

### Consultation comments on E1 – Vibrant economy

- Support - 20
- Neither support of object - 6
- Object - 5

The changes to the supporting text and the Local Plan policies have not only been informed by the responses to the Regulation 18 consultation but they have also taken on board any additional feedback that has come out of discussions/meetings with statutory consultees and members in order to improve the clarity and understanding of the contents of the Local Plan.

<b>Comments in support of policy E1 – vibrant economy</b>		
<b>Respondent number</b>	<b>Comment</b>	<b>Officer comment</b>
ANON-KSAR-NKFC-K	<p>Kennedy Wilson supports the principle of policy E1 and the overall approach to growing the local economy through identifying sites and different sectors that will be supported and encouraged.</p> <p>New employment development should align with the chosen spatial strategy and significant weight should be afforded to proposals for employment generating uses on allocated sites which support economic growth and productivity. It is also important that new development and employment opportunities across existing and new growth sectors are encouraged to ensure that Winchester can flexibly respond to changing market dynamics and trends, remaining an attractive location for a variety of businesses.</p> <p>Taking this approach will align the policy with paragraphs 81, 82 and 83 of the National Planning Policy Framework, which supports creating the conditions for businesses to invest,</p>	<p>Support for strategy welcomed and comments noted.</p> <p>The suggested amendment is not supported.</p> <p>Strategic Policy E1 sets out the Local Plan Strategy in relation to the economy. This includes a wide-range of activities that contribute to the economy of the district. It would be unnecessary and unduly restricting to set out specific use classes within this strategic policy.</p> <p>Other policies do refer to particular uses where necessary –</p> <p>Policies E5 and E6 detail employment uses in relation to new developments and existing/allocated employment sites, respectively.</p>

	<p>expand and adapt; requires policies to be flexible to accommodate needs not anticipated in the plan; and for plans and decisions to recognise and address specific locational requirements of different sectors.</p> <p>Solent Business Park, as a key existing and allocated employment site, represents an excellent opportunity to deliver on the thrust of Policy E1, through the provision of a significant amount of high-quality employment generating commercial floorspace across a variety of businesses, sectors and use classes.</p> <p>To ensure that this can be delivered at Solent Business Park and across the wider Winchester area, Policy E1 should clearly set out the use classes that the Council will support in principle in relation to economic development. This will add clarity in planning terms about the employment uses that are supported on sites which are consistent with the spatial strategy. Adding this clarity to the policy will also provide sufficient flexibility for a range of employment uses to be supported. Such an approach would align with paragraphs 10.3 to 10.5 of the emerging Local Plan, which acknowledge the need for policies to be flexible to respond to changes and support a robust economy.</p> <p>As such, it is proposed that Policy E1 includes the following wording in the second paragraph:  “...supporting new development within Classes E(g), B2, B8 and employment generating Sui Generis uses that is consistent with the spatial strategy...”</p>	<p>Site specific allocations and policies set out requirements for particular uses where it is considered necessary and justified – including at Solent Business Park (SH4).</p> <p>The site specific comments regarding Solent Business Park (Policy SH4) will be considered under responses to that policy.</p> <p><b>Recommended response:</b> No Change.</p>
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<p>ANON-KSAR-NKJY-D Hampshire County Council</p>	<p>Hampshire County Council as landowner supports a flexible approach to allow for a wider range of employment options and diversification in rural areas. This will support more opportunities for multi-use hubs that can take advantage of permitted development rights (in line with national policy). This can also support the City Council's zero carbon target as it will help with reducing the need to travel to commercial accommodation (reducing carbon emissions) and in the case of reuse of rural buildings, will reduce the need for new build and materials (embodied carbon) and so is justified and effective.</p>	<p>Support welcomed and comments noted. <b>Recommended response:</b> No Change.</p>
<p>ANON-KSAR-N8MP-M</p>	<p>[This response should be read in conjunction with the full copies of the 'North Whiteley Representations to the Winchester Local Plan Regulation 18 representations OBO Crest Nicholson' representations submitted by email to: <a href="mailto:planningpolicy@winchester.gov.uk">planningpolicy@winchester.gov.uk</a> on 14/12/2022 from <a href="mailto:j.grist@nexusplanning.co.uk">j.grist@nexusplanning.co.uk</a>, which includes the relevant figures and appendices, with tables correctly formatted]</p> <p>Paragraph 81 of the Framework gives significant weight to the need to support economic growth whilst paragraph 86 emphasises the role town centres play at the heart of local communities. In this respect, the Council seeks to promote a vibrant economy for the District with Strategic Policy E1-E4 setting out the strategy for achieving this. Crest Nicholson is committed to helping the Council achieve its target of creating a vibrant economy through the development of the land at the North Whiteley MDA by locating development in a sustainable location where future occupiers will be situated in close proximity to existing services and facilities of the town to</p>	<p>Support welcomed. Additional land has been allocated North Whiteley – see policy SH2. <b>Recommended response:</b> No Change</p>

	ensure the continued vitality and viability of Whiteley District Centre.	
ANON-KSAR-N81Y-1	<p>It is welcomed that this policy recognises “the contribution to the local economy of employment opportunities outside of traditional industrial use classes. Existing strengths in education and creative sectors, the visitor and tourism economy, including food and drink and entertainment will be encouraged especially where it can be demonstrated that they will create footfall”.</p> <p>In addition, our clients support the recognition in the policy which states “Appropriate opportunities to expand the economic base and foster innovation in the district will also be encouraged. New forms of business that develop innovative technologies and will help to support a low carbon economy will be encouraged. Consideration will be given to locating development associated with the green economy and low carbon energy generation/renewable energy facilities where appropriate, recognising that this may be in locations not normally considered for economic development.”</p> <p>This is a positive and sustainable approach which will help support an innovative approach to growing the economy.</p>	<p>Support welcomed and comments noted.</p> <p><b>Recommended response:</b> No Change.</p>
ANON-KSAR-N8GG-5	<p>Winchester City Council "Local Plan" - "Creating a Vibrant Economy" :</p> <p>"The district has particular strengths in the education sector, with the Universities of Winchester and Southampton having campuses within Winchester Town, alongside further education opportunities provided at Peter Symonds College and the specialist Sparsholt College"</p>	<p>Support welcomed and comments noted.</p> <p><b>Recommended response:</b> No Change.</p>

	<p>Sparsholt College is a "best in class" leader teaching Agriculture and Zoology and Ecology.</p> <p>High profile Businesses invest and work in Hampshire, to gain Hampshire's intelligent well-educated Graduates who can provide the INNOVATION and New ideas that Prime Minister Rishi Sunak seeks :</p> <p>"I want to build a better country. Where we invest more in schools and give every child a world-class education. And critical to achieving all this... ....is innovation." Prime Minister Rishi Sunak speech to CBI on 21 November 2022. <a href="https://www.gov.uk/government/speeches/pm-speech-to-the-cbi-conference-21-november-2022">https://www.gov.uk/government/speeches/pm-speech-to-the-cbi-conference-21-november-2022</a></p>	
<p>BHLF- KSAR- N8T8-3 Olivers Battery Parish Council</p>	<p>OBPC supports proposals to encourage economic development and diversification, including small businesses and fostering innovation. However, significantly improved broadband and mobile connectivity is a priority, which would improve flexible working and reduce the need to travel and much improved public transport is needed.</p> <p>Also, food supplies are a matter of national security and the best and most versatile agricultural land (Grade 1 - 3b) should be protected from potential loss due to development.</p>	<p>The general support for E1 is welcomed. Policy E1 highlights the importance of good digital connectivity. Policy CN1 of the plan requires super-fast broadband in connection with new residential development that will reduce the need to travel.</p> <p>It is agreed that good public transport is important, however, the scope of the local plan is limited in this respect. This issue is covered by the policies in the Sustainable Transport and Active Travel Topic.</p> <p>Government guidance advises against loss of the best and most versatile agricultural land</p>

		<p>(BMV). The Local Plan cannot control all development on agricultural land. Actions outside of the Local Plan include the rural aspects of the GEDS Action Plan and a cross-authority rural working group the WCC is part of.</p> <p><b>Recommended Change: None.</b></p>
<p>BHLF- KSAR- N8TG-J</p>	<p>CPRE supports the ambition to sustain and grow the Winchester District wealth-creating economy in relevant sectors. These include Creative Industries (design, communications, crafts, visual and performing arts) and Professional Services (providing specialised knowledge to businesses including financial, legal, etc.); the ‘Green economy’ (products and services designed to improve energy efficiency, using natural resources better, re-cycling and re-purposing), and tourism and the hospitality and leisure sectors. The emerging Local Plan can build on existing skills and knowledge in these areas<sup>1</sup>, support new enterprise, so creating more jobs and doing it in ways that can contribute significantly to WCC’s carbon reduction aims.</p> <p>We agree that the District is a great place in which to live and work or to visit, with the countryside rightly regarded as one of the greatest assets. The current Joint Core Strategy Vision (section 3: Strategic Issues &amp; Priorities Consultation 2021) noted that Winchester town ‘... needs to diversify its economy through promotion of the knowledge, tourism, creative and education sectors ...’.</p> <p>The contribution made by Market Towns &amp; Rural Area seemed to have been rather under-valued ‘... the market towns and villages .. are to remain viable settlements offering where possible a range of local services and facilities ...’. The</p>	<p>Support welcomed.</p> <p>Strategic Economic Policy E1 already covers most of the issues raised by this representation such as localised economy, working from home, digital connectivity, farm diversification, tourism, the hospitality industry and the leisure and recreation in the countryside.</p> <p>The development of a rural strategy for Winchester goes beyond the Local Plan and other sections of the council are involved in various initiatives as referred to in the response above.</p> <p>Policies E9-E11 provide criteria for considering economic development, farm diversification and visitor-related development within the countryside. However, it is agreed that the rural economy is a unique and important part of the overall economy and that this should be reflected within the Strategic Economic Policy of the plan.</p>

	<p>emerging Local Plan to 2039 now suggests a wider spread of opportunities for localised economies, including urban, semi-rural and rural areas. We support that wider approach.</p> <p>The carbon footprint of these sectors is relatively light, often involving young people (also a WCC strategic aim) with high educational levels - although building business skills for enterprise development is necessary and availability of housing that can genuinely be afforded needs to be delivered. The sorts of businesses identified above can be run from home2 (or hybrid working); occupy small premises (potential for housing with small workshop/office space, aka 'living over the shop'); be in small 'incubator hubs' where business support can be offered, and experience and skills shared and promoted, as mooted in NPPF 2021. Appropriate rural venues can also be used for businesses and provide farm diversification opportunities.</p> <p>Businesses in these sectors can also significantly reduce travel to work if connectivity (broadband, mobile phone signals) improves more rapidly: still very patchy in many parts of the District. As around 60% of the District's residents live in rural areas and small market towns, this is vital and, if connectivity were better, it could significantly improve productivity as well as reducing travel to/from work or for work purposes.</p> <p>Although providing relatively few jobs, land-based activities (agriculture, forestry, fishing, etc.), play vital roles in shaping and maintaining the countryside that supports biodiversity. Hampshire farming and agricultural innovation help food production security, essential to Britain's ability to feed itself, potentially endangered by global events. More countryside for pleasure, leisure, and food production; not less.</p> <p>And countryside attracts visitors with people returning to enjoy</p>	<p><b>Recommended Change:</b> Insert the following paragraph between paragraphs three and four of Policy E1 –</p> <p><b>The rural economy is an important part of Winchester's economy. Local businesses play an important role in supporting the sustainability of rural communities and the plan will support these activities where they are compatible with the plan as a whole. Land-based industries, tourism-related activities and the hospitality industry all have important roles in the rural economy. The local plan seeks to support an increasingly diverse rural economy, whilst maintaining and enhancing the quality of the rural environment.</b></p> <p>Add the following to the supporting text after 10.26 –</p> <p><b>A large part of the local plan area is comprised of countryside, which also contains the larger market towns and many smaller rural settlements. This provides opportunities for the development of land-based industries such as forestry and farming as well traditional industries, tourism industries and those that benefit from being in a rural location. There are many businesses in rural locations, including various clusters and existing</b></p>
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	<p>beautiful countryside time after time, bringing income. So, tourism is another vital part of the economic mix. Large scale tourist attractions and events in the countryside can, though, be problematic: at odds with local communities, disturbing wildlife and encouraging significant growth in car and coach traffic. The pandemic demonstrated how countryside is also closely linked to physical and mental health benefits both for residents and visitors and, therefore, needs protection to avoid lessening enjoyment of rural areas. Rural hospitality such as pubs and small B&amp;Bs are very much a necessary part of tourism of the long-distance walking and cycling type, and provide part-time jobs in rural areas.</p> <p>Overall tourism's benefits to a vibrant economy are significant. The historic and natural heritage are still magnets for visitors to both Winchester Town and the market towns and villages. There has been a dramatic increase in online shopping and relative decline in footfall in some town centres (in large part due to Covid); without tourism the hospitality and leisure sectors and a wide range of retailers, including specialist 'destination' shops, will continue to struggle and, in turn, diminish community cohesion.</p> <p>Whilst the countryside contributes a great deal to a 'vibrant economy' in Winchester district, it needs to be much better understood, recognised and supported in future strategic thinking. The Winchester District cannot afford to lose or degrade countryside; to do so jeopardises countryside-earned income and MTRA communities. The MTRAs are major contributors to the overall Winchester District economy. We consider that a Rural Economic Strategy should be included in the Plan. This would encourage such opportunities without damaging the countryside and the benefits it provides.</p>	<p><b>industrial estates and as part of farm complexes. Policies E9 (Economic Development in the Rural Area) and E10 (Farm Diversification) set out how applications for general economic development and farm diversification will be considered in these locations.</b></p> <p><b>The visitor economy plays a large part in the rural economy, particularly with the SDNPA forming a large part of the Winchester district (40%). The historic and scenic character of the towns and villages of the rural area are a large attraction for visitors, as is the natural beauty of the area. The development of tourist facilities and supporting activities such as food and drink businesses are important to support the tourism economy. Policy E11 sets out details of the particular considerations that will apply when considering development proposals for visitor facilities and accommodation within the countryside.</b></p> <p><b>Outside of the local plan itself, the GEDS provides an opportunity to focus on green growth encouraging local food production, sustainable tourism development and innovation and knowledge sharing in the rural economy.</b></p>
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<p>BHLF- KSAR- N8BV-F Fareham Borough Council</p>	<p>Employment The Council supports the economic aspirations of the Plan particularly the ongoing commitment to the continued development and vitality of Whiteley Business Parks through the inclusion of the allocations at Solent Business Park and Little Park Farm. This commitment mirrors that of the Borough Council and its own allocations in that location which continue to recognise the strategic importance of the Whiteley/Segensworth area and support the continued prosperity of the business parks. The Council welcomes the commitment to allocate sufficient land to meet employment requirements as this also supports PfSH economic aspirations.</p>	<p>Support welcomed and comments noted.  <b>Recommended response:</b> No Change.</p>
<p>BHLF- KSAR- N8BH-1</p>	<p>We welcome the opportunity to provide our comments on the Winchester District Local Plan Regulation 18 Plan and related supporting evidence as set out below. For clarity, these representations are primarily relevant to Policy E1 and Policy E2, but where necessary reference is made to supporting background evidence. It is vital that the Regulation 18 Plan plans for the provision of employment needs to help support a vibrant local economy. Indeed, it is a requirement of paragraph 20 of the National Planning Policy Framework (NPPF) that strategic policies set out an overall strategy and make sufficient provision for employment along with other needs. The Regulation 18 Plan includes a dedicated section on ‘Creating a vibrant economy’ and this is welcomed. The Plan acknowledges that there have been ‘dramatic changes recently related to the COVID-19 pandemic’ (para 10.3), and that ‘the effect of these changes is still evolving’. Consequently, in combination with a focus on green energy and the need to de-carbonise the economy, the Plan confirms that ‘it is vitally</p>	<p>Support welcomed and comments noted.  Strategic Policy E1 (Vibrant Economy) sets out a positive approach to encouraging economic development and diversification, in locations that accord with the Spatial Strategy. E1 is intended to be flexible, to support the modernisation, refurbishment and redevelopment of exiting sites to meet modern requirements.  This is detailed more in policies E5 (Enhancing Employment Opportunities) &amp; E6 (Retaining Employment Opportunities) but it is considered worthwhile to make this explicit as part of the economic strategy of the Local Plan. An amendment is recommended to the policy to this effect.</p>

	<p>important that Local Plan policies are flexible to allow for the changes that may occur and support a green and robust economy' (para 10.5).</p> <p>One of the key supporting evidence documents underpinning the employment policies of the Plan is the Employment Land Study (ELS) (April 2020). As noted in paragraph 4.10 of the ELS there is a national trend in the industrial property market away from traditional industries to innovation, design and distribution spaces. It was noted that there is a strong demand for industrial space but it is generally sought in the form of good quality, modern, purpose-built premises that can meet modern occupier's needs.</p>	<p><b>Recommended response:</b> Amend second paragraph as follows -.</p> <p>'...supporting new development that is consistent with the spatial strategy (including <del>appropriate retention, regeneration</del> <b>the refurbishment and modernisation of sites and premises</b> and intensification of previously developed land) ...</p>
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<b>Comments that neither support or object to policy E1 – vibrant economy</b>		
<b>Respondent number</b>	<b>Comment</b>	<b>Officer comment</b>
BHLF- KSAR- N8SX-2  National Highways <a href="#">Link here</a>	Whilst NH do not have any specific concern at this stage (without sight of revised traffic impact assessment) it should be considered that where flexible employment use (whether Class E, B2 / B8) is proposed that for the purpose of future year forecasting, and any subsequent individual planning applications that may arise from the Local Plan, there is an expectation that this would be modelled with a worst case scenario land use trip rate when determining potential impact on SRN.	Comments noted. The Stage 2 Transport Assessment of the Local Plan will assess the location and scale of planned development, including for employment and various use classes within this. It will be modelled using the worse case scenario trip rate in accordance with national advice.  <b>Recommended response:</b> No Change.
BHLF- KSAR- N8Z7-8 South	(4) The Promotion of Sustainable Tourism and (5) Development of the Local Economy There are strong synergies with purpose 2 of National Parks (i.e., promoting opportunities to understand and	The support for the general strategy of the plan and for parts of E1 and E2 welcomed.

Downs National Park Authority	<p>enjoy the National Park), and the need to promote and develop sustainable tourism and the local economy. The South Downs Local Plan identifies Winchester City as a key gateway to the South Downs National Park (SDNP), and we acknowledge the potential for Bishop’s Waltham, New Alresford and Wickham to increase the role of tourism and visitor-related development within the setting of the SDNP. As such, we would welcome measures to ensure that tourism benefits the City, Market Towns and the SDNP providing that any tourism-related development is sensitively designed when in the setting of the SDNP. In addition, and in connection with Sub-Section (6) below, the SDNPA would encourage the safeguarding, enhancement and connection of existing – and the creation of new - bus, cycling, equestrian, and pedestrian links from the City and Market Towns to the SDNP.</p> <p>The SDNPA welcomes Objective (vii) to support the cultural, visitor and tourism economy, including links and access to destinations including Winchester City and the SDNP.</p> <p>In terms of Policies E1, E9, E10 and E11, we recommend that reference is made to the South Downs Sustainable Tourism Strategy<sup>1</sup>. This seeks to work with a range of partners in enabling enjoyment of the area, and guide the tourism activities of the South Downs National Park Authority. The strategy identifies the delivery tools that will govern our working relationships with partners.</p>	<p>It would not be appropriate to make reference to the SDNPA’s Sustainable Tourism Strategy within the policy as it does not form part of the Winchester Local Plan area. However, the text has been amended to include more discussion of rural tourism and to specifically refer to the SDNP as detailed above. Amendments are recommended to E11 to make greater reference to links with the SDNP.</p> <p><b>Recommendation:</b> No change.</p>
BHLF-KSAR-	Employment The Strategic Housing Market Assessment that WCC	Support welcomed and comments noted.

<p>N8ZE-P Portsmouth City Council</p>	<p>have produced outlines the dependence of the District on inter-relations with neighbouring authorities for employment, leisure and shopping. The south-east of Winchester District sees commuting towards Portsmouth and forms part of a Portsmouth Travel to Work Area. The City Council welcomes ongoing discussions and co-operation to ensure the relation with Winchester remains strong and efficient transport links remain in place to allow easy travel to and from.</p>	<p><b>Recommended response:</b> No Change.</p>
<p>BHLF- KSAR- N8BQ-A</p>	<p>Early on the Local Plan acknowledges the contribution made by Winchester district's heritage to its economy. It would be good to see this echoed in this section of the Plan too.</p> <p>We encourage explicit recognition of the role that traditional skills and indeed the heritage sector may feature as one aspect of an employment and skills plan, as referenced in policy E1.</p>	<p>It is important that LP is read as a whole – the vision and objectives of the plan refer to the role of heritage and there is a specific section (Historic Environment) that details the heritage strategy and detailed policies in relation to heritage matters.</p> <p>Although traditional skills and the heritage sector could feature as part of an employment and skills plan, the main focus of these is anticipated to be in relation of the development of green skills and it would be too specific to mention all the aspects that a skills plan could cover in this policy.</p> <p>However, the purpose and scope of employment and skills plans could be made more clear and amendments are proposed to the supporting text to that effect.</p> <p>References to the district's heritage and traditional skills could also be made in relation to the rural and visitor economy, as part of changes proposed above.</p>

		<p><b>Recommended response:</b> Incorporate references to the district's heritage and to traditional industries as part of text changes proposed above.</p> <p>Amend text at 10.35 as follows –</p> <p>All large scale planning applications (10 or more houses/1000sq.m plus floor space) will be required to enter into an employment and skills plan to meet targets for a range of employment, volunteering, apprenticeship, training and development <del>activities</del> <b>opportunities for local people, particularly those that enhance green construction skills, such as the installation of insulation, ventilation, heat pumps and solar panels.</b> <del>following the approach promoted by</del> <b>The council's approach follows</b> the Construction Industry Training Board (CITB) <b>guidance and will</b> <del>This supports the Skills and Competitiveness theme of the city council's GEDS and the Carbon Neutrality Action Plan.</del></p>
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<b>Comments which object to policy E1 – vibrant economy</b>		
<b>Respondent number</b>	<b>Comment</b>	<b>Officer comment</b>
ANON-KSAR-NKHU-7	Vibrant Economy (Policy E1) OBPC supports proposals to encourage economic development and diversification, including small	This comment is identical to one submitted above. See response provided to OBPC above.

<p>Oliver's Battery Parish Council</p>	<p>businesses and fostering innovation. However, significantly improved broadband and mobile connectivity is a priority, which would improve flexible working and reduce the need to travel and much improved public transport is needed. Also, food supplies are a matter of national security and the best and most versatile agricultural land (Grade 1 - 3b) should be protected from potential loss due to development.</p>	<p><b>Recommended Response:</b> No Change</p>
<p>ANON-KSAR-NKZ5-S</p>	<p>E1 Vibrant Economy Says all the right things about supporting all types of business/self-employed, increasing footfall and economy. All aligned with Carbon Neutrality Action Plan and Green Economic Development Strategy.</p> <p>Nothing about commensurate with protecting and enhancing biodiversity. No comment about all ages. Difficult for young people (teens) because there is very little to do other than sport. Access for people with mobility issues.</p> <p>10.140 “A balanced approach will need to be taken, taken, using the principles set out in this policy against the objective of preventing unacceptable harm to the rural environment.” does this mean they don’t have to do anything?</p>	<p>It is important that LP is read as a whole. Biodiversity is considered in the Natural Environment Topic and the protection and enhancement of biodiversity specifically by Policy NE5.</p> <p>Policy E1 encourages a variety of employment-generating activities such as start-up businesses, creative industries, sport, leisure and entertainment activities. This allows for a wide range of opportunities - including for young people. E1 also includes a specific requirement for Employment and Skills Plans for large developments, which should enhance the skills of the local community, particularly in relation to green skills, which will be invaluable for a low-carbon future.</p> <p>There are a number of other LP policies in the high quality design and sustainable transport and active travel topics that address mobility issues.</p> <p>The comment in relation to paragraph 10.140 relates to Policy E9 and has been considered as part of the responses on that policy.</p>

		<b>Recommended response:</b> No Change.
ANON-KSAR-NKZX-V	<p>Our client generally supports the approach to encouraging economic growth within the policy. It is however noted that where the policy refers to the retention of appropriate premises and sites, this could be interpreted as requiring the retention of outdated employment premises and preventing their redevelopment for modern employment premises.</p> <p>It is therefore recommended that the policy be amended to include explicit support for the redevelopment of existing employment sites / premises for employment use.</p>	<p>An amendment is proposed to the policy to make it clearer in respect of support for redevelopment and modernisation, as outlined above.</p> <p><b>Recommendation:</b> See change above.</p>
ANON-KSAR-NKYT-Q	<p>There should be a far more holistic approach to every aspect of activity living, working, leisure, in all areas, which as a whole should bring a 'vibrant economy' as the result, on a small or large scale, with mitigating the effects of global warming, biodiversity and 'greening' of the environment at its heart, embracing a 'circular economy' by re-purposing, re-using and re-cycling buildings and materials wherever possible. Mixed use rather than 'zones' of different types of activity from residential to commercial should be used to re-generate or re-create communities whether in villages, towns or cities, especially where the previous zoning has created isolated residential or commercial areas without essential services and infrastructure within a 15 minute walk and the opportunity for communities to thrive, especially when outdoor and indoor spaces are provided for public use, for a variety of purposes. This</p>	<p>The plan should be read as a whole and these factors form much of the substance of the concept of sustainable development, which the Local Plan seeks to deliver. Many of the issues referred to are covered in the Vision and Objectives of the Local Plan and further developed in the Spatial Strategy Policies SP1-SP3.</p> <p>The Local Plan has been prepared with the background of the climate emergency and has a number of policies aimed at reducing carbon impacts, including a key aspiration of the '15 minute neighbourhood' concept.</p> <p>As part of that overall concept, it is nonetheless considered necessary to have policies that promote or protect certain activities or development in particular areas or sites, such as in relation to economic</p>

	<p>in turn would help to alleviate some of the problems relating to a paucity of public transport and reduce the pressure on traffic, noise and air pollution &amp; congestion in every part of the area.</p>	<p>development, to ensure that they are retained for the overall benefit of the community.</p> <p><b>Recommended Response:</b> No change</p>
<p>BHLF- KSAR- N8TT-Y</p>	<p>Economic policies: object. A variety of recent events are described as contributing to the economic policies. It is a moot point as to whether working practices introduced during a period of shut downs will endure. Matters that do not feature though are the impact of the Solent Freeport and the consequences of the current deliberations on future strategy of the Partnership for South Hampshire.</p>	<p>WCC is an active member of the Partnership for South Hampshire (PfSH) and participates in discussions on existing and future strategies. The Local Plan is in accordance with the current PfSH Economic Strategy and the Local Plan will be updated as necessary to reflect any agreed changes to PfSH strategies prior to the Adoption of the Local Plan.</p> <p>The implications of the Solent Freeport are being considered as part of PfSH, HCC and WCC economic strategies, as the position evolves. The Freeport is still in the early development stage and the extent of any impacts on the Winchester economy are not clear at this time.</p> <p>It is considered that having a positive and flexible approach to new economic development as set out in E1 provides a suitable approach to dealing with any impacts.</p> <p><b>Recommended response:</b> No Change.</p>

**Comments which did no answer whether they support, object or neither support or object policy E1- vibrant economy**



Respondent number	Comment	Officer comment
BHLF-KSAR-N8RU-X	<p>'The butcher, the baker, the candle stick maker' is perhaps more likely these days to include the electrician and the plumber, 'everyday' retailers that are vital to routine life, and the hospitality and leisure sectors to the local economy. The strategic focus in the Regulation 18 proposals is on boosting the Winchester District wealth-creating economy in specific sectors, which we supported in April 2021 and do so again here:</p> <ul style="list-style-type: none"> <li>• Creative industries (design, communications, crafts, visual and performing arts, etc.)</li> <li>• Professional services (providing specialised knowledge to businesses in finance, law, etc.)</li> <li>• 'Green economy' (products and services designed to improve energy efficiency, using natural resources better, re-cycling and re-purposing)</li> <li>• Tourism, and the hospitality and leisure sectors.</li> </ul> <p>The District is well-placed: High level education and innovation centres mean the District is exceptionally well-placed to support the Emerging Local Plan in these areas, build on existing skills and knowledge and support new enterprise, so creating more jobs and doing it in ways that can contribute significantly to WCC's carbon reduction aims.</p> <p>Carbon footprint: The carbon footprint of these sectors is relatively low; they are usually small scale, local businesses that do not require additional or extensive land use; often involve working from home or hybrid, or</p>	<p>This response is similar to that received from CPRE above and a response has been made above to those comments.</p> <p><b>Recommended response:</b> See above.</p>

	<p>in units that provide both housing and small scale workshops but should always be accommodated on previously developed/under-used land rather than greenfield, countryside sites. And appropriate rural venues, especially disused, can also be used, including farm diversification prospects.</p> <p>Connectivity improvements: As noted above, these economic opportunities can significantly reduce travel if connectivity (broadband, mobile phone signals, etc.) improves more rapidly, still patchy in the MTRAs. 60% of the District's residents live in these areas: if connectivity were much better, productivity would improve and travel to/from work reduce.</p> <p>Land-based activities: Although providing relatively few jobs agriculture, forestry, fishing, etc. are vital in shaping and maintaining countryside that supports biodiversity, attracts visitors and has an important role to play in securing food security, and local production cuts transport emissions.</p> <p>Overall - The countryside contributes a great deal to the 'vibrant economy' that YPYP seeks (and is mooted in NPPF July 2021). However, it still needs to be much better understood, recognised and supported in future strategic thinking. In 2021, we proposed a Rural Economic Strategy to encourage opportunities without damaging the countryside and the benefits it provides. The idea hasn't been taken up and would, indeed, be a major piece of work but the overall message is</p>	
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	repeated: that the Winchester District cannot afford to lose or degrade countryside; to do so jeopardises countryside-earned income, MTRA communities and multiple health, social and cultural benefits.	
BHLF- KSAR- N8BD-W (CWT)	Ambiguities in the text – Employment allocations	As these comments all related to E2 and its accompanying text, they have been moved to that section for consideration.

<b>Comments from other topics</b>		
ANON- KSAR-NK1Z- N Shedfield Parish Council	Working from home is not yet properly established for many - with problems associated with mental health for those who are not socializing. Many companies have revised their policy with regard to home working due to productivity and other issues. Suitable communications are not yet in place in many rural areas and these policies cannot be applied district wide	The plan seeks to improve digital connectivity across the area and Policy CN1 seeks the installation of superfast broadband in connection with new residential developments.  Recommended Response: No change.

	<b>Recommendations</b>	<b>Officer response</b>
Comments from SA/HRA	No recommendations provided	N/A

## E1 – Vibrant economy

### Amendments to supporting text

All supporting text updated, final version below.

### Creating a Vibrant Economy

## **Background**

- 10.1 Nationally and locally there is the need to de-carbonise the economy and address climate change. The council has declared a climate emergency and developed a Green Economic Development Strategy to create a greener, more sustainable and inclusive economy, in line with its ambition for the Winchester District to be carbon neutral by 2030.
- 10.2 Winchester District has historically had a strong economy with low unemployment. Winchester Town Centre has also been a vibrant retail and commercial centre, with a growing leisure and tourism economy.
- 10.3 There have been dramatic changes recently in the economy related to the COVID-19 pandemic and the global and European economic situations. There was an increase in home-working, which has impacted working patterns and employment space. Town centres in particular have been subject to rapid change as the effects of lockdowns have added to economic uncertainties in retail and town centre shopping economy. There has been a rapid growth in the role of the internet and on-line trading that has rapidly accelerated as a direct result of the pandemic, which has negatively impacted physical retailing.
- 10.4 The effect of recent events are still evolving and there are likely to be further changes to the economy of the country and locally, which are as yet unknown. With this background, it is vitally important that Local Plan policies are flexible to allow for the changes that may occur and support a green and robust economy.

## **Green Economy Development Strategy**

- 10.5 The council's Green Economic Development Strategy (GEDS) (2021) sets out the direction for the next ten years to bring green economic growth and transition to net zero carbon. The GEDS has six propriety themes covering all elements of green economic development and a range of proposed actions that will deliver the GEDS outcomes for people, businesses, and the lived experience. The GEDS themes are also relevant to other topics within the Local Plan.
- 10.6 With regards to this topic, it is considered that the following policies and themes are of most relevance:

### Innovative business and economy

10.7 This theme focuses on Winchester District staying competitive and relevant to large and growing businesses by strengthening the relationship management process, refreshing propositions for the major regeneration sites and employment sites and being a catalyst for nature recovery and biodiversity management businesses. The action for this theme is to improve coverage and speed of internet by helping to secure the extension of the digital spine from Basingstoke through the whole of Winchester District.

### Skills and competitiveness

10.8 This theme focuses on supporting the link of the foundational and knowledge economy sectors. The key action is to co-ordinate development of a low carbon offsite and Sustainable Construction Skills Academy. This has the benefit of creating lower carbon homes but also creates jobs and economic growth.

### Culture, creative and visitor economy

10.9 This theme focuses on a more independent-led, experiential retail and leisure experience. The main action for this theme is to collaborate with the district's education institutions to grow opportunities for the creative and cultural sector. There is an opportunity for underused properties or new developments for creative start-up space, skills hub, and flexible public facing creative exhibitions and events.

10.10 As part of the GEDS, a Sustainable Tourism Strategy and an Arts and Cultural Strategy are being prepared.

10.11 Outside of the local plan itself, the GEDS provides an opportunity to focus on green growth encouraging local food production, sustainable tourism development and innovation and knowledge sharing in the rural economy.

10.12 The Local Plan seeks to support the aims of the GEDS, by encouraging new economic development where appropriate, focussing new development in sustainable locations and prioritising the sectors that have been identified in the GEDS. The aim is to support a wider range of economic opportunities that allow sufficient flexibility to respond to rapid changes in the economy.

## Employment and Town Centre Uses Study 2024

10.13 The economic strategy of the local plan has been informed by an updated employment land study; the Employment and Town Centre Uses Study 2024 (ETCUS). The main findings of this study regarding future needs for employment land are set out below:

- Additional employment land need 2022-2040 of between 27.6ha – 37.8 ha for the Winchester Plan area.
- The current identified supply suggests sufficient land to meet identified needs.
- No need for large warehousing or logistics sites, but localised needs for mid-sized units, with flexibility between B2/B8 uses.
- Rural areas are an important contribution to supply, development is coming forward, no justification to change current approach.

10.14 The ETCUS Study used several different established methodologies for calculating future employment land needs. The methodologies produced differing requirements, and as a result the study concludes that a range of land could be needed between the lower and higher estimates of need. The lower estimate being based on extending the pattern of past completions, whereas the higher estimate is based on a reasonable estimate of future economic growth. The current (2022) supply of employment land is outlined below.

### Employment land supply 2022- 2040

#### **Table A: Sites with Permission 31 March 2022**

10.15 The following sites have full or outline consent as at 31 March 2022. Some are also allocated for development. Where sites are partially developed, it is remaining undeveloped land which is shown in the table below.

Site name and notes	Area of employment land remaining as at 31 March 2022 (ha)
West of Waterlooville (policy SH1)	15.25

Remainder of employment land permitted on site allocated for major mixed use development.	
Sun Lane, New Alresford (Policy NA2) Employment part of mixed use allocation and outline planning consent	3.0
Bottings Industrial Estate, Curdridge Employment part of mixed use planning consent	0.88
New Barns Farm Drove Road Southwick Remainder of site partially completed	0.41
Gentian House Moorside Road Winnall Winchester	0.09
Cavendish Centre Winnall Close Winchester	0.27
Masons Meadow, Hambledon	0.05
Selhurst Poultry Farm, Soberton	0.23
<b>Total employment land on sites with permission 31 March 2022</b>	<b>20.18</b>

**Table B: Allocated Sites and Estimated employment land**

10.16 The following table sets out the sites allocated in full or in part for employment uses. For some sites, there are uncertainties about how much employment land will be delivered, because the exact layout and types of uses on those sites has not yet been determined. Therefore, the table sets out an estimate of the amount of employment land which will be delivered on that site. Further details of each are set out in the description of each site in the spatial distribution of economic growth (policy E2). The estimates are not a cap on the amount of employment land which can be delivered on these sites but are considered a prudent assessment of what can be anticipated to be delivered.

<b>Site name and notes</b>	<b>Total area of site (ha)</b>	<b>Estimated amount of employment land (ha)</b>
Bushfield Camp (Policy W5)	20.0	11.8

Central Winchester Regeneration (Policy W7)	4.5	1.0
Solent Business Park (Policy SH4)	4.0	4.0
Tollgate Sawmill (Policy BW3)	2.2	2.2
Morgan's Yard (Policy WC1)	2.8	0.18
<b>Total</b>	<b>33.2</b>	<b>19.18</b>

10.17 Therefore, in total the Plan makes provision for an estimated 39.36 ha of employment land, against an identified need of 27.6ha – 37.8 ha.

10.18 Further to this headline target, it is worth considering if the type of employment land required is being met. The ETCUS Study included a range of needs for offices (use class Egi) and other employment land (use classes B2 and B8). The lower and upper ranges identified in the ETCUS included 3.3 ha and 12.2 ha of land for office development respectively (though some scenarios identified needs as high as 17.5Ha). Using details from extant planning permissions listed in Table A, and the analysis of the emerging allocations in Table B, the estimated amount of office land which will be delivered from the sites included in tables A and B above is about 17ha (see Table C below).

10.19

The lower and upper ranges in the ETCUS included 24.3 ha and 26.7 ha of land for industrial or warehousing development (use classes B2 and B8) respectively. Using details from extant planning permissions listed in Table A, and the analysis of the emerging allocations in Table B the estimated amount of industrial and warehousing land which will be delivered from the sites included in tables A and B above is about 22ha.

10.20

Therefore, the estimated total amount of employment land (office, industrial and warehousing) which will be delivered from the sites included in tables A and B above is about 39ha. The figures are summarised in the table below –

**Table C: Comparison of need and supply by type of employment land**

	Land requirements (ha)		
	Offices	Industrial and warehousing	Total



Identified need – Lower Range	3.3	24.3	27.6
Identified need – Upper Range	12.2	26.7	37.8
Supply – current expectations of uses where known	17.29	0.28	17.57
Supply – sites with no particular prescription	21.79		21.79

10.19 The ECTUS noted that historically approximately 20% of developments, and 35% of all gross employment floorspace, have come forward on farm sites within the plan area. This is expected to continue under policies E9, E10 and SP2 and it is anticipated that further windfall will come forward to make good any shortfall in land for industrial and employment uses. Therefore, it is considered the types of employment land are broadly being met.

10.20 Uncertainty over the forecast scenarios and continuing economic structural changes all emphasise the need for flexibility regarding the specific make up of employment land between particular use classes. It is acknowledged that a large percentage of jobs and economic activity will occur outside of the specific office, B2 and B8 uses covered by the ETCUS. Policy E1 therefore provides for a reasonable amount of land for these uses, whilst factoring in flexibility regarding future economic development.

## **VIBRANT ECONOMY – STRATEGIC POLICIES**

### **VIBRANT ECONOMY**

10.21 The Local Plan has an important role in ensuring a suitable amount of land and premises are available for economic development and ensuring that its policies are sufficiently flexible to accommodate the need of a changing economy, whilst having regard to the aims of the plan as a whole as expressed in the Spatial Strategy SP2.

- 10.22 Policy E1 therefore makes provision for the need for additional employment land as set in the ETCUS described above. However, the policy also recognises the contribution made to the local economy by activities outside of the traditional office and industrial sectors.
- 10.23 The district has particular strengths in the education sector, with the Universities of Winchester and Southampton having campuses within Winchester Town, alongside further education opportunities provided at Peter Symonds College and the specialist Sparsholt College which specialises in land, animal and leisure-based industries.
- 10.24 Town centres will be promoted as lively multi-functional areas that are supportive of food and drink, entertainment as well as tourism, alongside their traditional retailing, commercial and administrative roles. As part of a more flexible approach, support will be given for community, temporary uses, pop-up business and meanwhile uses.
- 10.25 The Winchester economy has an established role in relation to day visitors and the tourist economy from the historic character of Winchester City and the market towns, through to the attractive rural area and links into the adjacent South Downs National Park (SDNP). The visitor and tourism economy is to be supported and is expected to grow over the Plan-period.
- 10.26 A large part of the local plan area is comprised of countryside, which also contains the larger market towns and many smaller rural settlements. This provides opportunities for the development of land-based industries such as forestry and farming as well traditional industries, tourism industries and those that benefit from being in a rural location. There are many businesses in rural locations, including various clusters and existing industrial estates and as part of farm complexes. Policies E9 (Economic Development in the Rural Area) and E10 (Farm Diversification) set out how applications for general economic development and farm diversification will be considered in these locations.
- 10.27 The creative sectors and arts and culture are an important part of the district economy, which would benefit from the availability of accessible flexible studio and workspace. There are strengths in digital and information technology within the district and there are opportunities to support innovative start-up businesses within these sectors.

10.28 The need to de-carbonise the economy and address climate change is likely to result in the development of new forms of economic development, with a much greater focus on green energy and associated supporting infrastructure. The Local Plan supports the development of innovative low carbon industries that are compatible with the policies of the plan as a whole.

10.29 The Local Plan seeks to provide support for a digital economy a more geographically diverse economy, including self-employment and home working, by supporting digital infrastructure (e.g. broadband) co-locating hubs across the district and developing sustainable transport options. These actions support the development of sustainable 20 minute neighbourhoods throughout the plan area.

10.30 All large-scale planning applications (10 or more houses/1000sq.m plus floor space) will be required to enter into an employment and skills plan to provide a range of employment, volunteering, apprenticeship, training and development opportunities for local people, particularly those that enhance green construction skills, such as the installation of insulation, ventilation, heat pumps and solar panels. The council's approach follows the Construction Industry Training Board (CITB) guidance, and this will support the Skills and Competitiveness theme of the city council's GEDS and the Carbon Neutrality Action Plan.

10.31 The spatial variations of the economy strategy are set out below in Policy E2 that follows. Further policies of this chapter set out detailed economic strategies and development management criteria for specific areas, such as town centres and the rural economy.

#### Amendment to policy E1

The city council will encourage economic development and diversification that supports the council's Carbon Neutrality Action Plan and Green Economic Development Strategy and is in accordance with the Local Plan vision.

**The Local Plan will make provision for about 39 hectares of employment land.** This will be achieved through the retention of appropriate premises and sites, supporting new development that is consistent with the spatial strategy (including appropriate retention, regeneration, **the refurbishment and modernisation of sites and premises** and intensification of previously developed land) and by allocating land as necessary to support employment growth at sustainable locations.

The plan recognises the contribution to the local economy of employment opportunities outside of traditional industrial use classes. Existing strengths in education and creative sectors, the visitor and tourism economy, including food and drink and entertainment will be encouraged especially where it can be demonstrated that they will create footfall and assist with the night-time economy within town centres.

**The rural economy is an important part of Winchester's economy. Local businesses play an important role in supporting the sustainability of rural communities and the plan will support these activities where they are compatible with the plan as a whole. Land-based industries, tourism-related activities and the hospitality industry all have important roles in the rural economy. The local plan seeks to support an increasingly diverse rural economy, whilst maintaining and enhancing the quality of the rural environment.**

The Local Plan will support the development of small business and start-up proposals of appropriate scale in accordance with the spatial strategy and new creative industries will be encouraged. Co-location and temporary meanwhile uses will be encouraged.

Appropriate opportunities to expand the economic base and foster innovation in the district will also be encouraged. New forms of business that develop innovative technologies and will help to support a low carbon economy will be encouraged. Consideration will be given to locating development associated with the green economy and low carbon energy generation/renewable energy facilities where appropriate, recognising that this may be in locations not normally considered for economic development.

The local planning authority will support measures to promote self-employment and working from home, consistent with other policies of this Plan, including the development of live-work accommodation and ensuring good access to modern communications technology including high speed broadband.

The Local Plan will support the enhancement of skills in the local area particularly green skills, through the securement of employment and skills plans in relation to large scale developments.