

LAND NORTH OF ANMORE ROAD, DENMEAD

VISION DOCUMENT



Persimmon
Together, we make your home

October 2024

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1.0 INTRODUCTION

This Vision Document has been prepared to demonstrate that the site at Land North of Anmore Road, Denmead is a sustainable and logical housing allocation opportunity that can be brought forward in the short term, within the next 5 years, or should it be necessary, it can be phased to allow the local housing needs of Denmead to be delivered over the longer term, and across multiple Local / Neighbourhood Plan cycles. The scheme would be able to provide circa 300 new homes.

In addition, Denmead Parish Council are working on a new Neighbourhood Plan to allocate site(s) for 100 dwellings, in line with Winchester City Council's (WCC) emerging Local Plan 2020-2040, specifically draft Policy DEN1. Three options have been put forward for the Neighbourhood Plan consultation, including the south-western portion of this site, which is known as 'option 2' (ref. DE11) to deliver the required 100 dwellings over the Plan period.

Persimmon has contracted with the landowner to promote the site on their behalf. Persimmon is one of the largest house builders in the country and has a proven record of housing delivery in a timely manner. Persimmon has successfully worked with WCC and Denmead Parish Council to deliver the adjoining Kidmore Farm site, which has now been completed and is an attractive addition to the village.

The site has been subject to a number of technical assessments which show that there are no overriding constraints to the delivery of housing at the site, which are summarised later in this document.

Alongside market and affordable housing, there is potential to provide land for new community provision and substantial new open space, which is set out in more detail later in this document.

The site represents a sustainable and deliverable development opportunity that can make a meaningful contribution towards meeting the future housing needs of Winchester and the wider Hampshire / Partnership for South Hampshire area.



2.0 THE SITE & ITS CONTEXT

The site is located to the north-east of Denmead, in the southern area of Winchester District. It comprises 15.89 hectares of undeveloped agricultural land and is adjacent to the recently completed site at Kidmore Lane for 91 dwellings built by Persimmon, to the west of the site.

The southern boundary adjoins existing residential dwellings along Anmore Road, and the eastern boundary is delineated by White Horse Lane. To the north is countryside.

The site adjoins the settlement boundary of Denmead to its southern and western edges.

Within walking distance from the site are a range of shops, restaurants, GP Surgery, Denmead Infants and Junior schools, football, tennis and bowling clubs, parks and open space. There are also bus stops which provide services to Waterlooville. It therefore represents a highly sustainable and deliverable development opportunity and has the best relationship with services and facilities in the village centre compared with any other land available in Denmead.



2.1 THE SITE & ITS CONTEXT



3.0 NATIONAL & REGIONAL POLICY

National Planning Policy Framework

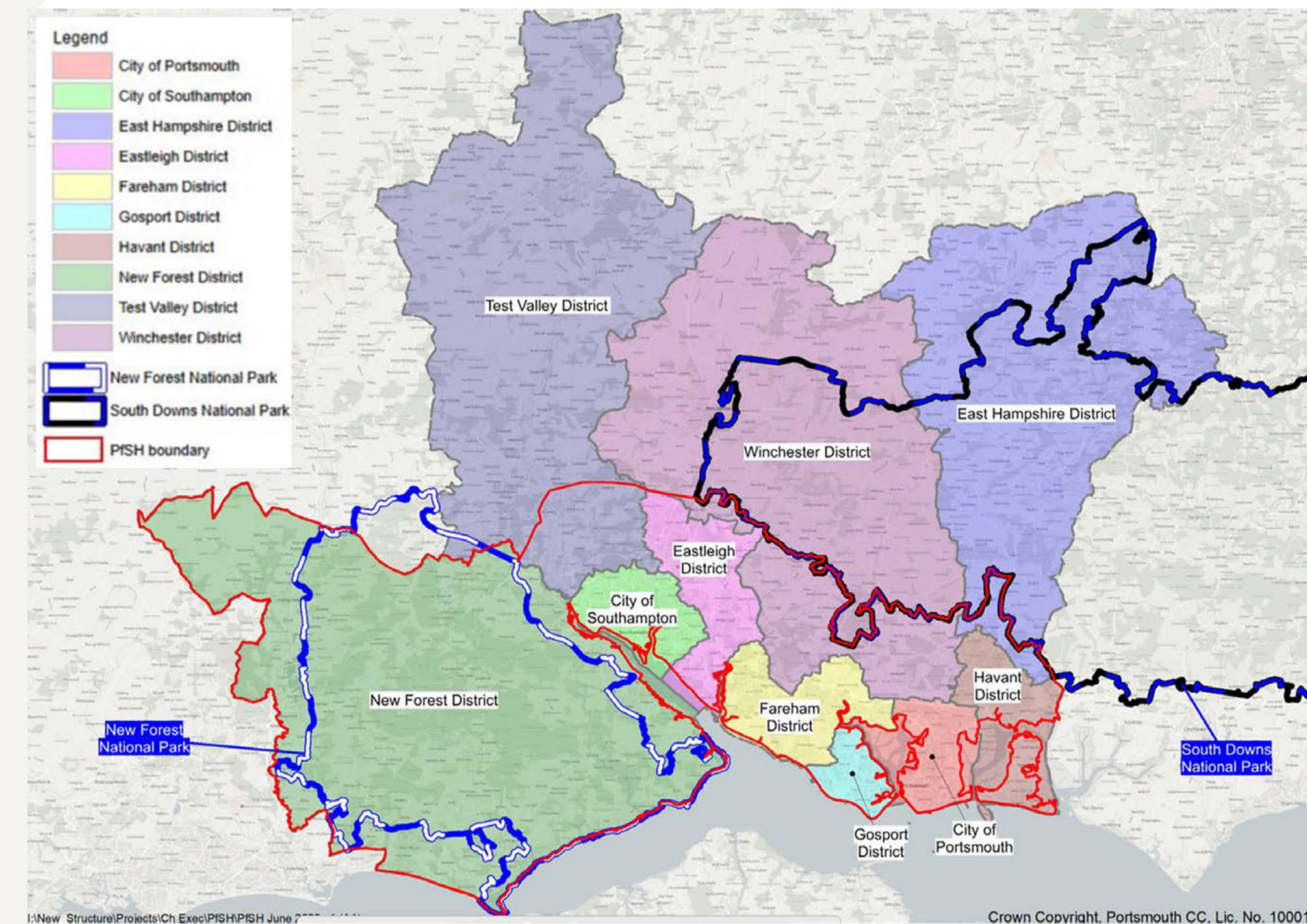
The National Planning Policy Framework (NPPF) is a key consideration in plan-making and decision-taking. In order to achieve sustainable development, three objectives should be pursued: economic, social and environmental (paragraph 8). Planning Practice Guidance (PPG) provides additional detail to the policies of the NPPF, along with extensive guidance in relation to local plans.

With regards to Neighbourhood Planning, the NPPF provides communities with the opportunity to shape, direct and help to deliver sustainable development by influencing local planning decisions as part of the statutory development plan. However, Neighbourhood Plans should compliment Local Plans and not promote less development than set out in the strategic policies for the area, or undermine those strategic policies (Paragraph 29).

Partnership for South Hampshire

Denmead is located within the Southern Parishes area of Winchester. The site is also located in the Southampton Housing Market Area.

The Partnership for South Hampshire (PfSH) Statement of Common Ground (September 2023) indicates that across the PfSH area, housing supply is 14,531 units short of need in the period 2022 – 2036.



3.1 ADOPTED LOCAL POLICY

The relevant parts of WCC's adopted Development Plan currently comprises of:

- Local Plan Part 1 – Joint Core Strategy (LPP1) (March 2013)
- Local Plan Part 2 – Development Management & Allocations (LPP2) (April 2017)
- Made Denmead Neighbourhood Plan (April 2015)
- Hampshire Minerals and Waste Plan (October 2013)

LPP1

The LPP1 sets out the long term strategic plan for achieving sustainable development within Winchester District to 2031. The Plan identifies the amount of development alongside areas for change, growth and protection. It also allocates a number strategic development sites.

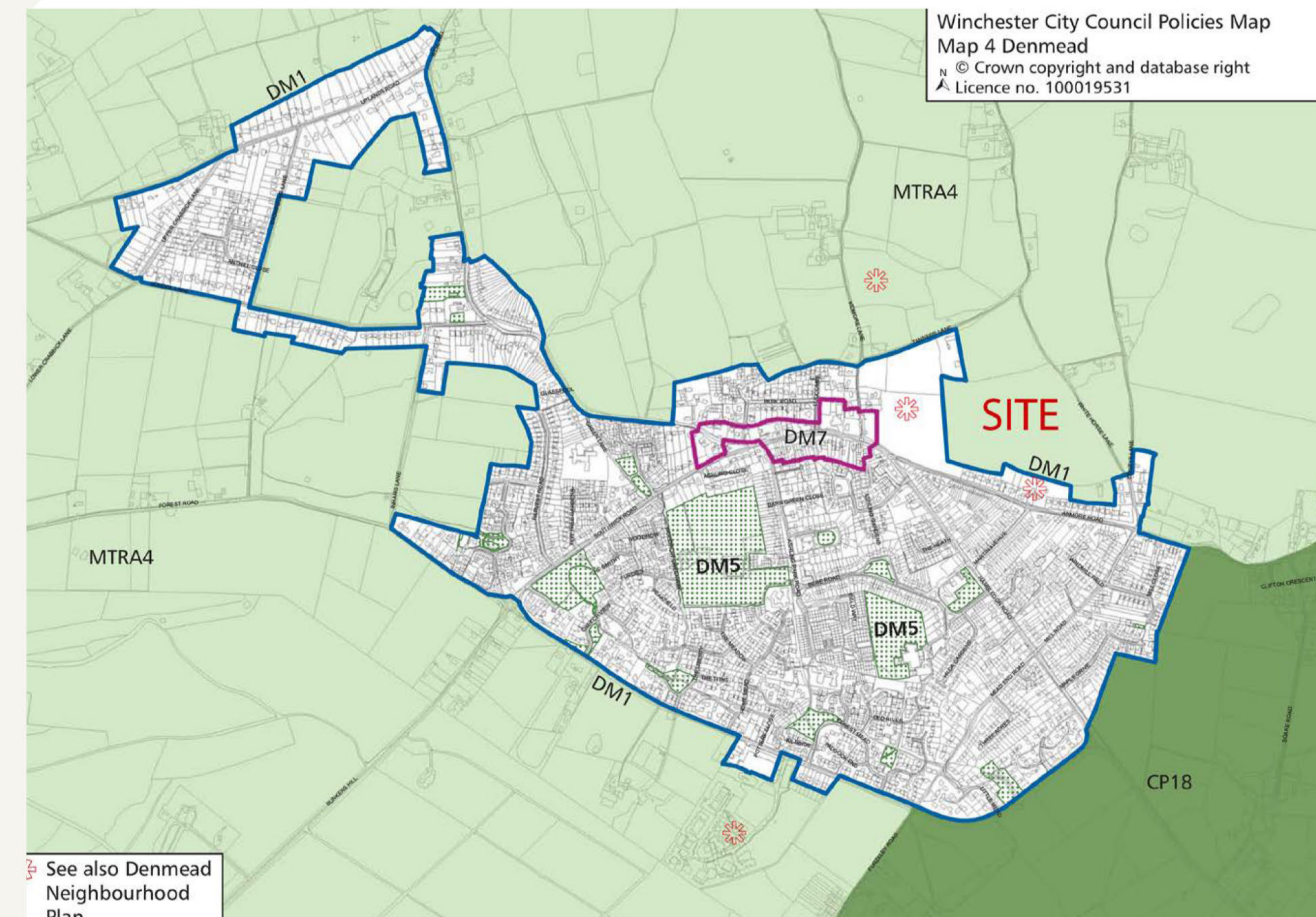
Policy DS1 - Development Strategy and Principles sets out the distribution of growth across the District, including, 6,000 new homes in the PfSH area and 2,500 new homes in the Market Towns and Rural Area.

Policy MTRA2 - Market Towns and Larger Villages provides for about 250 new homes in Denmead.

LPP2

The LPP2 incorporates both detailed development management policies and also allocates non-strategic sites to meet the objectively assessed development needs including retail, housing, employment, community, leisure and transport.

A main aim of LPP2 is to allocate land to help deliver the development strategy for new housing, economic growth and diversification set out in Policy DS1 of LPP1 for the period to 2031.



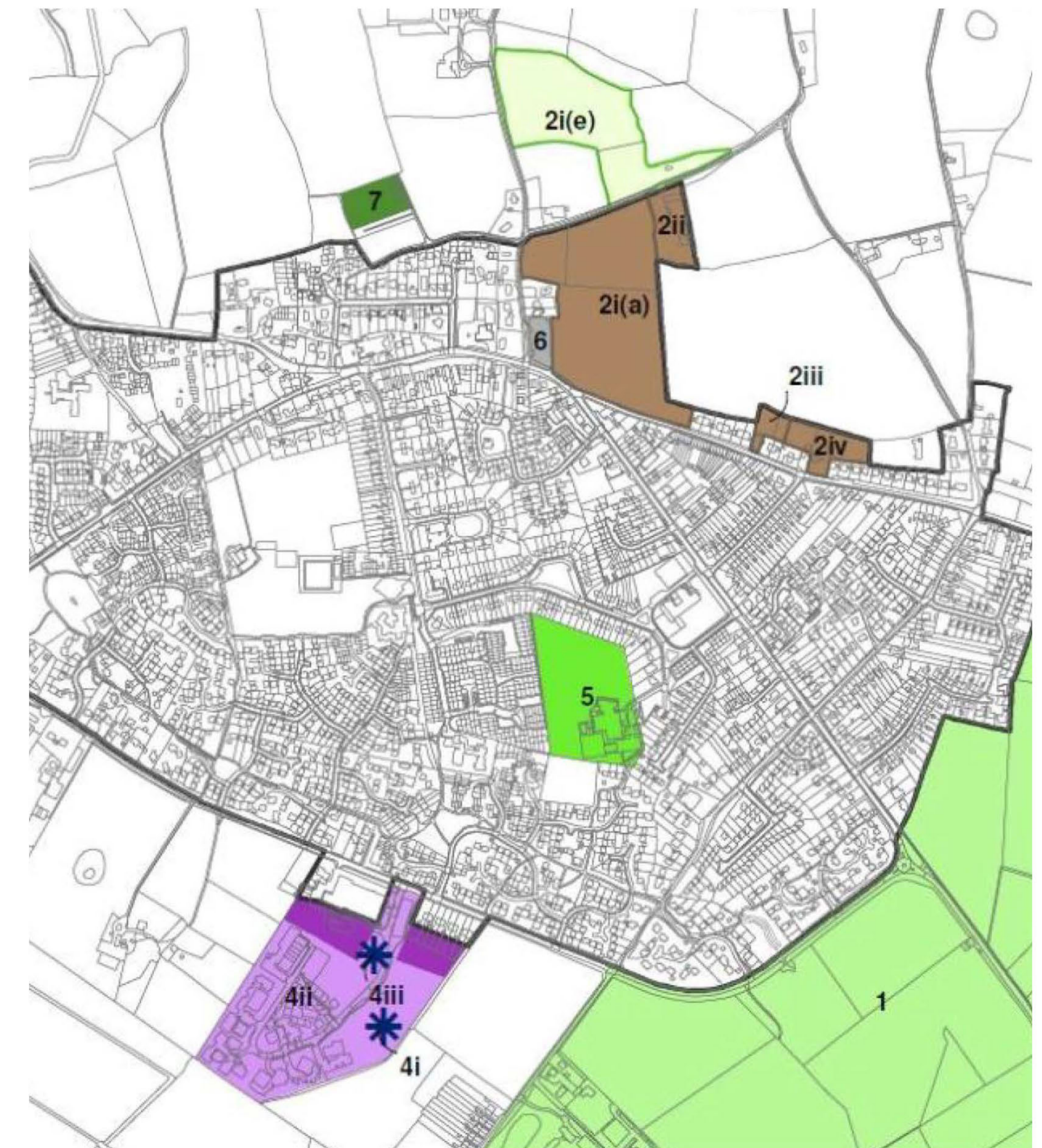
3.2 MADE DENMEAD NEIGHBOURHOOD PLAN

The made Denmead Neighbourhood Plan (April 2015) sets out the community's vision for development in Denmead and includes a number of housing allocations (and other land use policies) to deliver the 250 dwellings identified in the adopted WCC LPP1.

WCC'S Development Plan does not allocate any growth at Denmead. Instead the identification and allocation of sites has been progressed through the Denmead Neighbourhood Plan.

Legend

- Proposed Settlement Boundary (Policy 1)
- Denmead - Waterlooville Settlement Gap - (Policy 1)
- Housing Allocations (Policy 2)
- Open Space North of the Village Centre (Policy 2)
- Land at Parklands Business Park (Policy 4)
- Amenity Open Space (Policy 4)
- Sports and Leisure Facilities (Policy 5)
- Public Car Park (Policy 6)
- Burial Ground (Policy 7)



Denmead Neighbourhood Plan 2011-2031

Submission Plan (V6 August 2014)
Post examination modifications (January 2015)
Referendum (5 March 2015)
Denmead Neighbourhood Plan 'Made' 1 April 2015



DNF Denmead Neighbourhood Forum

A Frontrunner community group, operating as a Working Party of the Parish Council, producing a Neighbourhood Plan for Denmead

Published by Denmead Parish Council under the Neighbourhood Planning (General) Regulations 2012 and in accordance with EU Directive 2001/42

3.3 Emerging Local Policy: WCC Regulation 19 Consultation

WCC are carrying out a Regulation 19 consultation on its draft Local Plan and this Vision Document is being submitted in response to this consultation.

One section of the draft Local Plan is titled 'Homes for All' which includes strategic policies for housing provision and distribution over the Plan period. The draft Local Plan also includes numerous site allocations separated out into different regions, including Winchester, South Hampshire Urban Area and Market Towns and Rural Area, including the Larger Rural Settlement of Denmead under Policy DEN1, see extract in the figure below. This states that land will be allocated for development in the Denmead Neighbourhood Plan for about 100 dwellings.

Policy DEN1

Neighbourhood Plan Designated Area

Land will be allocated for development in the Denmead Neighbourhood Plan for about 100 dwellings, including any required amendments to the settlement boundary. Development will be expected to address the following:

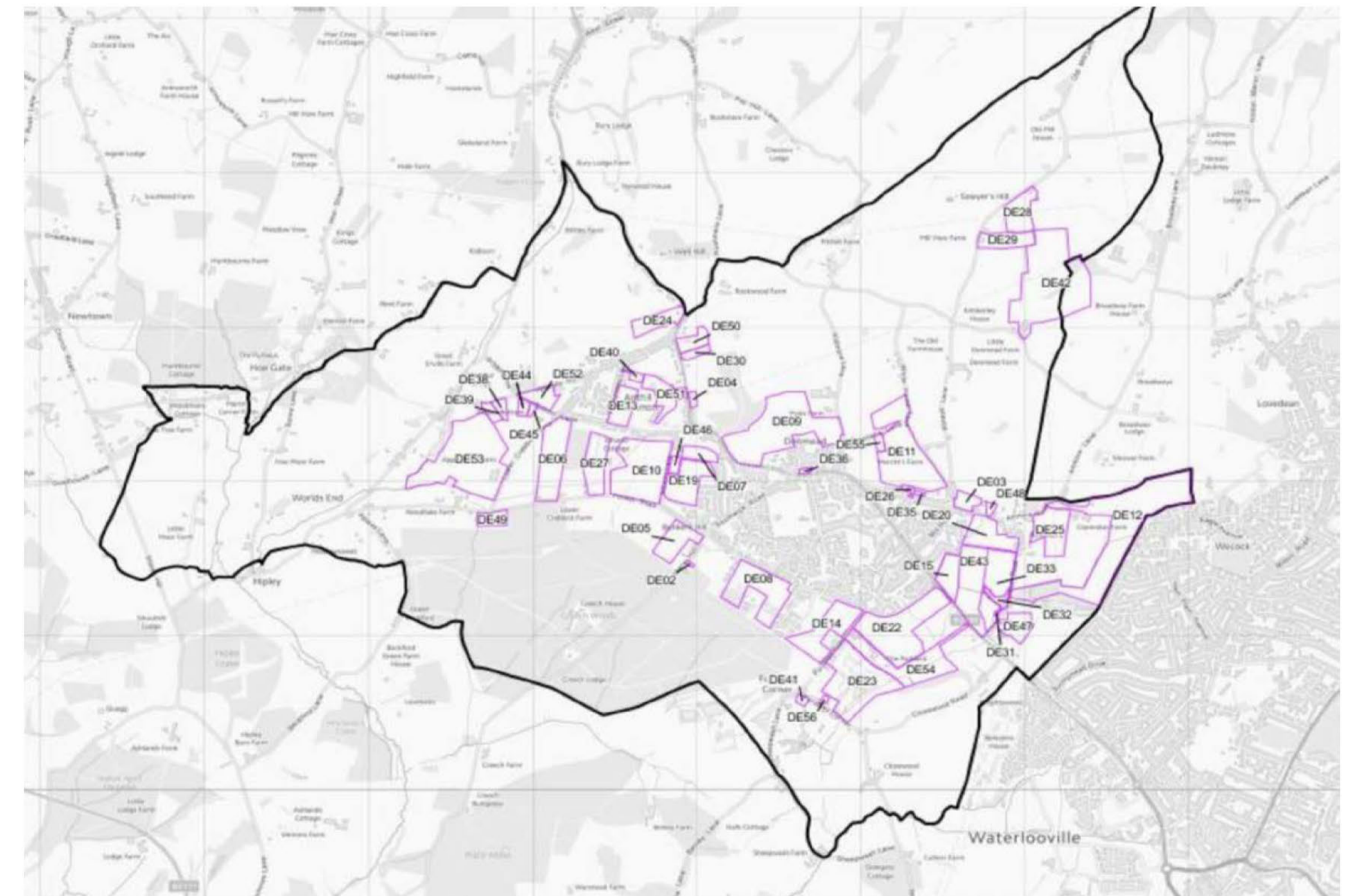
- i. Show how they are contributing towards the Vision and Objectives of the Plan in Policy SP1 and in general conformity with its strategic approach;
- ii. Have regard to information on local need for new homes, jobs and facilities, for their plan area;
- iii. Be phased for the latter part of the Local Plan period and permission for housing development will not be granted before 2030.

POLICY

3.4 Emerging Local Policy: Denmead Neighbourhood Plan Consultation

Denmead Parish Council are currently reviewing the made Neighbourhood Plan and are looking to allocate site(s) for a further 100 dwellings, in line with WCC's emerging Local Plan. The Parish Council have put forward three site options for consultation, including the south-western part of Land North of Anmore Road, which is known as 'option 2' (DE11).

These site options are now being consulted on with local residents and public exhibitions are being held on 11th, 12th and 25th October. Following this the Neighbourhood Plan will be finalised, inspected and a referendum arranged for the village to vote on adoption of the plan.



4.0 THE PROPOSAL AND ITS BENEFITS

The site can deliver circa 300 new homes, including affordable homes and public open space provision. Boundary vegetation will be retained and additional tree planting and landscaping will be incorporated throughout.

The site represents a sustainable development opportunity, forming a natural extension to the adjoining Kidmore Farm site and is within walking distance to the village centre. It would meet the future housing needs of Denmead without relying on multiple, smaller sites coming forward for development, which are not able to deliver the level of improvements to the village that local residents are seeking, which this development can. It will also contribute to WCC's overall housing requirement over the Plan period.

Benefits

- Potential for a new village hall and car park or scout hut.
- Potential for improvements to existing community facilities, such as the scout hut, village centre and playing fields.
- Substantial new public open space provision.
- Well-contained by existing development and landscape features.
- Can be well integrated with existing surrounding development.
- Sustainably located close to existing bus routes, shops and services in Denmead Centre.
- Good road links.
- Enhancement and net gain in biodiversity and additional planting and landscaping opportunities.

4.1 ILLUSTRATIVE MASTERPLAN

Taking into consideration the opportunities and constraints, CSA has developed an illustrative masterplan for the site.

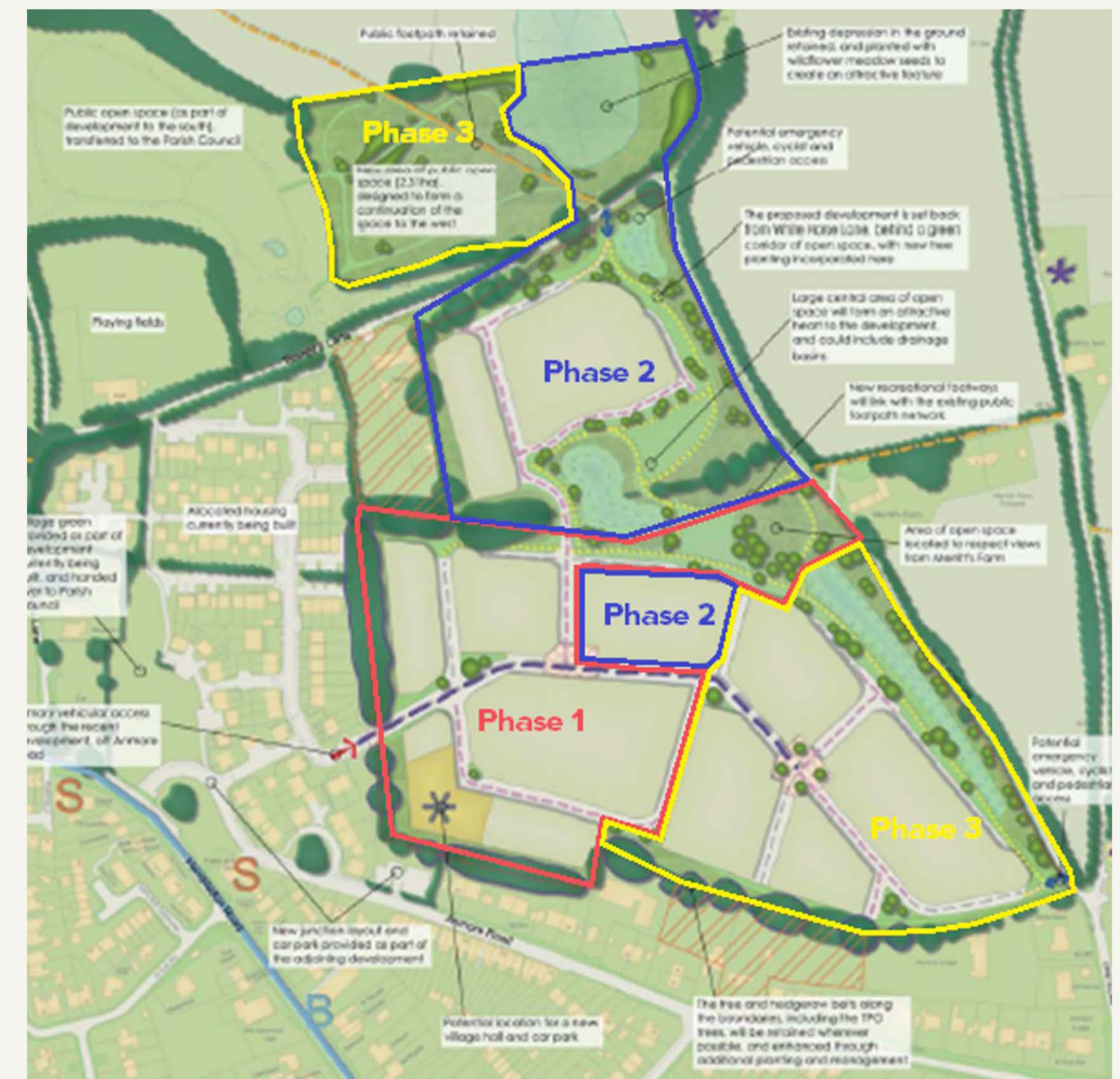
Should it be necessary, the masterplan can be phased to allow the local housing needs of Denmead to be delivered over the longer term, and across multiple Local / Neighbourhood Plan cycles.

Phasing the masterplan would allow for comprehensively planned development to come forward in a co-ordinated manner.

Phase 1 – c. 100 new homes

Phase 2 – c. 90 new homes

Phase 3 – c. 100 new homes



4.2 PHASE 1 CONCEPT PLAN

Persimmon Homes welcomes further discussions with the Council, Parish and local community to refine the Masterplan as the Local and Neighbourhood Plan move forward.

Key elements of the Phase 1 Concept Plan are summarised below.

- Gross site area of 5.84ha (14.43 acres). Net developable area capable of delivering around 100 new homes (including around 40 new affordable homes which is policy compliant).
- Access is proposed via the Kidmore Road development to the west. Pedestrian/cycle linkages provided to facilities and services at Denmead Centre
- Boundary vegetation will be retained and strengthened to limit potential landscape impacts (including views from the South Downs) and provide a screen protecting the amenity of adjoining residential properties.
- Provision of a new community facility
- A varied density is proposed to ensure an efficient use of land and to reflect the semi-rural character of the Site.
- Topography and ground conditions have informed the drainage strategy and location of the attenuation measures.

It should be noted that the proposals are indicative at this stage. Persimmon welcomes the opportunity to discuss and refine the Masterplan with the Council, local residents and other stakeholders.



5.0 ACCESS

Milestone Transport Planning have reviewed the site in terms of access options. The most suitable option is via the adjoining new development at Kidmore Lane to the west, as indicated in figure opposite.

Emergency, pedestrian and cycle access points could also be provided towards the north-east and south-east corners of the site should this be required. The site's location close to Hambledon Road also means that vehicle journeys to the main road network can be made without the need to drive through the lower order roads within the village.

Milestone Transport Planning also reviewed the trip data to conclude that the surrounding highway network is capable of supporting this proposed development.

The majority of the roads surrounding the site are suitable for safe cycling. In addition, the site is ideally placed in terms of accessibility by foot to a wide range of local amenities, including the following which are all within 800m (10 minutes walk) of the site:

- Bus stops
- Denmead Infant School
- Denmead Junior School
- Denmead War Memorial Hall
- Co-Op and Post Office
- Denmead Medical Centre
- Boots Pharmacy
- The Parish of All Saints Church
- The Forest of Bere Public House
- White Hart Public House
- Kassia Indian restaurant
- Hairdressers/Barbers/Opticians

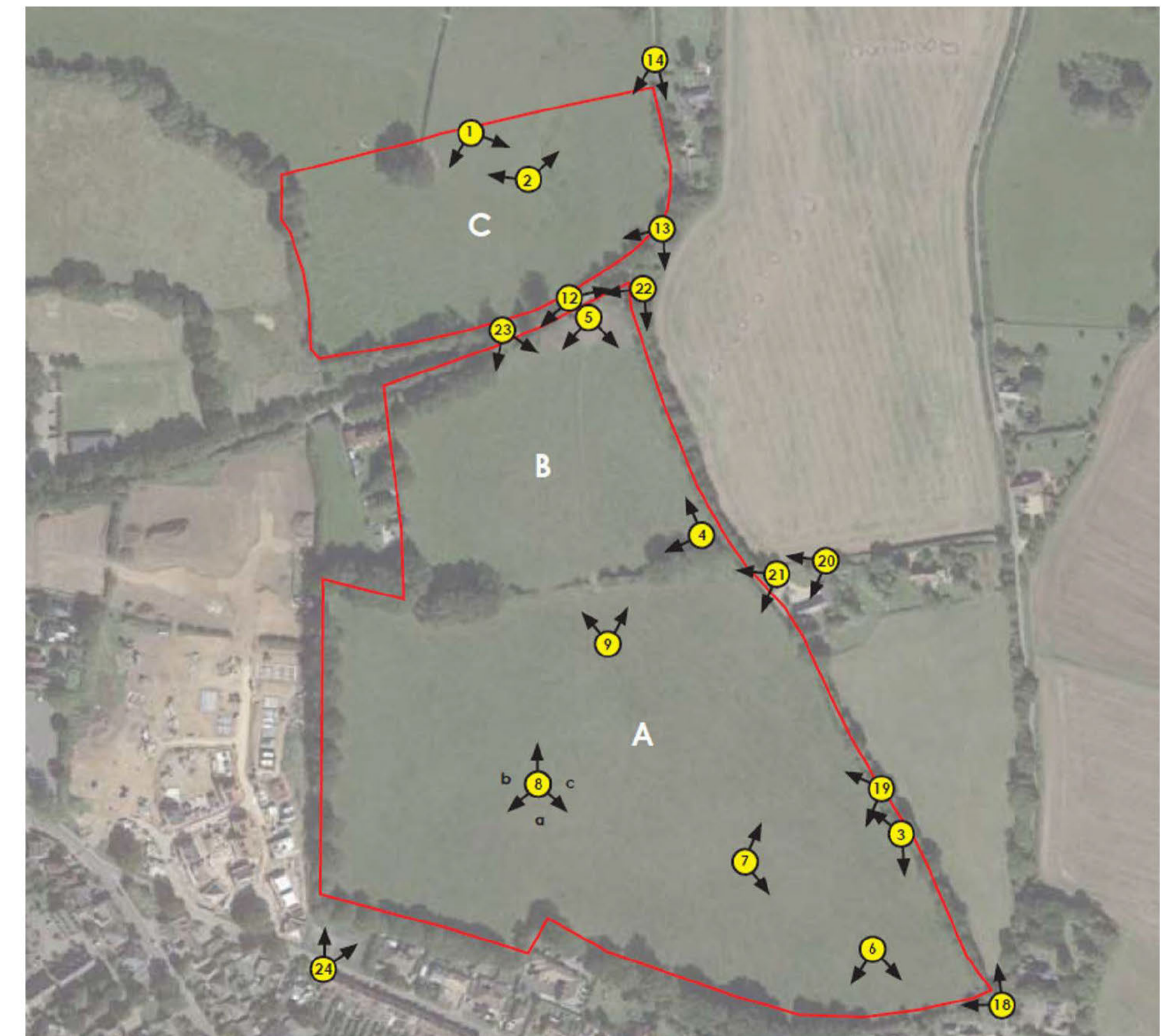


6.0 LANDSCAPE

CSA have undertaken a Landscape and Visual Appraisal (LVA) of the site to assess the potential landscape and visual effects of residential development, together with the opportunities the development would present.

The LVA shows that near distance views of the southern parts of the site occur mostly from the adjoining lanes and properties, with limited opportunities for middle distance views from the landscape to the north. Views from the South Downs are prevented by the intervening landform and vegetation. Where the proposed homes will be visible, they will mostly be seen against the backdrop of the existing houses which bound the Site, which are partially visible behind the boundary vegetation.

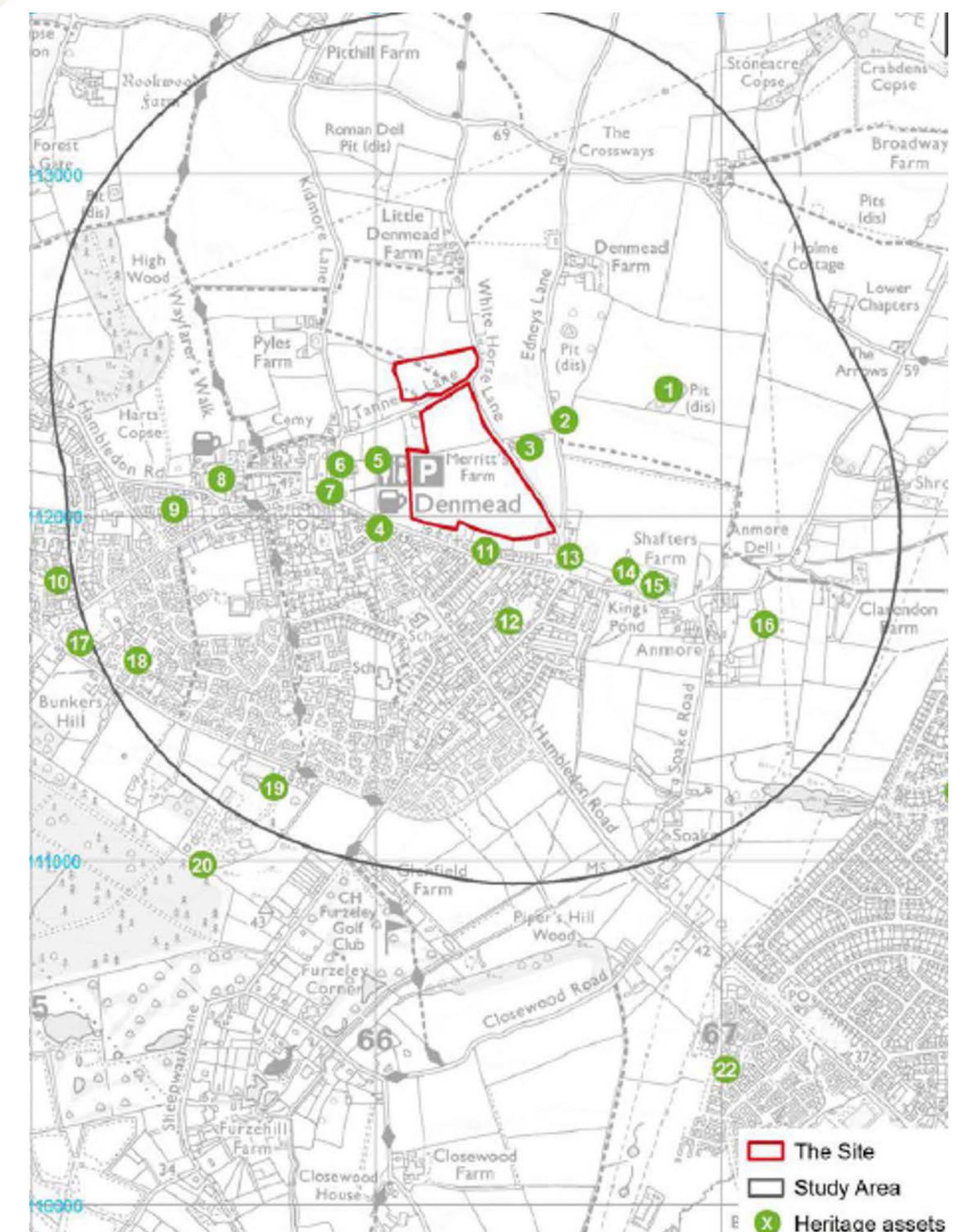
The site is confirmed as having low sensitivity in terms of both landscape and visual amenity in WCC's Landscape Sensitivity Appraisal (2014). Overall, the LVA confirms the site is capable of being developed in line with the proposals shown on the illustrative Masterplan, without resulting in material harm to the wider landscape or townscape around Denmead, while forming a logical extension to the existing settlement.



7.0 Heritage

A Preliminary Heritage Appraisal has been undertaken by Cotswold Archaeology. The report identifies potential for archaeological remains associated with later prehistoric, Romano-British and medieval activities. However, the report confirms that any buried archaeological remains within the site are unlikely to represent an absolute constraint on development, although the known and potential remains would require consideration as part of the planning process, but no in-principle problems have been found.

Any planning application for the site would likely need to be supported by a programme of further investigations. The report also recognises that the hedgerow boundaries within/at the edges of the site may be considered important in line with the archaeology and history criteria of the Hedgerows Regulations 1997 and, as such, recommends their retention as part of any development scheme.



8.0 ECOLOGY AND TREES

Ecology and Biodiversity Net Gain

A Preliminary Ecological Appraisal of the site (Phase 1 Survey) has been carried out by CSA to assess the site's potential to support habitats or species which could present a constraint to the development of the site. The Survey confirms that no overriding ecological constraints to the principal of development at the site have been identified.

In addition, the new development's landscape design has the potential to enhance the site for biodiversity from its current use and level of habitat diversity. The development would include the provision of native species in landscaping schemes including flower-, berry- and fruit-bearing species to enhance the habitat for birds, bats and invertebrates.

CSA has carried out a Biodiversity Net Gain (BNG) assessment for the wider, draft masterplan which is estimated to achieve a 13% gain in hedgerow units. CSA is exploring the potential of the land north of Tanners Lane to ensure the site delivers a +10% gain in habitat units as well.

Nutrients

The site falls within the East Hampshire Rivers catchment and drains to Budds Farm Waste Water Treatment Works in Havant Borough. An off-site mitigation solution in the catchment area is being discussed with a third party to ensure nutrient neutrality can be demonstrated and secured.

Trees

An Arboricultural Survey Report has been carried out by Barton Hyett to assess the existing trees on site and to identify the constraints prior to any potential redevelopment of the site.

The most significant arboricultural features within the site are the mature individual trees and tree groups which are situated throughout, but most notably along the southern and western boundaries. The Report advises that these trees should be appropriately integrated into any development proposal not only to avoid construction impacts upon the trees, but also to eliminate post development pressure from incoming residents to prune or fell trees.

New tree planting opportunities will be incorporated within the development. This will help to broaden the age diversity of the tree cover within the area. Sufficient space will be provided for species with significant stature to grow out into maturity. The careful design of the vegetation and trees within the development will benefit the future generations of occupiers.



9.0 DRAINAGE AND FLOOD RISK

A high-level Flood Risk & Drainage Strategy has been prepared by Paul Basham Associates. This confirms that the site is within Flood Zone 1 and therefore has a low risk of flooding. The site is also unaffected by surface water flooding.

The report confirms that surface water run-off will need to be controlled to reflect the current greenfield nature of the site, plus necessary allowances for climate change, to ensure that post-development surface water run off rate is the same as that pre-development.



10.0 SUSTAINABLE DEVELOPMENT

The proposed development at this site will provide numerous benefits and will deliver the sustainable development objectives in line with NPPF paragraph 8, which states “*achieving sustainable development means that the planning system has three overarching objectives, which are interdependent and need to be pursued in mutually supportive ways (so that opportunities can be taken to secure net gains across each of the objectives) ...*”. These are economic, social and environmental objectives.



Economic

- Provision of appropriate contributions towards local infrastructure and ensure long term viability of local services
- Creation of direct construction employment
- Increased overall expenditure on local goods/services by new residents
- Provision of Council Tax receipts and New Homes bonus
- CIL and Section 106 contributions

Social

- The site is well connected to adjacent residential development and local services, including Denmead local centre
- The site is well serviced by local footpaths and cycle routes should encourage sustainable travel
- The site would deliver much needed high quality homes and create a positive built environment for future residents, whilst protecting the amenity of existing residents
- The site can deliver high quality and accessible open space to serve the new residents and those who live nearby
- The site will deliver much needed, policy compliant affordable housing
- Potential for a new community facility, such as a new village hall and car park or scout hut
- Potential for improvements to existing community facilities, such as the scout hut, village centre and playing fields

Environmental

- The proposal will be landscape-led and carefully designed to ensure it integrates sensitively to the local area
- Opportunities will be taken to enhance the biodiversity of the site by the appropriate management and enhancement of features such as the SUDS, hedgerows and trees
- New homes will be built to modern building standards, in accordance with the latest national Building Regulations, which are aimed at reducing energy and water consumption
- New homes will be of timber frame construction, which are prepared in a factory setting, which reduces environmental impact and waste

11.0 DELIVERABILITY

The Planning Practice Guidance (PPG) states that for a site to be considered deliverable and developable it must be suitable, available and achievable. WCC's most recent Strategic Housing and Employment Land Availability Assessment (SHELAA) (July 2023) confirms the site (ref. DE11) is deliverable against these three measures.

- **Suitability:** The site is adjacent to the existing settlement boundary and is in a highly sustainable location.
- **Availability:** The site is in single ownership and Persimmon Homes have an option covering the whole area. There are no known legal or site constraints which would prohibit development from coming forwards as soon as a suitable planning permission was granted.
- **Achievability:** Persimmon Homes has a proven track record of site delivery, nationally and locally. It has successfully worked with the council to deliver large scale development sites, including Kidmore Farm in Denmead, to the west of the site.

What can be considered by plan-makers when assessing whether sites / broad locations are likely to be developed?

Plan-makers will need to assess the suitability, availability and achievability of sites, including whether the site is economically viable. This will provide information on which a judgement can be made as to whether a site can be considered deliverable within the next five years, or developable over a longer period.

Paragraph: 017 Reference ID: 3-017-20190722

Revision date: 22 07 2019

12.0 SUMMARY

- There is a need for additional housing in WCC, including in Denmead. As confirmed in the adopted and emerging Local Plan, Denmead is a sustainable location for growth.
- The site has been subject to a number of detailed technical assessments, which have not highlighted any insurmountable constraints to development.
- The site is a logical housing site that would form a further extension to the adjoining Kidmore Farm site.
- An Illustrative Masterplan has been created to show how a well-designed residential development of around 300 dwellings split across three phases of approximately 100 dwellings can provide a valuable source of local market and affordable housing across the medium term and multiple plan cycles.
- The site is available, suitable and achievable as confirmed in WCC's SHELAA and therefore deliverable under the terms of the NPPF. The proposals also meet the NPPF definition of sustainable development contained in the Framework.
- The Site should therefore be positively considered as a new housing allocation in the Council's emerging Local Plan.



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