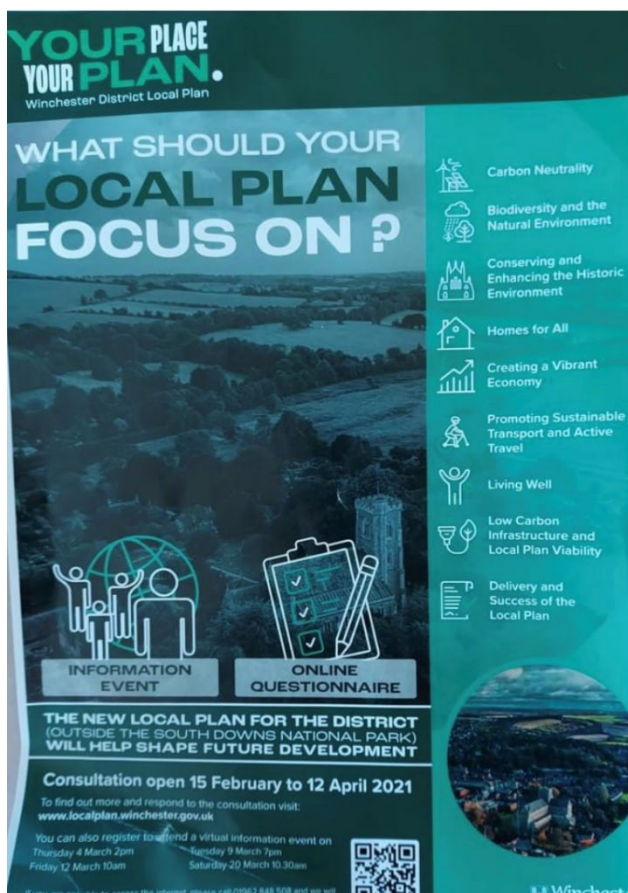
<https://comptonshawford-pc.gov.uk/2021/02/winchester-local-plan-consultation-2021/>



COMPTONSHAWFORD-PC.GOV.UK  
**Winchester Local Plan Consultation 2021 - Compton and Shawford PC**

**Denmead Parish Council**  
2 Mar · 🌐

Your Place Your Plan - have your say on the Neighbourhood Plan. A copy of this is also on display on the Village noticeboard <https://www.localplan.winchester.gov.uk/have-your-say/>





**Badger Farm Parish Council**

24 Feb · 🌐

From WCC ...

Winchester District Local Plan 2038 -  
Strategic Issues and Priorities Consultation  
Air Quality Supplementary Planning Document  
(Consultation Draft)

Winchester City Council has published a 'Strategic Issues & Priorities' consultation document and a draft 'Air Quality Supplementary Planning Document' for public consultation, both for a period of 8 weeks from 15th February 2021 until 12th April 2021.

Strategic Issues and Priorities Consultation -

The consultation welcomes views on some of the key issues that the new Local Plan 2038 will need to address. This consultation will inform the full draft Local Plan, which will be published for consultation in late 2021/early 2022. We want as many people as possible to be part of this process to help us create the new Local Plan that will set out the future of the District.

The new Local Plan 2038 will cover all of Winchester District except for the part within the South Downs National Park (which has its own Local Plan). The Local Plan will set out the development strategy and policy framework for the area and allocate or designate land accordingly. Once adopted, will be used to guide decisions on planning applications up to 2038.

The Strategic Issues & Priorities consultation, which is available on our new website

[www.localplan.winchester.gov.uk](http://www.localplan.winchester.gov.uk) sets out alternative ways in which the District could accommodate the development that it needs to plan for, and what the future strategic vision should be. It sets out a range of questions and provides an opportunity to comment. The responses to this consultation will help the Council to develop a planning strategy and a full draft Local Plan, for future consultation.

An 'Integrated Impact Assessment' (including Sustainability Appraisal) has been prepared in association with the Strategic Issues and Priority document, which we would welcome your comments on via the following link: <https://winchester.citizenspace.com/policy/integrated-impact-assessment>

We are also conducting a 'Call for Sites' whereby sites can be submitted to be considered for allocation for a range of purposes in the Local Plan, Housing - including small sites, gypsy and travellers' sites and custom/self-build sites, Brownfield sites, Employment sites, Renewable Energy Generation sites, Biodiversity offsetting, Carbon offsetting, Nutrient offsetting, Green infrastructure. Please use the following link to submit your site: <http://www.winchester.gov.uk/planning-policy/>

[winchester-district-local-plan-2018-2038-emerging/shlaa-strategic-housing-land-availability-assessment](http://www.winchester.gov.uk/planning-policy/winchester-district-local-plan-2011-2036-adopted-supplementary-planning-documents-spds)

The Strategic Issues & Priorities consultation document, the Integrated Impact Assessment and other background/evidence documents can be viewed online at the new local plan website. If you are unable to view the documents online please call 01962 848508.

We are holding a series of virtual online consultation events on the Strategic Issues and Priors on 4th March @2pm, 9th March @7pm, 12th March @10am and 20th March @10:30am. Anyone is welcome to attend, but you need to register in advance via the new local plan website.

Air Quality Supplementary Planning Document -

The draft Air Quality SPD supplements the policies in the current Winchester District Local Plan (Parts 1 and 2). The new Air Quality Supplementary Planning Document will cover the built-up area of Winchester and other areas within 1km of the Winchester settlement boundary, as defined in the existing Local Plan.

This consultation welcomes views on the policies in the draft SPD and will inform the final version of the Air Quality Supplementary Planning Document. The draft SPD covers matters such as requirements for air quality statements and assessments with proposed mitigations, to be submitted with planning applications.

The draft Air Quality SPD can be viewed online at:

<https://www.winchester.gov.uk/planning-policy/winchester-district-local-plan-2011-2036-adopted-supplementary-planning-documents-spds>

If you are unable to view the air quality documents online please call 01962 848097. There will be virtual online public meetings held via MS Teams on the draft Air Quality SPD on 11th March @3pm and 18th March 2021 @5pm. For details and to receive an invitation to one of these events please send an email marked 'AIR QUALITY SPD' to [eh@winchester.gov.uk](mailto:eh@winchester.gov.uk).

Responses to the Strategic Issues and Priorities document, the Integrated Impact Assessment, the Call for Sites and the Draft Air Quality SPD should be submitted using the online response forms accessed via the respective websites above, by midnight on 12th April 2021.

Thank you in advance for taking the time to take part in these consultations if you are able to.

2



**Swanmore Parish Council**  
8 Mar · 🌐

**Winchester City Council**  
8 Mar · 🌐

Have your say on our new Local Plan!

The new plan will help shape future development in our city, market towns, villages and countryside - so we want you to share your thoughts with us...

Join us at our virtual event tomorrow at 7pm: <https://bit.ly/3e5euwo>



1 likes 5 comments 2 shares

**Swanmore Parish Council**  
10 Feb · 🌐

Do you want to tell Winchester City Council what you think of public transport locally? Would you prefer housing developments to be in local towns rather than the villages? .... Then "have your say" and take part in the new local plan consultation. Consultation opens on the 15th Feb.



**Kings Worthy Parish Council**  
5 Mar · 🌐

Winchester City Council are currently running a consultation on the new local plan for the district (excluding the South downs National Park).

They are holding virtual information events throughout March (see the poster for more details).

Please reply to this consultation to make sure your voice is heard.

This consultation closes on 12th April 2021.

<https://www.localplan.winchester.gov.uk/>



**Wonston Parish Council**  
16 Feb · 🌐


The Winchester District Local Plan consultation website is now available to visit ([www.localplan.winchester.gov.uk](http://www.localplan.winchester.gov.uk)) and give your views via questionnaires and polls in the "Have Your Say" section for the 9 key issues which are being focussed on (see the RHS pale green strip on the poster). You can also sign up to virtual information events relating to the plan via the website. This is your chance to have an impact on how each of the issues are incorporated into the plan, so please do have a look. This Local Plan will shape district strategy for the next 15 years....



 **Shedfield Parish Council** 17 Feb · 🌐

<https://www.localplan.winchester.gov.uk/> - consultation 15th February -12 April 2021. Do have your say.

LOCALPLAN.WINCHESTER.GOV.UK  
Home - Winchester District Local Plan

 **Itchen Valley Parish Council** 11 Feb · 🌐

Would you like to share your views on what the Winchester District Local Plan should look like? Respond to the Strategic & Priorities Consult... See more



 **Whiteley Town Council** 18 Feb · 🌐

Winchester City Council has begun the consultation process for the next Local Plan. This set out polices for development and allocates sites for housing later in the process.  
Be involved from day one!  
<https://www.localplan.winchester.gov.uk/>

LOCALPLAN.WINCHESTER.GOV.UK  
Home - Winchester District Local Plan

## Appendix 3.8 Social media reach and engagement statistics

Across Facebook and Instagram paid advertising we have spent £799.78, and with that budget we have reached 104,831 people and have had 2,012 post engagements according to Facebook's reporting, this includes:

830 post reactions

311 unique link clicks through to the new Local Plan website

44 comments

15 post shares

Across 12 Facebook organic posts 10,271 accounts were reached, with a total of 508 post engagements.

Across 16 Twitter organic posts (including Twitter polls) 16,723 accounts were reached, with a total of 370 post engagements including 72 link clicks to the Local Plan website.

## **Appendix 4 - Press Releases**

### **Appendix 4.1 Mid Hants Observer Statutory notice – 19cm x 2 columns published 17 February 2021**

**Winchester City Council Public Notice  
Town and Country Planning (Local  
Planning) (England) Regulations 2012  
Regulation 18: Preparation of a  
Local Plan**

**Winchester District Local Plan 2038 - Strategic  
Issues and Priorities Consultation**

Winchester City Council has published a 'Strategic Issues & Priorities' consultation document for a period of 8 weeks from 16th February 2021 until midnight on 12th April 2021. The Strategic Issues and Priorities consultation invites you to submit your views on some of the key issues that the new Local Plan 2038 will need to address. This consultation will inform the full draft Local Plan, which will be published for consultation in late 2021/early 2022.

The new Local Plan 2038 will cover all of Winchester District except for the part within the South Downs National Park (which has its own Local Plan). The Local Plan will set out the development strategy and policy framework for the area and allocate or designate land accordingly. Once adopted, the new Local Plan will be used to guide decisions on planning applications up to 2038.

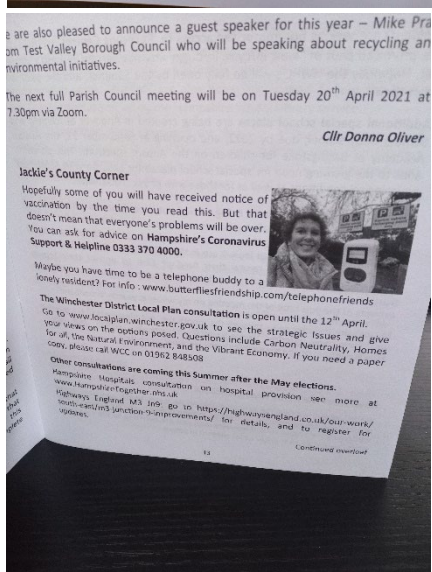
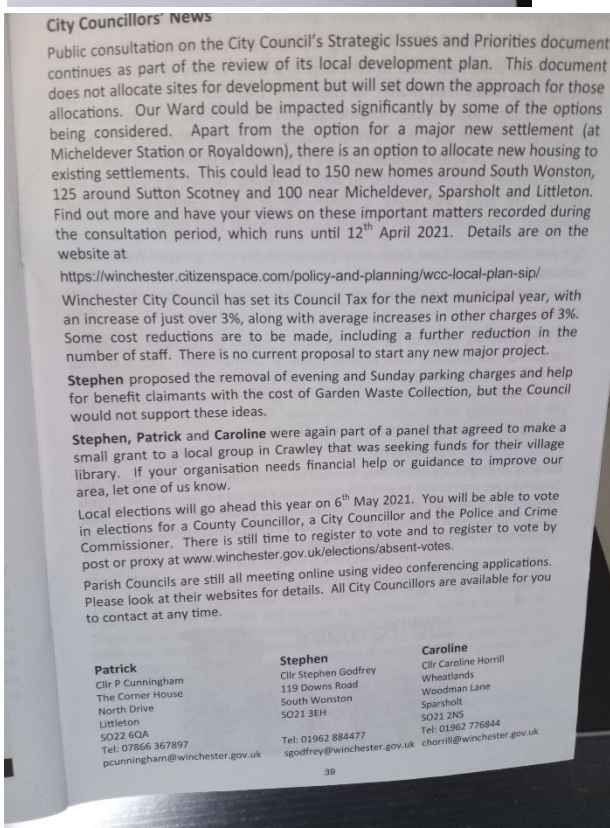
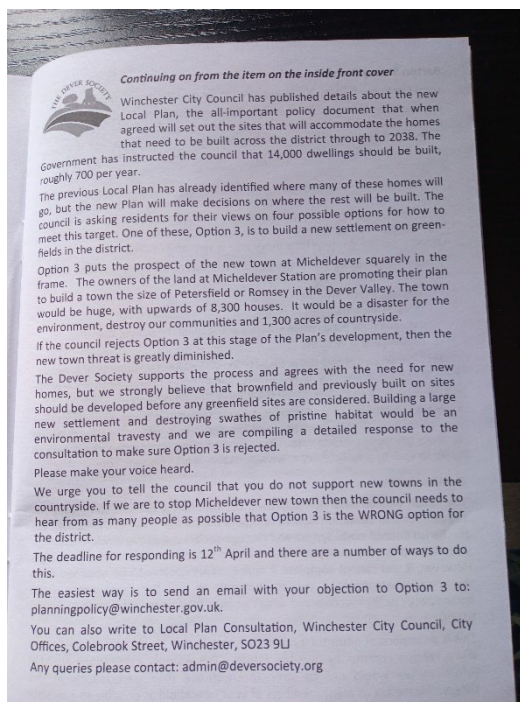
The Strategic Issues & Priorities consultation sets out alternative ways in which the District (outside the National Park) might be able to accommodate the development that it needs to plan for and what the future strategic vision should be for the District. It sets out a range of questions and provides an opportunity to comment, but does not identify a 'preferred option'. The responses to this consultation will help the Council to develop a planning strategy and a full draft Local Plan, for future consultation. There is also an 'Integrated Impact Assessment (including Sustainability Appraisal)' which we would welcome your comments on, and a 'call for sites' whereby sites can be submitted to be considered for allocation for a range of purposes in the Local Plan.

The consultation documents and associated evidence documents can be viewed online on the City Council's website: [www.localplan.winchester.gov.uk](http://www.localplan.winchester.gov.uk). Copies of the Strategic Issues & Priorities consultation response form are available to complete or download from the Council's website. If you are unable to access the documents online please telephone 01962 848508. Comments can be emailed to [planningpolicy@winchester.gov.uk](mailto:planningpolicy@winchester.gov.uk), or can be submitted by post to Winchester City Council, City Offices, Colebrook Street, Winchester, SO23 9LJ.

All responses should be received by midnight on 12th April 2021. Please be aware that anonymous responses cannot be accepted and all comments will be made available on the Council's website (address and contact details will not be released).

*Adrian Fox  
Strategic Planning Manager, 15 February 2021*

## Appendix 4.2 West Dever News (April 2021)



## Appendix 4.3 Littleton and Harestock Parish Council newsletter link March 2021

<https://mailchi.mp/2b0c305cd8c5/littleton-and-harestock-parish-council-december-e-news-3774948>

## Appendix 4.4 Press Release 21 February 2021

<https://www.winchester.gov.uk/news/2021/feb/your-place-your-plan>

# Your Place, Your Plan

Winchester City Council is inviting public feedback on the potential Strategic Issues and Priorities for a new Local Plan which will cover the district outside of the South Downs National Park.

To reach as many people as possible, there are a range of ways that local people can have their say. Parish Councils have been briefed and provided with information to help them spread the word in their communities, and a series of online events for members of the public, businesses and community groups are being arranged for 2pm on 4 March, 7pm 9 March, 10am 12 March and 10.30am on 20 March. Registration for these events will be on the new [Local Plan website](#) where you will also be able to provide comments on the Strategic Issues and Priorities document.

In response to the climate emergency declared by the council in 2019, carbon neutrality targets will be at the centre of the new Local Plan, alongside other key themes addressing the need for housing, jobs, shopping, transport and other infrastructure, and community facilities as well as how best to protect our rich built and natural heritage.

This initial consultation seeks to determine the high level priorities the Local Plan is to address, before consulting further on more detailed proposals as the plan evolves, so we are not proposing any sites for development at this point. Therefore the council is inviting views from residents, businesses, parish councils, community groups, and from anyone with an interest in the district, including those living or working in the South Downs National Park, about what is important to them. The new Local Plan will help shape future development in our city, market towns, villages and countryside so we are seeking comments from as many people as possible which will feed into the plan making process.



The Local Plan will cover nine interlocking areas:

- Carbon Neutrality
- Biodiversity and the Natural Environment
- Conserving and Enhancing the Historic Environment
- Homes for All
- Creating a Vibrant Economy
- Promoting Sustainable Transport and Active Travel
- Living Well
- Low Carbon Infrastructure and Local Plan Viability
- Delivery and Success of the Local Plan

There will be an opportunity for everyone to comment on the Strategic Issues & Priorities document and an Integrated Impact Assessment as part of this phase of consultation which launched on 15 February and will run to midnight on 12 April 2021. Alongside the consultation there will be a 'Call for sites' for brownfield land, sites for housing, self-build/custom build, gypsy and travellers, employment, renewable energy generation, biodiversity offsetting, carbon offsetting, nutrient offsetting and green infrastructure. This is to make sure we have the most up-to-date information about the availability of land for development when we move on to the next stage of developing the new Local Plan, which will involve identifying sites for development, having considered all the feedback received from the Strategic Issues and Priorities consultation.

Anyone without access to the internet who would like to have the information in hard copy can call 01962 848 508 and the document will be sent to them in the post. There will also be announcements on Wave FM about the Local Plan consultation and posters will be displayed at a wide range of locations across the district.

Cllr Jackie Porter, Cabinet Member for Built Environment and Wellbeing, said:

*"The importance of this early stage in the development of our new Local Plan for everyone who works and lives in the district, as well as anyone that visits Winchester, our market towns and countryside, cannot be over stated. The way we live our lives, travel, work and enjoy our spare time are all influenced by the environment and the Local Plan will be part of shaping this for the future, as well as helping us tackle the climate emergency. We are dedicated to making this the very best environment for everyone with an interest in Winchester district.*

*I really hope people will take the time to help shape the future of the district by sending their comments to us."*

## Appendix 4.5 WCC business mini bulletin article 25 February 2021



### [Give us your feedback on the new Local Plan](#)

We are inviting you to [give us your feedback](#) on the potential Strategic Issues & Priorities for a new Local Plan which will cover the district outside of the South Downs National Park.

In response to the climate emergency declared by your council in 2019, carbon neutrality targets will be at the centre of the new Local Plan, alongside other key themes addressing the need for housing, jobs, shopping, transport and other infrastructure, and community facilities as well as how best to protect our rich built and natural heritage.

The new plan will help shape future development in our city, market towns, villages and countryside - so we want you to share your thoughts with us...

Join us at our upcoming [virtual events](#) (you only need to attend one):

[4 March - 2pm](#)

[9 March - 7pm](#)

[12 March - 10am](#)

[20 March - 10.30am](#)

## Appendix 4.6 DSU text sent out 25 February 2021

As you will be aware the consultation on the Local Plan Strategic Issues and Priorities opened last week. We've had some great feedback about our new website – if you haven't had a chance to look at this yet please do so here [www.localplan.winchester.gov.uk](http://www.localplan.winchester.gov.uk) We want to encourage as many people as possible from across the district to take part in this consultation. Please pass on link to the website and also the following information regarding the virtual information events that are taking place over the next few weeks. The first session will be taking place next week. Details of all the dates, and how to book a place, are listed here:

4 March – 2pm

[click here to book](#)

9 March – 7pm

[click here to book](#)

12 March – 10am

[click here to book](#)

20 March – 10.30am

[click here to book](#)

## Appendix 4.7 Your Council News article 26 February 2021

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[Back to top of document](#)

As Winchester district residents you're invited to [give us your feedback](#) on the potential Strategic Issues & Priorities for a new Local Plan which will cover the district outside of the South Downs National Park.

Carbon neutrality targets will be at the centre of the new Local Plan, alongside other key themes addressing the need for housing, jobs, shopping, transport and other infrastructure, and community facilities as well as how best to protect our rich built and natural heritage.

It's so important we hear from people like you to help shape future development in our city, market towns, villages and countryside – so please share your thoughts with us...

Join us at our upcoming [virtual events](#) (you only need to attend one):

[4 March - 2pm](#)

[9 March - 7pm](#)

[12 March - 10am](#)

[20 March - 10.30am](#)



Have your say via our [consultation website](#). Let your friends and family know too so that we can hear back from as many people as possible across our district.

**YOUR PLACE  
YOUR PLAN.**  
Winchester District Local Plan

## Appendix 4.8 Parish Connect article 02 March 2021



We are inviting your residents to [give us feedback](#) on the potential Strategic Issues & Priorities for a new Local Plan which will cover the district outside of the South Downs National Park.

In response to the climate emergency we declared in 2019, carbon neutrality targets will be at the centre of the new Local Plan, alongside other key themes addressing the need for housing, jobs, shopping, transport and other infrastructure, and community facilities as well as how best to protect our rich built and natural heritage.

The new plan will help shape future development in our market towns, villages, countryside and city - so we want everyone to share their thoughts with us...

Posters have been sent to you for you to display on your notice boards - or wherever you think they will have most impact. If you need any additional posters please [let us](#)

know. We would be grateful if you could let your residents know about our upcoming virtual events (they only need to attend one):

4 March - 2pm

12 March - 10am

9 March - 7pm

20 March - 10.30am

We value the views of our parish councils so would also encourage you to visit the new website and complete the questionnaire to help us shape the future of the district!



## Appendix 4.9 About Winchester Spring 2021 05 March 2021

Link to edition <https://www.flipsnack.com/6A8B5B99E8C/about-winchester-spring-2021-dx3ymffunf.html>

**DEVELOPMENT MATTERS**

**YOUR PLACE YOUR PLAN**

The city council has to create a future proofed plan that addresses how our district is developed in the future. The latest Local Plan will take us up to 2038 and highlights where all types of development and infrastructure take place across the district – helping us to decide whether areas of land are needed suitable for housing, industry use, or rural preservation (based on evidence or we collect from local studies). We will be creating the plan using local feedback gathered from our consultations, as well as factoring in economic, infrastructure-related, and environmental elements.

Visit here today to have your say on the live consultation which runs until 12 April. There are also a number of virtual information events in March, bookable via our website.

**What do YOU think our Local Plan should focus on?**

**YOUR PLACE YOUR PLAN**  
Winchester District Local Plan  
<https://www.winchester.gov.uk>

**ONE GREAT WIN: A 15-MINUTE CITY?**

Winchester Town Forum commissioned consultants Boyle & Summers to produce a new ten year vision for the city. A wide-ranging consultation with ecology, movement, homes, leisure and culture emerged as the key themes and a series of handbooks has been produced – around the parks, work, and the local vision itself. For more information visit [www.ourwinchester.com](http://www.ourwinchester.com)

We're now working to translate the vision into actions for the next decade – starting by writing for views on how the 15 minute neighbourhood concept (where local facilities can be accessed via a short outdoor walk from home) could be promoted in Winchester or adapted for the wider district via the Local Plan consultation.

It's been exciting to see new and different groups involved in planning the future our district - and we hope you'll do so too!"

**CLLR JACKIE PORTER**  
CABINET MEMBER FOR BUILDING ENVIRONMENT AND WELLBEING

What's your ONE great idea?

[Back to top of document](#)

## Appendix 4.10 Press release sent out 09 March 21

<https://www.winchester.gov.uk/news/2021/mar/carbon-neutrality-and-housing-highlighted-in-first-steps-to-new-local-plan>

### Press release

#### **Carbon neutrality and housing highlighted in first steps to new Local Plan**

Last week Winchester City Council held its first online interactive public event on the Strategic Issues and Priorities document, which represents the initial consultation stage in the development of the new Local Plan.

Following a presentation by Adrian Fox, Strategic Planning Manager, questions were posed to a panel of the project team and Cabinet Member for Built Environment and Wellbeing, Cllr Jackie Porter.

Key issues covered by the consultation were discussed during the session including Carbon Neutrality, Biodiversity and the Natural Environment, Conserving and Enhancing the Historic Environment, Homes for All, Creating a Vibrant Economy, Promoting Sustainable Transport and Active Travel, and Living Well.

This was the first public session to take place as part of the consultation during this initial stage in the development the new Local Plan. The plan will help shape future development in the city, market towns, villages and countryside, so the council is seeking comments from a wide range of residents, charities and businesses to feed into the process.

There are more general sessions with an event **tonight (9 March) at 7pm** alternatively **10am on 12 March**, or **10.30am on 20 March**, and events focusing on Living Well and Carbon neutrality.

Sign up via the new Local Plan website [www.localplan.winchester.gov.uk](http://www.localplan.winchester.gov.uk)

The website includes all the consultation documents and links to take part in a short survey and to complete a comprehensive feedback questionnaire.

Winchester City Council Cabinet Member for Built Environment and Wellbeing, Cllr Jackie Porter said:


“These online consultation sessions will help shape and develop the Local Plan. All comments that are made, and questions raised, will be carefully considered.


“By joining in, people really can make a difference to decisions that will affect all our lives. The feedback shared during the first the session was really interesting. For anyone who missed it, there are more opportunities to get involved coming soon and I invite everyone with an interest in the district to register for a place, join in the conversation and help create our plan for the future.”

**Appendix 4.11 Mid Hampshire Observer full page poster advertising week commencing 15 March 2021**


**YOUR PLACE  
YOUR PLAN.**  
Winchester District Local Plan

WHAT SHOULD YOUR  
**LOCAL PLAN**  
**FOCUS ON ?**





**INFORMATION  
EVENT**



**ONLINE  
QUESTIONNAIRE**


**THE NEW LOCAL PLAN FOR THE DISTRICT  
(OUTSIDE THE SOUTH DOWNS NATIONAL PARK)  
WILL HELP SHAPE FUTURE DEVELOPMENT**










**Consultation open 15 February to 12 April 2021**


To find out more and respond to the consultation visit:  
[www.localplan.winchester.gov.uk](http://www.localplan.winchester.gov.uk)

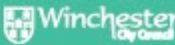
You can also register to attend a virtual information event on:  
**Saturday 20 March 10.30am**

If you are not able to access the Internet, please call 01962 848 508 and we will send you copies of the proposals and a feedback form to post back.



-  Carbon Neutrality
-  Biodiversity and the Natural Environment
-  Conserving and Enhancing the Historic Environment
-  Homes for All
-  Creating a Vibrant Economy
-  Promoting Sustainable Transport and Active Travel
-  Living Well
-  Low Carbon Infrastructure and Local Plan Viability
-  Delivery and Success of the Local Plan







## Appendix 4.12 Press release sent out 18 March 2021

<https://www.winchester.gov.uk/news/2021/mar/there-s-still-time-to-make-your-views-known-by-responding-to-the-current-phase-of-consultation-on-our-local-plan>

### **There's still time to make your views known by responding to the current phase of consultation on our Local Plan**

Winchester City Council's consultation on the Strategic Issues and Priorities document for the new Local Plan will close on Monday 12 April 2021 .

Local people are being reminded to make sure they have their say. The Council wants to hear from the broadest possible range of residents and businesses, as well as community groups and parish councils.

The new Local Plan will shape the future development of the district. Focussing on carbon neutrality is at the centre of the consultation, whilst addressing the need for housing, jobs, shopping, transport, other infrastructure and community facilities, as well as how best to protect our rich built and natural heritage.

Local people are warmly invited to register for the final public event which takes place this **Saturday, 20 March, at 10.30am**. To sign up to attend please visit the dedicated Local Plan website, [www.localplan.winchester.gov.uk](http://www.localplan.winchester.gov.uk).

A number of specialist, virtual stakeholder events have also been hosted, including a session focussing on the theme 'Living Well' held on Monday 15 March.

The key points that were raised at this event were the importance of access to open space and gardens, the strong link between the environment (including air quality) on both mental and physical health, the need for active travel to improve health and the importance of good quality adaptable homes.

The dedicated Local Plan website includes all the consultation documents and has a link to feedback questionnaire which you can complete to make your views known to the council. The consultation will close on the 12 April.

**Cllr Jackie Porter, Winchester City Council Cabinet Member for Built Environment and Wellbeing**, said:

*"We have had a good response to the consultation so far with a wide range of people and organisations attending our Local Plan events. We have reached almost 100,000 people on social media, and had 1,721 post engagements on Facebook and Instagram alone.*

*We are working through all these comments but I am encouraging everyone to fill out the full questionnaire on the website and make their points via the survey.*

*We will be taking on board all comments made, questions asked and ideas shared as the Council goes forward to draft the Local Plan to 2038. Please don't lose your chance to have a say. I hope that anyone who hasn't yet had a look at the website and completed a questionnaire will do so before the closing date. We value everyone's views, so it's really important that we hear from as many people as possible."*

**For more information contact:**

**Communications**

Winchester City Council

Colebrook Street

Winchester, SO23 9LJ

[communications@winchester.gov.uk](mailto:communications@winchester.gov.uk)

# Appendix 4.13 Hampshire Chronicle half page advert published Thursday 18 March 2021

## Appendix 4.14 Hampshire Chronicle Local Plan Article 08 March 2021



**THE group pitted against Royaldown are urging residents to have their say on the latest Local Plan over traffic fears.**

Consultation on Winchester City Council's plan refresh draws to a close on April 12.

This will shape future infrastructure investments and determine which areas can be developed across the district.

Save South Winchester Campaign Group is pleading that Royaldown – the scheme to build a new town between Winchester and Hursley – is not considered.

Hampshire County Councillor and Hursley resident Jan Warwick said: “We know our local traffic network is stretched to the limit in normal times, so it was important for us to understand the traffic impact from another 5,000 houses, 2,000 space Park and Ride, two schools, shops and commercial sites.

"The report estimates the site will generate 25,000 additional car journeys everyday piling onto Badger Farm Road, Poles Lane and the M3 junctions”.

According to the group, the site does not offer foot and cycle connectivity to key amenities or stations within 15-minutes, meaning it does not meet Winchester City Council's criteria for development.

Chairman of Hursley Parish Council David Killeen said: “It is clear from this comprehensive traffic report that Royaldown will not be the utopian sustainable transport development the developers’ vision document suggests. Residents will commute to and from the site each day and the location does not offer easy connectivity to either Winchester or Shawford stations.”

Members of Save South Winchester are also concerned that 1,000 houses could be built on South Winchester Golf Club in the near future.

The site was identified by the council as a potential area for housebuilding. This could generate another 5,000 vehicle movements every day.

Another area of concern raised by the group is the potential outcome of Partnership for South Hampshire (PfSH) discussions regarding housing allocations, which are not made public.

The most recent housing numbers for Southampton were increased by 35 per cent in December 2020, and along with other urban authorities, they may find regeneration sites challenging to deliver.

Oliver’s Battery resident David Kirkby said: “Winchester City Council have a duty to cooperate with neighbouring authorities and it is anticipated that these other members of PfSH may say they can’t provide the numbers required and expect the Winchester District to take additional housing numbers.

"Winchester City Council have agreed to take additional numbers in the past. If they do so again it would fundamentally change the strategic options for housing growth across the district and put huge pressure on local green field sites.”

Save South Winchester Campaign Group is urging residents to respond to the public consultation on the refresh of the Local Plan

## Appendix 4.15 Hampshire Chronicle Digital Advertising 28 day digital campaign preview links

<http://gps.newsquest.co.uk/proofportal-gs/?Region=GS&AdID=c71fc32d-66fd-4e01-bf06-387b6594cafb&Version=4>

[http://www.hampshirechronicle.co.uk?google\\_preview=-yh1VdT9im0Y0oz4ggYw0qitigalAYCAgKC36Lnn1wE&iu=154725070&gdfp\\_req=1&lineItemId=5643763891&creativeId=138343518178](http://www.hampshirechronicle.co.uk?google_preview=-yh1VdT9im0Y0oz4ggYw0qitigalAYCAgKC36Lnn1wE&iu=154725070&gdfp_req=1&lineItemId=5643763891&creativeId=138343518178)

[http://www.hampshirechronicle.co.uk?google\\_preview=1rjsUNPmGP4Y4o74ggYw4qqtigalAYCAgKC36PnlvQE&iu=154725070&gdfp\\_req=1&lineItemId=5643763891&creativeId=138343518169](http://www.hampshirechronicle.co.uk?google_preview=1rjsUNPmGP4Y4o74ggYw4qqtigalAYCAgKC36PnlvQE&iu=154725070&gdfp_req=1&lineItemId=5643763891&creativeId=138343518169)

[http://www.hampshirechronicle.co.uk?google\\_preview=W17kHx7U034Yj4\\_4ggYwj6utigalAYCAgKC36LnXiQE&iu=154725070&gdfp\\_req=1&lineItemId=5643763891&creativeId=138343064303](http://www.hampshirechronicle.co.uk?google_preview=W17kHx7U034Yj4_4ggYwj6utigalAYCAgKC36LnXiQE&iu=154725070&gdfp_req=1&lineItemId=5643763891&creativeId=138343064303)

[http://www.hampshirechronicle.co.uk?google\\_preview=T10ZIAMj1h0Yuo\\_4ggYwuqutigalAYCAgKC36Lnzeg&iu=154725070&gdfp\\_req=1&lineItemId=5643763891&creativeId=138343064306](http://www.hampshirechronicle.co.uk?google_preview=T10ZIAMj1h0Yuo_4ggYwuqutigalAYCAgKC36Lnzeg&iu=154725070&gdfp_req=1&lineItemId=5643763891&creativeId=138343064306)



[http://www.hampshirechronicle.co.uk?google\\_preview=tj-FN1BopC4Y3o\\_4ggYw3qutigalAYCAgKC36PnPNw&iu=154725070&gdfp\\_req=1&lineItemId=5643763891&creativeId=138343064300](http://www.hampshirechronicle.co.uk?google_preview=tj-FN1BopC4Y3o_4ggYw3qutigalAYCAgKC36PnPNw&iu=154725070&gdfp_req=1&lineItemId=5643763891&creativeId=138343064300)

[http://www.hampshirechronicle.co.uk?google\\_preview=pe0Jz5cVox0YmZL4ggYwma6tigalAYCAgKC36PmOgwE&iu=154725070&gdfp\\_req=1&lineItemId=5644731080&creativeId=138343168632](http://www.hampshirechronicle.co.uk?google_preview=pe0Jz5cVox0YmZL4ggYwma6tigalAYCAgKC36PmOgwE&iu=154725070&gdfp_req=1&lineItemId=5644731080&creativeId=138343168632)



[https://www.hampshirechronicle.co.uk/?google\\_preview=G4J4xp-b6CIY1pH4ggYw1q2tigalAYCAgKC36IXVMg&iu=154725070&gdfp\\_req=1&lineItemId=5644731080&creativeId=138343168638](https://www.hampshirechronicle.co.uk/?google_preview=G4J4xp-b6CIY1pH4ggYw1q2tigalAYCAgKC36IXVMg&iu=154725070&gdfp_req=1&lineItemId=5644731080&creativeId=138343168638)

[http://www.hampshirechronicle.co.uk?google\\_preview=45o05dXrGGcYv5L4ggYwv66tigalAYCAgKC36MWQUQ&iu=154725070&gdfp\\_req=1&lineItemId=5644731080&creativeId=138343168896](http://www.hampshirechronicle.co.uk?google_preview=45o05dXrGGcYv5L4ggYwv66tigalAYCAgKC36MWQUQ&iu=154725070&gdfp_req=1&lineItemId=5644731080&creativeId=138343168896)

## Appendix 4.16 Hampshire Chronicle digital advertising statistics breakdown

URN : SOU2028699	START DATE : 15/Mar/2021	END DATE : 11/Apr/2021	AD SERVER : 	REGION : Hampshire and Dorset
SALES REP EMAIL : 	ADVERTISER : WINCHESTER_CITY_COUNCIL	BUSINESS TYPE : Local Government		

□

Campaign Metrics				
	Impressions	Clicks	CTR	Response per 10K Impressions
<b>Total</b>	<b>127,240</b>	<b>304</b>	<b>0.24%</b>	<b>23.89</b>
 Facebook	47,253	185	0.39%	39.15
 Newsquest Display	79,987	119	0.15%	14.88

## **Appendix 5 - Posters**

### **Appendix 5.1 Posters printed and sent**

<b>Poster location</b>	<b>To print</b>
<b>Sheltered Housing</b>	40
<b>Care homes</b>	25
<b>GP surgeries</b>	10
<b>Hospital</b>	7
<b>Supermarkets and convenience</b>	58
<b>Parish Councils</b>	133
<b>Car parks</b>	40
<b>Bus shelters P&amp;R and public conveniences</b>	10
<b>Notice boards</b>	10
<b>City office reception notice board</b>	3
<b>Staff notice boards WCC offices</b>	6
<b>Local places of worship</b>	23 and digital send out
<b>Alresford community association</b>	1
<b>City office Broadway advertising</b>	0 - Advertising team completed print of 1 poster
<b>Clear Channel</b>	0 - Clear channel print for bus stops and digital advertising at Sainsbury's
<b>Education</b>	0 - Digital posters
<b>Large employers</b>	0 - Digital posters
<b>Posters sent to misc. (initially held as spare)</b>	10
<b>Strategic Planning officers</b>	12
<b>Total</b>	<b>388</b>



## Appendix 5.2 Table of posters confirmed as displayed

Print Team confirmed letters and 2 copies of each poster sent to Parish Councils in Winchester District including SDNP area on **9 February 2021**

Confirmed by	Number of Posters and location	Picture provided:	Date confirmed:
<b>Bighton Parish Council</b>	1 – PC Notice board	Yes	19/02/21
<b>Bishops Waltham Parish Council</b>	4 – PC Notice boards The Avenue Jubilee Hall Hoe Road Cross Street  Also on PC Facebook page	Yes	25/02/21
<b>Boarhunt Parish Council</b>	2 – PC notice boards  Also on PC website and the Parish Magazine	No	25/02/21
<b>Bramdean &amp; Hinton Ampner Parish Council</b>	0 – Received posters we sent but not placing up due to being in SDNP area	N/a	01/03/21
<b>Colden Common Parish Council</b>	6 – PC notice boards Colden Common Park, Boyes Lane, SO21 1TA Recreation Ground, Main Road, SO21 1RR Church Lane St Vigor Way, SO21 1UU Upper Moors Road, (Near junction of St Vigor Way, by the Oak tree) Lower Moors Road (opposite entrance to Orchard Close) Multiple email newsletters (2/3 to approximately 800 subscribers) Facebook posts on PC Facebook Page	Yes (Taken by WCC Officer on 27/03/21)	26/02/21
<b>Compton and Shawford Parish Council</b>	1 – Parish Council Notice board  Also on PC website	Yes	25/02/21
<b>Crawley Parish Council</b>	2 – PC notice boards (1 of which photographed by WCC officer)	Yes	25/02/21
<b>Denmead Parish Council</b>	1 – Parish Council Notice board	Yes	26/02/21
<b>Durley Parish Council</b>	5 – PC Notice boards (Photo of Durley Memorial Hall, Durley Brook Road, Durley, Southampton SO32 2AR) Also displayed on PC website	Yes	13/02/21
<b>Hambledon Parish Council</b>	0 – Received posters we sent but not placing up due to being in SDNP area	N/a	26/02/21
<b>Headbourne Worthy Parish Council</b>	1 – Parish Council Notice board	Yes	

<b>Itchen Stoke and Ovington Council</b>	1 (Put up in Village Green by St. Mary's Church, Itchen Stoke)  PC received copies in the mail, however work remotely from the Parish so have not been displayed on Notice Boards  Information forwarded to all Members of the Council and placed flier on PC website with a link from the home page.	No	25/02/21
<b>Itchen Valley Parish Council</b>	4 (1 of which photographed in Itchen Abbas opposite village hall by WCC Officer)	Yes	26/02/21
<b>Micheldever Parish Council</b>	7 – PC Notice boards Social Media	No	25/02/21
<b>New Alresford Parish Council</b>	0 – Had received but no capacity to put out Was displayed on website and will circulate on local residents Facebook group	No	15/02/21
<b>Newlands Parish Council</b>	0 - Due to lockdown Parish noticeboards are out of action, therefore the local plan posters were posted on the Parish Facebook page	Yes	10/03/21
<b>Old Alresford Parish Council</b>	2 – PC notice boards (1 of which photographed outside Christy hall in Old Alresford by WCC Officer)	Yes	18/02/21
<b>Oliver's Battery Parish Council</b>	3 – PC Notice boards	No	04/03/21
<b>Otterbourne Parish Council</b>	6 - Parish Council Notice boards (3 photos - The village shop on Main Road; the entrance to Otterbourne School; the recreation ground)  Not with photos: two inside bus shelters on Main Road; Boyatt Lane  Also on PC website	Yes	25/02/21
<b>Shedfield Parish Council</b>	2 – Parish Council notice boards  Shared on social media also	Yes	25/02/21
<b>Soberton Parish Council</b>	12 – PC notice boards and Church Notice Board  Also on PC website and on PC Facebook page.	No	16/02/21
<b>South Wonston (placed up by WCC Officer) (South Wonston PC had not received on 25/02,</b>	1 – Village Hall (Downs Road)	Yes	17/03/21

<b>agreed to print but no confirmation)</b>			
<b>Sparsholt Parish Council</b>	1 – PC Notice board	Yes	25/02/21
<b>Swanmore Parish Council</b>	1 – PC Notice board	Yes	01/03/21
<b>Tichborne Parish Council</b>	1 – PC Notice board at the Old Post Office in the village centre, SO24 ONE.  PC website	Yes	26/03/21
<b>Twyford Parish Council</b>	2 – Parish Council notice boards	No	26/02/21
<b>Upham Parish Council</b>	2 – PC notice boards One is at Upham Recreation Ground, Shoe Lane, Upham and the other is along the Winchester Road, Lower Upham.  Also on Upham PC website	Yes	13/02/21
<b>Warnford Parish Council</b>	1 – Parish Council Notice board	Yes	
<b>West Meon Parish Council</b>	0  Has been displayed on PC website	No	19/03/21
<b>Whiteley Town Council</b>	1 on each notice board at: (Meadowside Leisure Centre photographed by WCC Officer) Meadowside Leisure Centre Marjoram Way Thyme Avenue Leafy Lane Social media	No	03/03/21
<b>Wickham Parish Council</b>	Community Centre x 2 (Photo taken by WCC Officer) Wickham Square x 2 (Photo taken by WCC Officer) Knowle South Square x 1 Old Knowle x 1 Social media	Yes	03/03/21
<b>Wonston Parish Council</b>	6 – PC Notice boards Images of posters... Stoke Charity bus stop in Sutton Scotney, School bus stop Wonston Arms Social media	Yes	25/02/21
<b>Alresford District Community Association</b>	1 – Notice board at Alresford District Community Centre	No	07/03/21
<b>Community Safety Team WCC</b>	11 - Community notice boards at - Stanmore: Wavell Way, Cromwell road and Battery Hill Riverside park leisure centre Winnall: Braxton House, Craddock House, Dennett House and Earle House Weeke: Fromond road	Yes	26/02/21

	Fulflood: Stockbridge road outside Prichards shop Highcliffe: Fivefields road, Milland road.		
<b>Customer Service Team WCC</b>	3 - WCC Offices windows	Yes	
<b>Facilities Team WCC</b>	6 – Staff notice boards WCC offices	Yes	24/02/21
<b>Parking Team</b>	Car parks : 6 - Chesil Street 7 - Tower Street 2 - Gladstone Street 1 - Jewry Street 3 – Colebrook Street 2 – St Peter’s 1 – Upper Brook Street 1 – Cossack Lane 2 – Middlebrook Street  Park and Ride: 9 - St Catherines Park and Ride 4 - Pitt Park and Ride 6 - South Winchester Park and Ride Barfield Park and Ride 3 – Barfield Park and Rde	Yes	16/02/21
<b>Sheltered Housing Team</b>	20 - Sheltered Accommodation: Makins Court Richard Moss King Harold Court Eastacre Hyde Lodge Denmead	Yes	25/02/21
<b>Tourism Team WCC</b>	1 – WCC Offices Broadway location	Yes	
<b>Clear Channel Bus Stop advertising</b>	6 Sainsbury’s Badger Farm Fraser Road, Kings Worthy Otterbourne (SO50 4LQ) Stanmore (SO22 4AE) Fromond Road, Weeke SO22 JN	Yes	Sainsbury screen live from 1st March, bus stop ones from the 25th February
<b>Morestead Church</b>	1 – Notice board at Morestead Church	No	07/03/21
<b>St. Clements Surgery (Tanner Street, Winchester)</b>	2 – Patient waiting room and Staff Room	No	16/02/21
<b>Royal Hampshire County Hospital (Winchester)</b>	7 – Notice boards	No	

## Appendix 5.3 Denmead Parish Council bus stop advertising correspondence

**From:** Clerk <[REDACTED]denmead-pc[REDACTED]>  
**Sent:** 21 January 2021 08:44  
**To:** Brigid Taylor <[BTaylor@winchester.gov.uk](mailto:BTaylor@winchester.gov.uk)>  
**Subject:** RE: Enquiry: advertising new Local Plan consultation

Good morning Brigid

I've spoken with my Vice Chairman and we are agreed that using the bus stops in the Village would be a better use of the budget. Each of the bus stops has a dedicated A4 advertising space. People are walking around the village much more at the moment and trips to Sainsbury's are a tense experience for many who just want to get in and out as quickly as possible. There are in excess of 15 bus stops in the village.

I hope this helps!

Kind regards  
Paula

[REDACTED]  
Chairman

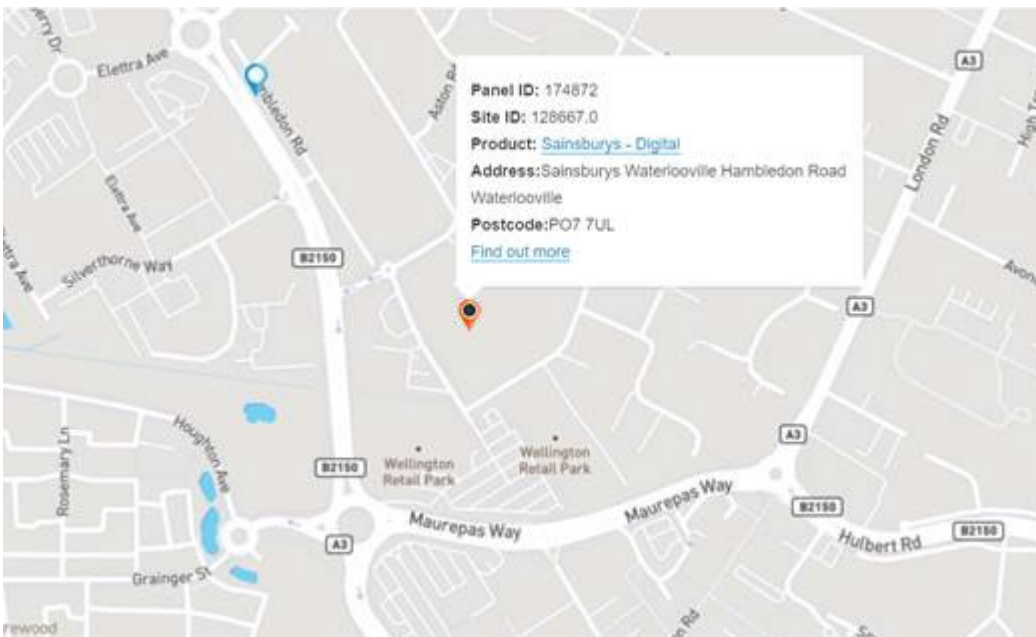
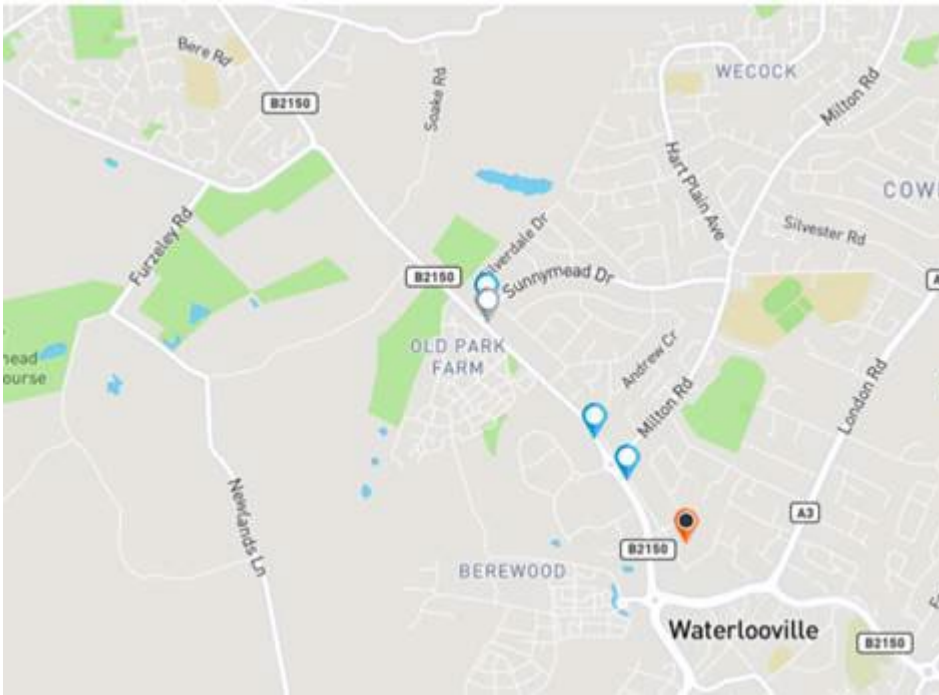
**From:** [BTaylor@winchester.gov.uk](mailto:BTaylor@winchester.gov.uk) <[BTaylor@winchester.gov.uk](mailto:BTaylor@winchester.gov.uk)>  
**Sent:** 18 January 2021 11:00  
**To:** Clerk <[REDACTED]denmead-pc[REDACTED]>  
**Subject:** Enquiry: advertising new Local Plan consultation

Good morning,

I am one of the Principal Planning Officers in the Strategic Policy team at Winchester City Council. We are preparing to launch a consultation in February/ March which explores the Strategic Issues and Priorities for the new Local Plan. We will be writing to all Parish Councils shortly to request your support in publicising the consultation via local groups on social media etc and posters on village notice boards etc, given the restrictions currently in place.

We realise visits to the supermarket are one of the only legitimate means to be outside the home during lockdown so are hoping to raise awareness of the consultation by placing ads near supermarkets. There is the possibility of using the digital advertising space outside Sainsburys in Waterlooville, as well as posters on a couple of bus stops on the route between Denmead and Waterlooville. I have added maps below to show the locations.

We wanted to reach out to you, via this email, to gauge your opinion on how likely it is that residents of Denmead would use the Waterlooville Sainsburys and see such posters if we did take advantage of this commercial advertising space? We are eager to do what we can (alongside the usual social media and Councils newsletters etc) but obviously given Waterlooville is outside our boundary just want to engage with you to see whether you think this would be useful, for Denmead residents. Your input is most appreciated .



Many thanks,

**Brigid Taylor**  
Principal Planning Officer  
Strategic Policy

Winchester City Council  
Colebrook Street  
Winchester, SO23 9LJ




[Back to top of document](#)


## Appendix 5.4 Local Plan poster design

**YOUR PLACE  
YOUR PLAN.**  
Winchester District Local Plan

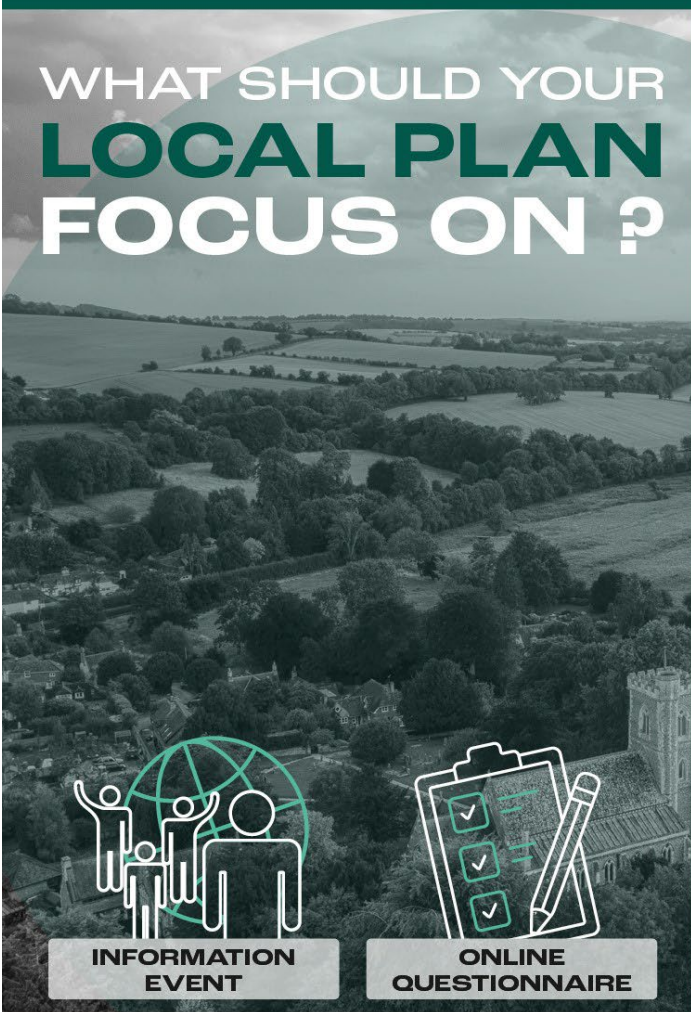
# WHAT SHOULD YOUR LOCAL PLAN FOCUS ON ?











**INFORMATION  
EVENT**



**ONLINE  
QUESTIONNAIRE**



-  Carbon Neutrality
-  Biodiversity and the Natural Environment
-  Conserving and Enhancing the Historic Environment
-  Homes for All
-  Creating a Vibrant Economy
-  Promoting Sustainable Transport and Active Travel
-  Living Well
-  Low Carbon Infrastructure and Local Plan Viability
-  Delivery and Success of the Local Plan

**THE NEW LOCAL PLAN FOR THE DISTRICT  
(OUTSIDE THE SOUTH DOWNS NATIONAL PARK)  
WILL HELP SHAPE FUTURE DEVELOPMENT**


**Consultation open 15 February to 12 April 2021**



To find out more and respond to the consultation visit:  
[www.localplan.winchester.gov.uk](http://www.localplan.winchester.gov.uk)

You can also register to attend a virtual information event on

Thursday 4 March 2pm	Tuesday 9 March 7pm
Friday 12 March 10am	Saturday 20 March 10.30am

If you are not able to access the internet, please call 01962 848 508 and we will send you copies of the proposals and a feedback form to post back.



## Appendix 5.5 Bighton Parish Council poster



## Appendix 5.6 Bishop's Waltham Parish Council posters

(The Avenue, Jubilee Hall, Hoe Road, Cross Street)





## Appendix 5.7 Boarhunt Parish Council posters



## Appendix 5.8 Colden Common Parish Council posters

(Church Lane, Colden Common Park, Colden Common Community Centre, Lower Moors rd, Upper Moors rd, Recreation ground)



# Appendix 5.9 Compton and Shawford Parish Council poster (SO21 2AA)

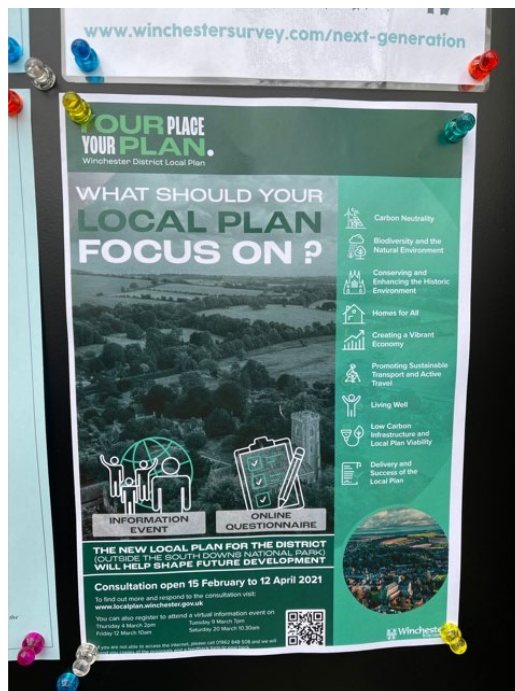


## Appendix 5.10 Crawley Parish Council poster

(SO21 2PS)



## Appendix 5.11 Denmead Parish Council poster



## Appendix 5.12 Durley Parish Council poster

(Durley Memorial Hall, Durley Brook Road, Durley, Southampton SO32 2AR)



## Appendix 5.13 Headbourne Worthy Parish Council poster



## Appendix 5.14 Itchen Valley Parish Council poster

(Itchen Abbas opposite village hall)



## Appendix 5.15 Kings Worthy Parish Council poster



## Appendix 5.16 Newlands Parish Council poster

The image shows a screenshot of the Newlands Parish Council Facebook page. The page header includes the council's name, a search bar, and navigation buttons like 'Edit Send Email' and 'Promote'. The main content area features a large green poster titled 'YOUR PLACE YOUR PLAN. What should your LOCAL PLAN FOCUS ON?'. The poster lists several key areas for consultation: Carbon Neutrality, Resilience and a Natural Environment, Greening and Rejuvenating the Historic Environment, Homes for All, Creating a Vibrant Economy, Promoting Sustainable Transport and Active Travel, Using Mail, Low Carbon Infrastructure to aid Local Plan Viability, and Delivery and Success of the Local Plan. It also mentions an 'INFORMATION EVENT' and an 'ONLINE QUESTIONNAIRE'. The poster text states: 'THE NEW LOCAL PLAN FOR THE DISTRICT (OUTSIDE THE SOUTH LOGGING NATIONAL PARKS) WILL HELP SHAPE FUTURE DEVELOPMENT. Consultation open 15 February to 12 April 2021'. At the bottom of the poster is a QR code and the Winchester Council logo.

## Appendix 5.17 Old Alresford Parish Council poster

(Outside of Christy Hall)



## Appendix 5.18 Otterbourne Parish Council poster

(SO21 2ET)



## Appendix 5.19 Shedfield Parish Council poster



## Appendix 5.20 Sparsholt Parish Council poster



## Appendix 5.21 Swanmore Parish Council poster





## Appendix 5.22 Tichborne Parish Council poster

(Old Post Office in the village centre, SO24 0NE, and website)



https://www.tichborne-parish-council.com/news/your-place-your-plan-442434

**Your Place. Your Plan.**

**YOU'VE MADE THE PLAN.**

**WHAT SHOULD YOUR LOCAL PLAN FOCUS ON?**

By Brendan Gibbs  
Tichborne Parish Council  
Thursday, 25 March 2021

ABOUT THE AUTHOR  
Tichborne Parish Council Contributor  
VIEW ALL ARTICLES BY THIS AUTHOR

Winchester City Council are currently consulting on their first thoughts for their next Local Plan - entitled 'Your Place Your Plan'.

This plan will determine the scale and location of new developments in the district over the next decade or so, and how they intend to use the Local Plan to minimise adverse climate change.

If you live in Winchester district it is important to make your views heard as it will affect the whole area, not just the city.

## Appendix 5.23 Upham Parish Council poster

(Upham Recreation Ground in Shoe Lane, and Winchester Road, Lower Upham)



## Appendix 5.24 Whiteley Town Council poster

(Meadowside Leisure Centre)



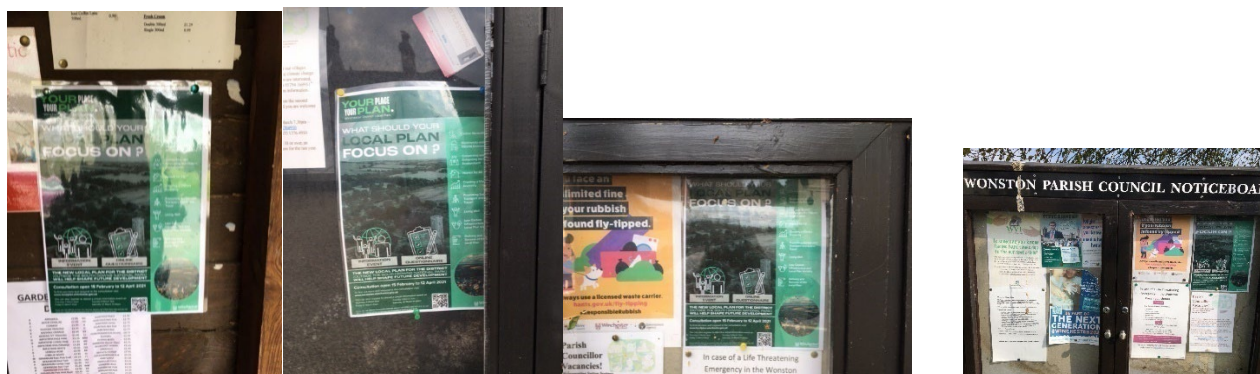
## Appendix 5.25 Wickham Parish Council posters

(Wickham Square, Wickham Community Centre)



## Appendix 5.26 Wonston Parish Council posters

(Stoke Charity, By bus stop in Sutton Scotney, by School bus stop and at Wonston Arms)



## Appendix 5.27 South Wonston Village Hall poster

(Downs Road)



## Appendix 5.28 Riverside Park Leisure Centre Community Notice board poster



## Appendix 5.29 Winnall community notice board posters

(Braxton House, Craddock House, Dennett House and Earle House)



## Appendix 5.30 Stanmore community notice board posters

(Wavell Way, Cromwell road and Battery Hill)



## Appendix 5.31 Weeke Community notice board posters

(SO22 6HQ, Fromond road, Weeke)



## Appendix 5.32 Fulflood community notice board poster

(Stockbridge road outside Prichards shop)



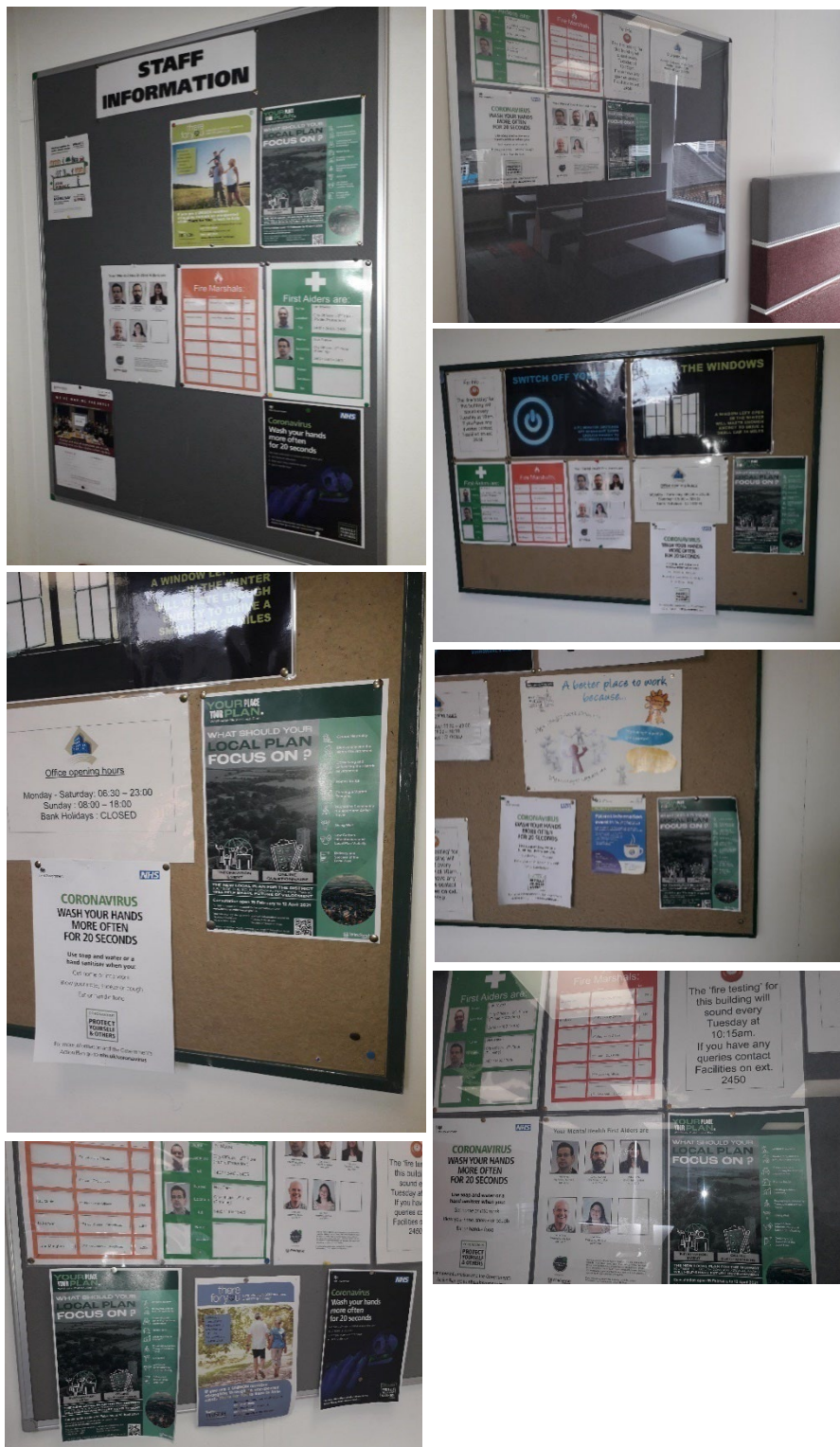
## Appendix 5.33 Highcliffe community notice board posters

(Fivefields road, Millland road)



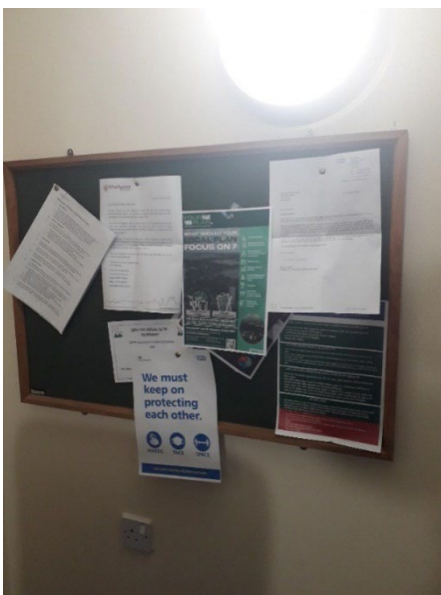
# Appendix 5.34 Staff Noticeboard posters

(Winchester City Council city office)





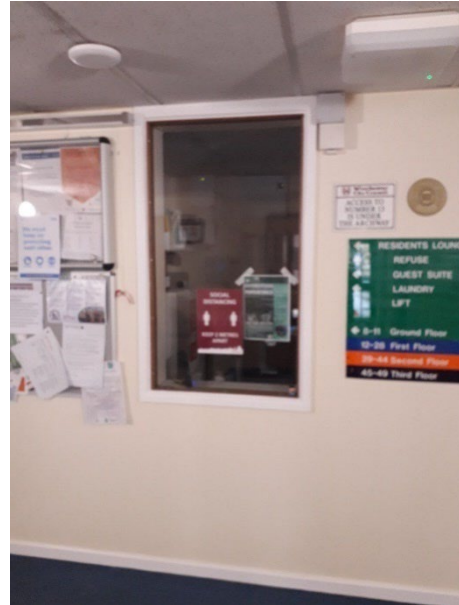
## Appendix 5.35 Sheltered Housing Makins Court posters



## Appendix 5.36 Sheltered Housing King Harold Court posters



### Appendix 5.37 Sheltered Housing Richard Moss posters



### Appendix 5.38 Sheltered Housing Eastacre posters



### Appendix 5.39 Sheltered Housing Hyde Lodge posters



### Appendix 5.40 Sheltered housing Denmead poster



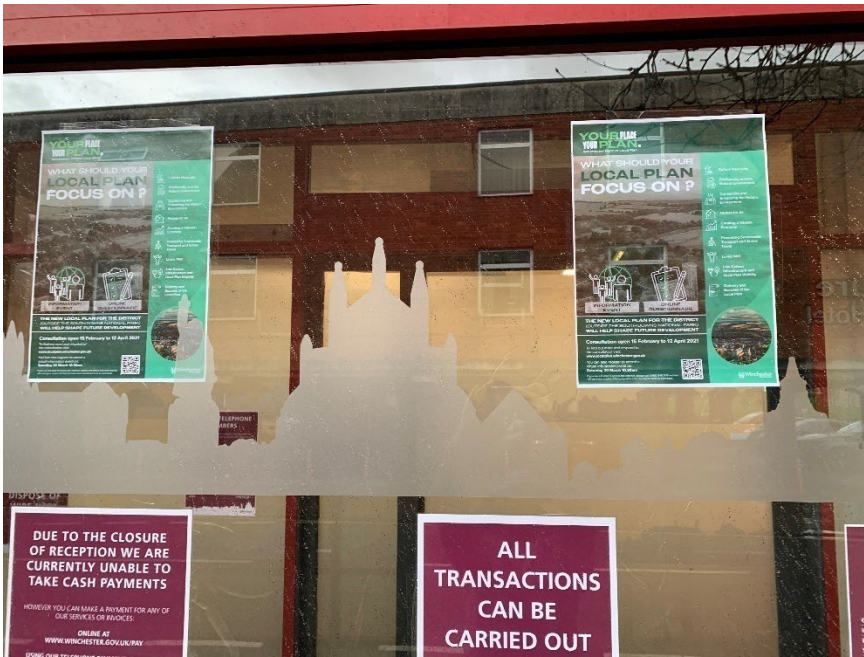
### Appendix 5.41 Sheltered Housing Wickham posters



### Appendix 5.42 Sheltered housing Bishop's Waltham posters



## Appendix 5.43 WCC Offices reception window posters



### Appendix 5.44 WCC Offices Broadway poster



### Appendix 5.45 South Wonston shop poster



## Appendix 5.46 Sainsburys Badger Farm (SO22 4QB) poster



## Appendix 5.47 Bus stop advertising in Fraser Road, Kings Worthy opposite local shop/pharmacy and post office





## Appendix 5.48 Bus stop advertising Otterbourne (SO50 4LQ)



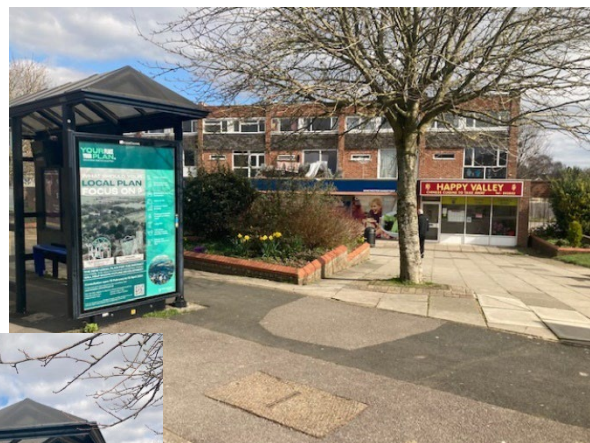
### Appendix 5.49 Bus stop advertising Stanmore (SO22 4AE)



### Appendix 5.50 Weeke bus advertising (SO22 6HQ, Fromond road, Weeke)



### Appendix 5.51 Bus stop advertising SO22 6JN



## Appendix 5.52 Barfield Park and Ride posters



# Appendix 5.53 St Catherine's Park and Ride posters



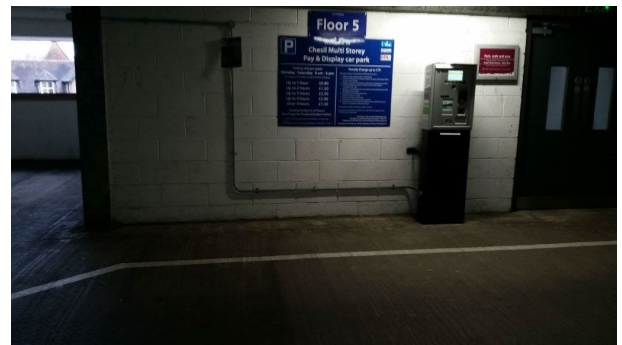
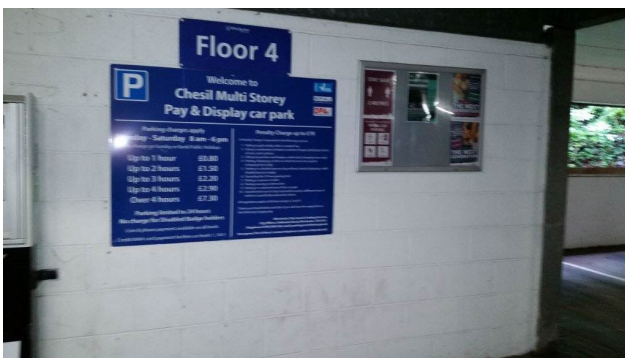
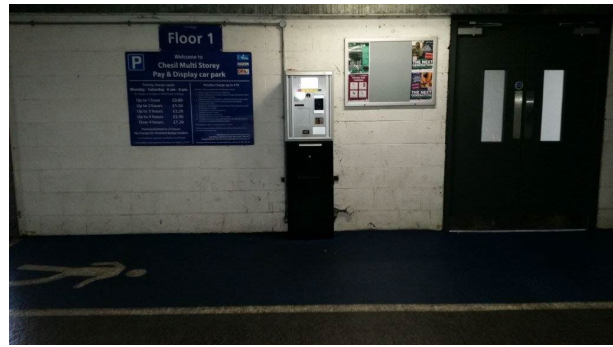
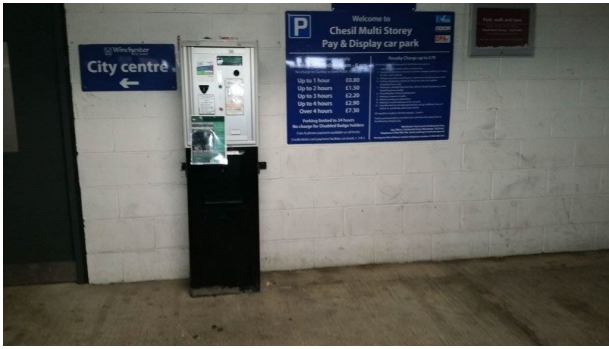
# Appendix 5.54 South Winchester Park and Ride posters



# Appendix 5.55 Pitt Park and Ride posters



## Appendix 5.56 Car park (Chesil Street) posters





### Appendix 5.57 Car park (Tower St car park) posters



### Appendix 5.58 Car park (Gladstone Street) posters



### Appendix 5.59 Car park (Jewry Street) posters



### Appendix 5.60 Car park (Colebrook Street) posters



### Appendix 5.61 Car park (St Peter's) posters



## Appendix 5.62 Car park (Upper Brook Street) posters



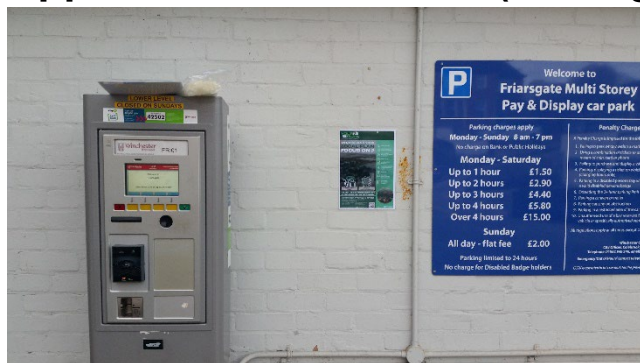
## Appendix 5.63 Car park (Cossack Lane) posters



## Appendix 5.64 Car park (Middlebrook Street) posters



## Appendix 5.65 Car Park (Friarsgate) posters



## Appendix 6 - Banner Designs

### Appendix 6.1 Banner designs



Banner with dates used in email signature for all WCC Strategic Planning Officers between 15<sup>th</sup> February and 12<sup>th</sup> April 2021

## **Appendix 7 - Mail Outs**

### **Appendix 7.1 Organisations notified of consultation**

<b>Organisation name</b>	<b>Consultee type</b>
Andover PCN	Statutory consultee
CCG Managing Director	Statutory consultee
Civil Aviation Authority	Statutory consultee
Environment Agency (Nitrates)	Statutory consultee
Environment Agency	Statutory consultee
Hampshire County Council Public Health Adults' Health department	Statutory consultee
HCC (all)	Statutory consultee
HCC (countryside)	Statutory consultee
HHFT	Statutory consultee
Highways England	Statutory consultee
Historic England	Statutory consultee
Homes England	Statutory consultee
M3 Enterprise LEP	Statutory consultee
Marine Management Organisation	Statutory consultee
National Air Traffic Services	Statutory consultee
Natural England	Statutory consultee
Network Rail	Statutory consultee
NHS	Statutory consultee
NHS Property Services (NHSPS)	Statutory consultee
NHS South East Hampshire CCG	Statutory consultee
NHS West Clinical Commissioning Group	Statutory consultee
NHS West Hampshire CCG	Statutory consultee
Office for Road and Rail	Statutory consultee
Police and Crime Commissioner	Statutory consultee
Public Health Team, Hampshire County Council	Statutory consultee
QA Hospital Portsmouth	Statutory consultee
Regulator of Social Housing	Statutory consultee
Rural North & East	Statutory consultee
Rural South	Statutory consultee
Rural West (Watership Down)	Statutory consultee
SCAS Medical Director	Statutory consultee
SCAS Operations Manager	Statutory consultee
Solent Health Chief Executive	Statutory consultee
Solent LEP	Statutory consultee
South Eastern Hampshire & Fareham and Gosport CCGs	Statutory consultee
Southern Health Chief Executive	Statutory consultee

<b>SSA Planning</b>	Statutory consultee
<b>STP Senior Responsible Officer</b>	Statutory consultee
<b>The Coal Authority</b>	Statutory consultee
<b>The Planning Inspectorate (PINS)</b>	Statutory consultee
<b>Theatre Trust</b>	Statutory consultee
<b>UHS Interim Chief Executive</b>	Statutory consultee
<b>West Hampshire (inc Winchester City)</b>	Statutory consultee
<b>Winchester and Eastleigh NHS Trust</b>	Statutory consultee
<b>Winchester City</b>	Statutory consultee
<b>Albion Water</b>	Utilities
<b>BT Openreach</b>	Utilities
<b>Centrica Plc</b>	Utilities
<b>E.on Energy</b>	Utilities
<b>EDF Energy Networks</b>	Utilities
<b>EE</b>	Utilities
<b>National Grid</b>	Utilities
<b>National Grid Plant Protection</b>	Utilities
<b>Npower</b>	Utilities
<b>Portsmouth Water Company</b>	Utilities
<b>Renewable energy - Grid serve</b>	Utilities
<b>Scottish &amp; Southern Electricity Networks</b>	Utilities
<b>South East Water</b>	Utilities
<b>Southern Gas Networks</b>	Utilities
<b>Southern Water</b>	Utilities
<b>Thames Water</b>	Utilities
<b>Three</b>	Utilities
<b>Virgin Media</b>	Utilities
<b>Vodafone and O2 c/o EMF Enquires</b>	Utilities
<b>Basingstoke &amp; Deane Borough Council</b>	Adjoining District
<b>East Hampshire District Council</b>	Adjoining District
<b>Eastleigh Borough Council</b>	Adjoining District
<b>Fareham Borough Council</b>	Adjoining District
<b>Havant Borough Council</b>	Adjoining District
<b>New Forest National Park Authority</b>	Adjoining District
<b>Portsmouth City Council</b>	Adjoining District
<b>PUSH</b>	Adjoining District
<b>South Downs National Park Authority</b>	Adjoining District
<b>Test Valley Borough Council</b>	Adjoining District
<b>Ampfield Parish Council</b>	Adjoining Parish
<b>Barton Stacey Parish Council</b>	Adjoining Parish
<b>Bishopstoke Parish Council</b>	Adjoining Parish

<b>Botley Parish Council</b>	Adjoining Parish
<b>Braishfield Parish Council</b>	Adjoining Parish
<b>Bullington Parish Council</b>	Adjoining Parish
<b>Candovers Parish Council</b>	Adjoining Parish
<b>Chilbolton Parish Council</b>	Adjoining Parish
<b>Clanfield Parish Council</b>	Adjoining Parish
<b>East Meon Parish Council</b>	Adjoining Parish
<b>Fair Oak and Horton Heath Parish Council</b>	Adjoining Parish
<b>Froxfield Parish Council</b>	Adjoining Parish
<b>Hordean Parish Council</b>	Adjoining Parish
<b>Hurstbourne Priors Parish Council</b>	Adjoining Parish
<b>Kings Somborne Parish Council</b>	Adjoining Parish
<b>Laverstoke Parish Council</b>	Adjoining Parish
<b>Leckford and Longstock Parish Council</b>	Adjoining Parish
<b>Little Somborne Parish Council</b>	Adjoining Parish
<b>Medstead Parish Council</b>	Adjoining Parish
<b>Overton Parish Council</b>	Adjoining Parish
<b>Popham Parish Council</b>	Adjoining Parish
<b>Ropley Parish Council</b>	Adjoining Parish
<b>Steventon Parish Council</b>	Adjoining Parish
<b>West Tisted Parish Meeting</b>	Adjoining Parish
<b>Whitchurch Town Council</b>	Adjoining Parish
<b>Wield Parish Council</b>	Adjoining Parish
<b>Vice Droxford Parish Council</b>	Adjoining Parish
<b>A2 Dominion</b>	General Consultees
<b>Abri</b>	General Consultees
<b>Alresford Chamber of Commerce</b>	General Consultees
<b>Aster group</b>	General Consultees
<b>BAA Southampton</b>	General Consultees
<b>Basepoint Winchester Zulifya Truscott</b>	General Consultees
<b>Basingstoke Multicultural Forum</b>	General Consultees
<b>Business support service</b>	General Consultees
<b>Chamber of Trade Bishops Waltham</b>	General Consultees
<b>Church Commissioners</b>	General Consultees
<b>Community Officer, West of Waterlooville</b>	General Consultees
<b>CPRE Hampshire</b>	General Consultees
<b>Defence Infrastructure Organisation</b>	General Consultees
<b>Denmead Business Forum Linda Wilson</b>	General Consultees
<b>English Rural</b>	General Consultees
<b>English Welsh and Scottish Railway Ltd</b>	General Consultees
<b>Equality and Human Rights Commission</b>	General Consultees
<b>Federation of Small Businesses</b>	General Consultees
<b>Forestry Commission</b>	General Consultees



<b>Ghurkha/Nepalese community</b>	General Consultees
<b>Grainger Trust</b>	General Consultees
<b>Guinness Partnership (RP Development Team)</b>	General Consultees
<b>Hampshire &amp; IOW Wildlife Trust</b>	General Consultees
<b>Hampshire Chamber of Commerce</b>	General Consultees
<b>Hampshire County Council (Public Health)</b>	General Consultees
<b>Hampshire Fire and Rescue</b>	General Consultees
<b>Hampshire Probation Trust</b>	General Consultees
<b>Hastoe Group</b>	General Consultees
<b>Health and Safety Executive</b>	General Consultees
<b>High Street support service</b>	General Consultees
<b>Highcliffe Forum</b>	General Consultees
<b>Home Builders Federation (HBF)</b>	General Consultees
<b>HOME housing group</b>	General Consultees
<b>John Moore Barracks</b>	General Consultees
<b>New Alresford Town Council</b>	General Consultees
<b>People's Trust for Endangered Species</b>	General Consultees
<b>Perins School</b>	General Consultees
<b>Royal Mail Group</b>	General Consultees
<b>RSPB</b>	General Consultees
<b>Segensworth BID</b>	General Consultees
<b>Sentinel Housing Association</b>	General Consultees
<b>Sleepers Hill Association</b>	General Consultees
<b>Sovereign Housing Association</b>	General Consultees
<b>Sovereign Kingfisher</b>	General Consultees
<b>St Arthur Homes</b>	General Consultees
<b>The Alresford Surgery</b>	General Consultees
<b>The Hyde Group</b>	General Consultees
<b>The National Trust - London &amp; South East Region</b>	General Consultees
<b>Univeristy of Southampton</b>	General Consultees
<b>University of Winchester</b>	General Consultees
<b>VIVID</b>	General Consultees
<b>Warwick Estate Steve Manning</b>	General Consultees
<b>Whiteley Business Forum</b>	General Consultees
<b>Whiteley Shopping Centre</b>	General Consultees
<b>Wickham Chamber of Trade</b>	General Consultees
<b>Wickham Community Land Trust</b>	General Consultees
<b>Winchester Action On Climate Change</b>	General Consultees
<b>Winchester Business Improvement District</b>	General Consultees
<b>Winchester Friends of the Earth</b>	General Consultees
<b>Winchester Housing Trust</b>	General Consultees
<b>Winchester Muslim Cultural Association</b>	General Consultees
<b>Winchester Town Forum</b>	General Consultees

<b>Badger Farm</b>	Winchester District Parish
<b>Beauworth (Parish Meeting)</b>	Winchester District Parish
<b>Bighton</b>	Winchester District Parish
<b>Bishop's Waltham</b>	Winchester District Parish
<b>Bishops Sutton</b>	Winchester District Parish
<b>Boarhunt</b>	Winchester District Parish
<b>Bramdean &amp; Hinton Ampner</b>	Winchester District Parish
<b>Cheriton</b>	Winchester District Parish
<b>Chilcomb (Parish Meeting)</b>	Winchester District Parish
<b>Colden Common</b>	Winchester District Parish
<b>Compton &amp; Shawford</b>	Winchester District Parish
<b>Corhampton &amp; Meonstoke</b>	Winchester District Parish
<b>Crawley</b>	Winchester District Parish
<b>Curdrige</b>	Winchester District Parish
<b>Denmead</b>	Winchester District Parish
<b>Droxford</b>	Winchester District Parish
<b>Durley</b>	Winchester District Parish
<b>Exton (Parish Meeting)</b>	Winchester District Parish
<b>Hambledon</b>	Winchester District Parish
<b>Headbourne Worthy</b>	Winchester District Parish
<b>Hursley</b>	Winchester District Parish
<b>Itchen Stoke &amp; Ovington</b>	Winchester District Parish
<b>Itchen Valley</b>	Winchester District Parish
<b>Kilmeston</b>	Winchester District Parish
<b>Kings Worthy</b>	Winchester District Parish
<b>Littleton &amp; Harestock</b>	Winchester District Parish
<b>Micheldever</b>	Winchester District Parish
<b>New Alresford Town Council</b>	Winchester District Parish
<b>Newlands</b>	Winchester District Parish
<b>Northington</b>	Winchester District Parish
<b>Old Alresford</b>	Winchester District Parish
<b>Oliver's Battery</b>	Winchester District Parish
<b>Otterbourne</b>	Winchester District Parish
<b>Owslebury</b>	Winchester District Parish
<b>Shedfield</b>	Winchester District Parish
<b>Soberton</b>	Winchester District Parish
<b>South Wonston</b>	Winchester District Parish
<b>Southwick &amp; Widley</b>	Winchester District Parish
<b>Sparsholt</b>	Winchester District Parish
<b>Swanmore</b>	Winchester District Parish
<b>Tichborne</b>	Winchester District Parish
<b>Twyford</b>	Winchester District Parish
<b>Upham</b>	Winchester District Parish
<b>Warnford (Parish Meeting)</b>	Winchester District Parish

<b>West Meon</b>	Winchester District Parish
<b>Whiteley Town Council</b>	Winchester District Parish
<b>Wickham</b>	Winchester District Parish
<b>Wonston</b>	Winchester District Parish
<b>Winchester City Council Councillors</b>	Cllrs
<b>Action Hampshire</b>	Sign ups
<b>Adams Hendry</b>	Sign ups
<b>Alresford Chamber of Commerce</b>	Sign ups
<b>Barton Willmore</b>	Sign ups
<b>Bewley Homes PLC</b>	Sign ups
<b>Bloombridge</b>	Sign ups
<b>Carter Jonas LLP</b>	Sign ups
<b>City of Winchester Trust</b>	Sign ups
<b>CPRE (Chair and Hampshire Vice-President)</b>	Sign ups
<b>CSPA Winchester and District Group</b>	Sign ups
<b>DC Planning Ltd</b>	Sign ups
<b>Defence Infrastructure Organisation</b>	Sign ups
<b>Deloitte LLP</b>	Sign ups
<b>DLM Developments Ltd</b>	Sign ups
<b>Drew Smith Group</b>	Sign ups
<b>Edgars</b>	Sign ups
<b>Hallam Land Management</b>	Sign ups
<b>Hampshire probation</b>	Sign ups
<b>Historic England</b>	Sign ups
<b>HIWWT</b>	Sign ups
<b>Ian Judd and Partners LLP</b>	Sign ups
<b>John Alison Land &amp; Research Ltd</b>	Sign ups
<b>Kings Barton Residents Association</b>	Sign ups
<b>Land Quest</b>	Sign ups
<b>Magenta Planning</b>	Sign ups
<b>National Grid</b>	Sign ups
<b>Paris Smith LLP</b>	Sign ups
<b>Plainview Planning Ltd</b>	Sign ups
<b>Planinfo</b>	Sign ups
<b>Planware Ltd</b>	Sign ups
<b>Primmer Olds BAS</b>	Sign ups
<b>Princes Mead Shopping</b>	Sign ups
<b>Pro Vision</b>	Sign ups
<b>Quayside Architects</b>	Sign ups
<b>ROK Planning</b>	Sign ups
<b>RSPB</b>	Sign ups
<b>Savills</b>	Sign ups

<b>South Downs Society</b>	Sign ups
<b>Sparsholt College</b>	Sign ups
<b>Sport England</b>	Sign ups
<b>Strutt and Parker</b>	Sign ups
<b>Terence O'Rourke</b>	Sign ups
<b>Tesni Properties Limited</b>	Sign ups
<b>The Watercress Way</b>	Sign ups
<b>ToR</b>	Sign ups
<b>Turley</b>	Sign ups
<b>Upper Itchen Valley Society</b>	Sign ups
<b>Vail Williams</b>	Sign ups
<b>Walsingham Planning</b>	Sign ups
<b>Wickham Residents Association</b>	Sign ups
<b>Winacc</b>	Sign ups
<b>Winchester University</b>	Sign ups
<b>Wood E&amp;I Solutions UK Ltd</b>	Sign ups
<b>Woodland Trust</b>	Sign ups
<b>Friends, families and travellers</b>	Gypsy and Traveller contact
<b>Green Planning Studio</b>	Gypsy and Traveller contact
<b>Heine Planning Consultancy</b>	Gypsy and Traveller contact
<b>Murdoch Planning Ltd</b>	Gypsy and Traveller contact

In total 635 individuals and organisations were notified of the consultation – this did not include individuals who have signed up for updates on the new Local Plan website which was launched as part of the consultation

## Appendix 7.2 Email text sent out to 635 organisations and individuals notifying of consultation

(Not including sign ups on new Local Plan website)

### Winchester District Local Plan 2038 - Strategic Issues and Priorities Consultation Air Quality Supplementary Planning Document - Consultation Draft

I am writing to inform you that Winchester City Council has published a 'Strategic Issues & Priorities' consultation document and a draft 'Air Quality Supplementary Planning Document' for public consultation, both for a period of 8 weeks from 15th February 2021 until 12th April 2021.

### Strategic Issues and Priorities Consultation

The consultation welcomes views on some of the key issues that the new Local Plan 2038 will need to address. This consultation will inform the full draft Local Plan, which will be published for consultation in late 2021/early 2022. We want as many people as possible to be part of this process to help us create the new Local Plan that will set out the future of the District.

The new Local Plan 2038 will cover all of Winchester District except for the part within the South Downs National Park (which has its own Local Plan). The Local Plan will set out the development strategy and policy framework for the area and allocate or designate land accordingly. Once adopted, will be used to guide decisions on planning applications up to 2038.

The **Strategic Issues & Priorities** consultation, which is available on our new website [www.localplan.winchester.gov.uk](http://www.localplan.winchester.gov.uk) sets out alternative ways in which the District could accommodate the development that it needs to plan for, and what the future strategic vision should be. It sets out a range of questions and provides an opportunity to comment. The responses to this consultation will help the Council to develop a planning strategy and a full draft Local Plan, for future consultation.

An '**Integrated Impact Assessment**' (including Sustainability Appraisal) has been prepared in association with the Strategic Issues and Priority document, which we would welcome your comments on via the following link:

[Winchester District Local Plan 2018-2038 SIP Integrated Impact Assessment Consultation](#)

We are also conducting a '**Call for Sites**' whereby sites can be submitted to be considered for allocation for a range of purposes in the Local Plan, Housing – including small sites, gypsy and travellers' sites and custom/self-build sites, Brownfield sites, Employment sites, Renewable Energy Generation sites, Biodiversity offsetting, Carbon offsetting, Nutrient offsetting, Green infrastructure. Please use the following link to submit your site:

[Winchester District Local Plan 2018-2038 Call for Sites 2021](#)

The Strategic Issues & Priorities consultation document, the Integrated Impact Assessment and other background / evidence documents can be viewed online at the new local plan website. If you are unable to view the documents online please call 01962 848508.

We are holding a series of virtual online consultation events on the Strategic Issues and Priorities on 4th March (14.00) 9th March (19.00) 12th March (10.00) and 20th March (10.30). Anyone is welcome to attend, but you need to register in advance via the new local plan website.

### **Air Quality Supplementary Planning Document**

The draft Air Quality SPD supplements the policies in the current Winchester District Local Plan (Parts 1 and 2). The new Air Quality Supplementary Planning Document will cover the built-up area of Winchester and other areas within 1km of the Winchester settlement boundary, as defined in the existing Local Plan.

This consultation welcomes views on the policies in the draft SPD and will inform the final version of the Air Quality Supplementary Planning Document. The draft SPD covers matters such as requirements for air quality statements and assessments with proposed mitigations, to be submitted with planning applications.

The draft Air Quality SPD can be viewed online at:

[Winchester District Local Plan 2011 - 2036 Supplementary Planning Documents](#)

If you are unable to view the air quality documents online please call 01962 848097. There will be virtual online public meetings held via MS Teams on the draft Air Quality SPD on 11th March (15.00) and 18th March 2021 (17.00). For details and to receive an invitation to one of these events please send an email marked 'AIR QUALITY SPD' to [eh@winchester.gov.uk](mailto:eh@winchester.gov.uk).

**Responses to the Strategic Issues and Priorities document, the Integrated Impact Assessment, the Call for Sites and the Draft Air Quality SPD should be submitted using the online response forms accessed via the respective websites above, by midnight on 12th April 2021.**

Thank you in advance for taking the time to take part in these consultations if you are able to.

Strategic Planning Team  
Winchester City Council



## Appendix 7.3 Mailchimp sign ups mail out 9 March 2021

We will be holding online public consultation sessions on the new Local Plan in the coming weeks.

We do hope you can join us to find out more about the Strategic Issues & Priorities document for the new Local Plan as part of this phase of consultation which is running until midnight on 12 April 2021.

There will be a presentation and questions from the public will be taken and answered by members of the project team and Winchester City Council Cabinet Member for Built Environment and Wellbeing, Cllr Jackie Porter.

There will also be some live polling about some of the key issues that will be covered by the consultation including Carbon Neutrality; Biodiversity and the Natural Environment; Conserving and Enhancing the Historic Environment; Homes for All; Creating a Vibrant Economy; Promoting Sustainable Transport and Active Travel and Living Well.

The new Local Plan will help shape future development in the city, market towns, villages and countryside, so we want to hear from as many people as possible from across the district.

The online consultation events will be taking place at the following times

**7pm 9<sup>th</sup> March**

**10am 12<sup>th</sup> March**

**10.30am 20<sup>th</sup> March**

To register for a place, please visit the new Local Plan website  
[www.localplan.winchester.gov.uk](http://www.localplan.winchester.gov.uk)

## Appendix 7.4 Email sent out to new website sign ups 15 March 2021

Good Morning,

I am writing to thank you for signing up for updates on Winchester District's Local Plan.

There are many ways to get involved in the creation of the new Local Plan, including attending virtual events, which you can book on [www.localplan.winchester.gov.uk](http://www.localplan.winchester.gov.uk) and polls on our website. We would particularly like to take this opportunity to encourage you to complete the Citizenspace Survey for **the New Local Plan Strategic Issues & Priorities Consultation** if you have not done so already, this consultation **closes on the 12<sup>th</sup> April**. This survey is an important part of ensuring your views and questions are heard and recorded in the creation of our new Local Plan, and the survey does not require answers to every section, so you are able to answer the questions that matter to you. **The link to complete this survey is [here](#)**. We understand that these surveys take time to complete, so we would like to thank you for taking the time to help us shape the future of the district.

Many thanks

### The Strategic Planning Team

Winchester City Council  
Colebrook Street  
Winchester, SO23 9LJ





## Appendix 7.5 Hampshire Chamber of Commerce email distributed 18 February 2021

To: Hampshire Chamber of Commerce Members - in Winchester


Dear Hampshire Chamber of Commerce Member,

### **Re: Winchester Local Plan**


Please kindly have a look at the new Local Plan on Winchester City Council's website:- [www.localplan.winchester.gov.uk](http://www.localplan.winchester.gov.uk) Detailed on the website is a copy of the Strategic Issues and Priorities document and a topic on the 'Vibrant Economy'. The consultation runs from the 15th February 2021 to midnight on 12th April 2021.



Thank you.

Kind regards

  
PA to the Executive Directors/Business Information Manager

Hampshire Chamber of Commerce

Registered office address: 

  
Telephone Number: 

## Appendix 7.6 Hampshire Chamber of Commerce email distributed 18 March 2021

Just to let you know that we have included in our Hampshire Chamber of Commerce Newsletter sent out today the details regarding the Winchester Local Plan consultation - see copy of the newsletter below.

Kind regards,

PA to the Executive Directors/Business Information Manager

Hampshire Chamber of Commerce

Registered office address: [REDACTED]

Telephone Number:

**Subject:** Hampshire Chamber Newsletter - Current Updates



[www.hampshirechamber.co.uk](http://www.hampshirechamber.co.uk) | Call: [REDACTED]

### **Introduction**

**As a Chamber and in association with our valued partnerships we highlight some support available to your business.**

**Always remember – we are your Chamber, please make the most of it.**

**Stay safe and Kind regards,**

**Ross McNally**

**CEO and Executive Chair**  
[REDACTED]

**YOUR PLACE  
YOUR PLAN.**  
Winchester District Local Plan

WHAT SHOULD YOUR  
**LOCAL PLAN**  
FOCUS ON ?

- Carbon Neutrality
- Biodiversity and the Natural Environment
- Conserving and Enhancing the Historic Environment
- Homes for All
- Creating a Vibrant Economy
- Promoting Sustainable Transport and Active Travel
- Living Well
- Low Carbon Infrastructure and Local Plan Viability
- Delivery and Success of the Local Plan

**INFORMATION EVENT**

**ONLINE QUESTIONNAIRE**

**THE NEW LOCAL PLAN FOR THE DISTRICT  
(OUTSIDE THE SOUTH DOWNS NATIONAL PARK)  
WILL HELP SHAPE FUTURE DEVELOPMENT**

**Consultation open 15 February to 12 April 2021**

To find out more and respond to the consultation visit:  
**[www.localplan.winchester.gov.uk](http://www.localplan.winchester.gov.uk)**

You can also register to attend a virtual information event on

Thursday 4 March 2pm    Tuesday 9 March 7pm  
Friday 12 March 10am    Saturday 20 March 10.30am

If you are not able to access the internet, please call 01962 848 508 and we will send you copies of the proposals and a feedback form to post back.

**Winchester**  
City Council

**Winchester City Council**

**Your Place Your Plan**

Winchester City Council is inviting public feedback on the potential Strategic Issues and Priorities for a new Local Plan

which will cover the district outside of the South Downs National Park. The council is inviting views from residents, businesses, parish councils, community groups, and from anyone with an interest in the district, including those living or working in the South Downs National Park, about what is important to them. Tell us your thoughts on key themes including carbon neutrality, the need for housing, jobs, shopping, transport and other infrastructure, and community facilities as well as how best to protect our rich built and natural heritage. We encourage you to look at our new Local Plan website [www.localplan.winchester.gov.uk](http://www.localplan.winchester.gov.uk), where you can sign up for one of the virtual sessions we are hosting at different times of the day and you can give us feedback on the Strategic Issues & Priorities Document and keep up to date with progress on the preparation of our new Local Plan. The consultation starts on the 15th February 2021 and runs until midnight on the 12th April 2021.

[Find Out More](#)



Hampshire Chamber of Commerce  
Ground Floor, Wates House, Fareham, PO16 7BJ  
[Preferences](#) | [Unsubscribe](#)

## Appendix 7.7 Email sent out by Colden Common Parish Council 01 March 2021



As communicated last week, Winchester City Council has launched a consultation on its Local Plan.

Local Authorities are set targets for new housing development and the management of these targets is dealt with by a framework which is called a Local Plan. Winchester City Council has launched its Local Plan process which will address local housing need, the economy, environmental considerations including the climate emergency, community infrastructure as well as strategic infrastructure needs, and it is being prepared with the climate emergency at the centre of their thinking.

It must be remembered that 40% of the Winchester District is within the South Downs National park and therefore any housing target and local plan excludes the areas in the District in the National Park. It is very important that those living in the Winchester District, especially those outside the National Park, have their say in the development of the local plan.

As you will know from the Eastleigh Local Plan process, local people and local views **do make a difference**, but it is important to get involved at an early stage.

Please take the time to read the [Local Plan Strategic Issues and Priorities document](#). **Spoiler alert** it is 100 pages long, but within it gives a variety of different strategic options for development in the District. It is really worth a read.

**After you have read the document**, please fill in the very quick and easy [online survey](#) to submit your individual views.

Winchester City Council wants to encourage as many people as possible from across the district to take part in this consultation. Please pass on the link to the website and also the following information regarding the virtual information events that are taking place over the next few weeks. The first session will be taking place next week.

Details of all the dates, and how to book a place, are listed here:

4 March – 2pm	<a href="#">click here to book</a>
9 March – 7pm	<a href="#">click here to book</a>
12 March – 10am	<a href="#">click here to book</a>
20 March – 10.30am	<a href="#">click here to book</a>

[You can read more information on the dedicated Winchester City Council Local Plan website](#)

If you have any general queries, you are welcome to call contact the

Parish Office

[clerk@coldencommon-pc.gov.uk](mailto:clerk@coldencommon-pc.gov.uk)



## Organisations and individuals asked to help promote the Consultation

### Appendix 7.8 Email sent to Winchester cathedral contacts 26 January 2021

Good afternoon,

I hope this email finds you well.

My name is Colby Sandells and I am a Management Trainee currently working within the Strategic Planning Team at Winchester City Council. I am supporting Adrian Fox with launching a consultation in February which explores the Strategic Issues and Priorities for the new Local Plan.

I am writing to you in relation to the advertisement for the consultation. We are very conscious of the limited abilities to be outside the home during lockdown so are hoping to raise awareness of the consultation by having a presence in as many places as possible to engage with the District. We are aware that the Cathedral produces a newsletter, and were hoping you may be interested in advertising/mentioning the Local Plan consultation in this newsletter, to provide an awareness for those interested in the heritage of Winchester to have their say on the future.

I look forward to hearing from you.

Kind regards

**Colby Sandells**

National Management Trainee

Winchester City Council  
Colebrook Street  
Winchester, SO23 9LJ

Tel: 01962 848 508

Ext: 2508



## **Appendix 7.9 Email text sent to Universities and Colleges 18 February 2021 and responses**

Good morning

I hope this email finds you well.

My name is Colby Sandells and I am a Management Trainee currently working within the Strategic Planning Team at Winchester City Council, supporting Adrian Fox with a consultation to assess key strategic priorities and issues for the new Local Plan.

I am writing to you in relation to the engagement for the consultation, and I am hoping you may be able to help. The Strategic Planning team are hoping to raise awareness of the consultation in as many places as possible to engage with as many people from different groups within the District, where there is very limited ability to be outside of the home currently.

We were hoping that you may be able to assist with sharing information about our Local Plan consultation to students to assist us in reaching a younger demographic in these challenging times. In addition, we would also be very keen to receive input into the consultation from your organisation, and your individual staff members. Do please encourage your staff to respond to the consultation, via any staff bulletins or noticeboards you may use for internal communication. Any help that you could provide would be greatly appreciated.

I've put some words together below which could be shared with students and staff, and have attached a digital poster and a banner for the consultation to this email. Please let me know if you need anything further at all.

### **Your Place Your Plan**

Winchester City Council is inviting public feedback on the potential Strategic Issues and Priorities for a new Local Plan which will cover the district outside of the South Downs National Park. The council is inviting views from residents, businesses, parish councils, community groups, and from anyone with an interest in the district, including those living or working in the South Downs National Park, about what is important to them. Tell us your thoughts on key themes including carbon neutrality, the need for housing, jobs, shopping, transport and other infrastructure, and community facilities as well as how best to protect our rich built and natural heritage. We encourage you to look at our new Local Plan website [www.localplan.winchester.gov.uk](http://www.localplan.winchester.gov.uk), where you can sign up for one of the virtual sessions we are hosting at different times of the day and you can give us feedback on the Strategic Issues & Priorities Document and keep up to date with progress on the preparation of our new Local Plan. The consultation starts on the 15<sup>th</sup> February and runs until midnight on the 12<sup>th</sup> April 2021.

Many thanks

**Colby Sandells**



National Management Trainee

Winchester City Council  
 Colebrook Street  
 Winchester, SO23 9LJ

Tel: 01962 848 508  
 Ext: 2508



## Response from Winchester University

Hello Colby

Thank you for sending us this. This will be of interest to many in our university community. I have forwarded it to several people and requested that it goes on to our university intranet.

## Response from Winchester School of Art (University of Southampton)

Good Afternoon Colby,

Very well here in spite of the rain, I hope you are too.

We're happy to share this with our students but need to be mindful that we've very recently sent them two other 'questionnaires' from the Council. The first was in relation to the Winchester Regeneration Plan (I think this is the correct phrase, but I mean the Silverhill development) and the other was in regard to the Local Housing Plan. While our students are always passionate about Winchester and its future, I think we need to be careful not to induce inbox fatigue, especially at the moment while there is so much communication being done virtually.

We'll send this to staff immediately but hope it's alright to delay slightly and send to students during March.

Best wishes,

## Further response:

Afternoon Colby,

Quick email to confirm the email to students will go out on 1<sup>st</sup> March.

Best wishes

## **Appendix 7.10 Emails sent to Assistant Director, Education and Inclusion at Hampshire County Council 16 February 2021 and 09 March 2021, and responses**

### **16 February 2021 email**

Dear

I hope this email finds you well.

My name is Colby Sandells and I am a Management Trainee currently working within the Strategic Planning Team at Winchester City Council, supporting Adrian Fox with a consultation to assess key strategic priorities and issues for the new Local Plan.

I am writing to you in relation to the engagement for the consultation, and I am hoping you may be able to help. The Strategic Planning team are hoping to raise awareness of the consultation in as many places as possible to engage with as many people from different groups within the District, where there is very limited ability to be outside of the home currently.

I have spoken to Louise Gill from WCC and she suggested that you may be able to assist with sharing information about our Local Plan consultation to Head teachers to pass on to parents across Winchester, as you have previously assisted with the Central Winchester Regeneration consultation. I was hoping you would not mind doing the same for our consultation to assist us in reaching a younger demographic in these challenging times. Any help that you could provide would be greatly appreciated.

I've put some words together below which could be sent across to Head teachers. Please let me know if you need anything further at all.

### **Your Place Your Plan**

Winchester City Council is inviting public feedback on the potential Strategic Issues and Priorities for a new Local Plan which will cover the district outside of the South Downs National Park. The council is inviting views from residents, businesses, parish councils, community groups, and from anyone with an interest in the district, including those living or working in the South Downs National Park, about what is important to them. Tell us your thoughts on key themes including carbon neutrality, the need for housing, jobs, shopping, transport and other infrastructure, and community facilities as well as how best to protect our rich built and natural heritage. We encourage you to look at our new Local Plan website [www.localplan.winchester.gov.uk](http://www.localplan.winchester.gov.uk), where you can sign up for one of the virtual sessions we are hosting at different times of the day and you can give us feedback on the Strategic

Issues & Priorities Document and keep up to date with progress on the preparation of our new Local Plan. The consultation starts on the 15<sup>th</sup> February and runs until midnight on the 12<sup>th</sup> April 2021.

Many thanks

**Colby Sandells**  
National Management Trainee

Winchester City Council  
Colebrook Street  
Winchester, SO23 9LJ

Tel: 01962 848 508  
Ext: 2508



## Response

Dear Colby

Thank you for your e-mail. I'll send out the words below in a Schools Communication

Thanks

### 09 March 2021 Email

Dear

I hope you are well.

I would like to thank you for sharing our text previously with schools in the Winchester District and was hoping you would not mind sharing some further text for us, as with the challenging circumstances of remote working, schools may not have had a chance to put the previous text into their newsletters.

I was hoping you may be able to share the below text with schools within the Winchester District in a Schools Communication. Any help you can provide would be greatly appreciated by myself and the Strategic Planning Team at Winchester City Council.

### Your Place Your Plan

Winchester City Council is inviting public feedback on the potential Strategic Issues and Priorities for a new Local Plan which will cover the district outside of the South Downs National Park. The council is inviting views from residents, businesses, parish councils, community groups, and from anyone with an interest in the district, including those living or working in the South Downs National Park, about what is important to them. Tell us your thoughts on key themes including carbon neutrality, the need for housing, jobs, shopping, transport and other infrastructure, and community facilities as well as how best to protect our rich built and natural heritage. We encourage you to look at our new Local Plan website [www.localplan.winchester.gov.uk](http://www.localplan.winchester.gov.uk) where you can sign up for one of the virtual sessions we are hosting at different times of the day and you can give us feedback on the Strategic Issues & Priorities Document and keep up to date with progress on the preparation of our new Local Plan. The consultation runs until midnight on the 12th April 2021.

Many thanks and kind regards

**Colby Sandells**

National Management Trainee

Winchester City Council  
Colebrook Street  
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Ext: 2508



**YOUR PLACE  
YOUR PLAN.**  
Winchester District Local Plan

**15 February - midnight, 12 April 2021**  
[www.localplan.winchester.gov.uk](http://www.localplan.winchester.gov.uk)

**Response:**

Will do.

## **Appendix 7.11 Email sent to Havant Borough Council Community Team Officer (West of Waterlooville) 23 February 2021 and response**

Good morning

I hope this email finds you well.

My name is Colby Sandells and I am a Management Trainee currently working within the Strategic Planning Team at Winchester City Council, supporting Adrian Fox with a consultation to assess key strategic priorities and issues for the new Local Plan.

I am writing to you in relation to the engagement for the consultation, and I am hoping you may be able to help. The Strategic Planning team are hoping to raise awareness of the consultation in as many places as possible to engage with as many people from different groups within the District, where there is very limited ability to be outside of the home currently.

Adrian suggested that you may be happy to promote a link to the Local Plan consultation on the West of Waterlooville Facebook page and Newsletter. Any help you can provide would be greatly appreciated by myself and the rest of the Strategic Planning team at Winchester City Council. I've put some words together below which could be shared, and have attached a digital poster and a banner for the consultation to this email. Please let me know if you need anything further at all.

### **Your Place Your Plan**

Winchester City Council is inviting public feedback on the potential Strategic Issues and Priorities for a new Local Plan which will cover the district outside of the South Downs National Park. The council is inviting views from residents, businesses, parish councils, community groups, and from anyone with an interest in the district, including those living or working in the South Downs National Park, about what is important to them. Tell us your thoughts on key themes including carbon neutrality, the need for housing, jobs, shopping, transport and other infrastructure, and community facilities as well as how best to protect our rich built and natural heritage. We encourage you to look at our new Local Plan website [www.localplan.winchester.gov.uk](http://www.localplan.winchester.gov.uk), where you can sign up for one of the virtual sessions we are hosting at different times of the day and you can give us feedback on the Strategic Issues & Priorities Document and keep up to date with progress on the preparation of our new Local Plan. The consultation starts on the 15<sup>th</sup> February and runs until midnight on the 12<sup>th</sup> April 2021.

Many thanks and kind regards

**Colby Sandells**  
National Management Trainee

Winchester City Council  
Colebrook Street  
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Ext: 2508



**YOUR PLACE  
YOUR PLAN.**  
Winchester District Local Plan

**15 February – midnight, 12 April 2021**  
[www.localplan.winchester.gov.uk](http://www.localplan.winchester.gov.uk)

## Response:

Hi Colby,

Many thanks for all the information, I have posted it to the Facebook page I run and will certainly include the information in my next newsletter. Unfortunately my newsletter won't be ready until late March but still within the closing date of the consultation.

If you want me to share anything else, please feel free to send it over!

All the best,

## Appendix 7.12 Email sent to Winacc 24 February 2021 and response

Good morning,

I hope this email finds you well.

My name is Colby Sandells and I am a Management Trainee at Winchester City Council, currently assisting Adrian Fox with the new Local Plan consultation. Adrian has passed on your details to me and I was hoping you may be able to help.

I am writing to you in relation to the engagement for the consultation. The Strategic Planning team are hoping to raise awareness of the consultation in as many places as possible to engage with as many people from different groups within the District, where there is very limited ability to be outside of the home currently.

I have attached a digital copy of the Local Plan consultation poster and a banner which displays the dates of the consultation as well. If you would be able to share this on any of Winacc's platforms including your Facebook page that would be a great help and would be greatly appreciated by the Strategic Planning. Any help that you can provide in spreading the word of the Local Plan consultation would be greatly appreciated.

Many thanks in advance and kind regards

**Colby Sandells**

National Management Trainee

Winchester City Council  
Colebrook Street  
Winchester, SO23 9LJ

Tel: 01962 848 508

Ext: 2508



**Response:**

Thanks Colby,

I have forwarded this to our communications team,

Best wishes,

**Appendix 7.13 Email sent to Local Places of Worship in Winchester District 02 March 2021**

Good afternoon,

I hope this email finds you well.

My name is Colby Sandells and I am a Management Trainee currently working within the Strategic Planning Team at Winchester City Council, supporting Adrian Fox with a consultation to assess key strategic priorities and issues for the new Local Plan.

I am writing to you in relation to the engagement for the consultation, and I am hoping you may be able to help. The Strategic Planning team are hoping to raise awareness of the consultation in as many places as possible to engage with as many people from different groups within the District, where there is very limited ability to be outside of the home currently.

I've put some words together below which could be shared with individuals on any digital platforms you may have, and have attached a digital poster and a banner for the consultation to this email. Please let me know if you need anything further at all. Thank you in advance for any help you can provide in spreading the word of the Local Plan consultation.

**Your Place Your Plan**

Winchester City Council is inviting public feedback on the potential Strategic Issues and Priorities for a new Local Plan which will cover the district outside of the South Downs National Park. The council is inviting views from residents, businesses, parish councils, community groups, and from anyone with an interest in the district, including those living or working in the South Downs National Park, about what is important to them. Tell us your thoughts on key themes including carbon neutrality, the need for housing, jobs, shopping, transport and other infrastructure, and community facilities as well as how best to protect our rich built and natural heritage. We encourage you to look at our new Local Plan website [www.localplan.winchester.gov.uk](http://www.localplan.winchester.gov.uk), where you can sign up for one of the virtual sessions we



are hosting at different times of the day and you can give us feedback on the Strategic Issues & Priorities Document and keep up to date with progress on the preparation of our new Local Plan. The consultation starts on the 15<sup>th</sup> February and runs until midnight on the 12<sup>th</sup> April 2021.

Many thanks and kind regards

**Colby Sandells**

National Management Trainee

Winchester City Council  
Colebrook Street  
Winchester, SO23 9LJ

Tel: 01962 848 508

Ext: 2508



## **Appendix 7.14 Email press release text sent out to Winchester BID on 04 March 2021**

### **Your Place Your Plan**

Winchester City Council is inviting public feedback on the potential Strategic Issues and Priorities for a new Local Plan which will cover the district outside of the South Downs National Park. The council is inviting views from residents, businesses, parish councils, community groups, and from anyone with an interest in the district, including those living or working in the South Downs National Park, about what is important to them. Tell us your thoughts on key themes including carbon neutrality, the need for housing, jobs, shopping, transport and other infrastructure, and community facilities as well as how best to protect our rich built and natural heritage. We encourage you to look at our new Local Plan website

[www.localplan.winchester.gov.uk](http://www.localplan.winchester.gov.uk), where you can sign up for one of the virtual sessions we are hosting at different times of the day and you can give us feedback on the Strategic Issues & Priorities Document and keep up to date with progress on the preparation of our new Local Plan. The consultation is running from the 15<sup>th</sup> February until midnight on the 12<sup>th</sup> April 2021.

## **Appendix 7.15 Email sent to Hampshire Chamber of Commerce 05 March 2021**

Good morning Lisa

I hope this email finds you well.

My name is Colby Sandells and I am a Management Trainee currently working within the Strategic Planning Team at Winchester City Council, supporting Adrian Fox with a consultation to assess key strategic priorities and issues for the new Local Plan.

Adrian has informed me that you may be able to circulate some text and a copy of our Local Plan consultation poster to the Members of the Business Strategy group, for inclusion in their newsletters and social media. I have provided some text below which could be distributed alongside attaching a copy of the Local Plan poster and banner. Any help you can provide would be greatly appreciated.

### **Your Place Your Plan**

Winchester City Council is inviting public feedback on the potential Strategic Issues and Priorities for a new Local Plan which will cover the district outside of the South Downs National Park. The council is inviting views from residents, businesses, parish councils, community groups, and from anyone with an interest in the district, including those living or working in the South Downs National Park, about what is important to them. Tell us your thoughts on key themes including carbon neutrality, the need for housing, jobs, shopping, transport and other infrastructure, and community facilities as well as how best to protect our rich built and natural heritage. We encourage you to look at our new Local Plan website [www.localplan.winchester.gov.uk](http://www.localplan.winchester.gov.uk), where you can sign up for one of the virtual sessions we are hosting at different times of the day and you can give us feedback on the Strategic Issues & Priorities Document and keep up to date with progress on the preparation of our new Local Plan. The consultation starts on the 15<sup>th</sup> February and runs until midnight on the 12<sup>th</sup> April 2021.

## Appendix 7.16 Email sent to Parish Councils in Winchester District 10 March 2021



Website User  
Guide.pdf



Consultation  
Questions Paper Co

Good Morning

I hope this email finds you well.

We have received some feedback in relation to the Local Plan consultation, and the ability for Parishes to effectively complete the survey for the consultation. We have listened to this feedback and have reorganised our new Local Plan website, to make finding the consultation survey and having your say easier.

We have attached a guide for our new website to this email which outlines its content and displays the multiple ways that stakeholders can have their say. This includes short interactive polls on the website directly which are intended for high level thoughts, and the link to our larger Citizenspace survey where more detailed responses to the key strategic issues and priorities can be given. We hope that Parishes will take the time to respond to our Citizenspace survey and provide us their thoughts along with local residents. The link for the Citizenspace survey is [here](#).

Also attached to this email is a word document copy of the consultation questions, which can be used in Parish meetings to help form your responses to the consultation without the need to access the Citizenspace webpage directly. This word document is intended to assist in the completion of the Citizenspace survey, and we strongly encourage that your final responses are copied from the word document and inputted via Citizenspace.

We would also like to take this opportunity to emphasise the importance of displaying the Local Plan posters which have been sent out to Parishes. If you have not yet confirmed that your Parish has received and displayed these posters, or if your Parish has not yet received copies of the Local Plan poster, we strongly encourage you to contact [csandells@winchester.gov.uk](mailto:csandells@winchester.gov.uk), as these posters play an important part in reaching out to communities within the District during these challenging times.

Many thanks

**The Strategic Planning Team**

Winchester City Council  
Colebrook Street  
Winchester, SO23 9LJ





## Appendix 7.17 Email sent to Dever Society 11 March 2021

Good afternoon,

I hope this email finds you well.

My name is Colby Sandells and I am a Management Trainee supporting the Strategic Planning Team at Winchester City Council. I am writing to inform you that Winchester City Council has published a 'Strategic Issues & Priorities' consultation document and a draft 'Air Quality Supplementary Planning Document' for public consultation, both for a period of 8 weeks until **12th April 2021**.

We have spoken to Cllr Jackie Porter who has suggested that The Dever Society may be able to help promote the consultations below. I have attached a digital copy of our Local Plan poster, alongside a digital banner which could be shared on Social media channels. Any help you can provide in spreading the word of these consultations would be greatly appreciated, as we want to hear the views of as many from across the District as possible. I would also like to take this opportunity to encourage you to take part in one of our upcoming Live virtual events for the Strategic Issues and Priorities consultation which you can book your attendance to here:

12 March – 10am	<a href="#">click here to book</a>
20 March – 10.30am	<a href="#">click here to book</a>

We are also holding specialised events on carbon neutrality and living well in relation to the Strategic Issues and Priorities consultation. The links to register for these events are below:

Living well event 15 March – 2pm [here](#)

Carbon neutrality event 18 March – 2pm [here](#)

### **Strategic Issues and Priorities Consultation**

The consultation welcomes views on some of the key issues that the new Local Plan 2038 will need to address. This consultation will inform the full draft Local Plan, which will be published for consultation in late 2021/early 2022. We want as many people as possible to be part of this process to help us create the new Local Plan that will set out the future of the District.

The **Strategic Issues & Priorities** consultation, which is available on our new website [www.localplan.winchester.gov.uk](http://www.localplan.winchester.gov.uk) sets out alternative ways in which the District could accommodate the development that it needs to plan for, and what the future strategic vision should be. It sets out a range of questions and provides an opportunity to comment. The responses to this consultation will help the Council to develop a planning strategy and a full draft Local Plan, for future consultation.

An '**Integrated Impact Assessment**' (including Sustainability Appraisal) has been prepared in association with the Strategic Issues and Priority document, which we would welcome your comments on via the following link:

[Winchester District Local Plan 2018-2038 SIP Integrated Impact Assessment Consultation](#)

We are also conducting a '**Call for Sites**' whereby sites can be submitted to be considered for allocation for a range of purposes in the Local Plan, Housing – including small sites, gypsy and travellers' sites and custom/self-build sites, Brownfield sites, Employment sites, Renewable Energy Generation sites, Biodiversity offsetting, Carbon offsetting, Nutrient offsetting, Green infrastructure. Please use the following link to submit your site:

[Winchester District Local Plan 2018-2038 Call for Sites 2021](#)

### **Air Quality Supplementary Planning Document**

The draft Air Quality SPD supplements the policies in the current Winchester District Local Plan (Parts 1 and 2). The new Air Quality Supplementary Planning Document will cover the built-up area of Winchester and other areas within 1km of the Winchester settlement boundary, as defined in the existing Local Plan. The draft Air Quality SPD can be viewed online at:

[Winchester District Local Plan 2011 - 2036 Supplementary Planning Documents](#)

If you are unable to view the air quality documents online please call 01962 848097. There will be virtual online public meetings held via MS Teams on the 18<sup>th</sup> March 2021 (17.00). For details and to receive an invitation to one of these events please send an email marked 'AIR QUALITY SPD' to [eh@winchester.gov.uk](mailto:eh@winchester.gov.uk).

**Responses to the Strategic Issues and Priorities document, the Integrated Impact Assessment, the Call for Sites and the Draft Air Quality SPD should be submitted using the online response forms accessed via the respective websites above, by midnight on 12th April 2021.**

Thank you in advance for taking the time to take part in these consultations if you are able to.

Kind regards

**Colby Sandells**

National Management Trainee

Winchester City Council  
 Colebrook Street  
 Winchester, SO23 9LJ

Tel: 01962 848 508  
 Ext: 2508



## Appendix 7.18 Email sent to new website sign ups and Mail Chimp sign up list on 15 March 2021

Good Morning,

I am writing to thank you for signing up for updates on Winchester District's Local Plan.

There are many ways to get involved in the creation of the new Local Plan, including attending virtual events, which you can book on [www.localplan.winchester.gov.uk](http://www.localplan.winchester.gov.uk) and polls on our website. We would particularly like to take this opportunity to encourage you to complete the Citizenspace Survey for **the New Local Plan Strategic Issues & Priorities Consultation** if you have not done so already, this consultation **closes on the 12<sup>th</sup> April**. This survey is an important part of ensuring your views and questions are heard and recorded in the creation of our new Local Plan, and the survey does not require answers to every section, so you are able to answer the questions that matter to you. **The link to complete this survey is [here](#)**. We understand that these surveys take time to complete, so we would like to thank you for taking the time to help us shape the future of the district.

Many thanks

## The Strategic Planning Team

Winchester City Council  
 Colebrook Street  
 Winchester, SO23 9LJ




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## Appendix 7.19 Email sent with press release for Micheldever Parish Council magazine 23 March 2021

Hi,

Thank you for your email and for your interest in sharing a press release for the Local Plan consultation in the Dever magazine. Please find below the text of our most recent press release:

### Press Release

**There's still time to make your views known by responding to the current phase of consultation on our Local Plan**

Winchester City Council's consultation on the Strategic Issues and Priorities document for the new Local Plan will close on Monday 12 April 2021 .

Local people are being reminded to make sure they have their say. The Council wants to hear from the broadest possible range of residents and businesses, as well as community groups and parish councils.

The new Local Plan will shape the future development of the district. Focusing on carbon neutrality is at the centre of the consultation, whilst addressing the need for housing, jobs, shopping, transport, other infrastructure and community facilities, as well as how best to protect our rich built and natural heritage.

A number of virtual stakeholder events have been hosted, including two sessions focusing on the themes of 'Living Well' and 'Carbon Neutrality'. Local people are warmly invited to visit the dedicated Local Plan website [www.localplan.winchester.gov.uk](http://www.localplan.winchester.gov.uk), where YouTube links for all of the events can be found.

The dedicated Local Plan website includes all the consultation documents and has a link to a feedback questionnaire which you can complete to make your views known to the council. The direct link to the questionnaire is [here](#). The consultation will close on the 12 April.

**For more information contact:**

**Communications**

Winchester City Council

Colebrook Street

Winchester, SO23 9LJ

[communications@winchester.gov.uk](mailto:communications@winchester.gov.uk)

Best wishes

**Colby Sandells**

National Management Trainee

Winchester City Council

Colebrook Street

Winchester, SO23 9LJ

Tel: 01962 848 508

Ext: 2508



**YOUR PLACE  
YOUR PLAN.**  
Winchester District Local Plan

**15 February - midnight, 12 April 2021**  
[www.localplan.winchester.gov.uk](http://www.localplan.winchester.gov.uk)



## Appendix 8 Live and specialised event feedback

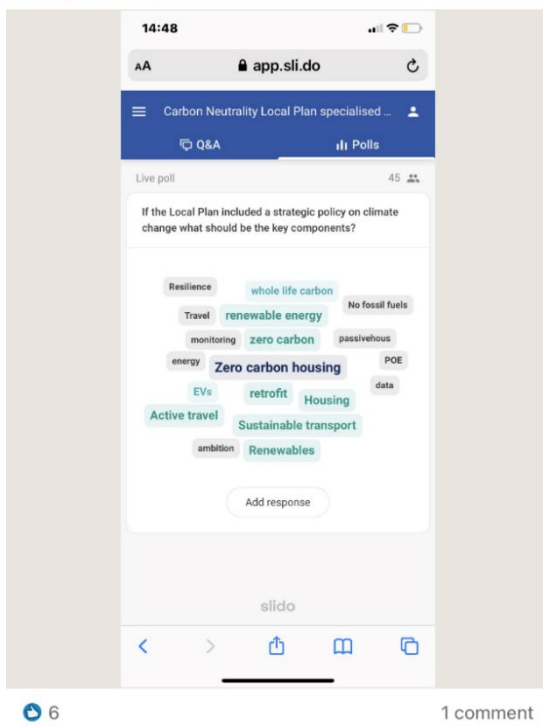
### Appendix 8.1 LinkedIn feedback provided by Strategic Development Manager from Eastleigh Borough Council

07:56 ↗



**Emily Howbrook** · 2nd  
Strategic Development Manager at Eastleigh  
Borough Council  
17h · 🌐

Excellent use of live polls using slido facilitated by WCC's [Adrian Fox](#) - might have to 'borrow' some of these ideas for virtual engagement  
[#engagement](#)  
[#carbonneutrality](#)



## Appendix 8.2 Winchester District Parish Councils meeting invitation text sent out 28 January 2021

### Local Plan update

Winchester City Council is inviting public feedback on the potential Strategic Issues and Priorities for a new Local Plan which will cover the district outside of the South Downs National Park.

Consultation will commence on the 15th February and run until midnight on the 12th April.

We are really keen to encourage as many residents as possible across the district to take part and wondered if you would be able to help us spread the word. We will be producing posters which will like to encourage you to display in prominent locations in your areas, to publicise how people can get involved, and will be sending these out to you shortly. We would also like to encourage you to advertise the Local Plan consultation now on any social media accounts that you may have, such as Facebook and Twitter, and the Parish Council newsletter so that we can reach the widest possible audience.

A Parish Council online briefing is scheduled to take place at **6pm on the 8<sup>th</sup> February 2021** (before the start of the consultation) and there will also be a series of interactive online events at different times of the day and at the weekend during the consultation period that people will be able to register to attend. Details of how to register to attend these events will follow very shortly.

Parish Councils have a really important role to play in helping us produce the Plan and we look forward to working with you over the coming months. Any assistance you can provide in promoting this consultation would be greatly appreciated as we are keen to reach as many people in your communities as possible .

Please can you confirm the email addresses of the Parish Councillors that would like to attend the event by **5<sup>th</sup> February** (maximum of two/three people per Parish Council) so that we can send them an invitation on Teams.

Kind regards,

**Adrian Fox**  
Strategic Planning Manager

Winchester City Council  
Colebrook Street  
Winchester, SO23 9LJ

Tel: 01962 848278



## Appendix 8.3 Parish Councils that attended PC meeting on 08 February 2021

Parish Council
Bishop's Waltham
Boarhunt
Cheriton
Colden Common
Compton & Shawford
Crawley
Curdrige
Denmead
Durley
Hursley
Itchen Valley
Kings Worthy
Littleton & Harestock
Micheldever
New Alresford
Newlands
Old Alresford
Oliver's Battery
Otterbourne
Owslebury
Soberton
Sparsholt
Swanmore
Upham
Whiteley
Wickham
Wonston

## Appendix 8.4 WCC members briefing notes 10 February 2021

### Winchester District Local Plan 2038

### Strategic Issues and Priorities Consultation Document

### Note of WCC Member Briefing, 10 Feb 2021 6.00pm

Adrian Fox (AF) gave a PowerPoint presentation setting out the key issues covered by the consultation document and the engagement process. Cllr Jackie Porter (JP) invited questions from Members.

Cllr Pearson asked what the timescale for the Local Plan was and how this fitted with proposed changes by Government. AF responded that the LDS would need to be updated but the aim was to publish a draft Local Plan in late 2021/early 2022. Government proposals/legislation are being monitored and taken into account.

Cllr Godfrey asked what the targets for success are in terms of consultation responses. JP said its difficult to set these given the uncertainty created by Covid but the aim would be to achieve at least the level of response that was received for the Central Winchester Regeneration consultation. AF added that the consultation will involve contacting schools, using social media and Slido polls, etc.

Cllr Read said that GP surgeries are not open and asked about the Denmead Neighbourhood Plan and assessing gypsy and traveller needs. JP said that AF will be meeting Denmead Parish Council separately to discuss the Neighbourhood Plan and that gypsy and traveller sites will be included in the Plan. AF confirmed this and added that some surgeries are open.

Cllr Bell asked how questions will be framed for the virtual events and in Slido. AF said there would be a mix of types of questions and use of Wordcloud, polls, quizzes, etc.

Cllr Miller said that many people don't respond to these consultations and asked about nitrates and the need for more gypsy and traveller sites. JP said that the online consultation should be easier to respond to. Simon Finch (SF) confirmed that solutions to the nitrates issue are being actively looked at by the City Council and through PfSH. AF said that while gypsy and traveller issues are controversial the Plan would need to deal with the needs that are identified in an updated GTAA.

Cllr McLean asked which organisations, equivalent to the universities in Winchester, are being consulted in the Southern Parishes and whether the Council is engaging fully with travellers. Also how will we work with the NHS to fund improved health facilities. JP said that the Council is engaging with surgeries better than before due to Covid. Cllr McLean asked whether there would be close working with Parish Councils, as for LPP2. AF suggested that Parish Councils need to think about SHELAA sites in their areas and how they would assess them. He confirmed that officers are consulting traveller groups and agents.

Cllr Cook asked whether the phone number provided is a free-phone number and would be monitored. AF said that it was not free-phone but would be to an officer's phone. Cllr Cook said that Parish Councils need to know the scale of housing need in their areas so they can assess SHELAA sites. AF said we cannot pre-judge the outcome of the options consultation so it is not possible to provide a specific number but Parish Councils could look at which sits were most/least favoured.

Cllr Cunningham said that the SIP document refers to Sir John Moore Barracks under some options and that people had submitted responses on the masterplan consultation to the DIO

– would these be available to WCC as they should be taken on board? SF and JP said that people should resubmit responses to the City Council to ensure we receive them, as we may not have access to those sent to the DIO.

Cllr Horrill asked for dates of the virtual events. AF provided these.

Cllr Weston said that the 2019 SHELAA was still on the web and contained some sites that were not in the 2020 SHELAA – which sites should people be commenting on? AF said that the 2020 SHELAA is the current one but we are doing a new call for sites so others may appear or drop out. He pointed out that the consultation is not on sites, although Parishes should start to think about SHELAA sites in their areas.

Cllr Bell said that some sites are not in the current SHELAA but there is developer interest in them. AF noted this.

Adrian Fox closed by thanking Members for attending and asked them to let him know if they have any ideas for consultation, such as relevant people or places to put posters, etc.

## **Appendix 8.5 Event 1 Eventbrite link**

<https://www.eventbrite.co.uk/e/139925634339>

## **Appendix 8.6 Event 1 questions asked**

Questions Asked:

What is the actual time frame for the plan to be developed ie when will it be agreed?

How does the local plan influence something like the Royal Down development proposal or the Micheldever new town?

Is it possible to add railway lines and stations to the interactive map?

How many people do you have on your waiting list for council/ social housing? Wouldn't the number of people on your waiting list for council houses determine the number of houses that need to be built?

No question, but an excellent virtual event, thank you

How accessible is this consultation for those without access to IT?

Will the aim of carbon neutrality be accepted by govt inspector?

How does the local plan shape your thinking about shared ownership and other schemes to support younger people with little capital to make progress towards their own home?

How many responses do you need to make a meaningful consultation process?

How is the call for green sites being progressed and when?

What is the identified need for employment sites in the district?

How does the council want new developments to deliver carbon neutrality?

How will this consultation reach a broad demographic sample of Winchester residents?

Against which criteria will the Sec of State evaluate our LP? If it is not approved can this be challenged?

When and how will you decide on a green belt?

How much do budgets impact the final agreed plan/? I.e electric public transport system would be ideal but how would that be funded or is that something that comes after?

Most people are finding this consultation difficult to complete – will a planning inspector take this into account?

How do you achieve the right balance between the needs of urban centres, historic villages and rural communities?

How will you convert existing houses so that they reduce their energy use and achieve a zero carbon footprint?

## **Appendix 8.7 Event 1 follow up email sent to sign ups for the event 09 March 2021**

Good Morning,

I am writing to thank you for attending our Local Plan virtual event on Thursday 4th March. We hope you found it useful and enjoyed hearing about all the things we've been busy working on in relation to the local plan.

This was our first Teams Live Event, so we would be grateful if you could answer a few questions to give us some feedback about the event. The survey for the session feedback is [here](#) and should take about 5 minutes to complete. Any feedback you can provide will be invaluable for future engagement events that we hold, so thank you for your time.

We would also like to take this opportunity to encourage you to complete the Citizenspace Survey for the New Local Plan Strategic Issues & Priorities Consultation, if you have not done so already. This survey is an important part of ensuring your views and questions are heard and recorded in the creation of our new Local Plan, and the survey does not require answers to every section, so you are able to answer the questions that matter to you. The link to complete this survey is [here](#). We understand that these surveys take time to complete, so we would like to thank you for taking the time to help us shape the future of the district.

Many thanks

**Colby Sandells**

National Management Trainee

## Appendix 8.8 Event 2 Eventbrite link

<https://www.eventbrite.co.uk/e/141015668661>

## Appendix 8.9 Event 2 questions asked

Questions:

- John Hearn: The City of Winchester Trust (and many others) think that Winchester should have a 2/3 dimensional 'citywide urban design framework' which is flexible enough to be amended as planned development takes place and new development opportunities arise. It should include the priorities and proposals of the adopted Winchester Movement Strategy. Can the preparation of a citywide urban design framework/ Movement Strategy be embedded in the new local plan?
- John Hearn: My question wasn't really about design and design codes, it was about having a spatial strategy for Winchester ie a spatial plan rather than a series of words and text.
- We should outlaw domestic coal and wood fires
- Advertise on Winchester Radio Please
- Just wonder if the emphasis on what has happened over the last year ie more working from home is a little premature. The assumption is made that a lot of this will continue, but as we are still in lockdown it is impossible to predict where we are going to be in 2, 3, 5 years plus. Is it the right time to be consulting on this aspect?
- What place does re-wilding have in the local plan?
- How will you seek to reconcile carbon reduction goals with heritage protection goals? Solar panels on the cathedral roof? Proposed new walkway on Bridge St bridge obscuring the classic view from the weirs?
- The immediate carbon reduction win in the context of historical assets would be reviewing lighting. A lot of historical assets have very old or outdated technologies and this can be addressed sympathetically to the subject

- On the re-wilding, could we look at the management of verges, including those managed by HCC. A number of authorities around the country have reduced frequency of verge cutting that is both useful for biodiversity, visual amenity and also a cost cutting exercise. At present it seems really difficult to liaise with all the stakeholders, can we work to improve this?
- I do not seem to be able to join in with this. Very frustrating. Teams and slido not accessible. Things seem to have locked up.
- How do you make sure that housing development really does address need and include homes at the affordable level rather than having a number allocated by government in their new white paper.

## **Appendix 8.10 Event 2 follow up email sent to sign ups for the event 11 March 2021**

Good Morning,

I am writing to thank you for attending our Local Plan virtual event on Tuesday 9th March. We hope you found it useful and enjoyed hearing about all the things we've been busy working on in relation to the local plan.

This was one of our first Teams Live Events, so we would be grateful if you could answer a few questions to give us some feedback about the event. The survey for the session feedback is [here](#) and should take about 5 minutes to complete. Any feedback you can provide will be invaluable for future engagement events that we hold, so thank you for your time.

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Many thanks

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## Appendix 8.11 Event 3 Eventbrite link

<https://www.eventbrite.co.uk/e/141017879273>

## Appendix 8.12 Event 3 questions asked

Questions asked (All answered during the event):

- Shorter term covid 19 and any future pandemics seems the present threat – does the mapping include this (eg less use of public transport and high st etc). Also any thoughts/ plans on how any increased unemployment/ lifestyle changes can be used to actually help reduce carbon footprints.
- Is the Council planning to meet all of its housing need? And is it expecting there to be any unmet need of Southampton to be met by Winchester?
- As we head towards carbon neutrality we should always allow people to monitor what is lost in say growth to achieve this . It's a matter of trade offs.
- Considering the Homes for All slide, can you explain how options 1, 2 and 4 differ.

- Will weekly food waste collections be implemented? We could be generating electricity by using biogas waste product by diverting it from landfill ? Within landfill organic matter creates huge greenhouse gas emissions from CO2 and methane. This could help support alternative energy goals and contribute to carbon neutrality goals?
- Will the local plan give any opportunity for villages to select sites for delivery of specific housing types to meet specific needs eg bungalows
- When the pandemic subsides we can expect that central Winchester will return to being clogged with traffic. Is it not possible to set specific targets to reduce this rather than just indirectly by improving public transport, walking and cycling, as in the plan.
- Will we always have to build more homes?
- Will the delivery of the local plan be hindered through lack of investment from HCC where change is within their remit? For example sustainable travel?
- Existing housing stock in private hands is a major contributor to carbon footprint. How can the council influence and drive change in this area?
- How ambitious do you feel the local plan is? Are you pushing hard enough and reaching high enough? Or do you feel you are being slightly cautious in order to reach the objectives?
- The impact of the Local Plan will extend well beyond 2038 and drive the way in which those in secondary / higher education live and work in the future. How confident are you that 'younger constituents' will be able to make their wishes known and do you have any plans to actively seek their input?
- If the current move of retail to online continues how will town/ city centre properties be repurposed for housing?

#### Negative feedback:

Some anonymous users had trouble getting Slido to work. One person said they would try to register for another event once they had figured out how to use Slido. Nic Holladay expressed frustration that polls might be used to 'reflect democracy' even where some, including him, couldn't participate (eg 65% said x was the most important issue).

## Appendix 8.13 Event 3 follow up email sent to sign ups for the event 15 March 2021

Good Morning,

I am writing to thank you for attending our Local Plan virtual event on Friday 12th March. We hope you found it useful and enjoyed hearing about all the things we've been busy working on in relation to the local plan.

This was one of our first Teams Live Events, so we would be grateful if you could answer a few questions to give us some feedback about the event. The survey for the session feedback is [here](#) and should take about 5 minutes to complete. Any feedback you can provide will be invaluable for future engagement events that we hold, so thank you for your time.

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Many thanks

**Colby Sandells**  
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**15 February - midnight, 12 April 2021**  
[www.localplan.winchester.gov.uk](http://www.localplan.winchester.gov.uk)

## Appendix 8.14 Event 3 email feedback

### Appendix 8.14.1 Winchester BID

**From:** [REDACTED]  
**Sent:** 12 March 2021 19:14  
**To:** Adrian Fox <[AFox@winchester.gov.uk](mailto:AFox@winchester.gov.uk)>  
**Cc:** Joan Ashton <[JAshton@WINCHESTER.GOV.UK](mailto:JAshton@WINCHESTER.GOV.UK)>  
**Subject:** RE: LP presentation

Hello Adrian, I enjoyed the Local Plan online session today – thanks to you and your colleagues.

Joan, That's great news that you can join us in the morning on 31 March – thank you very much indeed and I will send you further details next week.

With best wishes,

[REDACTED]

### Appendix 8.14.2

**From:** [REDACTED]  
**Sent:** 12 March 2021 11:40  
**To:** Colby Sandells <[CSandells@winchester.gov.uk](mailto:CSandells@winchester.gov.uk)>  
**Subject:** Re: Help please

Thank you for your prompt response. It worked at the second attempt, for no obvious reason.

I thought that the event was a good way of engaging with the public and can see it being useful after the pandemic; I would certainly be more likely to participate like this than travel to a conventional meeting in City Hall.

Best wishes

Graham

On Fri, 12 Mar 2021 at 10:12, <[CSandells@winchester.gov.uk](mailto:CSandells@winchester.gov.uk)> wrote:

## Appendix 8.15 Event 4 Eventbrite link

<https://www.eventbrite.co.uk/e/141018715775>

## Appendix 8.16 Event 4 questions asked

Please can you clarify what is the difference between Approach 1 and 2 under Homes for All?

The Houses for All question does not cover the important element of spatial planning - how does public transport work or how can it be made to work with new housing areas

How do you ensure there is not a free for all until the new local plan is adopted in 2023 at the earliest

Do you expect planning law to be more supportive of your objectives, as currently Winchester has not always upheld even some of its own policies?

For clarification, Law also includes policies

An observation: current home builders in Winchester rarely seem to use low embodied carbon building methods. Any thoughts

What is the time limit for comments?

Under the heading of "creating a vibrant economy", has there been any consideration for encouraging high value, carbon neutral businesses? eg. IT, consultancies, R&D laboratories, and so on

Do PV solar panels really contribute to carbon neutrality as they have very high embodied carbon?

What are the councils plan for their own activities to be carbon neutral or indeed restorative so they can demonstrate leadership?

Has it been considered the need for a South Hampshire transport plan. Should there be a body to oversee this.

Does the City Council have any power for ensure new housing is more carbon neutral building and wildlife-friendly (e.g install swift boxes)?

what happens where covenant with "no permitted development" i.e. Badger Farm

What plans are there to support strategic open spaces and also 'strategic gaps'?

Comment: if we want to expand green belts and wild areas, and there are ever increasing new housing needs, then existing brownfields and old housing will need to be redeveloped. This comes with a cost. This cost needs to be provided for as it is a long term strategic issue.

What support will there be for neighbourhood plans?

Biodiversity net gain is an important concept when planning new housing developments. However, building spaces for nature into new developments (e.g. integrating nesting sites for declining urban bird species into new dwellings) doesn't contribute to biodiversity net

gain. How can the Local Plan ensure these vital contributions to enhancing nature in these new developments are not overlooked? 700 new house per year, if built with nest sites integrated into each new house, would make a huge contribution to the conservation of these declining species. Also, the well-being aspect of encouraging nature into these places cannot be over-emphasised

You have highlighted that 28% of population will be elderly why are there no provision for housing for this age group in the rural communities and why are you allowing high end properties in these areas when existing housing would satisfy the need if they were freed up as stated above

Can the local plan help unlock the stagnation that exists in the town eg Silver Hill?

Comment: if we want to expand green belts and wild areas, and there are ever increasing new housing needs, then existing brownfields and old housing will need to be redeveloped. This comes with a hidden cost. This cost needs to be provided for as it is a long term strategic issue.

Can you say more about 15 minute neighbourhoods?

In rural communities walking and cycling are discouraged without traffic calming in rural villages. Are you going to invest in discouraging heavy traffic and through traffic from rural roads.

what is the definition of a market town?

How does the council plan to ensure it ambition for carbon neutrality , does not just ship the carbon use out of the district. How is the scope defined?

Do you plan any further support for the growing issues of fly tipping and the environmental pollution that causes?

Comment: Would the local government consider enabling/creating crowd funding platforms to encourage investments in carbon neutral high value market sectors? Winchester district has above average wealth and this money could be encouraged to be ploughed back into our local economy. Also rewilding could be funded through crowdfunding.

how is affordable housing offset really used in Winchester District or is it just banked?

How do you stop viability assessments meaning even bigger profits for swollen developers?

Developers in small developments can get away without building schools etc.

Will Silver Hill provide housing for older people esp. those who don't have cars etc.

To join up healthy environments for people and protect biodiversity could the Council lead by managing its outdoor spaces pesticide-free?

## Appendix 8.17 Event 4 follow up email

Good Afternoon,

I am writing to thank you for attending our Local Plan virtual event on Saturday 20th March. We hope you found it useful and enjoyed hearing about all the things we've been busy working on in relation to the local plan.

This was one of our first Teams Live Events, so we would be grateful if you could answer a few questions to give us some feedback about the event. The survey for the session feedback is [here](#) and should take about 5 minutes to complete. Any feedback you can provide will be invaluable for future engagement events that we hold, so thank you for your time.

We would also like to take this opportunity to encourage you to complete the Citizenspace Survey for the New Local Plan Strategic Issues & Priorities Consultation, if you have not done so already. This survey is an important part of ensuring your views and questions are heard and recorded in the creation of our new Local Plan, and the survey does not require answers to every section, so you are able to answer the questions that matter to you. The link to complete this survey is [here](#). We understand that these surveys take time to complete, so we would like to thank you for taking the time to help us shape the future of the district.

Many thanks

**Colby Sandells**

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## Appendix 8.18 Event 4 email feedback

### Appendix 8.18.1

Dear Colby,

Many thanks. I thought the session today was excellent. I liked the interactivity and the succinct answers given by the Councillors.

Thank you!

Best regards

### Appendix 8.18.2

Good afternoon

Thank you for your email and for your interest in sharing the Local Plan virtual event recording. Rather than sharing Saturday's event recording, I would like to suggest you include a link on the Soberton Echo Facebook page to the recordings of all our sessions on the Local Plan website, which can be seen under virtual events on the 'Have your say' page – the link for this is below:

<https://www.localplan.winchester.gov.uk/have-your-say/>

I believe this would give residents the opportunity to see opinions across the different groups that have attended each live event and will provide the opportunity for the residents to engage with our specialised events on living well and carbon neutrality, which may be of particular interest.

Many thanks

**Colby Sandells**

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**From:****Sent:** 20 March 2021 12:10**To:** Colby Sandells <[CSandells@winchester.gov.uk](mailto:CSandells@winchester.gov.uk)>**Subject:** consultation today

Is it possible to up load the discussion and presentation from this morning to Soberton Echo Facebook page.

This is a local residents information site and I believe this would encourage residents to partake in the consultation.

Are you able to send me a link or a file of the video.

thanks

**Appendix 8.18.3**

Hi Colby,

Thank you for that – very much appreciated.

Regards,

**Appendix 8.19 Living well event Eventbrite link**

<https://www.eventbrite.co.uk/e/144637252917>

**Appendix 8.20 Living well event questions asked**

Question: Are the percentages adjusted for demographics?> eg for employment a percentage of people who are in the relevant age range, or of all people?

Answer: Yes these data are usually adjusted for demographics but for brevity have left it out of the presentation

Question: Did the stats include air pollution?

Answer: <https://fingertips.phe.org.uk/profile/health-profiles>

Question: I put the heavy doors. We have a couple of people we help who physically cannot open their front doors to go outside

Answer: Thanks- this is really helpful- we'll follow that up with you-fire doors I presume?

Question: I suggest that averaging air pollution isn't the way to assess its significance because it is so localised in a few places eg some streets in Winchester town

Answer: Occupational therapists can advise on housing plans/ adaptations to make housing fully accessible for different needs.

Together Hampshire Health and Wellbeing Board meets on 18 March. The Local Plan should be on their agenda but I fear it isn't. Can it be added?

Question: There is a need for more mapping, in Winchester in particular, with regard to open space a need to identify the many paths etc that lead directly into the countryside, and this is key as part of access to open space and nature. Similarly safe streets and access to existing open spaces/parks crucial

There will be lots of issues identified that are not resolved specifically through the planning system, so I'm keen to work with Adrian / Brigid to embed these into other plans and wellbeing services.

Thanks for response on air pollution: I appreciate that WCC is on the case, but I was responding to HCC Public Health's suggestion that Winchester is below average for the SE. I've heard them say this before, as a reason for not worrying about it. They need to acknowledge that averaging isn't the way to assess the significance of this particular problem.

Could there be more links with local farmers- to encourage use of local footpaths and more sustainable, bio-diverse green space while also helping all users to respect the countryside?

Re. earlier question - planning including incumbent Local Plans very much on the agenda for Health Well Being Board.

Many measures that tackle climate emergency also address health, physical and mental: fewer cars and more active travel leads to better mental health; less obesity; fewer musculo-skeletal problems; clear air and less lung disease; more friendly neighborhoods; children taking more exercise.

Many want better public transport and cycling routes. Is there any money to deliver these?

Important that we recognise the multiple benefits of various of these themes, as mentioned by Christine above. Local Plan policies won't necessarily support only a discreet theme, but deliver across a number, so a policy shouldn't be 'pigeon-holed' as (for example) just a living well policy.

Aim to prevent hard surfacing front gardens

## Appendix 8.21 Living well event follow up email 15 March 2021



Living Well  
Presentation v2.pdf

Good Afternoon,

I am writing to thank you for attending our living well Local Plan virtual event this afternoon. We hope you found this session insightful and enjoyed hearing about how the Local Plan can impact health and wellbeing. I have attached a pdf copy of the slides shared today to this email.

We would be grateful if you could answer a few questions to give us some feedback about the virtual event. The survey for the session feedback is [here](#) and should take about 5 minutes to complete. Any feedback you can provide will be invaluable for future engagement events that we hold, so thank you for your time.

We would also like to take this opportunity to encourage you to complete the Citizenspace Survey for the New Local Plan Strategic Issues & Priorities Consultation, if you have not done so already. This survey is an important part of ensuring your views and questions are heard and recorded in the creation of our new Local Plan, and the survey does not require answers to every section, so you are able to answer the questions that matter to you. The link to complete this survey is [here](#). We understand that these surveys take time to complete, so we would like to thank you for taking the time to help us shape the future of the district.

Many thanks

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## Appendix 8.22 Living well event email feedback

### Appendix 8.22.1

I listened in to this session and found it very interesting and informative. Thank you!

Unfortunately it is difficult to persuade local people to attend, so if it is OK to circulate slides when they arrive I will.

Sorry it took me a while to sign out – I was trying with my finger instead of the mouse!

PS I really had to search for info on these sessions. WCC Communications had highlighted the four general info events but not the specialised ones. I knew they existed and tracked them down, but otherwise people wouldn't know.

## Appendix 8.23 Carbon neutrality event Eventbrite link

<https://www.eventbrite.co.uk/e/144168013409>

## Appendix 8.24 Carbon neutrality event questions asked

### Questions:

- What is the definition of carbon neutral?

A (Harriet): Net zero = net zero carbon emissions. Achieving net zero carbon emissions by balancing emissions with removal or simply eliminating carbon emissions.

-Ok so emphasis is on space/ heating and power in buildings. Great but it is not all about energy in buildings. Triple challenge – climate change, biodiversity, Pollution. What about

materials and technology. EPDs i.a.w. ISO standards with full cradle to cradle considerations and for design and deconstruction? Otherwise it is all largely about operational energy/ carbon which falls short of addressing the overall problem. Triple challenge!

-Whole life cycle – you said ‘from inception to build’ – should it not be the whole life of the building until it becomes obsolete – reuse materials etc

-What percentage of current emissions do you think planning for carbon neutrality can reduce future emissions by?

-What about pandemic physical considerations for location/ siting and sustainable transport?

-Can these slides be made available please? Going too fast to read it all..

-When talking about carbon is the full range of greenhouse gases included ie CO<sub>2</sub>e?

Answer (Steve Lincoln) – yes, all the councils metrics on carbon are CO<sub>2</sub>e

-Really needs to see Life-Cycle thinking applied to all Local Plan thinking, action and policies. Seems to me to be glaring omission so far!

-Agree we need good data. What is the council's baseline on carbon emissions?

-IMPACT website is great – full support wider need by all

-Question for Clara please? Why do the targets have to require on site renewables when these will all require maintenance and will become obsolete as the grid becomes 100% renewable?

-Winchester Town itself (on third of the population) is a dead sport – as unparished – it is a big problem here [ie data not showing in IMPACT as not parished?]

-Hi – IMPACT is great but there is part of the district that isn't in parishes and we need to be able to look at the emissions from that part, too.

-For IMPACT tool – consumption data underpins my points about thinking about total lifecycle CO<sub>2</sub>e from cradle to cradle. Territorial only is a cop out.

- Now we need a tool for ecosystem services and biodiversity. Can I also highlight the need for local planning to consider ecosystem services (see SNP) excellent tool. Consider as part of planning air purification demand and air purification capacity. First spade in ground need to consider loss of biodiversity and the ecosystem services for people, community and nature, wellbeing.

-where does the data on, for example, flights, come from? I may be affluent, and decide not to fly anymore, how would that be captured?

-nice presentation.

-When does IMPACT engagement with parishes start?

-Given that Robert Jenrick said on Radio 4 this morning that he is minister for Planning not Climate Crisis, will these positive policies get adopted?

- Have you considered using the One Planet Living Framework?

-Great presentations...Most of what we've heard today seems to be focusing on new developments. What plans are in place for existing housing stock? For example, replacing gas/ oil boilers?

-As the chair of the EA (sadly) stated some time ago that everyone should be planning for 4 degrees, should there be a resilience target/ policy? Answer: climate targets in local plans need to address adaptation and resilience, not just reduction of emissions. Centre for Sus.E are reviewing local plans for LPAs, developed a set of policies from best plans in country, which do include adaptable and resilience.

- Following up on the net zero definition, build regs for residential requires a reduction of - 31% will the council be requiring financial contributions for the residual balance to 100%

carbon reduction? My understanding is this is what the London Plan and Oxford are doing but its unclear what the contributions might be or what they would be used for...

-How does the Council expect to deal with developer pushback on viability, and how are you shaping your evidence based studies and DM/Pre app materials to pre-empt this.

-Focus on renewables for individual homes is a positive way to democratise energy.

-How is data collected for the IMPACT tool?

-Very good question about developer feedback. Would it work if any variations of planning conditions must be considered by committee, not delegated to officers?

-The data for Winchester non parished area IS on impact, just needs a button to show it. Please email us at WinACC and say how much that tiny tweak would cost.

-To help monitoring in future years will CSE be introducing data on yearly changes?

-What are the plans to educate planning committee members on the climate emergency and zero carbon thinking?

-great blog here from my colleague Dan Stone at CSE on why offsetting isn't the answer, but is currently the lesser of two evils within the planning framework we have:

<http://www.cse.org.uk/news/view/2480>

-agreed we need a difference approach from % carbon reduction targets for new build

-I think some developers now understand the need for zero carbon, and they need to be supported

-IMPACT tool would usefully become beyond excellent if Natural Capital/ ecosystem services were included. That would make gov national and local and planner take note. It would change the conversations on actions at a stroke.

-I think Clara mentioned that used to have to get to less than 15kWh/m2/y for the neutral path, but oxford didn't have lower than 30 for any development type. Is the 15kwh figure achievable? A: yes, this = passivhaus standard.

-Duncan Barracks – near York – an excellent example

-Would any developers in the room be open to discuss options over viability so that collectively Zero Carbon can be achieved?

-Can I also suggest is QGIS was somehow rendered to local level for IMPACT tool this would allow identification of project opportunities for decarbonisation. Just a thought.

- Will IMPACT also help district and county council's with their carbon footprints? Rather than parishes and wards.

-Surely zero carbon or below is the target, rather than a percentage reduction

-Re cost of passivhaus: economy of scale and skills would be universal if all houses were passive

-This case is where we are with the new Leisure Centre in Winchester, the heating for which will be considerable, and none of which is from low carbon sources. The solar panels are excellent for lights etc but heating the space and water will by far be the main driver for the installation.

-Overall really positive LP document and event today, thanks for all the presentations.

-that's why fabric first is essential. A new leisure centre could have been built to passivhaus standards. This building type shouldn't need lots of heating, should be designed to minimise this.

-thanks everyone, really interesting discussion

-thank you so much for organising. Really interesting. Best webinar I have been to in 2021. Fantastic. (Chris Thorpe)

- I suggest it's a duty of care issue to have life-cycle thinking in everything. See united nations online courses.

- I suggest that the local plan should discourage demolition and rebuild. Although the new leisure centre is more energy efficient than old, its carbon footprint overall is higher. Im

pleased we aren't moving fast on central Winchester regeneration. Maybe we should just stop building things (where we can – I appreciate that the gov requires new housing)  
 -replacing all boilers can be seen as a challenge, or as an opportunity. For example, evidence base work we did for Bristol CC in 2019 shows 15,000 boilers per year need changing for 0 years. That's 7,000 full time jobs in heating engineering (Rachel Coxcoon, Centre for Sustainable Energy)

-We don't all need to replace our boilers, a district heating network could be set up in Winnall maybe? I live in hope.

-Excellent speakers, well done to all

-Great session, many thanks

-Cllr Murphy we have had colleagues here today from Eastleigh and Test Valley Councils, maybe others too

-Good event, thank you all and well done WCC

-Fantastic session, great thanks

-Thank you Clara and Rachel, excellent presentations.

## Appendix 8.25 Carbon neutrality event follow up email



Rachel Coxcoon  
Impact Tool .pdf



Clara Bagenal  
George Elementa Cc

Good Afternoon,

I am writing to thank you for attending our carbon neutrality Local Plan virtual event this afternoon. We hope you found this session insightful and enjoyed hearing about how the Local Plan can play a role in reaching Winchester City Council's carbon neutrality goals.

We would be grateful if you could answer a few questions to give us some feedback about the virtual event. The survey for the session feedback is [here](#) and should take about 5 minutes to complete. Any feedback you can provide will be invaluable for future engagement events that we hold, so thank you for your time.

We would also like to take this opportunity to encourage you to complete the Citizenspace Survey for the New Local Plan Strategic Issues & Priorities Consultation, if you have not done so already. This survey is an important part of ensuring your views and questions are heard and recorded in the creation of our new Local Plan, and the survey does not require answers to every section, so you are able to answer the questions that matter to you. The link to complete this survey is [here](#). We understand that these surveys take time to complete, so we would like to thank you for taking the time to help us shape the future of the district.

If you would like to contact either of our guest speakers their contact details are below:

Clara Bagenal George from Elementa Consulting and LETI - [admin@leti.london](mailto:admin@leti.london)

Rachel Coxcoon, Director of the Climate Emergency Support Programme for the Centre for Sustainable Energy - [rachel.coxcoon@cse.org.uk](mailto:rachel.coxcoon@cse.org.uk)

Also attached to this email are both of the guest speakers' presentation slides.

Many thanks

**Colby Sandells**

National Management Trainee

Winchester City Council  
Colebrook Street  
Winchester, SO23 9LJ

Tel: 01962 848 508

Ext: 2508



## Appendix 8.26 Feedback from attendee of Carbon Neutrality Session

**From:**

**Sent:** 18 March 2021 15:15

**To:** Adrian Fox <[AFox@winchester.gov.uk](mailto:AFox@winchester.gov.uk)>

**Cc:** Rachel Coxcoon <[REDACTED]>

**Subject:** FW: Carbon Neutrality specialised event

Hi Adrian,



Cllr Coxcoon (Rachel) pointed me towards your event and I'm glad that I attended. It was incredibly well run, engaging presenters and great use of interactive tools; you've certainly set the bar very high for us in Cotswold.

Unfortunately I missed Clara's part of the presentation and I was wondered whether it was possible to access the recording?

FYI, that viability question from Rachel was very mean albeit but I completely recognise the challenge and I share your thoughts on the issue.

Best Wishes,

## **Appendix 8.27 Feedback from Winacc in relation to Carbon Neutrality session 18 March 2021**

Congratulations to you all on a very successful event just now. It went so smoothly and the speakers and charring were all excellent.

I certainly learnt a lot!

Thanks and best wishes,

## **Appendix 8.28 Carbon neutrality feedback from Petersfield Climate Action Network**

Feedback is highlighted in yellow from PeCAN newsletter

From:

Date: Sat, 1 May 2021 at 09:14

Subject: PeCAN Newsletter - May 2021

To:

[View this email in your browser](#)

[Back to top of document](#)



**May 2021**

Dear PeCAN supporters,

Happy Spring!

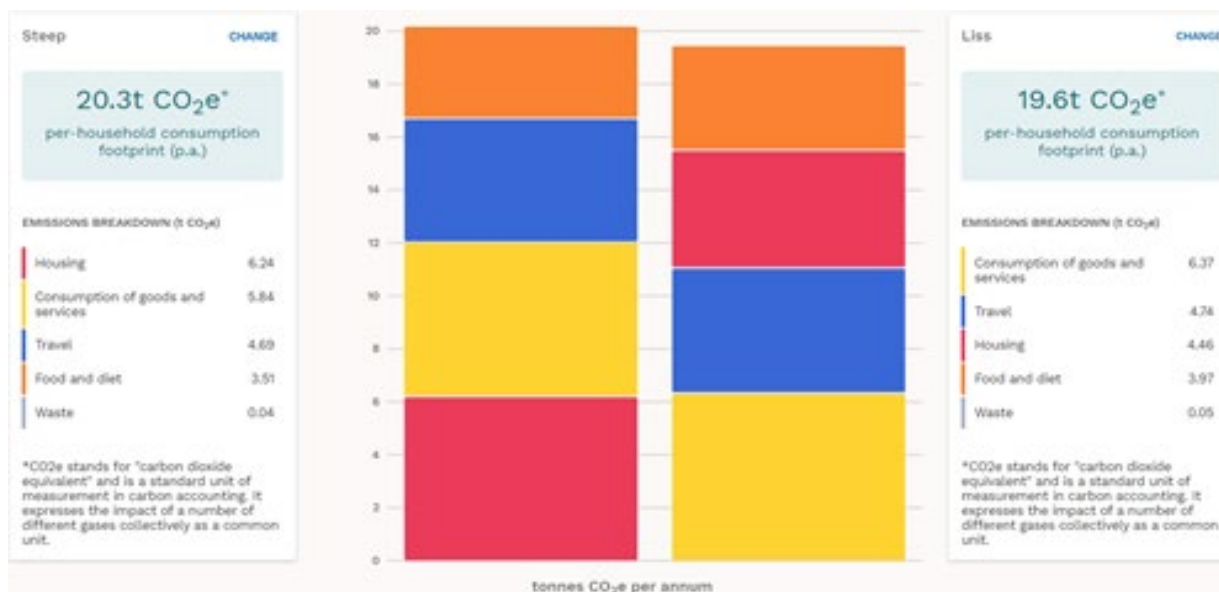
## **How Does Your Parish Compare?**

A fantastic online tool has been published that allows you to compare household carbon emissions between civil parishes. It's well worth a few minutes playing around with:

<https://impact-tool.org.uk/>

The Impact Tool was developed by the Centre for Sustainable Energy, University of Exeter, BEIS, Nottingham City Council, and the Energy Hub. It draws data from a wide range of sources to give a visual representation of your community's carbon footprint, helping you spot the areas where your community can make the biggest difference.

Read more about the Impact Tool at this [blog](#) by PeCAN trustee, Danny Lee.



## In Other News

Lawmakers in France have voted to **abolish domestic flights** on routes that can be covered by train in less than two-and-a-half hours.

Germany's constitutional court ruled that the country's climate change law needs strengthening to avoid placing too much of a burden on future generations to reduce carbon emissions. The decision was a **victory for young climate activists**. Germany may now have to bring forward plans to phase out coal.

Six people from the climate group Extinction Rebellion were found 'not guilty' of criminal damage against Shell HQ. Despite the judge at Southwark Crown Court saying they had no defence in law, in an extraordinary decision, **the jury cleared them on moral grounds**.

Closer to home, a PeCAN trustee attended the 'Carbon neutrality - Winchester District Local Plan specialised event' on 18 March 2021 and reported back that it was **"the most inspiring Local Government public event"** he had ever attended.

The event had inspiring speakers, open-minded and engaged councillors, and used interactive polling for attendees to provide immediate feedback on the Local Plan.



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Petersfield Climate Action Network (PeCAN)  
c/o Petersfield Town Council  
The Town Hall, Heath Road  
Petersfield, Hampshire GU31 4EA  
United Kingdom

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## Appendix 8.29 Live event attendee statistics

Session title and date	Number of sign ups	Number of attendees
Winchester District Local Plan public virtual event 1 04/03/21	37	32-37
Winchester District Local Plan public virtual event 2 09/03/21	25	17-21
Winchester District Local Plan public virtual event 3 12/03/21	59	38-43
Living well – Winchester District Local Plan specialised event 15/03/21	25	21 (This was a Teams meeting so do not have data on individuals attending and leaving throughout the session)
Carbon neutrality – Winchester District Local Plan specialised event 18/03/21	104	78 (This was a Teams meeting so do not have data on individuals attending and leaving throughout the session)
Winchester District Local Plan public virtual event 4 20/03/21	62	33-38

# Appendix 9 - Website

## Appendix 9.1 Website Screenshots



### WHAT IS THE LOCAL PLAN?

The Local Plan will address local housing need, the economy, environmental considerations including the climate emergency, community infrastructure as well as strategic infrastructure needs, and is being prepared with the climate emergency at the centre of our thinking. Specifically the Local Plan is a document produced by Winchester City Council in its role as the local planning authority, to set out what development may be allowed up to 2038. It does not cover the whole of the district because the South Downs National Park Authority has responsibility for planning matters in a large part of the council's area (around 40% of the district) and they have made their own plan.

The plan will make site specific allocations to meet identified development needs of the future. Once we have fully engaged with the local community and it has been through all of its formal stages, it will be used to assess planning applications and appeals.

[PLAY THE VIDEO](#)

# WHAT IS THE PROCESS?

## 1. CREATING A STRATEGIC ISSUES & PRIORITIES DOCUMENT

The Local Plan preparation process doesn't start with a blank sheet of paper. Our current Local Plan includes two documents: Local Plan 1 – Joint Core Strategy (adopted 2013 and covering the period up to 2031) and Local Plan 2 – Development Management Policies and Site Allocations (adopted 2017). Much of the development in the existing Local Plan already has planning permission - this means the future development strategy is partly determined, at least for the early period of the new Local Plan. The Strategic Issues & Priorities (SIP) document identified the issues to be addressed in the new Local Plan and builds on the evidence base, and our experience of the pandemic. In the SIP document we did not make choices about our 'preferred options', or specific sites; we simply presented a range of questions and invited comments on what the Local Plan should cover, and how it should deal with these matters.



## 2. HAVE YOUR SAY AND BE HEARD

We want everyone in our district, and those who 'look in' on it, working here and visiting the area, to be involved in the process of creating our new Local Plan. We undertook early engagement to help us identify the right priorities and gain feedback from a wide range of people, businesses and organisations, on the various options for accommodating sustainable growth across the district. There will be a number of further opportunities to comment and be involved in the Local Plan – please see stages below.



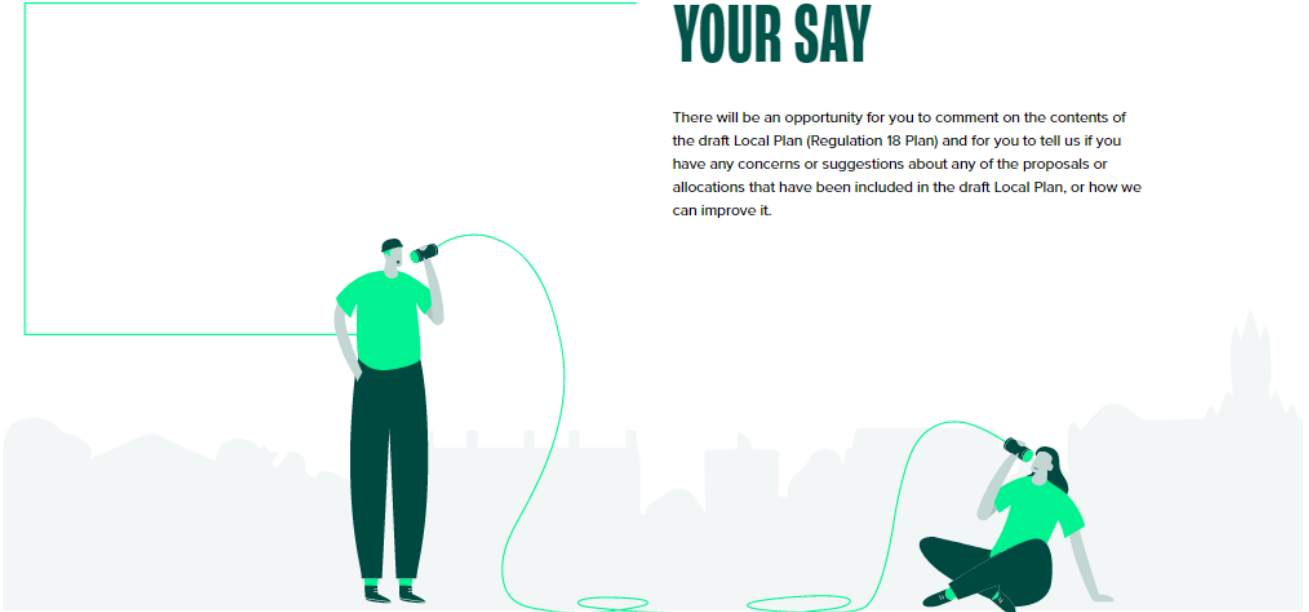
## 3. A PLAN IS FORMED

All the feedback that we've received from the Strategic and Priorities consultation is now being used to help us inform and develop the new draft Local Plan ('Regulation 18' stage) which will be published on our website. At this next stage of the process we will identify the development strategy (how the development we have to plan for will be distributed across the areas of district that lie outside the South Downs National Park), identify which specific sites are proposed to be allocated for development, in order to deliver the growth strategy and a range of other policies that are needed to deliver the new Local Plan.



## 4. ANOTHER CHANCE TO HAVE YOUR SAY

There will be an opportunity for you to comment on the contents of the draft Local Plan (Regulation 18 Plan) and for you to tell us if you have any concerns or suggestions about any of the proposals or allocations that have been included in the draft Local Plan, or how we can improve it.



## 5. A MORE SPECIFIC PLAN IS FORMED

The feedback gathered will help us finalise our new Local Plan (Regulation 19 stage). There will then be a further consultation so that any refinements can be made before submitting the plan for examination. When the consultation is complete and all feedback has been considered, everything is forwarded to an Inspector who will be appointed by the Secretary of State to oversee a Local Plan Examination. The Inspector will then hold a Local Plan Examination and invite people to attend. Members of the public, businesses and organisations can be present, however the Inspector will determine who is eligible to speak at the examination (including those who have comments at this stage of the process).



## 6. A LOCAL PLAN IS FORMED AND ADOPTED

Once the Local Plan Examination process has concluded we will receive a report from the inspector, and subject to the Inspector agreeing to the contents of the Local Plan, or the council making any suggested changes that need to be consulted on, the City Council will adopt its new Local Plan. The adopted Local Plan will replace the current Local Plan.





# WIDER CONTEXT OF THE LOCAL PLAN

When preparing a Local Plan we are required to assess its potential impacts. We are preparing an **integrated Impact Assessment** which includes Sustainability Appraisal, Strategic Environmental Assessment, Habitat Regulations Assessment, Health Impact Assessment and Equalities Impact Assessment. The initial report sets out the assessment of the Strategic Issues and Priorities consultation document. More details are available at the link below.

The link also provides more information about how the new Local Plan will fit with **'Neighbourhood Plans'** which have already been prepared or are underway in some areas of the district.

In addition, there is more information at the link below about the **Government's proposed changes to the planning system** in August 2020, which would affect the process of how we make a Local Plan.

[You can read further about all of these topics here.](#)



# VISION AND OBJECTIVES

It is important that we have a clear vision and achievable objectives for the future of the district over the Plan period. Whilst the vision set out in the existing Local Plan is still relevant, there is one important change in that the Council declared a Climate Emergency in 2019, and the vision for the new Local Plan needs to reflect this.

Our proposed 'Sustainable Development Objectives' are classified as environment, economic or social objectives as together these underpin 'sustainable development'. Carbon Neutrality is a fundamental overarching objective with which the other sustainable development objectives must align.

**YOUR PLACE  
YOUR PLAN.**  
Winchester District Local Plan

1. HOME

2. THE KEY ISSUES

3. DISCOVER YOUR AREA

4. HAVE YOUR SAY



NEXT PAGE

# 2. THE KEY ISSUES

What do you think the new Local Plan should focus on? Read on to hear what we think the key issues and priorities are. We want to hear your views on these.

[TAKE ME TO THIS PAGE](#)



Share this page



[Copy link](#)

## 2. THE KEY ISSUES

Based on what you told us when we launched the new Local Plan process in 2018, and the evidence we have been compiling since then, we believe there are nine key interlocking topic areas which the new Local Plan needs to address. Each of these nine issues is discussed more below.

[SEE THE KEY ISSUES](#)



## THE 9 KEY AREAS OF FOCUS

### 1. CARBON NEUTRALITY

The Government has made a commitment that will require the UK to bring greenhouse gas emissions to net zero by 2050. At a local level, Winchester City Council has declared its own climate emergency and is committed to becoming a carbon neutral council by 2024. The ambition for the wider district is that it should become carbon neutral by 2030.

[CLOSE](#)



We are undertaking a call for carbon offsetting sites between 15 February and 12 April 2021. Information can be submitted [here](#).

All services across the Council have an important part to play and the Local Plan is a key tool in helping to reduce carbon emissions. The Local Plan is only one of the ways that will support a reduction in carbon emissions across the district and it cannot achieve this on its own. These policies also need to comply with Government planning guidance regarding sustainability and other related issues as well as requirements on, for example, the number of houses that need to be built in the district.

**Why is it important for a Local Plan to deal with this?**

The Council recognises that its planning policies – covering what can be built, where, and how – all have a major impact on the way that places grow and change, helping to protect and shape the future of the district.

The aim is to make sure that future development is sustainable and helps to address climate change in every aspect of its design and construction as well as to put in place measures to promote sustainable forms of transport over the use of cars.

The fundamental challenge is how we can meet our climate change targets whilst delivering the new homes and employment to meet our local growth needs and complying with government guidance. The target of achieving carbon neutrality must be fully woven into the local plan whether we decide to prepare a local plan under the current regulations or we produce a new style local plan. This is because the decisions that we make about the location, form and function of the development we permit all have an impact on our district.

**What evidence have we commissioned etc?**

The Council has published its Carbon Neutrality Action Plan 2020-2030 which sets out how it will deliver against the ambition to be a carbon neutral Council by 2024 and district by 2030. The focus of the Action Plan is on carbon emission reduction

and elimination, with mitigation /off setting used as a means to balance carbon emissions to achieve net zero gain. Transport accounts for nearly half of the district's carbon emissions and tackling this is the first priority. The second largest contributor to carbon emissions in the district is domestic energy so the aim is to reduce this by enabling residents to live in more energy efficient homes. If we are to meet our ambitious target for a carbon neutral district, we need to ensure that our Local Plan addresses these two key issues and we put the right policies in place in order to ensure that this happens working within the framework of national planning policy.

**What are we including in the current consultation?**

In the 'Strategic Issues and Priorities' consultation document, we have set out a possible approach, which involves a strategic policy on climate change (aimed at reducing carbon emissions and adapting to the effects of climate change), and also a number of 'local policies' which would assist the Council, and the district (outside the national park) with moving towards carbon neutrality. A range of possible approaches have been identified which are summarised below – for more detail please refer to the Strategic Issues and Priorities Consultation Document.

- Ensure that developers think about more sustainable energy options right at the start of the design process through an energy hierarchy process
- Use the carbon opportunity mapping and money from a carbon offsetting fund to support energy efficiency improvements to areas that have the opportunity to improve carbon emissions.
- Create 'climate intervention areas' to target areas of the district that need improvement. The Local Plan could identify some key requirements for what would need to happen in these areas
- Introduce a Local Plan policy that has higher requirements than the current Building Regulations (subject to this being achievable in accordance

[Back to top of document](#)

- Introduce a Local Plan policy that has higher requirements than the current Building Regulations (subject to this being achievable in accordance with national policy set by the Government)
- Require developers, as part of the planning application process, to consider the whole life carbon footprint of a building
- Require developers to consider the impact of overheating
- Consider inclusion of Sustainable Drainage Systems (SuDS) / Rain water gardens
- Ensure increased water efficiency standards
- Integrate the ability for people to grow their own food in larger development proposals

More detail is available in the full Strategic Issues and Priorities consultation document [here](#)

The following website provides information, at parish level, about the carbon footprint of some of the communities in our district: [IMPACT Carbon Footprint Tool](#)

## CARBON NEUTRALITY DOCUMENTS

### [Carbon Neutrality Action Plan](#)

- The Carbon Neutrality Action Plan focuses on how the council aims to achieve carbon neutrality and the actions it will take.

### [LETI Climate Emergency Design Guide](#)

### [LETI Embodied Carbon Primer](#)

**HAVE YOUR SAY ON CARBON NEUTRALITY**

## 2. BIODIVERSITY AND THE NATURAL ENVIRONMENT

The district covers around 250 square miles of beautiful and diverse landscapes which support numerous important species. Around 40% of the district is within the South Downs National Park which has the highest landscape protection. The district covers a large and diverse area of wildlife habitats, including the Rivers Itchen and Meon, the Forest of Bere and the estuary of the River Hamble - some of which are internationally protected sites.

 [CLOSE](#)



We are undertaking a call for green sites (for example, sites for biodiversity or nutrient offsetting) between 15 February and 12 April 2021. Information can be submitted [here](#).

The countryside in the district is highly valued by its residents. [The Landscape Character Assessment](#) provides details of the features which contribute to an areas 'character'.

The Local Plan has the ability to allocate land where biodiversity can be enhanced and for other environmental uses if needed. This could support efforts to achieve 'biodiversity net gain' on development sites, so that where development causes a loss of biodiversity, this can be compensated by enhancement of biodiversity off site. The Local Plan will need to balance and deal with the many competing demands being made on the natural environment and how best to protect the countryside.

The Local Plan will need to address and measure the new requirement (in the Environment Bill) for biodiversity net gain which may include the need to allocate some sites for biodiversity enhancement for use in offsetting impacts caused by development elsewhere in the district.

need to allocate some sites for biodiversity enhancement for use in offsetting impacts caused by development elsewhere in the district.

The Local Plan can ensure that development is focused upon brownfield land first, in order to protect the countryside from unnecessary development and that added protection is given to sites with statutory designations.

Alongside the current consultation we are undertaking a further "Call for Sites", in which we are asking for landowners to promote green sites that may be suitable for biodiversity offsetting, tree planting or wetland creation to offset nitrogen impacts.

We are asking for your views on, where biodiversity net gain cannot be provided on site, if there should be a policy to allow this to be offset by enhancing biodiversity off site – either practically or by means of a financial contribution.

We are also seeking your views on whether the Local Plan should allocate land specifically for open space or for biodiversity net gain, to provide opportunities for off-site mitigation of the effects of new development.

We are asking you to consider whether you think the existing development management policies for protection of the countryside are adequate and, if not, why and what else you think should be done.

The consultation is also seeking views on whether or not a new Green Belt is needed in the south or north of the district? If so, what changes in circumstances could make this 'exceptional measure' necessary; and how would a Green Belt designation contribute to achieving sustainable development in the district and adjoining areas? Any new green belt designations would need to comply with Government policy.

More detail is available in the full Strategic Issues and Priorities consultation document [here](#).

An initial Integrated Impact Assessment (including Sustainability Appraisal, Strategic Environmental Assessment and Habitat Regulations Assessment) has been prepared and is [here](#). We are inviting comments on this assessment between 15 February and 12 April 2021.

## BIODIVERSITY AND THE NATURAL ENVIRONMENT DOCUMENTS

**HAVE YOUR SAY ON THE NATURAL ENVIRONMENT**

### 3. CONSERVING AND ENHANCING THE HISTORIC ENVIRONMENT

There is a rich wealth of historic assets in the district (designated and undesignated) including over 100 Scheduled Monuments, 2,267 listed buildings, 110 Scheduled Ancient Monuments, 11 historic parks and gardens and 37 Conservation Areas. These heritage assets contribute towards the character, diversity and distinctiveness of the district.

[CLOSE](#)



Heritage assets are an irreplaceable resource and should be conserved in a manner that is appropriate to their significance so that they can be enjoyed for future generations. We must carefully consider where new development is located in order to ensure that important heritage assets are not adversely affected.

One challenge for the Local Plan is understanding how it could be used to support energy efficiency improvements to Listed Buildings without adversely affecting the breathability of the built fabric or harm the features of interest. The Local Plan could, for example, include an 'enabling' policy that supports specific measures to a Listed Building where they would enhance its ability to adapt to the effects of climate change.

More detail is available in the full Strategic Issues and Priorities consultation document [here](#).

As part of our consultation on the Strategic Issues and Priorities for our new Local Plan, we are asking whether you consider the heritage policies of our current Local Plan adequate for protecting our wealth or heritage assets or whether you have any suggestions for additional or different policies.


We are also asking your views about how the Local Plan should support energy efficiency improvements in Listed Buildings to assist with adaptation to the effects of climate change, whilst preventing harm to heritage features.

## CONSERVING AND ENHANCING THE HISTORIC ENVIRONMENT DOCUMENTS

HAVE YOUR SAY ON THE HISTORIC ENVIRONMENT

### 4. HOMES FOR ALL

The Government wants to boost the supply and delivery of new homes and has introduced a 'Standard Methodology' which sets the housing requirement for Winchester District. The number of 'dwellings' required (this term covers houses, flats and specialist accommodation) is one of the most important and controversial issues that Local Plans deal with.

 CLOSE



We are undertaking a call for housing sites (including small sites and custom/ self build) between 15 February and 12 April 2021. Information can be submitted [here](#).

The 'Standard Methodology' report sets out the housing requirements whilst balancing climate change and need for additional housing, where it is located, the affordability of new houses and what types of houses are built are key challenges for the Local Plan. Detail on the 'standard methodology' is available [here](#).

Housing affordability is an issue for many people, especially young people and families.

Why is it important for the Local Plan?

The Government identifies how much housing we need to accommodate in our Local Plans. Over the 20-year new Local Plan period (2018 – 2038) we need to plan for approximately 14,000 dwellings, or roughly 700 per year. Some of this requirement has already been planned in the current Local Plan. The shortfall that the new Local Plan needs to include is expected to be about 2,700 homes between 2018 and 2038, so devising a strategy to achieve this, and allocating sites, are some of the main tasks for the Local Plan.

The Local Plan needs to plan for various types of specialist housing and a range of housing for all sectors of the community (e.g. 'self and custom build', housing for service families, student accommodation, older persons' housing, care homes and gypsy and traveller and travelling showpersons accommodation/pitches).

What's the evidence base?

The Local Plan also needs evidence about which types of housing should be provided to meet the future needs of the community. Therefore, we have completed a 'Strategic Housing Market Assessment' (which is referred to as a 'SHMA') which contains evidence about the District's housing stock, the need for different types of housing and the various forms of affordable and other housing provision.

One of the key issues is the need for affordable housing and the SHMA provides detailed estimates of the need for affordable homes of various types over the Local Plan period. It also identifies various other types of housing needs, including self or custom build homes, the private rented sector, community-led housing and various levels of care or elderly persons' accommodation or accessible housing.

The Council has also commissioned an updated Gypsy Traveller Accommodation Assessment (GTAA), which is not yet complete, but will show the needs for additional gypsy, traveller and travelling showpersons' sites and pitches.

The Council maintains a list of 'Strategic Housing and Employment Land Availability Assessment' (or 'SHELAA') sites which are those which potentially can be allocated for housing (or employment/other purposes). To do this, we issue a 'call for sites', inviting developers/promoters to suggest sites for various forms of development. The results of this are published in the 'Strategic Housing and Employment Land Availability Assessment' (SHELAA). Inclusion of a site in the SHELAA list does not necessarily imply the Council would grant planning permission for development. Rather, it is a record of the developers/promoters having put the site forward for consideration for allocation in the Local Plan, subject to further assessment.

What does the current consultation seek to achieve?

The Council launched work on the new Local Plan in 2018 and consulted at that time on the scope and content of the Plan. The details of this were reported to the Cabinet (Local Plan) Committee at the time. Many comments were made but, in relation to housing matters, there was some support for maintaining the distribution of development that is included within the current Local Plan. There was also support for allocating large strategic

Local Plans must consider a range of reasonable alternatives for how future growth could be distributed across the District. The Strategic Issues and Priorities consultation document identifies the key issues in relation to Homes for All and sets out a number of alternative strategic options to accommodating housing need, distributing growth around the District (outside the National Park) and providing for the different types of housing needed. There is an opportunity to suggest other strategic growth options that could be considered, although any options must be viable, realistic and meet the housing requirement.

The four strategic options being consulted on at this stage are:

- A development strategy based on the approach in the existing Local Plan of distributing development to a sustainable hierarchy of settlements;
- To focus development on Winchester itself and other larger and more sustainable settlements;
- A strategy that includes one or more completely new strategic allocations or new settlements
- A strategy of dispersing development around the district largely in proportion to the size of existing settlements

Whichever approach is pursued, it must meet the objectives of the Local Plan and address the key issues, such as meeting the need for all types of housing, particularly affordable housing, providing green infrastructure and avoiding or mitigating the harmful effects of development. The Strategic Issues and Priorities consultation document does not allocate specific sites or invite comments on them.

Alongside the issues of where to accommodate new growth, the Local Plan also has a role in ensuring we have the right types of housing. There are, for example, some special types of housing to which we need to give particular attention, such as the housing needs of students, gypsies, travellers and travelling showpeople, and affordable housing. The SHMA contains evidence about the District's housing stock, the need for different types of housing and the various forms of affordable and other housing provision.

For details of the Housing Delivery Test, click [here](#).

More detail is available in the full Strategic Issues and Priorities consultation document [here](#).

## HOMES FOR ALL DOCUMENTS

### [Authority Monitoring Report](#)

### [Strategic Housing Market Assessment](#)

- The SHMA is an assessment of housing need in the district (outside the South Downs National Park).
- It considers the housing needs of specific groups such as older/ younger people, families, service people and students.
- The SHMA assesses the need for affordable housing, self/ custom build sites and housing of different sizes and tenures.

### [SHELAA 2020 Report and Appendix 1](#)

- The SHELAA is a register of sites that could potentially be available for development.
- Sites included in the SHELAA are not allocated for development. It is simply an indication that the site has been put forward for consideration by the council.
- Appendix 1, included in this document, details sites which were put forward but have been excluded from the SHELAA.

### [SHELAA 2020 Appendix 2](#)

- Appendix 2 details SHELAA sites in Winchester and the surrounding parishes.

### [SHELAA 2020 Appendix 3](#)

- Appendix 3 details SHELAA sites in the south western parishes of the district

### [SHELAA 2020 Appendix 4](#)

- Appendix 4 details SHELAA sites in the southern parishes of the district.

### [SHELAA 2020 Appendix 5](#)

- Appendix 5 details SHELAA sites in the northern parishes of the district.

#### **SHELAA 2020 Appendix 6**

- Appendix 6 contains the glossary of the SHELAA.

#### **Settlement Hierarchy Review 2021**

- The settlement hierarchy approach ranks and classifies settlements based on accessibility and availability of a range of facilities, the settlement's economic role and environmental constraints.

#### **Windfall Assessment**

#### **Future Local Housing Need and Population Profile Assessment**

**HAVE YOUR SAY ON HOUSING**

## 5. CREATING A VIBRANT ECONOMY

Winchester District has historically had a strong economy with low unemployment. Winchester town centre is a vibrant retail and commercial centre, with a growing leisure and tourism economy. Large numbers of people are employed in major office areas, in particular around Winchester town and in the southern part of the district around the M27 at Whiteley.

**CLOSE**



More recently the COVID 19 pandemic has affected the economy overall, and some sectors in particular. Some shops and other town centre uses have closed and working patterns have changed. It remains to be seen whether these changes will be short term or persist once the pandemic eases. In addition, there have been a number of changes to the planning system which make it easier to switch between various town centre and business uses as well as government encouragement of greater residential development within town centres.

Current changes in the economy and lifestyles, taken together with the Council's commitment to carbon neutrality, provide an opportunity to develop a new green economy for the district post-pandemic.

The Local Plan needs to be sufficiently flexible in order to be able to take advantage of the opportunities for a restructuring in our retail and employment sectors and the role of the internet. There could be well be greater demand for working from home on a full time basis or for at least part of the week, or 'working near home' (including within rural locations) rather than commuting to work.

The new Local Plan will also play a key role in retaining and enhancing the vitality and viability of town centres against a background of the changing economic circumstances and new ways of work, leisure and shopping that may emerge following the pandemic. Changes to work patterns and possible reduction in footfall in town centres may adversely influence vitality and economic viability so the Local Plan needs to respond positively to these challenges and manage these changes appropriately.

The Employment Land Review (April 2020) suggested that there is no need for additional land to be provided across the Local Plan area as a whole. Although within that, there are areas around Winchester Town where some office development is needed and in the southern area where the exact nature of employment may change.

The Retail, Leisure and Town Centre Uses Study (June 2020) indicates no need for additional retail provision, but highlights the need to protect existing town centres and carefully consider their role to reflect current lifestyles, retail and leisure trends.

It is recognised that these studies were undertaken before the Covid-19 pandemic and the changing economic circumstances that have resulted. These studies will therefore need to be reviewed to ensure it is based on up to date evidence. Updates will be provided when available.

We are seeking your views on:

- What types of economic development we should consider

- The future role of town centres and the uses within them
- Rural employment opportunities
- How the Local Plan can support working from home
- How the Local Plan can support the development of a green economy and carbon neutrality

More detail is available in the full Strategic Issues and Priorities consultation document [here](#).

## CREATING A VIBRANT ECONOMY DOCUMENTS

### **E** [Employment Land Review](#)

- This report details the amount, location and type of employment land required up to 2038.

### **R** [Retail, Leisure and Town Centre Uses Study Part 1 of 2](#)

- This report considers the likely scale, type, location and phasing of new retail, leisure and town centre uses up to 2036 (which was the original 'plan period' being planned for).
- The baseline information and the future forecasts that have been presented in this report are based on data that has been gathered prior to the outbreak of the pandemic.
- At this stage the full impacts of the pandemic are unknown along with any measures that the Government will put in place in order to respond to these challenges.

### **R** [Retail, Leisure and Town Centre Uses Study Part 2 of 2](#)

### **E** [Economic, Employment and Commercial Needs \(including Logistics\) Study](#)

- A report for Partnership for South Hampshire (PSSH)

### **E** [Economic, Employment and Commercial Needs \(including Logistics\) Study - Appendix C](#)

- Appendix C - Experian forecast data

### **E** [Economic, Employment and Commercial Needs \(including Logistics\) Study - Appendix D](#)

- Appendix D - Economic sector to land use

**HAVE YOUR SAY ON THE ECONOMY**

## 6. PROMOTING SUSTAINABLE TRANSPORT

Transport is one of the highest sources of carbon emissions in the district. The Council has set ambitious targets for carbon neutrality as a Council by 2024 and as a district by 2030. Therefore promoting sustainable and active transport (public transport, cycling and walking) is a key objective of the new Local Plan.

**CLOSE**



The Local Plan is an opportunity to plan for reduced travel by private car which is the least sustainable form of transport. In line with the climate emergency, the Local Plan could direct development towards areas where there are footpaths, cycle lanes and public transport availability. It can



also support the creation of mixed neighbourhoods where living, working as well as facilities and services are all available locally, minimising the need for use of private cars or to travel significant distances at all. The Local Plan can also look at whether road and junction improvements should be carried out if new developments are planned for in an area.

The Council has engaged SYSTRA to provide a Stage 1 Transport Assessment which sets out what the situation is in the district at the present time, including identifying roads and junctions that are operating close to, or over, capacity.

More detail is available in the full Strategic Issues and Priorities consultation document [here](#).

We are asking for your views on whether the existing Local Plan policies promoting sustainable and active forms of travel are ambitious enough. We are also asking for your views on whether development should be focused in locations which already have cycling, walking and public transport opportunities.

We are also seeking views in relation to whether additional Park and Ride facilities are needed in the wider district, as well as Winchester town itself.

## PROMOTING SUSTAINABLE TRANSPORT DOCUMENTS

### [Stage 1 Transport Assessment](#)

- This report sets out the updated transport evidence base which will allow the selection of the most appropriate sites for development within the plan period during Stage 2 of the Transport Assessment process.

### [City of Winchester Movement Strategy](#)

- The City of Winchester Movement Strategy has been developed in partnership by Hampshire County Council and Winchester City Council.
- It is a joint policy document that sets out an agreed vision and long-term priorities for travel and transport improvements in Winchester over the next 20-30 years.
- It also covers, at a high level, plans for how these priorities might be met, including indicative timescales and costings.
- The Movement Strategy is accompanied by an Action Plan that considers what needs to happen in order to deliver the Strategy, in what order and by when.
- The Winchester Movement Strategy primarily concerns movement throughout the City of Winchester.

### [Air Quality Action Plan](#)

- This Air Quality Action Plan outlines how Winchester City Council proposes to put in place a number of measures to work towards the annual mean air quality objective for nitrogen dioxide to meet their Local Air Quality Management duties.


### [Carbon Neutrality Action Plan](#)

### [TCPA 20 Minute Neighbourhoods Guide](#)

**HAVE YOUR SAY ON SUSTAINABLE TRANSPORT**

## 7. LIVING WELL

The 'Living Well' topic of our Local Plan is about creating places where people want to live, and ensuring those places do as much as possible to support our health and wellbeing and reduce inequality. The places we build today, will influence the health and wellbeing of our residents in the future.

 [FIND OUT MORE ABOUT THIS ISSUE](#)



We know that the population in our district is ageing and in future there will likely be more people living in the community with dementia. We know that access to open space and nature provides health benefits for all, and also that children in particular need safe space to play outdoors for their mental and physical health. We know that active sustainable travel (such as walking and cycling) benefits not only the health of those cyclists and walkers but also the environment for all, through improved air quality and reduced noise pollution. The importance of recreation and open space has become more evident during the current pandemic.

The Covid pandemic has reinforced the importance of access to open space for our mental and physical wellbeing. Open space can provide space for physical exercise, play, social interaction or for quiet contemplation to improve our mental health and wellbeing. Access to open space is one area where inequality can arise, as not everyone has access to a private garden.

The Local Plan also has a role in creating a built environment which includes social and community facilities and enhances opportunities for creation of strong and mixed communities, where social isolation is reduced. Ideas such as the 'fifteen minute city' model for future urban development (as included in the Winchester 2030 Vision) can ensure everyone has access to essential services at a local scale (such as shops, medical facilities, open space and leisure facilities). This model supports a move towards sustainable transport and active travel which also creates strong communities at a local scale that can provide benefits in terms of residents' health and wellbeing.

We need to plan for an ageing population, to ensure our places are accessible to all and people living in our community have access to the services and facilities they need and opportunities to maintain and enhance their health and wellbeing, and reduce social isolation. The Royal Town Planning Institute have produced an advice note on dementia and town planning which is available [here](#).

'Living well' is also about exploring opportunities to promote local food production to provide healthy food, reduce carbon emissions associated with transport of produce, and opportunities for community interaction and reduction in social isolation.

More detail is available in the full Strategic Issues and Priorities consultation document [here](#).

An initial Integrated Impact Assessment (including Health Impact Assessment and Equalities Impact Assessment) of the SIP document has been prepared and is [here](#). We are inviting comments on this assessment between 15 February and 12 April 2021.

As part of our consultation on the Strategic Issues and Priorities for our new Local Plan, we are asking your views about access to open space in the district, in order to protect health and wellbeing and reduce inequality. We are also asking your views and suggestions about creating strong communities and neighbourhoods which support health and wellbeing of our residents into the future.

The Council is consulting on a draft Air Quality Supplementary Planning Document (SPD). Further details are available [here](#).

There is also useful background information on the Winchester City Council website, regarding open spaces [here](#) and [here](#).

## LIVING WELL DOCUMENTS

 [Playing Pitch Strategy 2018](#)


 [Public Health England 'Using the Planning System to Promote Healthy Weight Environments' 2020](#)

 [Public Health England 'Improving Access to Greenspace' 2020](#)

 [Health Equity in England: The Marmot Review 10 years on' 2020](#)

 [RTPI 'Mental Health and Town Planning'](#)


 [Public Health England 'Spatial Planning for Health' 2017](#)

 [Living Well presentation 15.03.2021](#)

- These are the slides presented at the 'Living Well' virtual event held on 15 March 2021. A recording of this event is available on the 'Have

## 8. LOW CARBON INFRASTRUCTURE AND LOCAL PLAN VIABILITY

It is important that we plan for our infrastructure needs over the life of the new Local Plan (up to 2038). 'Infrastructure', in this context, includes three main categories: - Physical Infrastructure - Green and Historic Infrastructure - Social and Community Infrastructure

 **CLOSE**



It is important that we plan for our infrastructure needs over the life of the new Local Plan (up to 2038).

'Infrastructure', in this context, includes three main categories:

- **Physical Infrastructure:** the broad collection of systems and facilities that house and transport people and goods, and provide services e.g. transportation networks, energy supplies, water, drainage and waste provision, ICT networks and public realm.
- **Green and Historic Infrastructure:** the physical environment that forms part of the character and setting of our towns and villages. A network of multi-functional open spaces, including formal parks, gardens, woodland, green corridors, waterways, street trees and open countryside. It also includes built heritage assets which form part of the physical environment.
- **Social and Community Infrastructure:** the range of activities, organisations and facilities supporting the formation, development and maintenance of social relationships in a community. It can include the provision of community facilities (education, healthcare, community centres, sports & leisure facilities) as detailed in Community Infrastructure Levy (CIL) regulations. In its broadest sense infrastructure can also include small scale funding to assist local projects, skills development and volunteering.

Given the Council's declaration of a climate emergency, we are eager to support the development of low carbon infrastructure, wherever possible, to assist with our goal of achieving net zero carbon in the district by 2030.

Why is it important for the Local Plan?

We need to make sure that when we are planning for new development we fully consider the capacity of existing infrastructure to support that development. Where additional infrastructure is required, we need to consider its impact on our natural environment. We must ensure that when infrastructure is needed, the timing and the delivery of infrastructure is aligned with the development allocated by the Local Plan. The Local Plan needs to clearly set out the infrastructure contributions expected from development. This will include setting out the levels and types of affordable housing provision required, along with any other infrastructure.

The Local Plan has a key role in planning for low carbon energy infrastructure to meet the needs of the district into the future. This can assist us with reducing carbon emissions to help meet our target to achieve net zero emissions from the district by 2030.

What does the current consultation seek to achieve?

As part of our consultation on the Strategic Issues and Priorities for our new Local Plan, we are asking your views on a number of possible strategies or approaches towards low carbon infrastructure in the district, such as policies to:

- > Support proposals for renewable energy and low carbon energy infrastructure;
- > Support proposals for domestic battery storage facilities to be built in tandem with low carbon energy infrastructure; or
- > Boost renewable energy generation rates in the district.

We are also undertaking a "Call for renewable energy sites" in order to boost rates of renewable energy generation rates in the district.

**Infrastructure Delivery Plans**

The government requires councils to work closely with a range of infrastructure and service providers as part of the development of the Local Plan. We are currently required to prepare an Infrastructure Delivery Plan (IDP) which provides a comprehensive understanding of the existing infrastructure, and any new infrastructure, that will be required to support the proposals that are included in the new Local Plan.

The IDP needs to identify:

- Infrastructure needs and any infrastructure already committed;
- Costs;
- Responsibilities for delivery;
- Funding sources, identifying where developer contributions will be required;
- Indicative funding gaps and the potential nature of developer contributions
- Timescales.

The IDP, and the accompanying Infrastructure Delivery Schedule, are a 'living' document that will need to be monitored and updated at appropriate stages during the plan making process. Both of these documents are an important part of the Local Plan evidence base.

Community Infrastructure Levy (CIL) and Planning Obligations (s106 agreements and undertakings)

The Community Infrastructure Levy (CIL) is a means by which the Council raises finance for infrastructure, by charging a levy on new development in the district. The money raised is invested in infrastructure to support the development of the area. The Council is able to decide its priorities for spending CIL funds, such as investing in roads, open space areas, natural greenspace and drainage facilities.

More information on the Council's CIL, including the CIL Charging Schedule, and a guide for developers and landowners is available on the [Council's website](#).

Over £16m has now been collected, of which £1.5m has been given to Hampshire County Council for transport and £2.5m transferred to Parish Councils and Winchester Town Forum (the neighbourhood portion of the Levy) from developments within their particular areas. A total of £4.8m of CIL has been committed to infrastructure projects, of which £2.25m has been spent to date.

The Government's White Paper proposes that the current methods of securing developer contributions towards the delivery of infrastructure would be replaced by a new nationally set Infrastructure Levy. At present, development contributions are secured through CIL and planning obligations/section 106 agreements/undertakings (which are legal agreements securing 'planning gain', agreed under section 106 of the Town and Country Planning Act 1990) Instead, payments under a new Infrastructure Levy would be made to planning authorities and would also replace contributions and on-site delivery for affordable housing secured when planning permission is given. According to the Government, this would achieve a greater level of contributions and affordable housing provision, although this will depend on the levels set for the Levy, which will also need to maintain development viability. For more details on the Government's proposed changes, please refer [here](#)

Cross Boundary Infrastructure Issues

When preparing a new Local Plan the council needs to actively engage on an ongoing basis with neighbouring local authorities on cross boundary issues. The Government has proposed (in its Planning for the Future White Paper which can be found [here](#)) that this 'Duty to Cooperate' be abolished, but at present, the duty remains in force and it is not clear if, how or when the duty will be replaced.

The council currently enters into Statements of Common Ground that will clearly identify and agree any cross boundary infrastructure issues.

Viability of the Local Plan

It is important that the infrastructure requirements placed on development do not undermine the deliverability of the Local Plan. For sites allocated in the Local Plan, this means it must demonstrate that the cumulative cost of all policy requirements (i.e. affordable housing, climate change issues, infrastructure contributions, CIL, etc.) are not such that it would be unviable to develop that site. This is achieved by way of a whole Local Plan viability study. The viability study will be uploaded here when prepared/ updated.

More detail is available in the full Strategic Issues and Priorities consultation document [here](#).

## LOW CARBON INFRASTRUCTURE AND LOCAL PLAN VIABILITY DOCUMENTS

### CIL Schedule

- The Community Infrastructure Levy (CIL) Charging Schedule sets out the levy charged on different types of development in order to fund infrastructure.

**HAVE YOUR SAY ON LOW CARBON INFRASTRUCTURE**

## 9. DELIVERY AND SUCCESS OF THE LOCAL PLAN

Monitoring the Local Plan is important to ensure that the policies are working efficiently and development targets are being met.

 [CLOSE](#)



Currently we monitor the delivery and success of the Local Plan in the Annual Monitoring Report (AMR). This document sets out how the policies in the Local Plan are working and highlights any changes to policies that might need to be made. It sets out what the council has undertaken in terms of its Duty to Co-operate with neighbouring authorities. It also tracks completions for housing including our 5 year housing land supply and monitors the progress of any Neighbourhood Plans.

The Government monitors the provision of housing in its annual Housing Delivery Test Results (HDT) which are issued to all councils with penalties for under provision.

The Local Plan sets out development allocations and development management policies for the District. It is important to know that these are working or to be aware of when they are not and may need revising.

More detail is available in the full Strategic Issues and Priorities consultation document [here](#).

The current consultation asks if you have any suggestions or examples of a successful monitoring framework that could improve what we are doing. Also are there any indicators we could use in the Local Plan to help us monitor whether we are on track to achieve net zero carbon in the district by 2030?

We are also interested in your views on whether the existing policies should be updated, discarded and whether new ones are needed.

### DELIVERY AND SUCCESS OF THE LOCAL PLAN DOCUMENTS

 [Authority Monitoring Report](#)

 [Local Development Scheme 2020](#)

[HAVE YOUR SAY ON THE DELIVERY OF THE PLAN](#)



THE STRATEGIC ISSUES & PRIORITIES DOCUMENT

READ THE FULL DOCUMENT

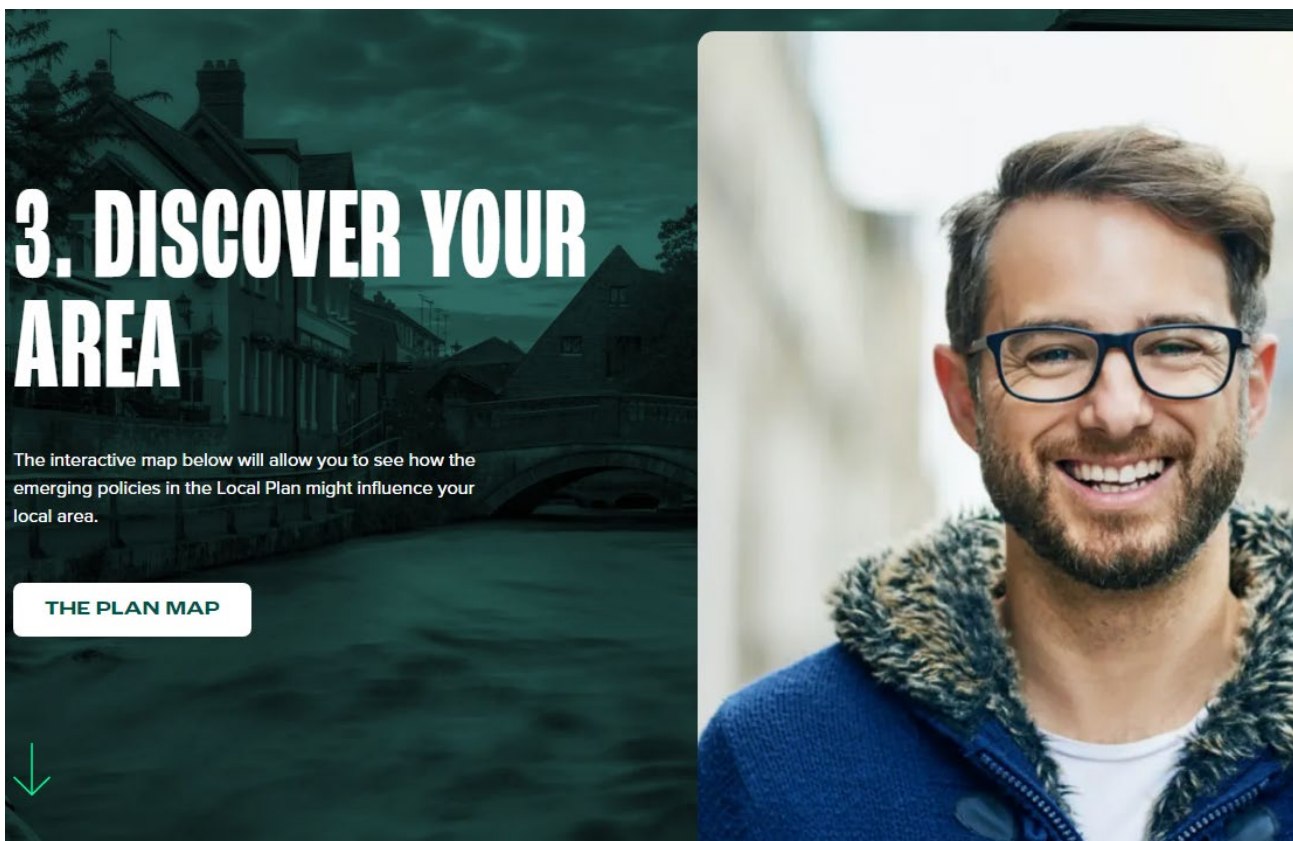
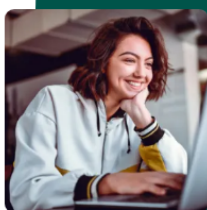
DOWNLOAD



# 3. DISCOVER YOUR AREA

The interactive map below will allow you to see how the emerging policies in the Local Plan might influence your local area.

**THE PLAN MAP**

## WHAT THE PLAN MEANS FOR YOU

As it develops, the Local Plan will set out policies which will help determine the approach to development in the area in the future. Sites may be allocated for particular purposes, such as housing, or other types of land use needed in the district. Policies will provide the framework against which future planning applications will be assessed. At this stage we are not proposing specific locations for development or 'site allocations' in the district. For now, we are consulting on the high level strategy, and the key issues to be addressed in the Local plan, when it is written.

# THE PLAN MAP

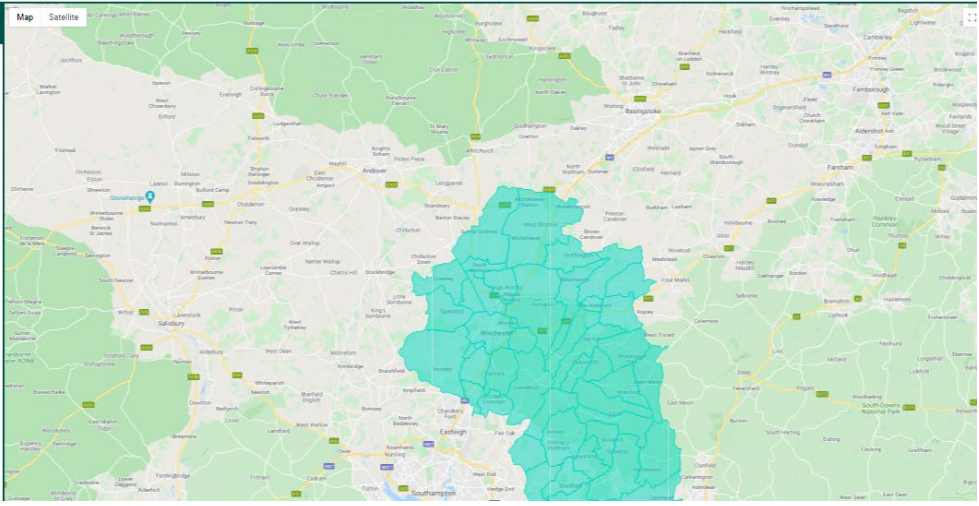
The Local Plan will relate to the area of Winchester district which is not covered by the South Downs National Park. The interactive map shown here will be developed through the course of the Local Plan process to show how the emerging plan might influence land near you. For example, if sites are allocated for particular land uses, such as new housing, they will be identified on this plan. Please do let us know if there are any particular data sets you would like to see included here in future. You can email us with suggestions at [planningpolicy@winchester.gov.uk](mailto:planningpolicy@winchester.gov.uk). For now, the map shows land which has been put forward by developers/promoters as possible development sites, as part of our "SHELAA" process. SHELAA sites will not necessarily be allocated for development – it is simply an indication that the land has been put forward for consideration by developers/promoters. We are not yet seeking views on specific SHELAA sites - but there will still be a chance to have your say on any possible site allocations once the broad development strategy has been decided. For more information on the SHELAA process refer to <https://www.winchester.gov.uk/planning-policy/winchester-district-local-plan-2018-2038-emerging-lra-strategic-housing-land-availability-assessment>.

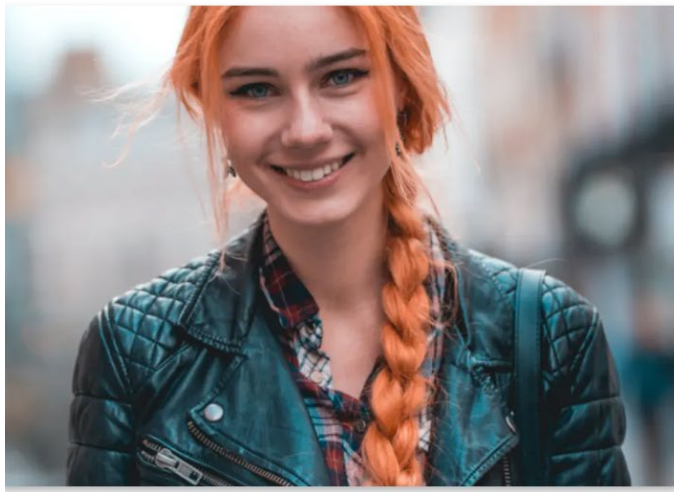
### MAP FILTER

**FIND ADDRESS:**  
Enter postcode here

**SHOW ME:**

- Winchester Parishes
- Conservation Areas
- Areas of Archaeological Importance
- Ancient Woodland
- Scheduled Monuments
- South Downs National Park Boundary
- SHELAA Sites










**NEXT PAGE**

## 4. HAVE YOUR SAY

We really want to hear the views of as many people as possible. We are consulting on the strategic vision and priorities for the new Local Plan between 10 February and 17 April. Have your say on the next page.



Share this page

    [Copy link](#)

# DIFFERENT WAYS OF GETTING INVOLVED

## 1. VIRTUAL INFORMATION EVENTS

We will be holding a number of virtual information events in the coming weeks, to provide an overview of the Strategic Issues and Priorities consultation and answer your questions. To register to attend one of these events, select your event from the drop down below.

[\*\*+\*\* FIND OUT MORE ABOUT THIS ISSUE](#)



General Public Information Events:

4 March – 2pm – [click here to book](#)

9 March – 7pm – [click here to book](#)

12 March – 10am – [click here to book](#)

20 March – 10.30am – [click here to book](#)

Each event will be identical – you only need to attend one.

We are also holding a specialised events as follows:

15 March – 2pm – ‘Living Well’ [Click here to book via eventbrite](#)

18 March – 2pm – ‘Carbon Neutrality’. [Click here to book via eventbrite](#)

## 2. READ THE FULL STRATEGIC ISSUES & PRIORITIES DOCUMENT

The Strategic Issues and Priorities document is ready for you to download and read in full for further details. It provides background information which will help you to formulate your consultation response.

[\*\*+\*\* FIND OUT MORE ABOUT THIS ISSUE](#)





**YOUR PLACE  
YOUR PLAN**  
Worcester District Local Plan

1. HOME   2. THE KEY ISSUES   3. DISCOVER YOUR AREA   4. HAVE YOUR SAY

STRATEGIC ISSUES AND PRIORITIES  
CONSULTATION

**3. GIVE US YOUR  
VIEWS VIA CITIZEN  
SPACE**

**VISIT CITIZEN SPACE TO HAVE YOUR  
SAY**

## 1. What issues are the most important to you?

(Select up to 3 issues below)



CARBON NEUTRALITY



BIODIVERSITY



CONSERVING AND ENHANCING THE HISTORIC ENVIRONMENT



HOUSING



CREATING A VIBRANT ECONOMY



PROMOTING SUSTAINABLE



LIVING WELL



LOW CARBON INFRASTRUCTURE

## 2. How would you like town centres to evolve in the future?

(Please select one answer)



PROMOTING THE NIGHTLIFE ECONOMY



MORE AFFORDABLE ACCOMMODATION



MORE GREEN SPACES AVAILABLE



MORE RESTAURANTS



BETTER ACCESSIBILITY FOR WHEELCHAIRS



BETTER PUBLIC TRANSPORT LINKS



MORE SHARED WORKSPACE FACILITIES

SUBM

## Appendix 10 Consultation Material

### Appendix 10.1 Event 1 Slido results

---

#### How has Covid changed your housing needs?

(Tick all that apply)

(1/2)

0 1 9

Need for flexible spaces



Bigger gardens



Being close to outdoor facilities more important



Being close to outdoor facilities less important



Being close to shops more important



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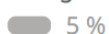
#### How has Covid changed your housing needs?

(Tick all that apply)

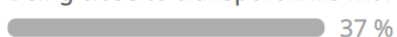
(2/2)

0 1 9

Being close to shops less important



Being close to transport links more important

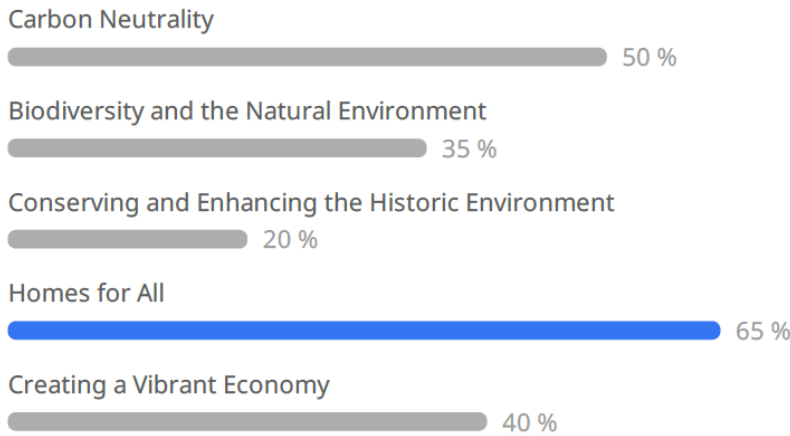


Being close to transport links less important



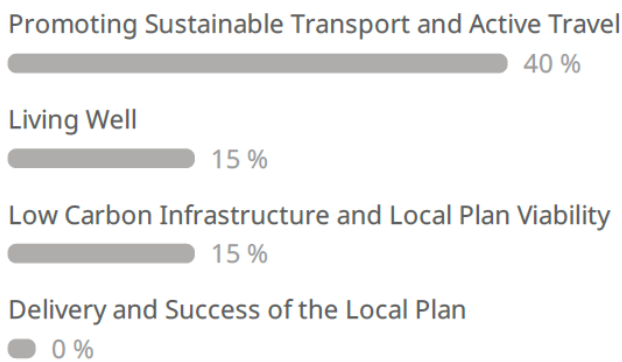
**What are the most important priorities to you in the new Local Plan? (pick up to 3)**  
(1/2)

0 2 0



**What are the most important priorities to you in the new Local Plan? (pick up to 3)**  
(2/2)

0 2 0



**What do you think are the most important things the Local Plan can do to reduce carbon emissions?**

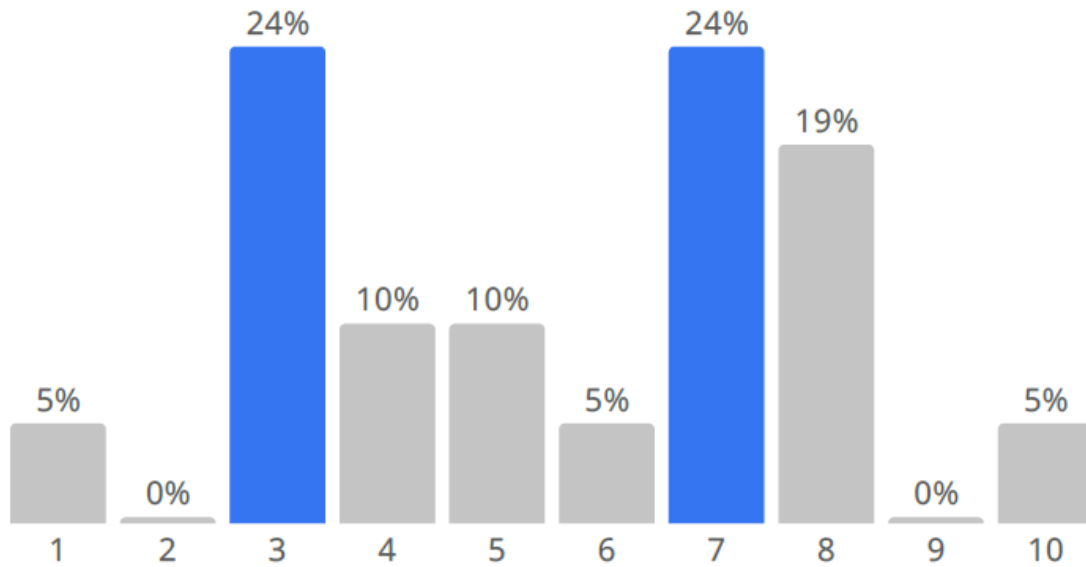
0 1 8



## How successful have the Council been in balancing protecting the countryside with the need for development?

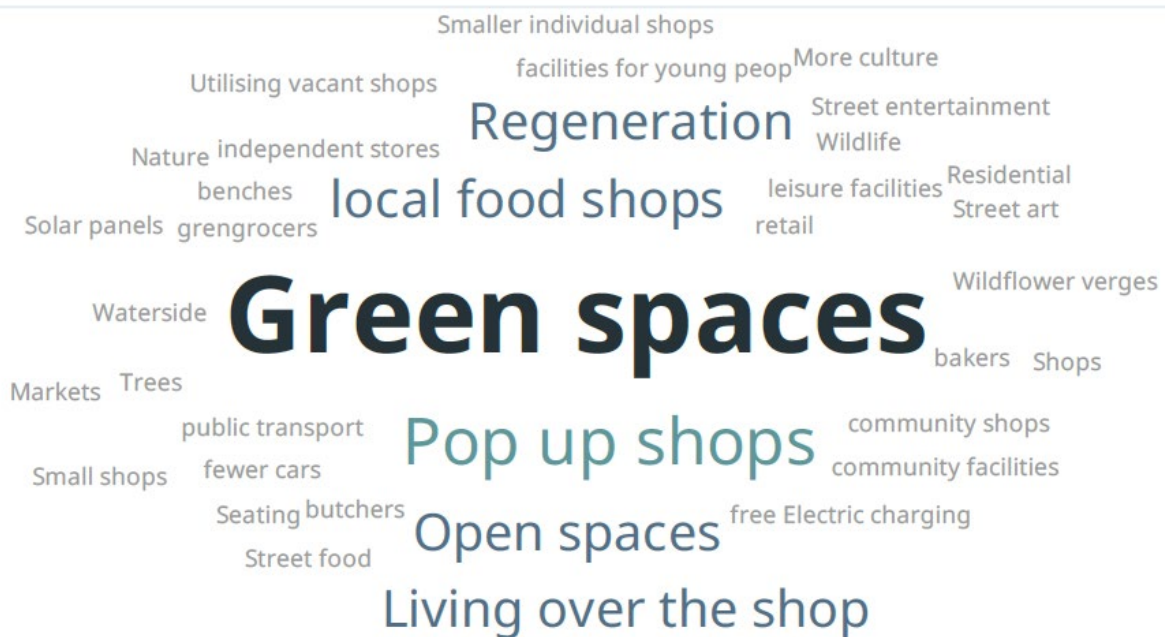
0 2 1

Score: 5.6



## What would you like to see more of in towns and high-streets across the district in the future?

0 1 9



## Appendix 10.2 Event 2 Slido results

### How has Covid changed your housing needs? (Tick all that apply)

009

(1/2)

Need for flexible spaces



Bigger gardens



Being close to outdoor facilities more important



Being close to outdoor facilities less important



Being close to shops more important



### How has Covid changed your housing needs? (Tick all that apply)

009

(2/2)

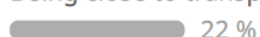
Being close to shops less important



Being close to transport links more important



Being close to transport links less important



### What are the most important priorities to you in the new Local Plan (pick up to 3)

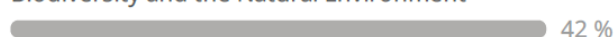
012

(1/2)

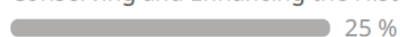
Carbon Neutrality



Biodiversity and the Natural Environment



Conserving and Enhancing the Historic Environment



Homes for All



Creating a Vibrant Economy



**What are the most important priorities to you in the new Local Plan (pick up to 3)**  
(2/2)

0 1 2

Promoting Sustainable Transport and Active Travel



Living Well



Low Carbon Infrastructure and Local Plan Viability



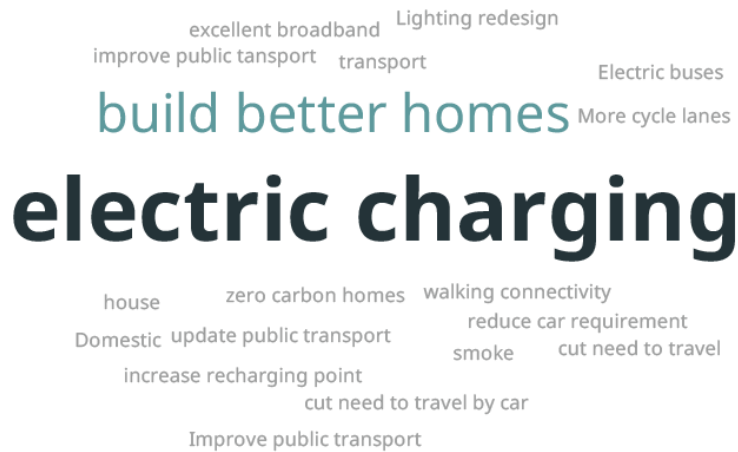
Delivery and Success of the Local Plan



**What do you think are the most important things the Local Plan can do to reduce carbon emissions?**

0 1 1

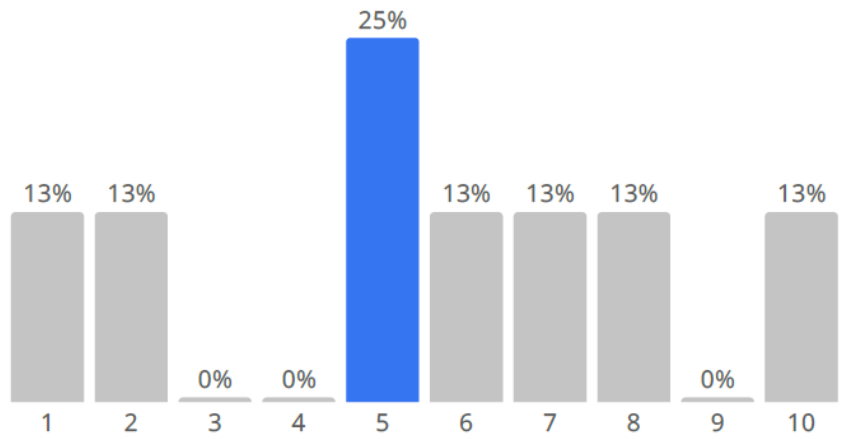
Draw up a plan and implem



**How successful have the Council been in balancing protecting the countryside with the need for development?**

008

Score: 5.5



**What would you like to see more of in towns and high-streets across the district in the future?**

011





## Appendix 10.3 Event 3 Slido results

### How has Covid changed your housing needs? (Tick all that apply)

028

(1/2)

Need for flexible spaces



Bigger gardens



Being close to outdoor facilities more important



Being close to outdoor facilities less important



Being close to shops more important



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### How has Covid changed your housing needs? (Tick all that apply)

028

(2/2)

Being close to shops less important



Being close to transport links more important

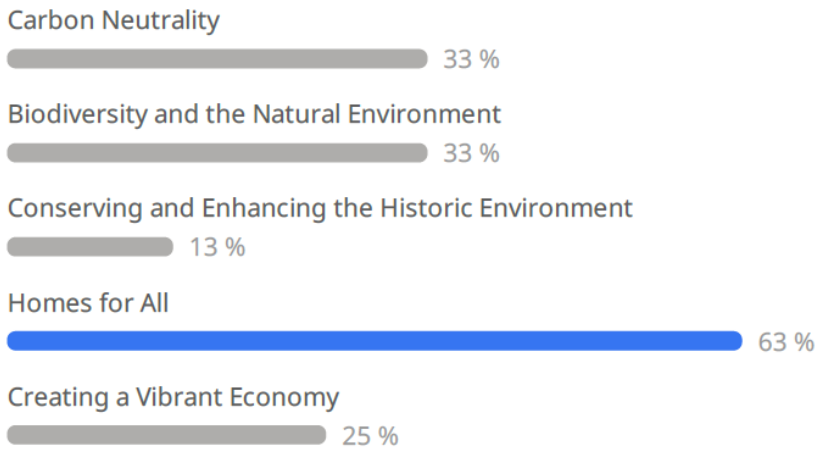


Being close to transport links less important



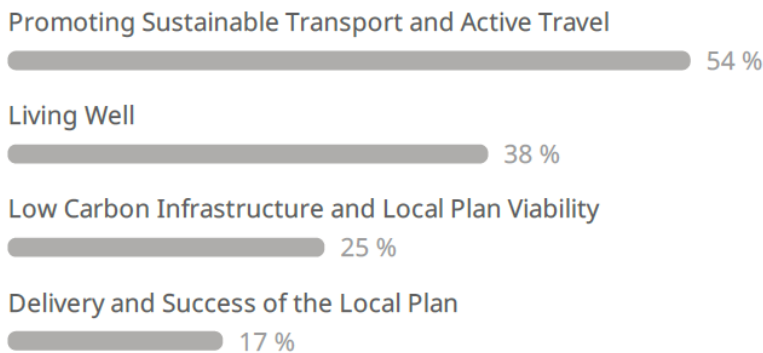
**What are the most important priorities to you in the new Local Plan (pick up to 3)**  
(1/2)

0 2 4



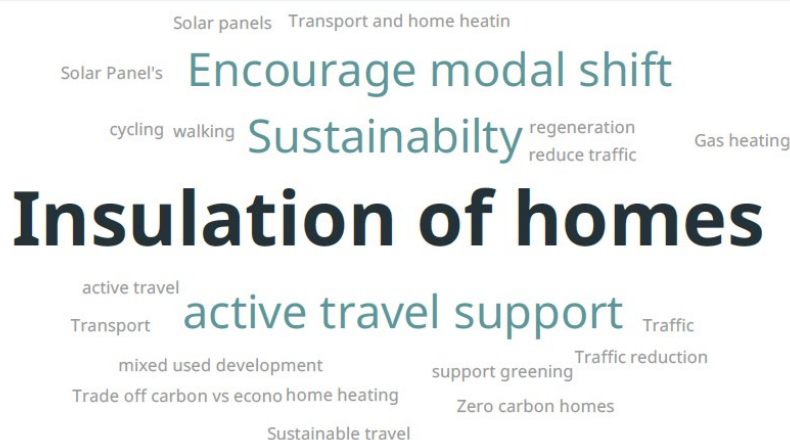
**What are the most important priorities to you in the new Local Plan (pick up to 3)**  
(2/2)

0 2 4



**What do you think are the most important things the Local Plan can do to reduce carbon emissions?**

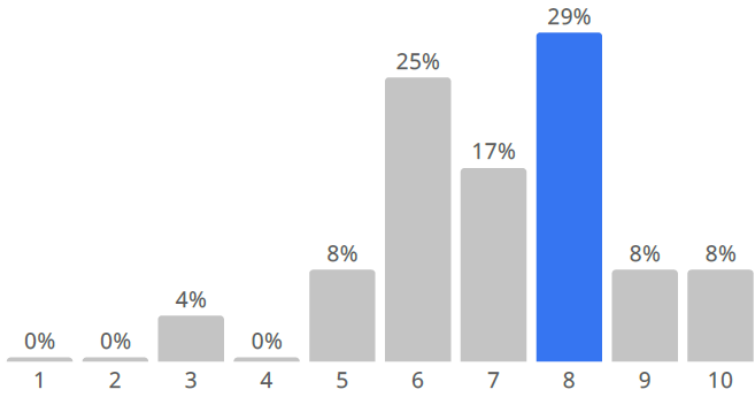
0 2 4



**How successful have the Council been in balancing protecting the countryside from unplanned development?**

0 2 4

Score: 7.1



**What would you like to see more of in towns and high-streets across the district in the future?**

0 2 8

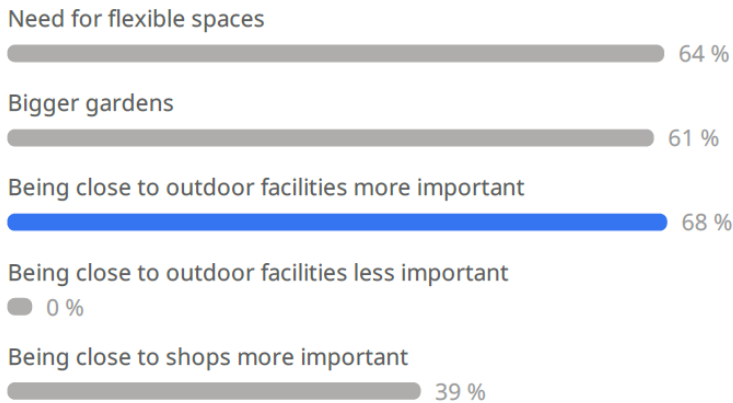


## Appendix 10.4 Event 4 Slido results

### How has Covid changed your housing needs? (Tick all that apply)

028

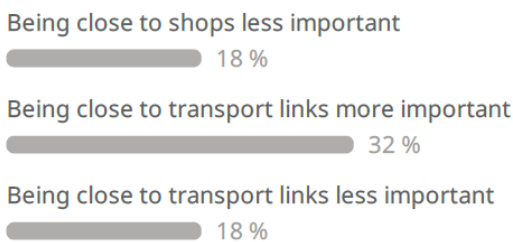
(1/2)



### How has Covid changed your housing needs? (Tick all that apply)

028

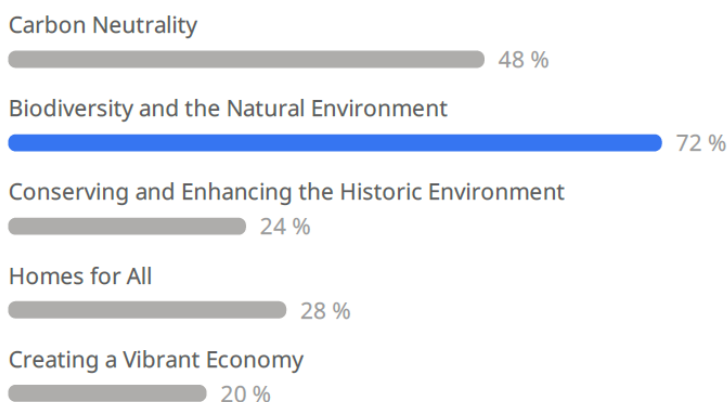
(2/2)



### What are the most important priorities to you in the new Local Plan (pick up to 3)

025

(1/2)



**What are the most important priorities to you in the new Local Plan (pick up to 3)**

0 2 5

(2/2)

Promoting Sustainable Transport and Active Travel



Living Well



Low Carbon Infrastructure and Local Plan Viability



Delivery and Success of the Local Plan



**What do you think are the most important things the Local Plan can do to reduce carbon emissions?**

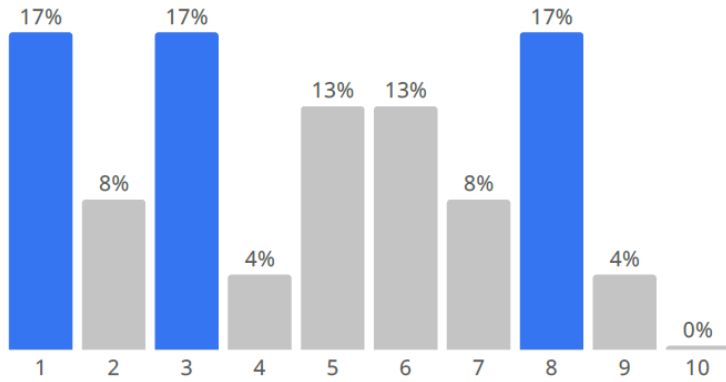
0 2 8



**How successful have the Council been in balancing protecting the countryside from unplanned development?**

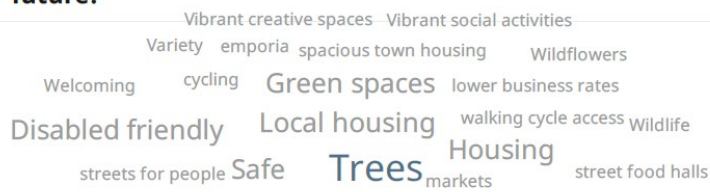
0 2 4

Score: 4.7



**What would you like to see more of in towns and high-streets across the district in the future?**

0 2 6



# Independent shops



## Appendix 10.5 Living well event Slido results

Click text below (ctrl+click) to open PDF

### Living Well Local Plan specialist event

10 - 20 Mar 2021

Poll results

[slido](#)

## Appendix 10.6 Carbon neutrality event Slido results

Click text below (ctrl+click) to open PDF

### Carbon Neutrality Local Plan specialised event

16 - 22 Mar 2021

Poll results

[slido](#)