

CON02

Local Plan Regulation 18 Consultation Report

Winchester District Local Plan 2039

December 2022



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 2019 and 2039. As part of the production of the Winchester District Local Plan, the Strategic Planning team have undertaken two rounds of public engagement, including a Strategic Issues and Priorities (SIP) consultation and a Regulation 18 consultation.
- 1.2 In accordance with Regulation 18 of the Town and Country Planning (Local Planning) (England) Regulation 2012, 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 draft 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 18 consultation for the draft Winchester District Local Plan was held for 6 weeks between 2 November and 23:59 hours on 14 December 2022. 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 2039.

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 SCI was reviewed and amended temporarily in respect of the approach to the publicity of planning policy documents and planning applications, following Government guidance and requirements regarding the COVID-19 pandemic. As a result of government guidance, public meetings, exhibitions, meetings with planning applicants and agents etc. were all held virtually at the time of consulting on the Strategic Issues & Priorities document, in order to comply with legislation and the national lockdown at the time. The temporary SCI measures that were introduced as a result of the COVID-19 pandemic have now been removed.
- 2.3 A Local Plan Advisory Group (LPAG) 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
- that there are high levels of public engagement with the preparation of the Local Plan

3. Overview of Regulation 18 Consultation Responses

- 3.1 In total, the council received 967 responses from individuals, business, organisations, and charities across the Winchester District, with a total of 3438 written comments on the Local Plan policies and site allocations.
- 3.2 The majority of comments were submitted through the online consultation programme entitled 'Citizenspace', with a few responses also being sent by email and letter. 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 draft 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 6 public drop-in events which were held at a number of different locations across the district (see Appendix 10). The purpose of these drop in events was explain the purpose of the Local Plan, the consultation process, discuss sites, as well as encourage people to respond to the public consultation.
- 4.2.2 By holding these events in a range of locations across the whole of the district, the team aimed to maximise peoples' opportunity to attend, including allowing people to attend after work.
- 4.2.3 In total, at least 227 people attended these public drop-in sessions for people who live and work in the Winchester District.
- 4.2.4 Locations were selected with an even distribution across the North and South of the District to allow people a choice of dates and locations to attend. These took place at the following locations:

- Kings Worthy – Jubilee Hall (14:30-19:00, Monday 07 November 2022)
- Whiteley – Meadowside Leisure Centre (14:30-19:00, Friday 11 November 2022)
- Bishops Waltham – Jubilee Hall (14:30-19:00, Friday 18 November 2022)
- Winchester Town – Mercure Hotel (14:30-19:00, Tuesday 22 November 2022)
- Colden Common – Community Centre (14:30-19:00, Thursday 24 November 2022)
- Littleton and Harestock – Memorial Hall (15:30-19:00, Tuesday 29 November 2022)



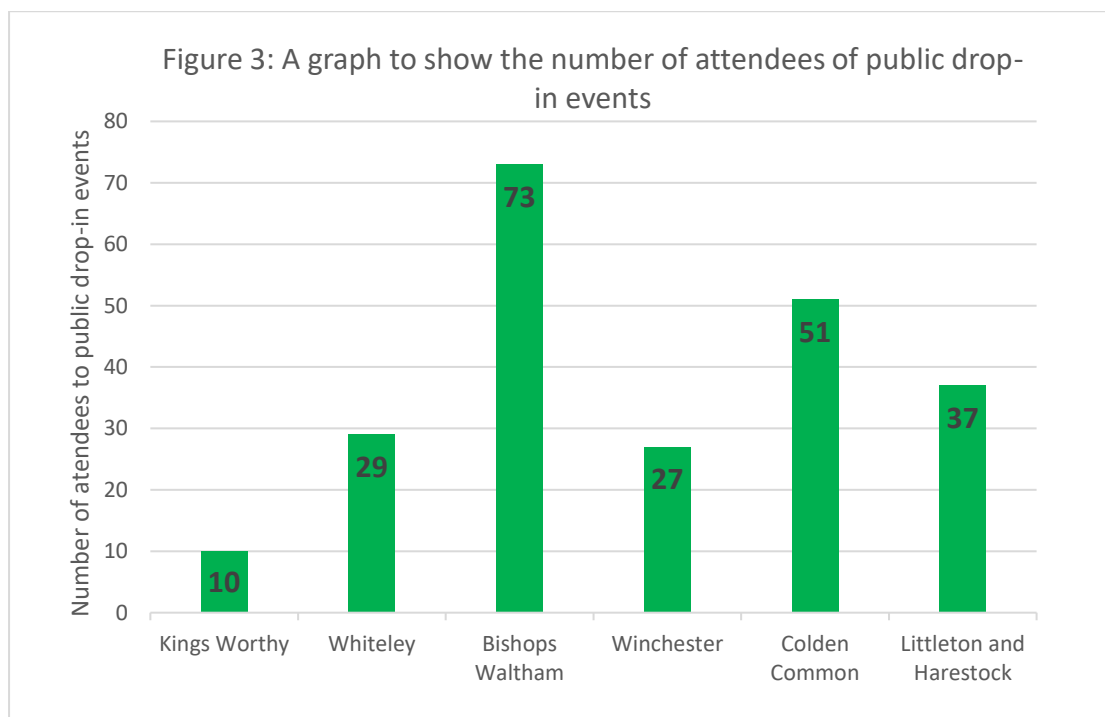
Figure 1: Winchester District Local Plan 2039 Drop-in Event at Littleton



Figure 2: Distribution and schedules of Public Drop-in Events

4.2.5 Moreover, these public sessions were held for extended periods of time from the early afternoon (14:30) into the evening (19:00) to make these more accessible, as well as on different days of the week. Figure 2 shows the distribution of the public drop-in events.

4.2.6 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. The Kings Worthy drop-in session had 10 attendees. In this case the Parish Council had undertaken an extensive consultation with every household in the Parish which was directly used to inform the preferred SHELAA sites that had been included in the Regulation 18 Local Plan. This particular drop in event was also the first event which meant that there was less time for it to be publicised because it was only 5 days after the opening of the consultation. In contrast, the event in Bishop’s Waltham was the most highly attended, reaching 73 attendees who highlighted specific local concerns about one particular site that had been included in the Regulation 18 Local Plan.



Lunchtime drop-in events

4.2.7 In recognition that younger people often fall in the hard to reach group, a number of lunchtime drop-in events were also held in nearby colleges and universities in order to encourage the younger generations to also have their say on the consultation. As this plan runs until 2039, the involvement of young adults and students was a top priority, as they are the ones likely to experience the long-term effects of outcomes set in the Winchester District Local Plan.

- 4.2.8 These sessions were successful in providing the opportunity for our planning officers to engage with students and staff at these educational facilities and encouraged further discussions on selected sites and policies for carbon neutrality, biodiversity, and student housing. Moreover, discussions with geography students who had discussed certain site developments in their case studies were informative.
- 4.2.9 The provision of QR codes to scan worked well with this demographic. The team visited Sparsholt College, Peter Symonds College, and two campuses of the University of Winchester.
- 4.2.10 The drop-in events involved the following:
- Exhibition display boards and consultation documents, including large-scale site allocations maps were on display within the venue for people to find out more about the Winchester District Local Plan 2039, and how to have their say.
 - Posters, banners, local plan copies, and business cards with a QR code (Appendix 13), and the link to the dedicated Local Plan website were handed out to the people that attended the event in order to encourage them to respond to the public consultation.
 - Guidance around the website and Citizenspace were also provided at the lunchtime drop-in events.

Table 1: Drop-in Events at Universities and Colleges

Date	Time	College/University
Thursday 24 November	13:00-14:00	Pop-up Event at Peter Symonds College
Wednesday 30 November	11:30-13:30	Pop-up Event at Sparsholt College
Thursday 01 December	12:00-14:00	Pop-up Event at the University of Winchester, King Alfred Quarter
Friday 02 December	12:00-14:00	Pop-up Event at the University of Winchester, West Downs Quarter

4.3 Presentations

- 4.3.1 Before and during the Regulation 18 consultation period for the draft Winchester District Local Plan 2039, several presentations were held at the following events to reach a wide range of groups and organisations (see Appendix 3).

- 4.3.2 These presentations focussed on what has changed in the Regulation 18 Local Plan when it is compared to the adopted Local Plan and they were used to highlight policy highlights such as the approach towards design and carbon neutrality.
- 4.3.3 Please see Appendix 3.2 for the presentation slides presented in promotion and support of the Local Plan Regulation 18 Consultation.
- 4.3.4 These presentations are regarded as a key method of public consultation, informing attendees and allowing for questions and debates that further understanding and engagement.

Table 2: Schedules of presentations to organisations in the Winchester District

Date	Time	Meeting/Organisations
01 November	18:00-19:30	West of Waterlooville Forum
04 November	08:00-12:00	Chamber of Commerce & Business Improvement District
09 November	18:30-20:00	Town Forum Briefing
15 November	15:00-17:00	Parish and Town Council Liaison Meeting
21 November	11:00-12:00	NHS Modernising our Hospitals and Health Services Programme Partner Group
30 November	14:00-15:30	University of Winchester

4.4 Specialised online Virtual Events

- 4.4.1 In order to engage with as many people as possible, two online specialised events, focussing in on the design process and carbon neutrality were arranged during the consultation period (Appendix 9.2 – 9.21).

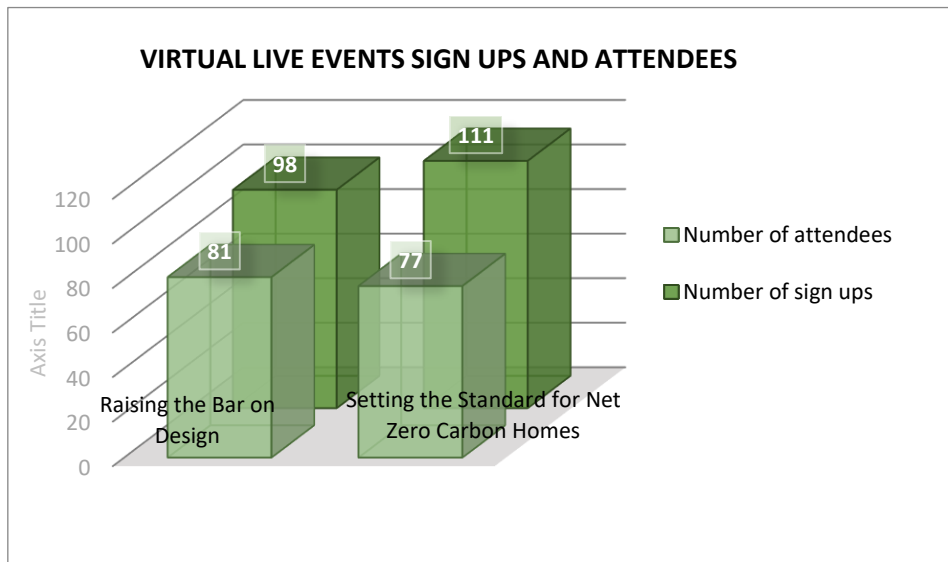
Table 3: Schedules of Specialised Virtual Events

Date	Time	Virtual Event	Number of people registered	Number of attendees
Tuesday 15 November	12:00-13:30	Raising the Bar on Design with Helen Goodwin and Andy von Bradsky from Design South East	98	81
Wednesday 23 November	12:00-13:00	Setting the Standards for Net Zero Carbon Homes with	111	77

Clara Baganel George from
Elementa Consulting

- 4.4.2 This method of engagement, which involved a presentation from the Strategic Planning Manager and a number of guest speakers provided a platform for engagement with a wide range of people that had a specific interest in these topics.
- 4.4.3 With over 209 people registered for these events and informative guest speakers who are experts in their field, these proved to be very popular and should also be regarded as effective methods of increasing engagement. Figure 4 displays a graph to show virtual live event sign ups and attendees.
- 4.4.4 These online events were advertised on numerous platforms, mail outs and other publicity arrangements. Links to the Eventbrite pages were shared on Facebook, Twitter, and LinkedIn, as well as on the Local Plan website.
- 4.4.5 Specialised virtual events used Eventbrite for attendee management, LinkedIn for advertising, and MS Teams for hosting. Recordings of these events are published on YouTube and have received 213 views so far.

Figure 4: Graph to show the virtual live events sign ups and attendees statistics



4.5 Radio Advertising

- 4.5.1 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).

4.5.2 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 250,016 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.

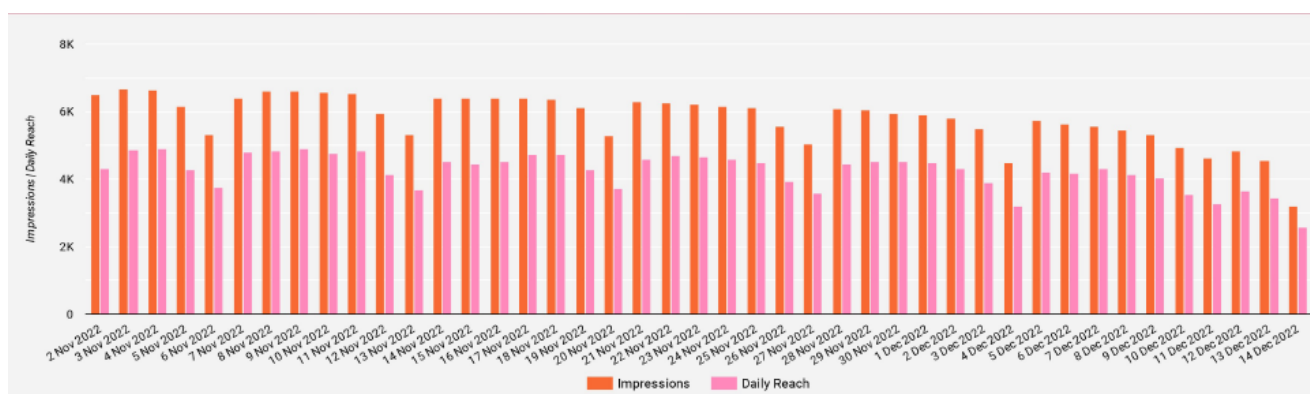


Figure 5: Daily impressions served and total users.

4.5.3 Winchester Radio also advertised the Regulation 18 Local Plan consultation. The advert was broadcasted 6 times per day, every 3 hours, between 6:00-00:00, every day of the week for the 6-week consultation period.

4.6 Newspaper Advertising

4.6.1 The formal statutory notice about the Regulation 18 Local Plan consultation was advertised in the Mid Hants Observer on the 02 November 2022 (Appendix 4.1)

4.6.2 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.

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

- The Hampshire Chronicle (Appendix 4.2 - 4.4)
- Mid Hants Observer (Appendix 4.5 - 4.7)
- and Portsmouth News (Appendix 4.8 - 4.10)

4.7 Posters

- 4.7.1 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.
- 4.7.2 In total, 507 posters were printed and sent across the district. This was facilitated by the help of the Estates Team, Business Support Team, Sheltered Housing Team, Customer Services Team, Facilities Team, Community Safety Team, and Environmental Services Team at Winchester City Council. Table 4 displays the organisations who received posters in order to promote the Regulation 18 consultation on the draft Local Plan.
- 4.7.3 Organisations, groups, and businesses who received posters were encouraged to display these in prominent locations in a letter that accompanied the posters (see appendix 7) Parish councils with site allocations also received a map of these to increase awareness of allocations in their area.
- 4.7.4 It should be noted that many organisations also received digital copies of the Local Plan poster to increase engagement with the consultation, such as large community groups.

Type	A4	A3	A2	Maps
Parish Councils	144			24
NHS GP surgeries	32			
Churches and religious groups	64			
Gyms and leisure centres	20			
WCC	5		3	
Sheltered Housing	85			
Care homes	25			
Royal Hampshire County Hospital (Winchester)	7			
Car parks	50			
City office reception notice boards	3			
Staff notice boards WCC offices	6			
Local places of worship	23			
Community centres	6			
Libraries	7			
Street Displays	4			
Colleges and universities	20	3		
Total	501	3	3	24

Table 4: Record of posters sent to various organisations in the Winchester District

4.8 Social Media

4.8.1 Another consultation strategy utilised heavily throughout this consultation was the paid marketing through Facebook and advertising through a variety of social media platforms, such as LinkedIn and Twitter. Posts publicised press releases, consultation events and other announcements on specific topics relevant to the consultation.

4.8.2 Data gathered from Facebook showed the reach from Facebook was 8346 (organic) 6957 (paid) and the engagement was 301 (organic) and 811 (paid).

4.8.3 Moreover, it is important to consider the disparities between the paid advertising and the organic posts in terms of reach. This will continue to inform and shape future consultation methods.

4.8.4 Other local councillors and organisations shared posts or replicated the information in their own posts, which is likely to have increased engagement and reach.

4.9 Local Press

4.9.1 A media briefing note was published on the Winchester City Council website on 02 November 2022, the day the consultation started (see Appendix 5.1), as well

as a Democratic Services Update (DSU) article on 04 November 2022 (Appendix 5.2).

4.9.2 Parish and town council newsletters, Ward Councillors, and other organisations also publicised the consultation to increase engagement with local residents and workers in the Winchester District. Both online and hard copy provisions supported residents, businesses, charities, and organisations to have their say. (Appendix 5.3 – 5.19)

4.9.3 The following Council platforms were also used:

Name of publication	Date published
Parish Connect	31 October 2022 30 November 2022
Your Council news (e-newsletter for residents)	04 November 2022 18 November 2022 02 December 2022
City Voice (internal staff newsletter)	28 October 2022 10 November 2022
About Winchester (district wide resident's newsletter)	November 2022
Winchester Business Bulletin	28 November 2022

4.10 Website

4.10.1 Prior to the start of the Regulation 18 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 18 consultation (see Appendix 12.1). Therefore the accessibility and navigation of the website was changed to ensure it was quick and easy to use.

4.10.2 The dedicated website has icons for all of the Local Plan topics and the Regulation 18 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. On the 'news banner' on the homepage the website also had a public consultation calendar (see appendix 1.1) and details of how to sign up to and recording of the online specialised events. 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.

4.10.3 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 12.2).

4.11 **Direct Notification**

4.11.1 Notifications of the consultation on the draft Winchester District Local Plan were directly emailed to prescribed bodies and other key stakeholders identified in the statutory consultees in accordance with regulations.

4.11.2 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.

4.12 **Hard Copy Deposit locations**

4.12.1 Hard copies of the Winchester District Local Plan document were available to view at local libraries across the Winchester District during their usual open hours for the entirety of the consultation period between 02 November and 14 December 2022.

4.12.2 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

4.13 **Gypsy and Traveller Community Engagement**

4.13.1 In recognition that Gypsy and Travellers are a hard-to-reach group, the City Council employed Opinion Research Services (ORS) (who prepared the Gypsy and Traveller Accommodation Needs Assessment) to reach out and contact the Gypsy and Traveller community to encourage them to speak to ORS directly about any new sites or if they wanted to provide comments on the draft policies. Please see Appendix 8.7 for a copy of the letter

4.14 **Email Banner**

4.14.1 A banner was placed under the sign off of staff emails to advertise the consultation both internally and externally (see Appendix 14).

5. Consultation Outcomes

5.1 All feedback from this Regulation 18 Local Plan consultation will all be reported to the Local Plan Advisory Group in 2023.