

CON08

Local Plan Regulation 19 Consultation Report

Winchester District Local Plan 2040

October 2024



Winchester
City Council

1. Executive Summary

- 1.1 Winchester City Council is preparing a new Local Plan that will allocate land and be used to guide future developments in the District, excluding the South Downs area, between 2020 and 2040. As part of the production of the Winchester District Local Plan, the Strategic Planning team have undertaken four rounds of public engagement, including the Launch of the Local Plan (2018), a Strategic Issues and Priorities (SIP) consultation (2021), a Regulation 18 consultation (2022), and a Regulation 19 consultation (2024).
- 1.2 The Regulation 19 representation period is the last stage of public engagement before submitting the draft plan to the Planning Inspectorate for examination. This is a formal process that requires comments on the soundness and legal compliance of the plan. The Council has notified each of the statutory consultees, organisations and bodies, Parish and Town Councils, and the general public and invited them to submit comments on the proposed submission Local Plan policies and site allocations. These bodies or persons include general consultees that the Local Planning Authority is required under the regulations to notify about the public consultation, neighbouring Local Planning Authorities, and residents or persons carrying on business in the Local Planning Authority's area along with people that have signed up to receive email alerts about the Local Plan.
- 1.3 The Regulation 19 consultation for the proposed submission Winchester District Local Plan was held for 6.5 weeks between 29 August and 23:59 hours on 13 October 2024. Winchester City Council undertook numerous and varied public consultation strategies to reach those who work and reside in the Winchester District.
- 1.4 This consultation report provides a summary of the consultation techniques that were used by the City Council for public engagement and consultation to involve residents and stakeholders in the preparation of the new Winchester District Local Plan 2040.

2. Background

- 2.1 The Statement of Community Involvement (SCI) document sets out how the council will involve the community in planning matters. Full details of the current adopted SCI can be viewed [here](#).
- 2.2 The Statement of Community Involvement (SCI) sets out the council's policy for engaging with the community and other stakeholders on the preparation of planning policy documents that the Council produces and also planning applications. The SCI was adopted by the council on **24th January 2024**.
- 2.3 A Local Plan Cabinet Committee (formerly the Local Plan Advisory Group) has been established and is convened to receive updates and discuss matters relating to the preparation of the Council's Local Plan and to assist the Cabinet and Council in their decision making, to ensure:
 - preparation of the Local Plan is integrated with the wider aims and objectives of the Council on behalf of its members;

- Members are actively informed on progress of the Local Plan and provided with appropriate opportunities to participate in policy development;
- that there is a shared understanding of issues relating to the preparation of the evidence base, arrangements for community involvement, duty to cooperate with neighbouring authorities, preparation and publication of documents and associated public consultation; and
- that there are high levels of public engagement with the preparation of the Local Plan

3. Overview of Regulation 19 Consultation Responses

- 3.1 In total, the council received 472 responses from statutory and general consultees, individuals, businesses, organisations, and charities across the Winchester District,
- 3.2 The majority of comments were submitted through the online consultation portal Citizenspace (351), with some responses also being sent by email and letter (121). All of the responses received were entered onto Citizenspace.

4. Public Consultation Strategy

- 4.1 The wide range of consultation techniques used are outlined in this section. The chosen strategy was designed to encourage as many people as possible to have their say on the Proposed Submission Local Plan, including “Hard to Reach” groups such as gypsy and traveller groups, young people, those with disabilities, the elderly, faith groups and ethnic minorities.
- 4.2 **Public Drop-in Events**
- 4.2.1 The Strategic Planning Team held 3 public drop-in events at different locations across the district (see Appendix 1). Officers from the Strategic Planning Team were supported at the drop in events by the Cabinet Member for Place and the Local Plan who was also available to answer any questions. The purpose of these drop in events was to explain the purpose of the Local Plan and the consultation process, to discuss sites across the whole of the district (as all of the site allocations were on display at these events), as well as encourage people to respond to the public consultation.
- 4.2.2 In total, approximately 121 people attended these public drop-in sessions for people who live and work in the Winchester District.
- 4.2.3 Locations were selected to ensure the whole District was included i.e., Winchester Town, the North, and the South of the District, and specifically in areas which have site allocations in the Local Plan. The events took place at the following locations:
- Winchester Town – The Nutshell Theatre (15:00-18:00, Wednesday 11 September 2024)

- Wickham - Wickham Community Centre (15:30-19:30, Tuesday 17 September 2024)
- Sutton Scotney - The Victoria Hall (15:30-19:30, Wednesday 25 September 2024)



Figure 1: Wickham Drop-in Event



Figure 2: Distribution of Public Drop-in Events

4.2.4 By holding these events in a range of locations across the district, the team aimed to maximise peoples’ opportunity to attend. Moreover, these public sessions were held for extended periods of time from the afternoon into the evening to make these more accessible, including allowing people to attend after work. Figure 2 shows the distribution of the public drop-in events.

4.2.5 Figure 3 provides a graph to show the number of attendees at the public consultation events. The numbers of those who attended these public consultation events varied widely, which is likely to have been influenced by site allocations that generated specific local concerns in certain areas, and the amount of publicising of the event in the area.

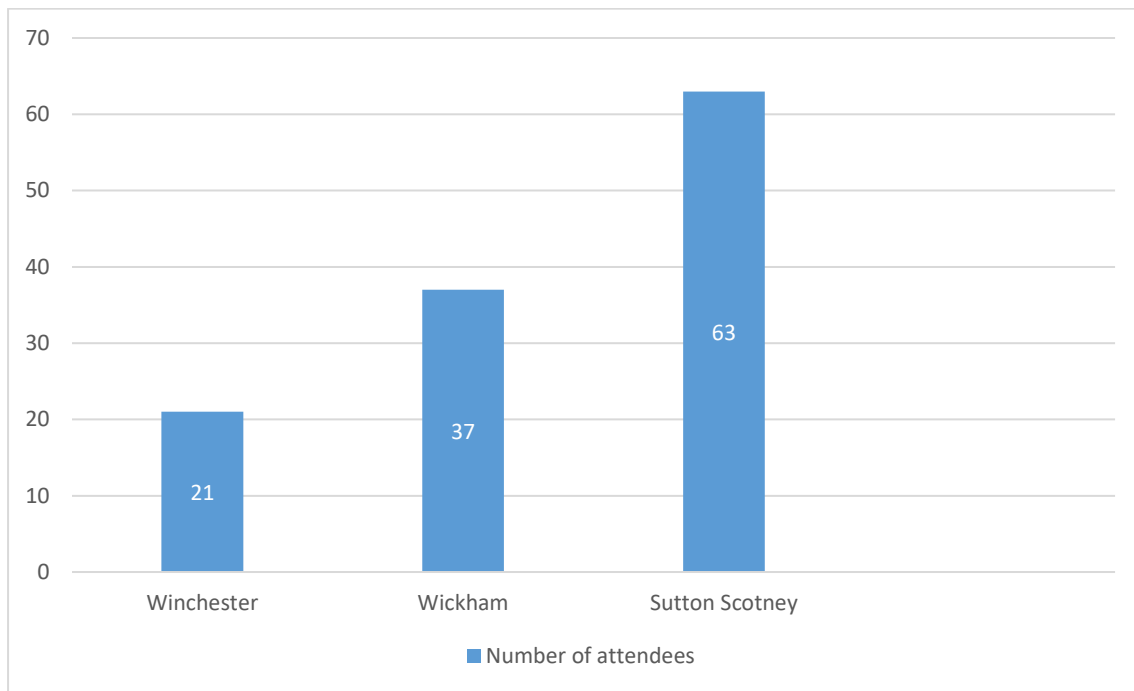


Figure 3: Number of Attendees at Each Drop-in Event

4.3 Radio Advertising

4.3.1 In recognition that people working at home and driving to work listen to radio, paid advertisement on a variety of radio stations was an integral part of the public engagement strategy. Radio advertising through both Winchester Radio and Digital Radio allowed for increased reach and impressions across varied demographics (see Appendix 2).

4.3.2 Digital radio channels reached include 26 different stations, such as Greatest Hits Radio, Heart, Absolute Radio, Kiss, Jazz FM and Magic Radio. This campaign, organised through Bauer Media, reached 260,727 impressions based on the geographical location of listeners. This was done to specifically target using postcode data to those people listening within the Winchester District. The full list of stations can be seen below:

Greatest Hits Radio, Heart, Absolute Radio, Kiss, Jazz FM, Magic Radio, Hits Radio, Winchester Radio, Kerang Radio, Scala Radio, Absolute Radio Classic Rock, Absolute Radio 60s, Absolute Radio 70s, Planet Rock, Kiss Fresh, Magic Soul, Absolute radio 80s, Absolute Radio Country, Kiss Garage, Absolute Radio 20s, Kiss Dance, Absolute Radio 10s, Absolute Radio 00s, Kisstory, Magic Mellow, Magic Chilled, Absolute Radio 90s

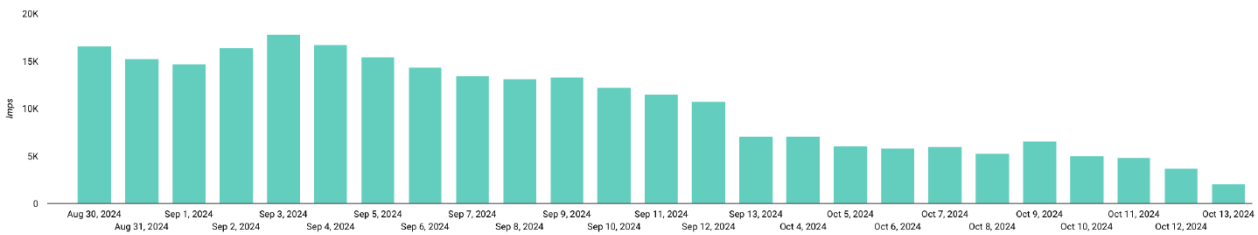


Figure 5: Daily impressions.

4.3.3 Winchester Radio also advertised the Regulation 19 Local Plan consultation. The advert was broadcasted 8 times per day, every 2 hours (with one exception), between 6:00-23:00, every day of the week for the full consultation period.

4.4 Newspaper Advertising

4.4.1 The formal statutory notice about the Regulation 19 Local Plan consultation was advertised in the Hampshire Chronicle and the Mid Hants Observer on the 29th and 30th August, respectively. (Appendix 3.1-3.2)

4.4.2 Newspaper advertisements both on hard copies and online at their websites also presented another useful method of increasing the reach and encourage people to have their say on this public consultation.

4.4.3 Half-page advertisements were posted at the beginning and middle of the 6-week consultation period in three newspapers:

- The Hampshire Chronicle (Appendix 3.4-3.5)
- Mid Hants Observer (Appendix 3.6-3.7)
- and Portsmouth News (Appendix 3.8-3.9)

4.5 Posters

4.5.1 A significant amount of time was also devoted to ensuring visual posters were on display at locations of interest, such as community centres, places of worship, gyms and leisure centres, colleges and universities, libraries, parish council notice boards, car parks, hospitals, health facilities and around Winchester City

Council’s properties. Moreover, digital posters were also provided to numerous societal groups and organisations.

4.5.2 In total, 385 posters were printed and sent across the district. This was facilitated by the help of the Parking Team, Sheltered Housing Team, Customer Services Team, Facilities Team, and Tourism Team at Winchester City Council. Table 4 displays the organisations who received posters in order to promote the Regulation 19 Local Plan.

4.5.3 Organisations, groups, and businesses who received posters were encouraged to display these in prominent locations in a letter that accompanied the posters (see appendix 4.2). Parish councils with site allocations also received a map of these to increase awareness of allocations in their area. Parish and Town Council’s were provided with a number of posters and these were displayed on their local notice boards which occupy prominent positions in their settlements.

Type	Different Organisations	A4	A2
Parish Councils	43	129	
NHS GP surgeries	15	30	
Churches and religious groups	72	72	
Gyms and leisure centres	19	38	
WCC Reception		5	2
WCC Sheltered Housing		30	
Royal Hampshire County Hospital (Winchester)		7	
WCC Car parks		30	
Staff notice boards WCC offices		6	
Community centres	5	5	
Libraries	9	9	
WCC Street Displays		2	
Colleges and universities	5	20	
Total	96	383	2

Table 1: Record of posters sent to various organisations in the Winchester District

4.6 Social Media

4.6.1 Another consultation strategy utilised heavily throughout this consultation was the paid marketing through Facebook and Instagram, and advertising through a variety of other social media platforms, including X (formally Twitter), LinkedIn and Next Door. Posts advertised the consultation, drop-in events, and specific topics relevant to the consultation (see Appendix 5).

4.6.2 Data gathered from our sponsored social media posts showed the reach from Facebook was 65414 and the engagement was 14299. The reach on Instagram was 10354.

4.6.3 Local councils, councillors and other organisations also shared posts or replicated the information in their own posts, which is likely to have increased engagement and reach.

4.7 Local Press

4.7.1 A media briefing note was published on the Winchester City Council website on 29 August 2024, the day the consultation started (see Appendix 6.1).

4.7.2 The following Council platforms were also used to promote the consultation throughout the consultation period:

Name of publication	Date published
Parish Connect	19 September 2024
Your Council news (e-newsletter for residents)	06 September 2024 20 September 2024
City Voice (internal staff newsletter)	30 August 2024
Housing Newsletter	22 September 2024
Winchester Business Bulletin	19 September 2024
Winchester Business Improvement District	25 September 2024
Internal Democratic Services Update	20 September 2024

4.7.3 Parish and Town Councils, Councillors, and other organisations also publicised the consultation to increase engagement with local residents and workers in the Winchester District. This included on websites, Parish/Town newsletters and social media (Appendix 6.12-6.27).

4.8 Website

4.8.1 Prior to the start of the Regulation 19 Local Plan consultation Officers from Winchester City Council updated and made some changes to the dedicated Local Plan website, www.localplan.winchester.gov.uk. The website is the central reference point to inform people about the consultation and to access the relevant information on the Local Plan and Regulation 19 consultation (see

Appendix 7.1). Therefore, the accessibility and navigation of the website was changed to ensure it was quick and easy to use.

4.8.2 The dedicated website has icons for all of the Local Plan topics and the Regulation 19 Local Plan was divided up under these topic headings in order to improve accessibility. It also contained a direct link to the Citizenspace consultation where people make their representation and included an explanatory video on how to enter comments into this software (Appendix 11.1). The website also has a dedicated website page with all of the Local Plan Library document/ evidence base information that supports and informs the Local Plan.

4.8.3 All of the above documentation was also available on the Winchester City Council website, as well as a Local Plan feature on the front page in the News section (see Appendix 7.2-7.3).

4.9 Direct Notification

4.9.1 Notifications of the consultation on the Proposed Submission Local Plan were directly emailed to prescribed bodies and other key stakeholders identified in the statutory consultees in accordance with regulations.

4.9.2 Parish and Town councils were also notified as well as regular email to all members and everyone who has signed up for local plan updates.

4.10 Hard Copy Deposit locations

4.10.1 Hard copies of the Winchester District Local Plan document were available to view at Winchester City Council's main Offices in Winchester, local libraries across the Winchester District and in libraries immediately bordering the district during their usual open hours from the start of public consultation period on the 29 August 2024. These documents have remained at these venues and will be available for people to view during the Local Plan examination.

4.10.2 The full list of libraries:

- Alresford Library
- Bishops Waltham Library
- Chandler's Ford library
- Eastleigh Library
- Havant Library
- Hedge End Library
- Martial Rose (University of Winchester) Library *
- Waterlooville Library
- Winchester Library

*This was moved to the West Downs (University of Winchester) Library mid-way through the consultation period due to renovation works taking place at the Martial

Rose Library. Staff were instructed to direct people to the West Downs Library if they wished to view the Local Plan.

4.11 **Email Banner**

4.11.1 A banner was placed under the sign off of staff emails to advertise the consultation both internally and externally (see Appendix 9).

4.12 **Microsoft Teams Background**

4.12.1 A background was designed for staff to use in Microsoft Teams calls to advertise the consultation both internally and externally (see Appendix 10).

4.13 **Business Cards**

4.13.1 Business cards were printed to advertise the consultation and included a QR code to fill out the online consultation. These were primarily used to hand out during the public drop-in events but were also given on request to Councillors (see Appendix 12).

4.13.2 **Meetings with statutory agencies, key stakeholders and neighbouring local planning authorities**

4.13.3 Towards the end of the public consultation Officers from the Strategic Planning Team reached out and arranged a number of meetings with statutory agencies, key stakeholders and neighbouring local planning authorities. The purpose of these meetings was to discuss with them any issues / concerns and discuss their draft representation so that we could reach agreement on any key issues prior to the close of the public consultation.

5. Consultation Outcomes

5.1 After the Regulation 19 consultation closed, all of the responses that had been received were reviewed to ensure that they had been duly made and any email representations were entered onto Citizen Space.

5.2 As part of the submission of the Local Plan for examination, the Council is required to prepare and publish a statement in accordance with Regulation 22 of the Town and Country Planning (Local Planning) (England) Regulations 2012. The Regulation 22 Statement has been published in two parts, Part 1 covering all consultation under Regulation 18 and Part 2 consultation under Regulation 19. The purpose of the Regulation 22 Statement is to set out not only who was consulted and how they were consulted, but to also identify the main issues arising and how the Council has changed the local plan in response.