



## **Whitchurch Neighbourhood Development Plan, 2014 to 2029**

### **“Where Should the New Houses Go?” Community Consultation Report**

**Version for Regulation 15 Submission**

This document is the Whitchurch Neighbourhood Development Plan “Where Should the New Houses Go?” Community Consultation Report intended for submission under Regulation 15 of the Neighbourhood Planning (General) Regulations 2012 (As Amended).

*Disclaimer: every effort has been taken to ensure that the information in this document is as accurate as possible but no responsibility is implied or taken for errors or omission.*

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# 1. Introduction

- 1.1 This document provides the results of the Whitchurch Neighbourhood Plan consultation which was held during October 2014.
- 1.2 The main elements of the consultation consisted of:
  - Industry consultation event on 7 October at the Whitchurch Parish Hall 12 noon to 2pm
  - Three Community consultation events at the Whitchurch Parish Hall
    - Saturday 11 October (9am –2pm)
    - Wednesday 15 October (5pm – 9pm)
    - Saturday 18 October (9am –2pm)
  - A static display at the Town Hall which ran from the 19 October until 31<sup>st</sup> October
  - An online survey which accepted responses from the 12 October
- 1.3 The material presented at the events on the static displays at the Town Hall and online can be accessed via the link [www.whitchurch-hampshire-tc.gov.uk/neighbourhood-plan/surveys/](http://www.whitchurch-hampshire-tc.gov.uk/neighbourhood-plan/surveys/). The material included presentation material prepared by the Neighbourhood Plan Steering Committee and promotional material and displays provided by a number of the landowners and developers.
- 1.4 In addition, a number of landowners and developers attended the events in the Parish Hall and presented their material at static displays. Those attending included:
  - Pro-Vision on behalf of St Cross
  - Basingstoke and Deane Borough Council
  - Smith’s Gore on behalf of Zurich
  - Luken Beck and Barratt Homes
- 1.5 Members of the Whitchurch community, which include those who live or work in the Parish, were invited to submit their responses to a questionnaire either in written form or online via “Survey Monkey”. The questionnaire is attached as Appendix A with the areas for response reduced to save space when printing this report. The questionnaire requests responses in regard to the location and size of potential future housing developments, the location and size of potential future employment land sites, ideas for the development of the town centre and potential community infrastructure projects which may be funded by future Community Infrastructure Levy. Members of the Whitchurch community were asked to rank their preferences and to give reasons for highest and lowest rankings.

## 2. Data Checking and Protection

- 2.1 There were 515 responses to the questionnaire. Responses consisted of 172 on-line responses via “Survey Monkey” and 343 paper responses which were then transposed to the database.
- 2.2 Ten percent of transposed results were checked against the original documents by an independent verifier.
- 2.3 Thirty responses were not used as they contained no useful information. All of these were from the online survey where only the identity of the individual was provided.
- 2.4 In order to monitor responses, each questionnaire submitted was required to provide a post code and house number, age range and gender. Responses were compared to the electoral register where multiple responses were received from the same household. Eleven responses were removed as either the postcode or house number was missing and one duplicate entry was removed.
- 2.5 All hard copies of responses were uniquely numbered, transposed onto the database, retained and filed in the Neighbourhood Plan Library at the Town Hall.
- 2.6 Online “Survey Monkey” results are password protected and were downloaded to the combined database by the Chairman of the NPSC.

### Responses which were not fully compliant

- 2.7 All responses were assessed to establish if they were compliant with the instructions on the questionnaire for each question. Those that did not comply with the instructions, for example by providing less than the required number of ranks or by using multiple ranks of the same value, were identified and in accordance with common electoral practice were scrutinised to establish if the intention of the respondent was clear. Where the intention was clear, the contribution to the counts was interpreted to reflect the intention and where not, the response was rejected.
- 2.8 For all questions an assessment was made on the basis of the compliant responses and then compared with the response from the sum of compliant and interpreted responses. In all cases the inclusion of the interpreted responses made no significant difference to the overall ranking of the sites or would affect the conclusions drawn from the analyses. The results provided below are based upon the sum of compliant and interpreted responses, as these provide a large database and more information, particularly in reference to reasons for low and high ranking of options.

## 3. Analysis of ranking information

- 3.1 Ranking information has been analysed and presented using a number of methods principally;
- Simple count of number of responses for each rank for each site or question
  - Count of responses in top and bottom three ranks (for housing sites)
  - Borda Count
- 3.2 The methods used depend upon the type of question asked and the number of options available. A key factor in the choice of ranking method was the consideration that responses indicating a low preference are as informative in the consultation as those indicating a high preference.

### Simple count of numbers for each rank

- 3.3 The number of respondents giving the identified rank for each of sites or options is presented in the diagrams below. 1 represents first or highest ranking and 2 and subsequent numbers lower ranks.

### Borda Count

- 3.4 The Borda Count is a form of preferential voting where voters rank candidates in order of preference and the rankings are converted into points. Candidates score one point for being ranked last, two for being next-to-last and so on. The candidate who receives the most points in aggregate has the highest ranking overall. Because it usually identifies broadly acceptable options rather than those preferred by a majority, the Borda Count is often described as a consensus-based voting system rather than a majoritarian one. - See more at [www.electoral-reform.org.uk/borda-count/#sthash.eEtYYG3Q.dpuf](http://www.electoral-reform.org.uk/borda-count/#sthash.eEtYYG3Q.dpuf).
- 3.5 Borda Counts have been presented in the diagrams below. The higher the score the more broadly acceptable the option is deemed to be.

### Reasons for high and low rankings

- 3.6 The reasons for the high and low ranking of options were assessed and placed into a number of response categories to reflect the nature of the response. The number of comments relating to each of these categories was tallied for the relevant sites or options in the questionnaire and recorded on a spreadsheet. The spreadsheets and responses were used to provide the analysis in chapter 5 of this Draft Report. The tables of data are provided in Appendix B.

## 4. Results of the responses

4.1 The results of the analyses are presented below in graphical form.

### Age and gender

4.2 49 percent of the respondents were Male and 51 percent Female. The age distribution of the respondents is shown graphically below.

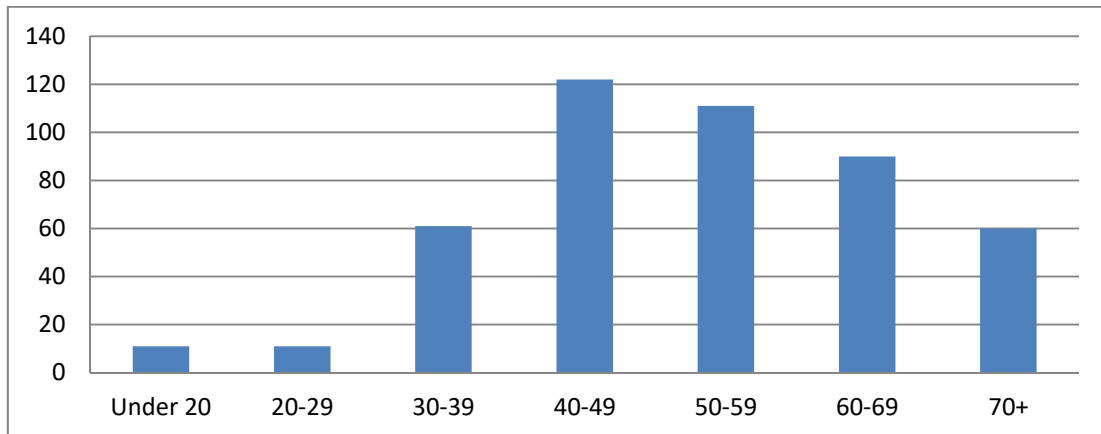


Figure 1. Age range of respondents

### 4.2 Employment

4.3 Eighty-one of the respondents indicated that they worked in Whitchurch. Of these, the vast majority both worked and lived in Whitchurch.

### 4.3 Distribution of respondents

4.4 The numbers of respondents from each postcode area within Whitchurch Town are shown on the map below.

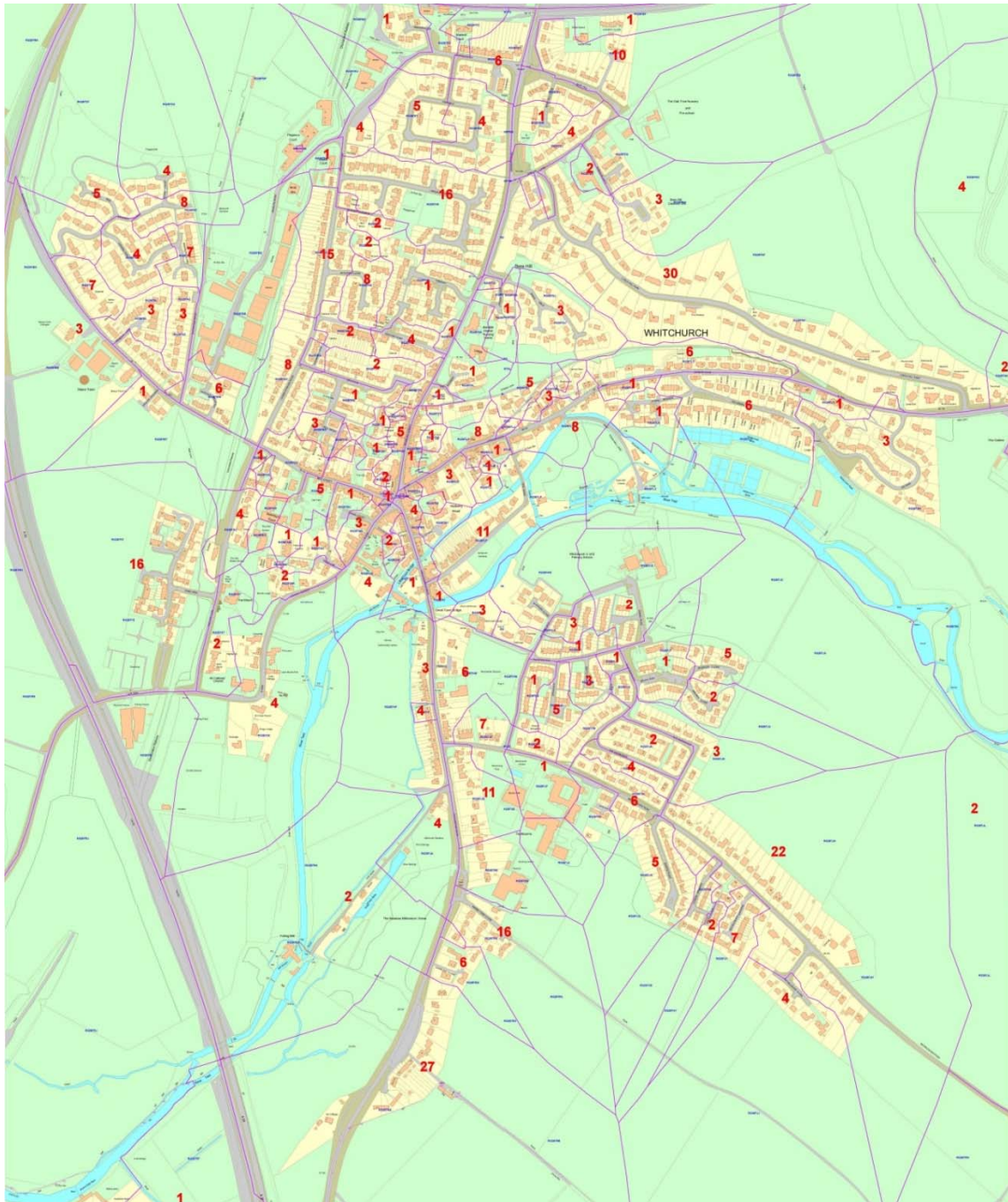


Figure 2. Geographic distribution of respondents

### Ranking of potential housing sites

- 4.5 Respondents were asked to rank potential sites in order of priority - 1 being most preferred and 9 being least preferred - based upon the location and community benefits, not the size of the proposed development.



Figure 3. Housing site options

- 4.6 A simple plot of number of respondents ranking each of the sites indicates that there are a number of different ranking profiles. The North of the Cricket Ground and East of the Knowlings have a distribution which trends towards low ranking, and Dances Lane has a distribution which trends towards high rankings. East of Winchester Road has a bi-modal distribution with trends towards both high and low ranking.



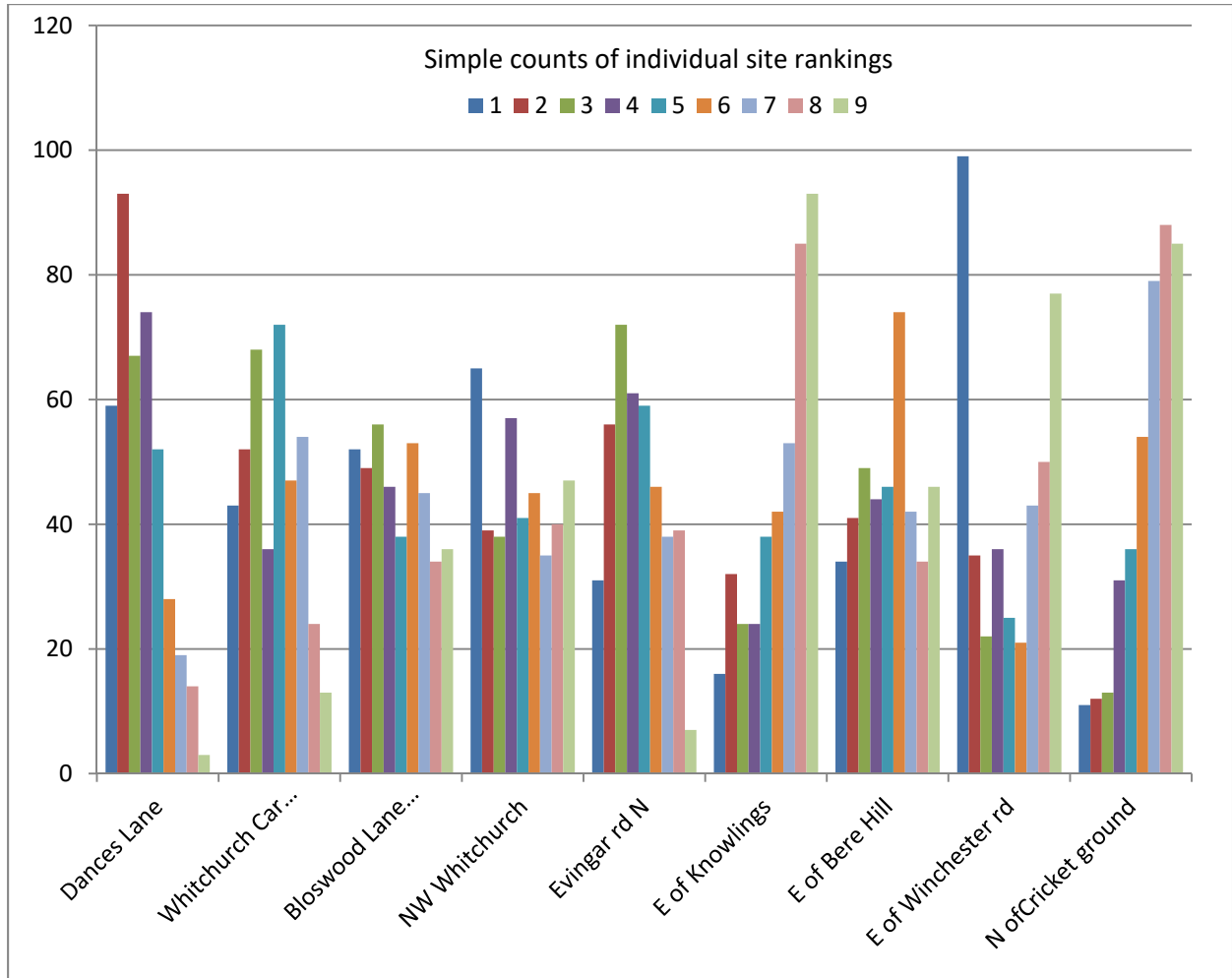


Figure 4. Respondents' ranking of housing site options

4.7 Top three and bottom three ranking counts for each of the sites is shown below. The North of the Cricket Ground, and East of the Knowlings clearly have a bias towards low rankings and the small sites of Dances Lane, Whitchurch Car Centre and Evingar Road North have a clear high ranking bias, but the other sites have less obvious trends with the exception of Blosswood Lane extension which has a bias toward high ranking.

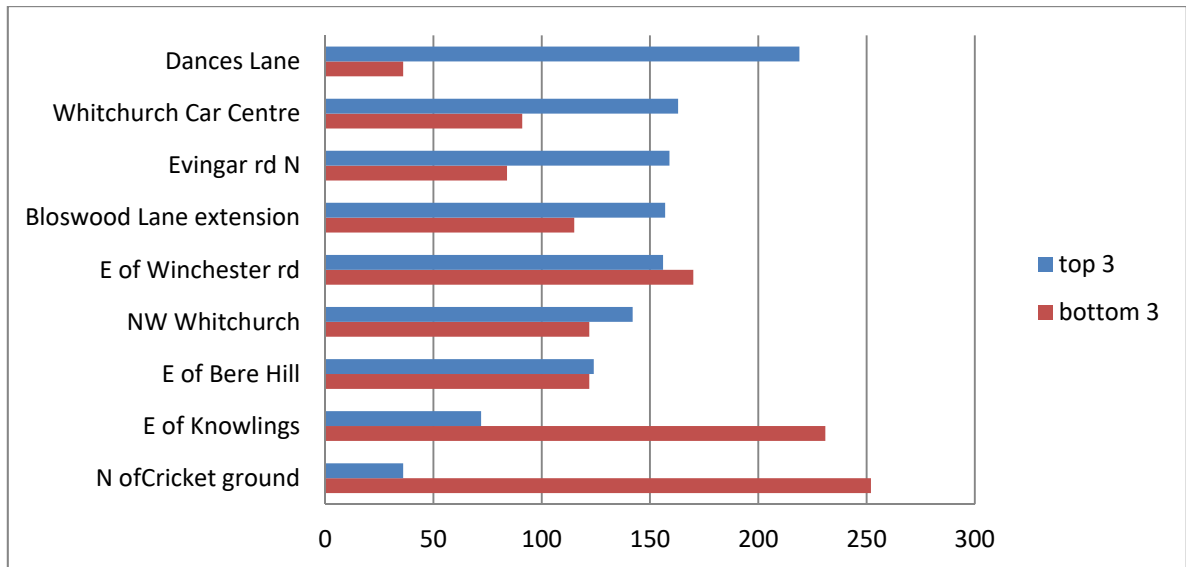


Figure 5. Simple counts of Top-three and Bottom-three rankings

- 4.8 The Borda scores provide similar information, with East of Winchester Road, NW Whitchurch and Bloswood Lane Extension having similar scores.

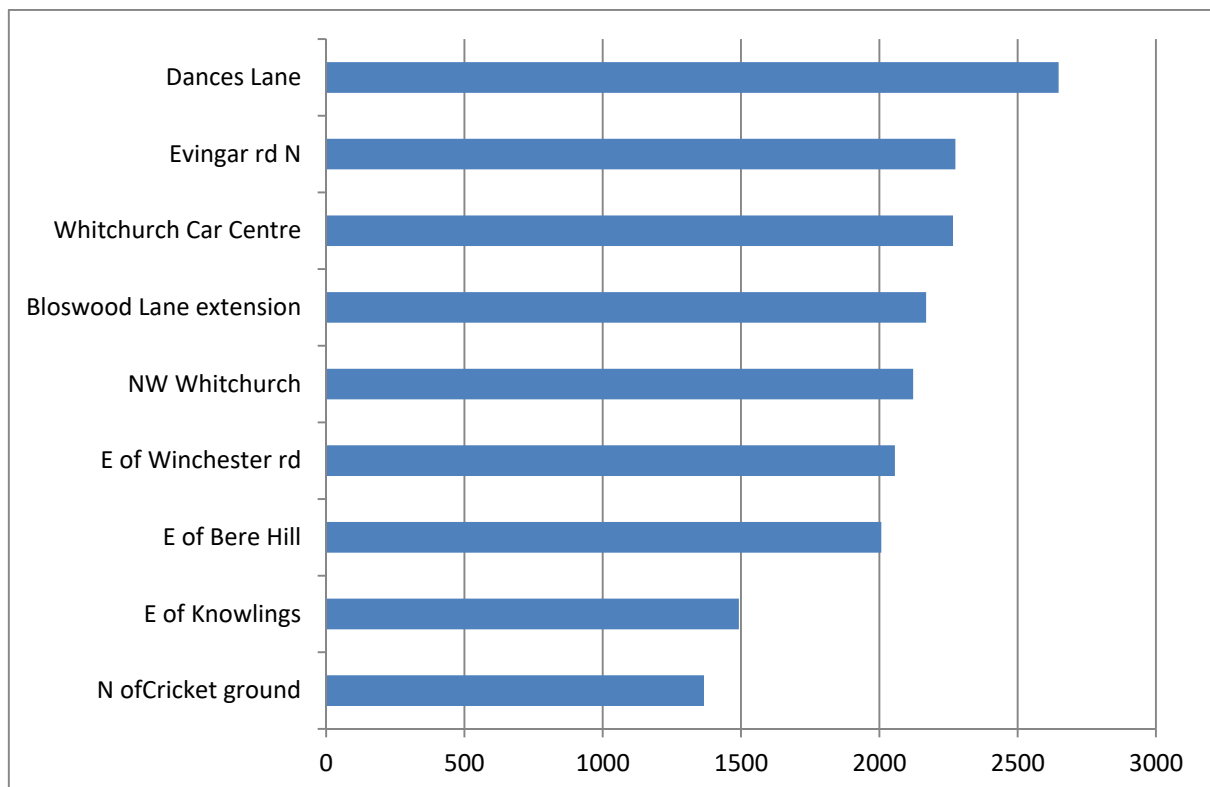


Figure 6. Borda scores for housing site options

## Preferred size for new housing developments

4.9 Respondents were asked for their ranking of the preferred size of development for the 200 houses to be allocated by the Neighbourhood Plan (1 = most preferred, 5 = least preferred).

4.10 The options were to have:

- 200 new houses on one large site?
- Majority of the 200 houses on one large site and the rest on small sites?
- 200 new houses split between 2 medium-sized sites of 100 houses each?
- 200 new houses split between 1 medium-sized site of 100 houses and some smaller sites of 50 or fewer houses?
- 200 new houses split between smaller sites of 50 or less?

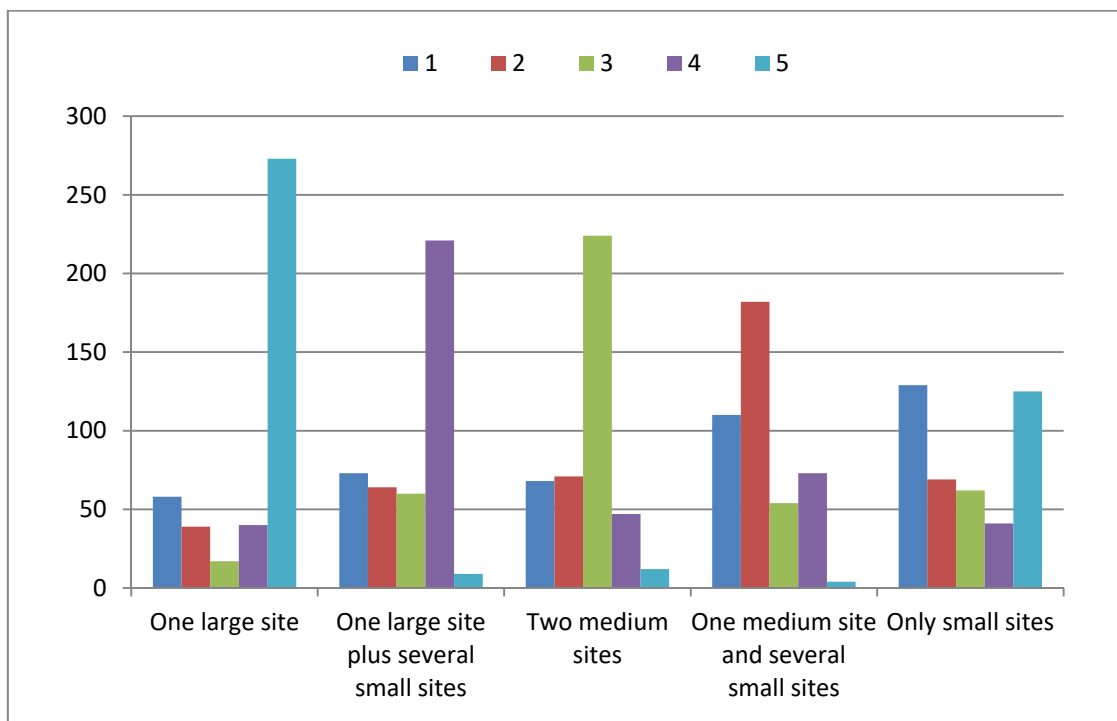


Figure 7. Simple ranking counts for size of housing site options

4.11 The distributions show that including housing on one large site is clearly very unpopular.

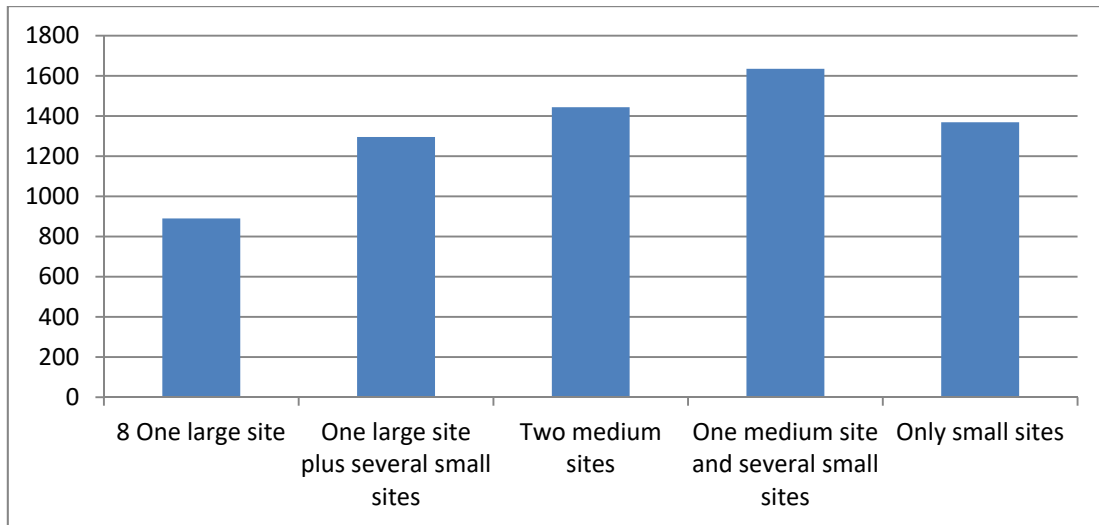


Figure 8. Borda scores for preferred sizes of housing site

4.12 The Borda Scores suggest that the most broadly acceptable option is for one medium site and several small sized sites.

### Preferred option for Land to the East of Bere Hill

4.13 In the developer's proposal for this site, they offered a choice of layout for the proposed 100 houses. Respondents were asked for their preferred option A or B.

- **Option A:** New homes wrap around the back of the retained Scout Hut and Children's Nursery. A local play area forms a focus for the development. Access is via a left turn at the end of Bere Hill.
- **Option B:** The Scout Hut is relocated to the north of the site and new sports pitches are provided alongside it for community use. This creates a more direct access from Bere Hill into the heart of the site.

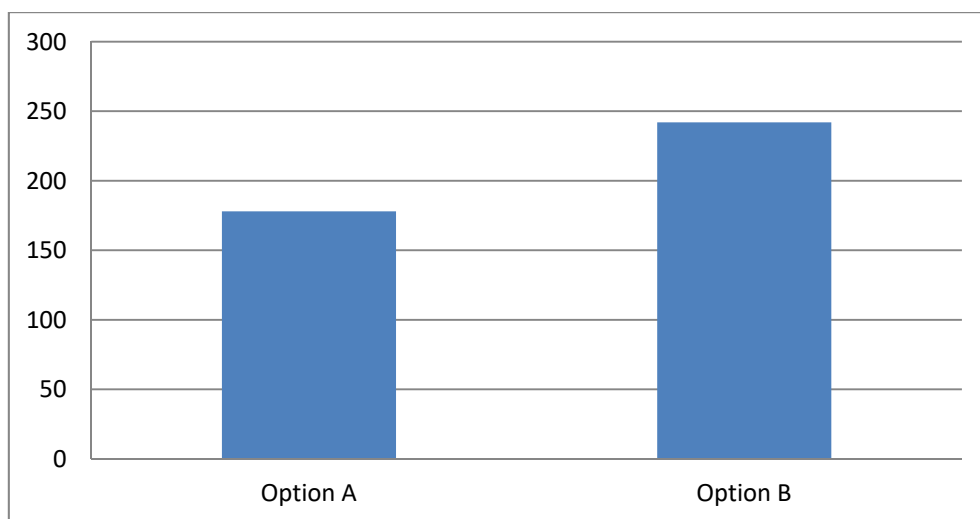


Figure 9. Bere Hill development options preference

4.14 Unfortunately the developer made changes to his publicity material immediately prior to the consultation event which reversed the order of the options and this was

not reflected in the questionnaire which had already been finalised. This issue was identified during the consultation and caused confusion. The results of this question must therefore be in doubt and no firm conclusions can therefore be drawn.

### Location of new potential employment sites

- 4.15 Respondents were asked to rank the three potential employment sites (1 = most preferred, 3 = least preferred).

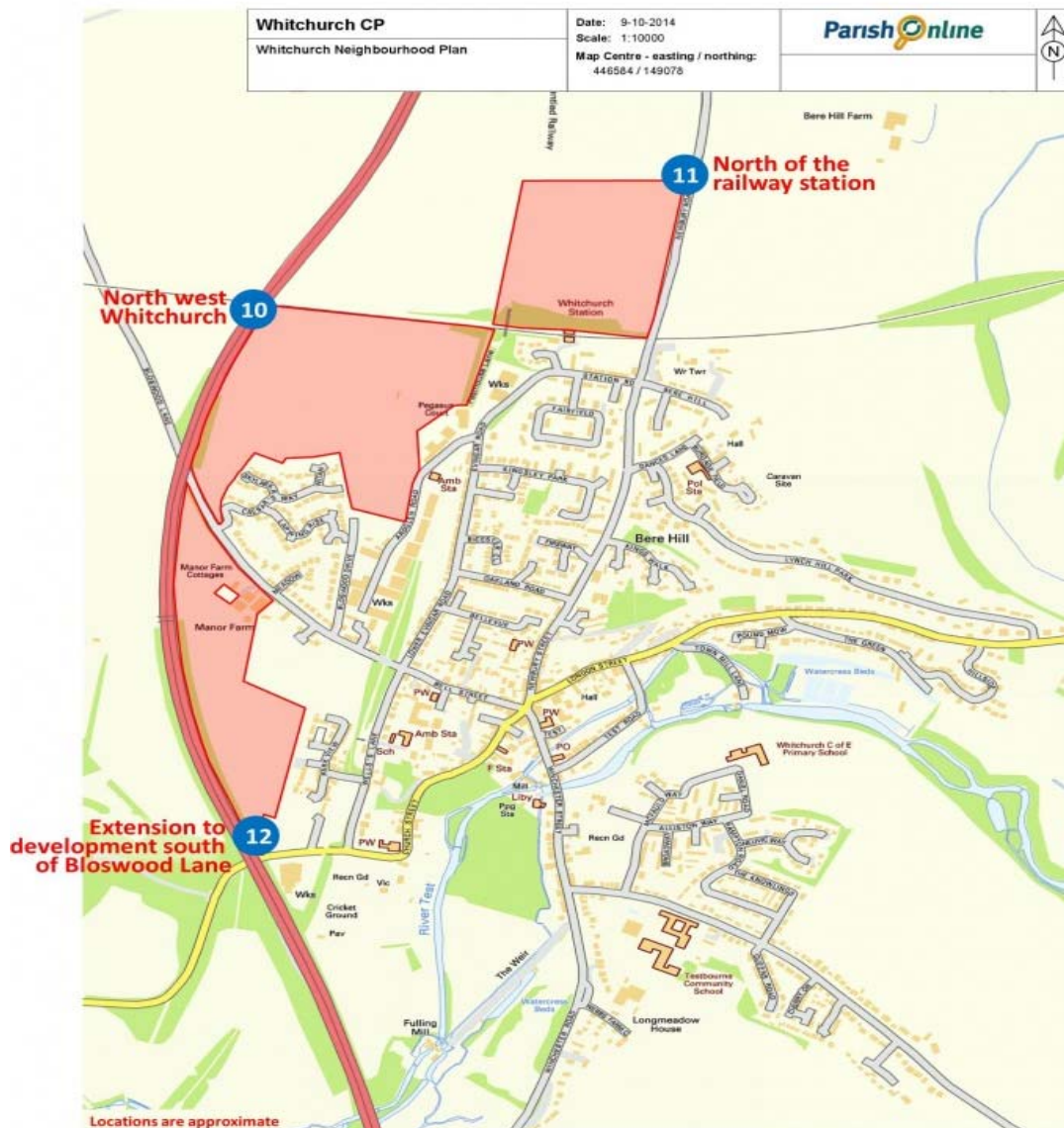


Figure 10. Employment site options

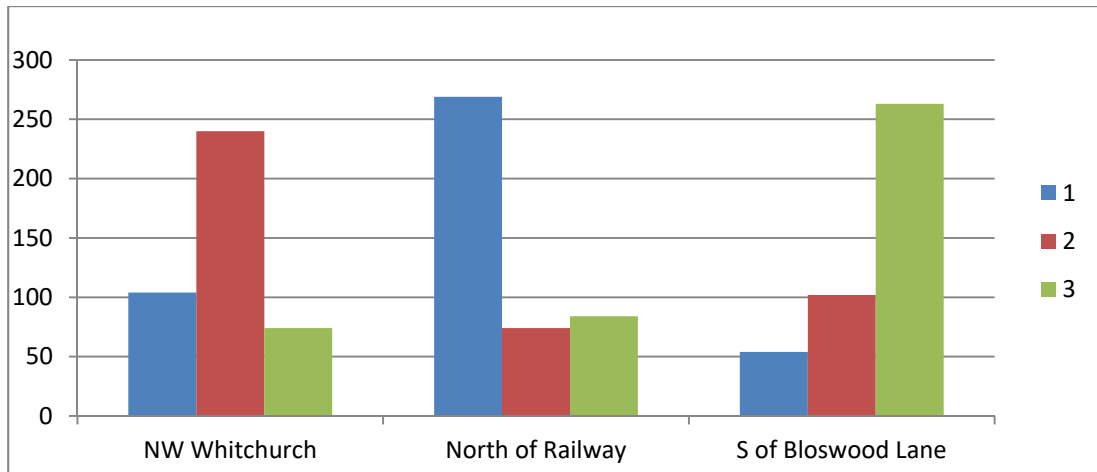


Figure 11. Simple ranking counts for employment sites

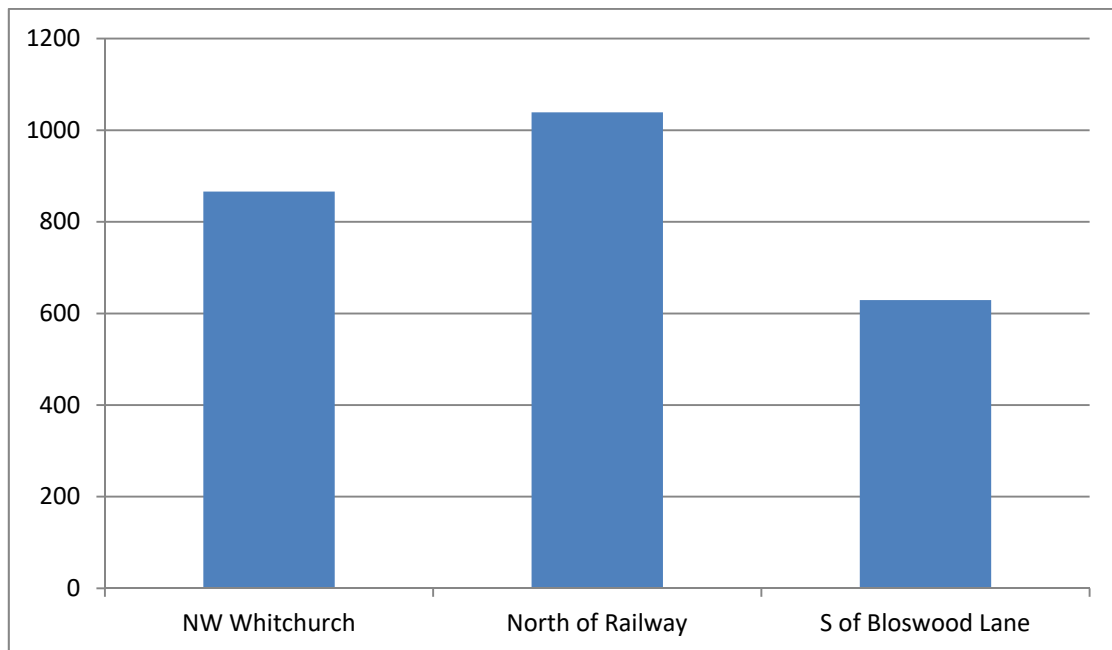


Figure 12. Borda Scores for employment site options

4.16 Both analyses indicate that the highest ranking site is North of the Railway and the lowest ranking site is South of Bloswood Lane.

### Preferred size for new employment development

4.17 The respondents were asked to rank 4 options in order of preference (1 = most preferred, 4 = least preferred). The options given were;

- A development size that purely fulfils the need for employment to grow in line with population?
- A development size that fulfils the need for employment growth in line with population, but also allows for expansion requirements of current local businesses?

- A development size that would significantly increase local employment and attract new businesses?
- No allocation for any new employment sites?

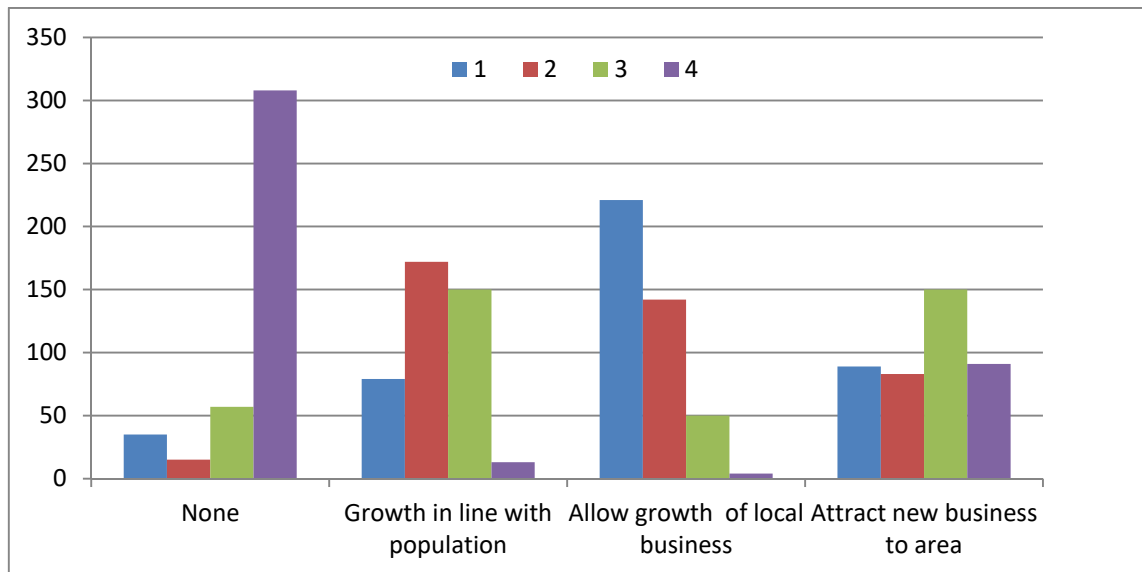


Figure 13. Simple ranking counts for employment site options

4.18 The respondents clearly do prefer an allocation of employment land be included in the neighbourhood Plan as the vast majority of respondents ranked “none” as their least preferred option.

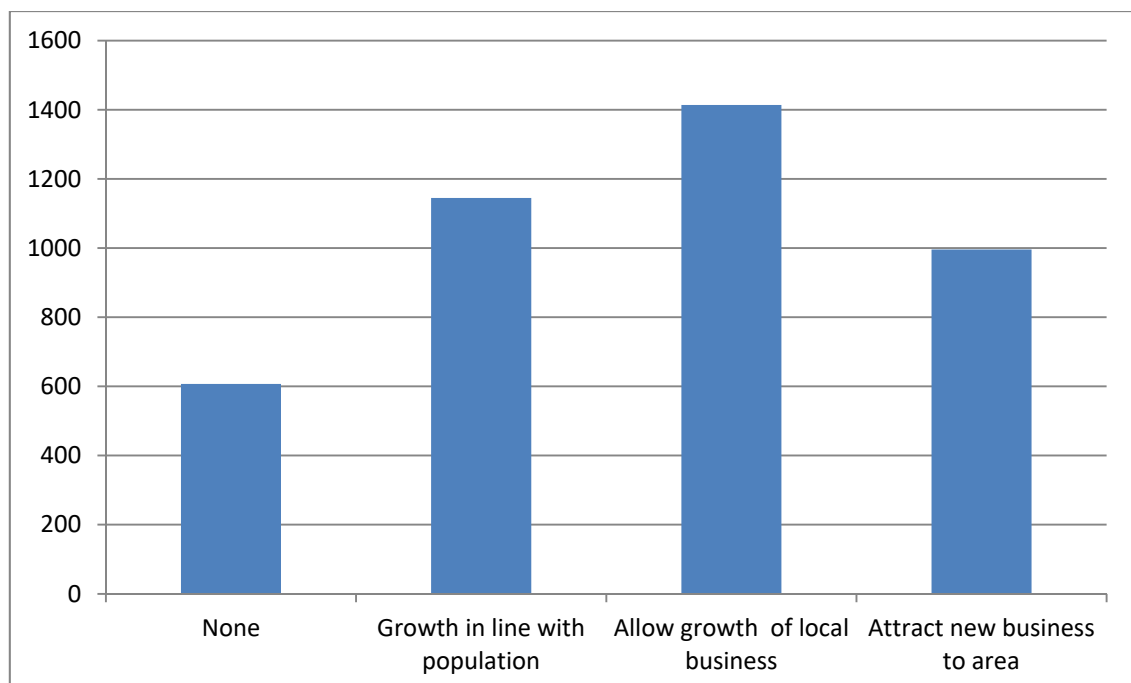


Figure 14. Borda Scores for Employment site options

4.19 The Borda results indicate a preference to allow growth of local business above that for the increase in population, rather than attracting new business to the area.

## Community Infrastructure Projects

4.20 Respondents were asked to prioritise ten community infrastructure projects from a list ranked from 1 to 10 (1 = 1st choice, 10 = 10th choice).

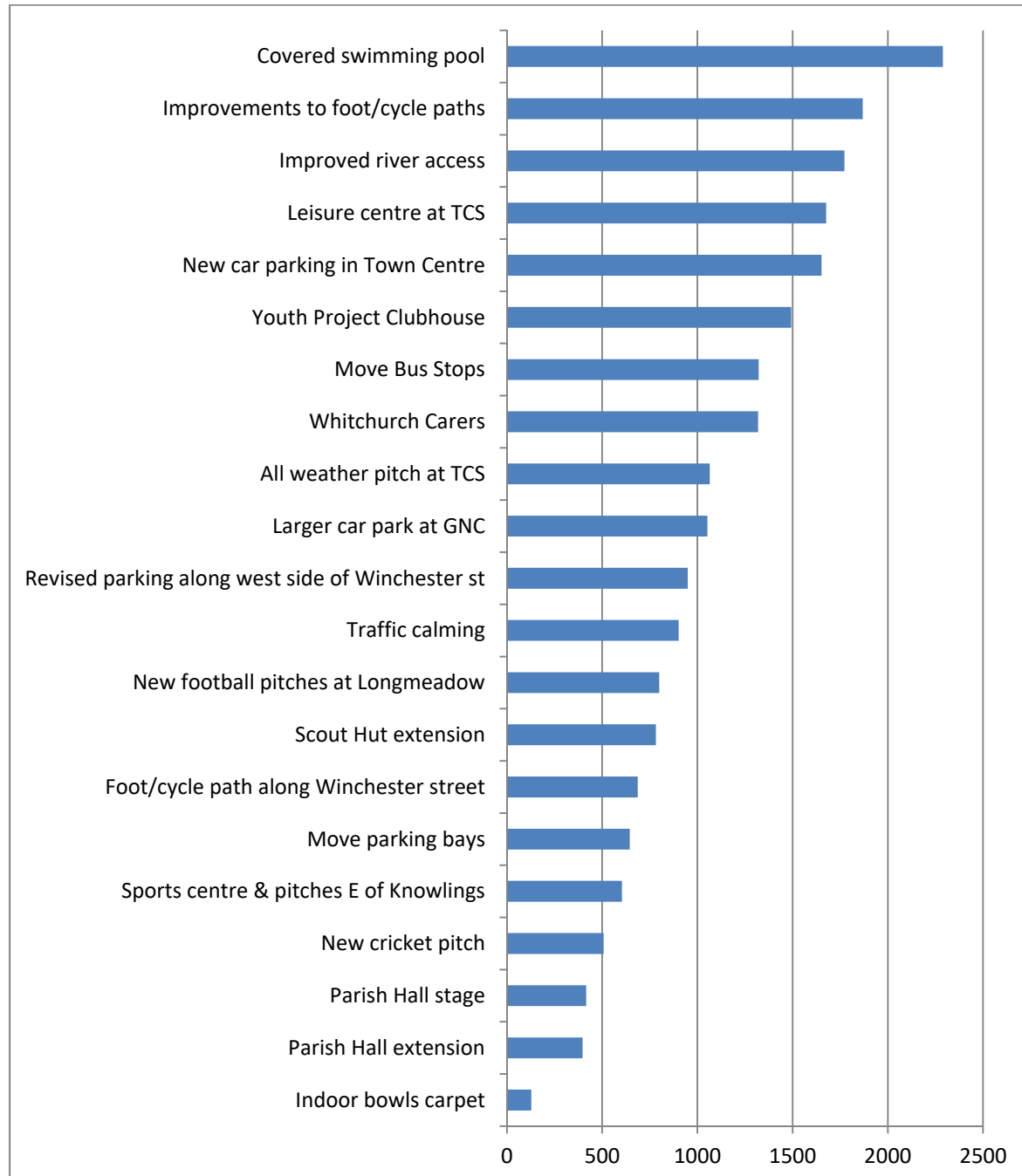


Figure 15. Borda Scores for potential Community Project Options

4.21 The most supported projects were the covered swimming pool, improvements to foot and cycle paths and improved access to the River Test. The comments however have a general inter-related concern about the under provision of sports, leisure and community provision for young and elderly residents. Comments recognised that enabling families to access safe community and sports facilities in



Whitchurch would avoid the need to travel to Andover or Basingstoke and make the community more sustainable.

### Other suggested Community Infrastructure Projects

4.22 Respondents were asked to suggest other community infrastructure projects which were not on the list. The category of responses is provided on the chart.

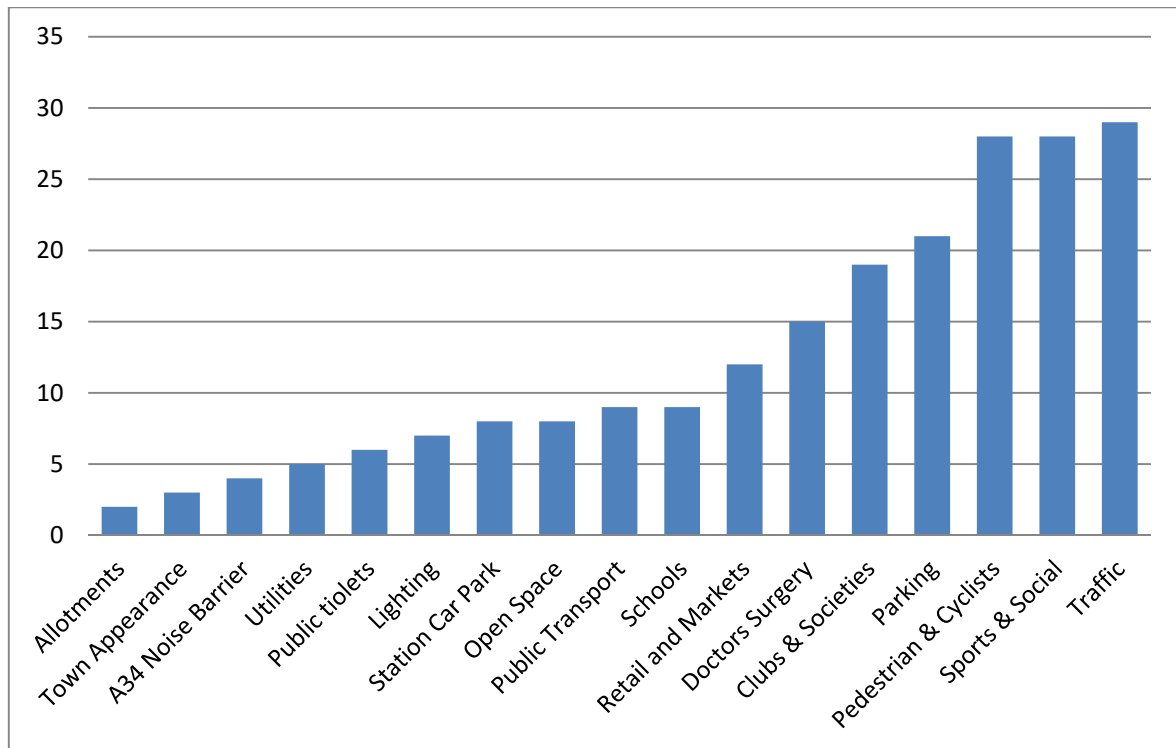


Figure 16. Suggested other projects by type

4.23 Projects associated with traffic management and sports and social facilities ranked highly in the suggestions made.

### Town Centre Development Ideas

4.24 In the 'Vision' consultation we asked the Community about their hopes for the future of Whitchurch. In order to try and address these hopes, we presented some potential ideas for future development in the town centre in the public consultation held in October. Whilst it was stated in the posters presented at the consultation that principal landowners were consulted on these outline sketch proposals, it is regretted that the owners of The Roos and No 17 Church Street whose residential property and land would be directly affected by the proposals, were not consulted.

4.25 In response to the question "What do you think of the ideas presented for the Town Centre"? The responses were:

- 54% Supportive (Very Positive/Positive)
- 20.9% Neutral
- 27.4% Not Supportive (Negative, Very Negative, Sceptical)

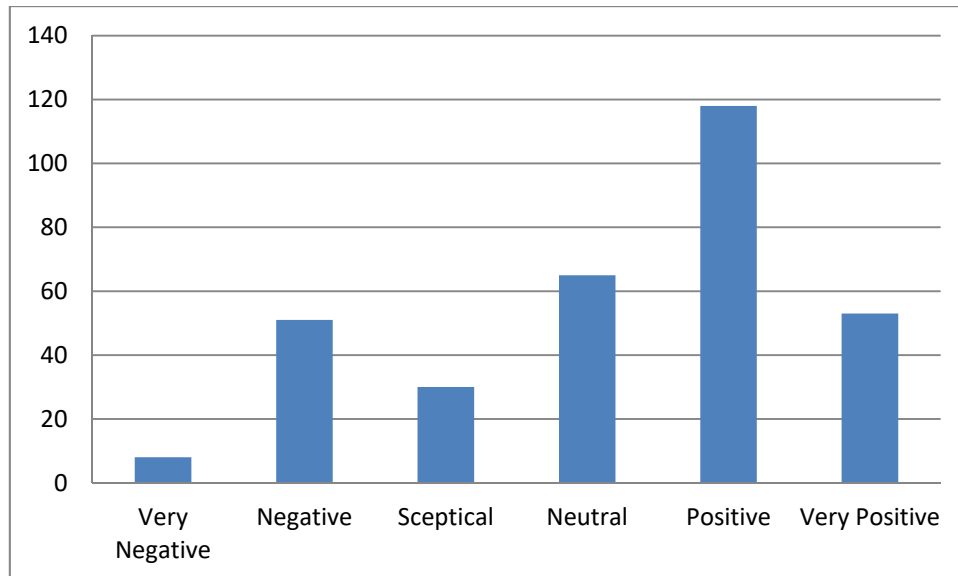


Figure 17. Comments with Regard to Town Centre Proposals

4.26 Key Topics (listed in order of occurrence as key theme) were:

- **Access to River**
- **Market**
- **Traffic**
- **Parking**
- **Retail**
- Petrol Station (relocation?)
- Green Spaces and Trees
- Pedestrian Access
- Town Attractiveness
- Doctors Surgery
- Tourism
- Sports
- Toilets
- School
- Fire Station

4.27 Topics in **bold** comprised the key theme in more than half of the responses made.

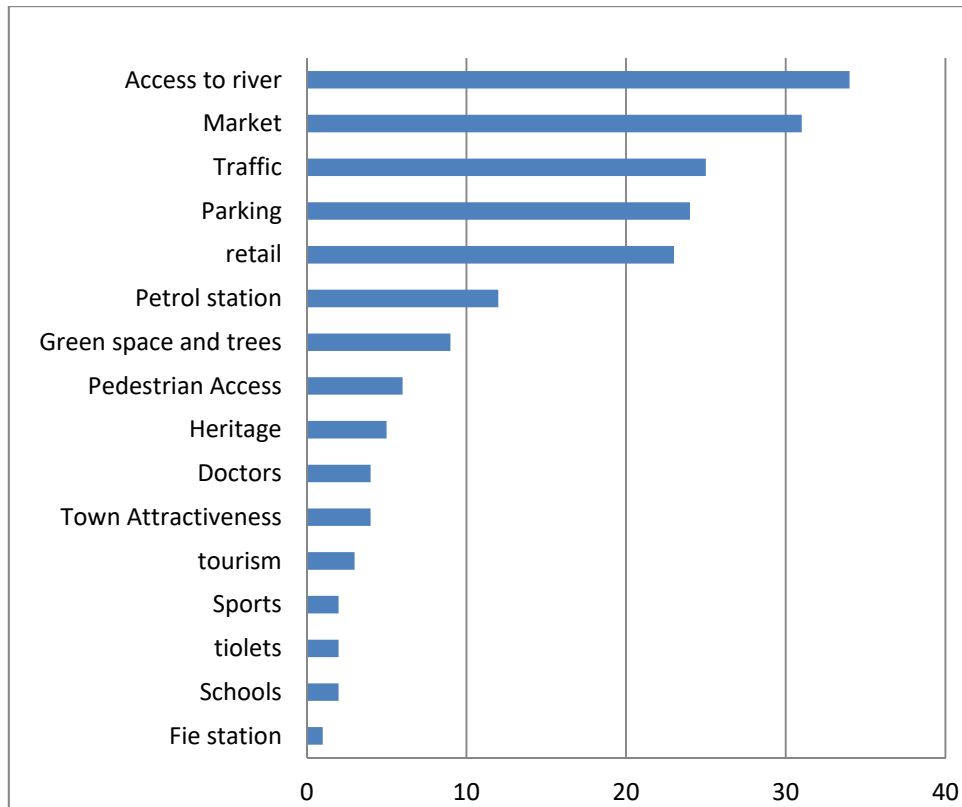


Figure 18. Town centre comments by topic

- 4.28 One of the projects of the Town Action Plan in 2005 was to reduce HGV through traffic. Arguably, this has only had limited, if any, success. Feedback from the Neighbourhood Plan open days on the 'Vision' and comments on the questionnaires show that traffic, particularly HGV traffic is still the biggest concern for residents.
- 4.29 Residents also wish for more short stay (business and shoppers) car parking located appropriately to serve the town centre. The consultation response also recognised the need for longer stay car parking to address the needs of visitors to the town and Silk Mill.
- 4.30 There was significant support shown for improved access to the River Test and improved pedestrian routes through the town. Many noted the need to respect and enhance the setting of our listed buildings which are seen as an important asset to the town.
- 4.31 Support for the re-introduction of a public 'market square' at the heart of the town was strong.
- 4.32 There was also support for improvements to the retail environment in the town centre.
- 4.33 Concern was expressed in many replies over the possible loss or relocation of existing facilities such as the fire station and petrol station.

## 5. Reasons for choices

### Reasons for ranking housing site locations

5.1 The reasons for the ranking of the sites in Question 7 of the Questionnaire were assessed. It was not possible to ascribe some of the comments to particular sites due to their general nature or lack of clarity. These general responses were assessed in terms of the general reasons for high and low ranking of the sites followed by the site-specific responses.

#### *General responses*

5.2 The general responses for high ranking of sites indicate that small brownfield sites which do not generate significant traffic in the town centre are the principal criteria for high ranking. Good access to the A34, loss of green space and the location of sites spread over the town to reduce impact at one location, or in the north rather than the south of the town, were also mentioned.

5.3 The general responses for low ranking support the above high ranking criteria in that poor integration of large sites, traffic generation in the town centre and building on greenfield sites are all seen as important for low ranking of sites.

#### *Site 1: North West Whitchurch.*

5.4 The reasons for the high ranking of this site were primarily associated with the relatively low impact of the proposed development on traffic in the town centre due to location and access to the A34 to the north. Its proximity close to the station and associated proposed station car park and access to public transport are also significant factors. The proposed development being an appropriate land use (for mixed use) and relatively well screened were also mentioned.

5.5 The reasons for low ranking are primarily loss of allotments, poor access including the use of Caesars Way and local traffic generation. The potential impact on current industry and likely noise issues were also important. Access through the tunnel was mentioned by some as an alternative.

#### *Site 2: Evingar Road North*

5.6 The primary reason for the high ranking of this site was that the current site is not being used and that housing would be an appropriate use. Its close proximity to the town, good transport links and low impact on town traffic were also mentioned.

5.7 The reasons for low ranking were almost all related to local traffic generation with landscape and noise issues also being mentioned.

#### *Site 3: Whitchurch Car Centre*

5.8 The reasons for high ranking of this site were primarily that it was of appropriate size and land use, close to the town centre and amenities and with relatively low impact on traffic.

- 5.9 The main reasons for low ranking were that it was an inappropriate land use (it should be used as a car park), loss of local jobs and amenity and was of too small a size.

*Site 4: Dances Lane*

- 5.10 The reasons for high ranking were that this is of appropriate size and land use adjacent to existing housing and has good access to the railway station.
- 5.11 Reasons for low ranking were primarily that this was an inappropriate land use.

*Site 5: Extension to Blosswood Lane*

- 5.12 The reasons for high ranking were primarily that it was an appropriate land use on the outskirts of the town, adjacent to existing housing and within the natural boundary of the A34, preventing future sprawl to the west. It was also considered to have a relatively low impact on town centre traffic and to have landscape capacity. The good proximity to town centre was also mentioned. The potential benefits of a noise barrier if feasible, were also considered important.
- 5.13 The reasons for low ranking were primarily access and local traffic generation with impact upon Blosswood Lane, the railway tunnel and Bell Street being of prime concern. Many also thought that the site already had sufficient houses and that the noise and pollution from the A34 would not be acceptable.

*Site 6: North of the Cricket Ground*

- 5.14 The small number of respondents who favoured the North of the Cricket Ground felt that it was an appropriate site and land use close to the town centre with low traffic generation issues.
- 5.15 The vast majority of comments were generally or specifically against the development of the North of the Cricket Ground. The principal concerns were that this was a key historic part of the town within the conservation area, with great views, landscape value and access to the river. Its development would mean the loss of a sporting facility and also an informal car park used primarily for church and sports functions. It was also considered to be subject to flooding and have access issues.

*Site 7: East of Knowlings*

- 5.16 The small number of respondents who favoured this site suggested it would not suffer from noise from the A34, was of appropriate size, would have low impact on town traffic and has good access to the schools. The site not being visible was also mentioned.
- 5.17 By far the largest number of reasons for low ranking related to impact upon traffic with the junction of Micheldever Road, Winchester Road and school traffic being specifically mentioned. The loss of amenity open space for dog walking and other activities was also important. Difficulties of access to the site were also emphasised.

### *Site 8: East of Winchester Road*

- 5.18 This site provided the greatest divergence of opinion with regard to the reasons given for its ranking.
- 5.19 The primary factors for high ranking of this site were the site would have relatively low impact on traffic with good access to the A34 without going through the town centre. The proximity of the site to the schools would enable children to walk to school and the bus/school drop off point would help to reduce traffic. The community benefits in terms of open space and sports pitches and facilities were also considered important. A few respondents thought that the site was of an appropriate size and appreciated the low density layout and landscaping.
- 5.20 The reasons given for low ranking were primarily impact on local traffic and loss of agricultural land, open countryside and landscape. A significant number pointed out that the site had poor access and access to the A34 northbound and the station would be via the town centre. A significant number thought the site was too large and would allow for further expansion into the countryside. A number doubted the need for additional sports and community facilities.

### *Site 9: East of Bere Hill*

- 5.21 The principal reasons for high ranking of this site were the easy access to the A34 north of Whitchurch and the relatively low impact upon town centre traffic. The location of the site close to the railway station and public transport was also noted. Some felt it was of an appropriate size and could be easily integrated.
- 5.22 The principal reason for low ranking of this site was loss of visual amenity, landscape impact and loss of farmland. Poor accesses from Newbury Road and traffic issues were also important with the steep hill into Whitchurch expecting to generate additional traffic. There were also concerns regarding the potential impacts on the scouting and nursery facilities. Impact upon fauna and natural habitats were also mentioned. A number mentioned that the site was not of an appropriate size and there would be problems of integration.

## **Reasons for most preferred size of new housing developments**

### *Only small sites*

- 5.23 The principal reasons given for the high ranking of the “only small sites option” were that small sites would have far less impact on the character of the town and would be far easier to integrate. It would also spread traffic generation around and thus not result in congestion. It was also felt that smaller sites would have less impact generally as well as on infrastructure, visual amenity and during the construction phase. It was also mentioned that smaller sites would allow for organic phased growth on brownfield rather than greenfield sites.
- 5.24 The reasons given for low ranking were primarily that disruption and traffic would be spread across the town and that there would be few community benefits from the developments. The reason that developments would also impact the character of the town with high density expensive housing on open sites was important. Difficulty in serving these developments with infrastructure was also important.

The fact that it would be difficult to meet the required housing numbers, result in piecemeal developments with no planning structure on sites which potentially had better use, was also mentioned.

### *One large site*

- 5.25 The principal reasons for high ranking of one large site are that the impacts of development would be restricted to one area, provide enhanced community benefits and allow infrastructure needs to be better met. Lower traffic impacts, the development of a local community spirit and to provide cheaper housing were also important. Single phase of construction and to allow the smaller sites to be used for other purposes was also mentioned.
- 5.26 The greatest number of respondents ranked this option lowest. The principal reasons given were that one site would be an isolated development which would spoil the character and not be in keeping with the town. It would be isolated and difficult to integrate. Other principal reasons were that it would generate traffic in one location through a single access which would cause disruption. Disruption during construction in a single point of the town was also considered important. Other reasons mentioned were visual and natural environmental impact, loss of greenfield and challenges with infrastructure.

### *One large plus several small sites*

- 5.27 The principal reasons for high ranking of this option was the recognition that one large site will be required to meet the housing needs and that it would provide key community benefits. The impact would be kept mainly in one place and it would be easier to provide infrastructure. The benefit of using brownfield sites and keeping traffic generation to one location was also mentioned.
- 5.28 The small number of recipients who ranked this lowest mentioned traffic generation as their main reason.

### *One medium plus several small sites*

- 5.29 The principal reasons for high ranking appear to be that respondents would prefer smaller infill developments on brownfield sites but recognise that at least one medium size site would be required to meet the numbers needed. A significant number of responses were against large developments. Spreading the impacts around the town would have the benefits of less impact on the character of the town, aid integration and reduce traffic impacts through a larger number of site access points. The fact that community benefits may arise and the medium site would provide community spirit was also mentioned.
- 5.30 The very small number of recipients who ranked this option lowest mentioned adverse traffic impacts as the reason.

### *Two medium sized sites*

- 5.31 The principal reasons for the high ranking of this option is that one very large site is not favoured but two medium sites may provide similar community benefits and spread the impact and traffic generation around the town. Better integration and

lesser impact on the character of the town were also important. Best use of land on the outskirts of the town was also mentioned.

- 5.32 The few respondents who ranked this option lowest mentioned potential loss of community benefits and spread of traffic generation as their reasons.

### Reasons for ranking new employment sites

#### *North West Whitchurch*

- 5.33 The reasons given for the high ranking of this site were primarily that it was close to existing industry, built on brownfield and close to the railway station. Low visual impact and relatively low impact on town centre traffic with potential good access to the A34 were also important. The fact that it provided station car parking, had good transport links, avoided incursion into AONB and good A34 access were also mentioned.
- 5.34 The principal reason for the low ranking of this site was poor access and local traffic generation especially on Ardglenn road and around the station, and particular concerns about HGVs. The proximity of houses to industry and the preferred use of the whole site for housing was also important. Loss of the allotments, impact on footpaths, dog walking, wildlife and the natural environment and local parking were also mentioned.

#### *North of the Railway*

- 5.35 The principal reasons given for the high ranking of this site were that the site was located well away from the town close to the railway station and would not impact on houses or residents. HGVs and other traffic would be able to easily access the A34 north of Whitchurch and therefore impact on Whitchurch Town Centre would be less than other alternatives. The provision of a station car park and associated facilities were also very important. The ability to relieve local traffic congestion around the station was also important. Its location north of the railway in proximity to existing industry and to provide a new focus and opportunity for additional expansion was also mentioned.
- 5.36 The reasons for low ranking were primarily the site would breach the natural railway development boundary into the AONB, resulting in loss of agricultural land and visual impact allowing for future uncontrolled development. The reason that it would change the character of the town and that the station car park would only benefit those outside Whitchurch was also mentioned.

#### *South of Blosswood Lane*

- 5.37 The few respondents who ranked this site highest primarily did so because it was an appropriate use of the land adjacent to existing development, better suited to industry than housing and that it would be conveniently located for housing and town centre, thus reducing traffic. The fact that it would provide a noise barrier was also mentioned.
- 5.38 By far the most important reason why this site was low ranked was traffic, poor access, impact on local roads, particularly Blosswood Lane and the single track



railway bridge, and the generation of HGV traffic through the town centre. It was also felt that housing and industry should not be in such close proximity and that the land should be reserved for housing. That the area was already well developed and it would represent a loss of countryside was also important. The location was also too remote from existing industry and being too close to the town centre was also mentioned.

### Reasons for top choices for community infrastructure projects

5.39 The analysis below relates to the specific projects identified. The most supported projects were the covered swimming pool, improved foot and cycle paths and improved access to the River Test. The comments however have a general inter-related concern about the under provision of sports, leisure and community provision for young and elderly residents. Comments recognised that enabling families to access safe community and sports facilities in Whitchurch would avoid the need to travel to Andover or Basingstoke and make the community more sustainable.

#### *Youth Project – Clubhouse*

5.40 Proposal received strong support from the consultation with recognition that there are few places for young people in the town to go and improvements would benefit, directly and indirectly, the town as a whole. The centre could provide safe facilities for children to do schoolwork, activities for young people away from home and a point of contact for support agencies.

#### *Scout Hut – Extension*

5.41 Support for this specific proposal was low BUT proposal was often linked in comments supporting the need for improved facilities for young people.

#### *Whitchurch Carers*

5.42 There was a high level of support for improved facilities for elderly residents – comments were often linked to improved youth provision, with improving care in the community being a recurrent theme.

#### *Parish Hall Stage & Parish Hall Extension*

5.43 Whilst there was low specific support for these proposals, there was recognition in other comments of the value of the re-furbished Parish Hall to the community.

#### *All-Weather Pitch at Testbourne School and New Pitches at Longmeadow*

5.44 Comments showed a large measure of general support for improved sports pitch provision but not specifically at these locations.

#### *New Cricket Pitch*

5.45 Comment noted that the existing facility is a poorly supported asset, and there was a low level of support for a new facility.

### *Covered Swimming Pool*

- 5.46 Huge level of support across all respondents which echo's the outcome of the 2005 Health Check Survey. Recognition that being covered and part of a sports facility, this would be a year-round benefit for Whitchurch accessible to residents of all ages.

### *Indoor Bowls*

- 5.47 Very little support

### *Sports Centre East of the Knowlings*

- 5.48 Some support for this proposal, in the context of general support for improved sports facilities in Whitchurch.

### *Leisure Centre and Testbourne Community School*

- 5.49 Good level of support for this proposal linked to recognition that the school has existing facilities such as the open air swimming pool, which could be utilised and expanded for Community use.

### *Footpaths and Cycle Paths (including Winchester Street) and improved river access*

- 5.50 Large measure of support. Being able to access the river and links to the surrounding countryside within the town Centre was given a high priority. Many respondents wanted existing routes improved due to poor state of repair before new added, with a general concern re safety of cyclists because of traffic and on-street parking.

### *New parking in Town centre*

- 5.51 'Car parking/traffic is the most frustrating thing about living in Whitchurch' – a comment which sums up succinctly the views of many. Many recognised that much current parking is used by residents due to limited on-street parking, supporting more provision specifically for visitors/shoppers.

### *Move Bus stops and Move Parking Bays (including parking in Winchester Street)*

- 5.52 Good support for these proposal – many recognising that bus stop location needs to be co-ordinated with on-street parking provision in order to improve traffic flows within the town centre – which is a theme taken up by many respondents. Winchester Street noted by many as being a key route with on-street parking impacting traffic flow.

### *Larger Car Park at the Gill Nethercott Centre*

- 5.53 Low support for this specific proposal, but many respondents noted that the GNC carpark fills up very quickly.

### *Traffic Calming*

- 5.54 High level of support for measures to reduce traffic speeds to improve pedestrian and cyclist safety – comments often linked to concerns re traffic volume and need for improved parking provision.

## Appendix A Consultation Questionnaire



## ‘Where Should The New Houses Go?’ Questionnaire

### Demographics

Please complete the following personal demographic questions. This information will **only** be used to demonstrate that the Neighbourhood Plan has gained the views of a representative cross section of the local population.

**Only one form may be filled in per adult living or working in the Parish.** Please note, to ensure that this is complied with, **forms returned without a valid postcode and first line of address will not be counted in the results.**

**Q1 To which age group do you belong?**

- Under 20    
  20-29    
  30-39    
  40-49    
  50-59    
  60-69    
  70+

**Q2 What is your gender?**

- Male    
  Female

**Q3 What is your postcode?** .....

**Q4 What is your house name / number / first line of your address?**

.....

**Q5 If you work in the Parish, please tell us where you work.**

.....

## Housing

**Q6 Where would you like the new houses to be built?** We have presented nine potential sites for housing development to you, now we want you to rank these sites in your order of preference according to **LOCATION AND THE COMMUNITY BENEFITS OFFERED, NOT SIZE OF THE PROPOSED DEVELOPMENT.**

**Please rank the following locations in your order of preference (1 = most preferred, 9 = least preferred).**

POTENTIAL SITE LOCATIONS	RANK, 1 - 9
Dances Lane (site of Police Station, off Newbury Road)	
Whitchurch Car Centre (Winchester Street)	
Extension to development south of Bloswood Lane (land closest to the A34, in addition to 150 houses already planned here)	
North West Whitchurch (behind Ardglen Road, including old allotments site)	
Evingar Road North (old Serendipity Sam's site/RE Thompson)	
East of The Knowlings (off Micheldever Road)	
Land to the East of Bere Hill (by Scout Hut & Nursery)	
East of Winchester Road (adjacent to the back of Testbourne School)	
North of the Cricket Ground (off Church Street, opposite Wells Lane and All Hallows Church)	

**Q7 What reasons lie behind your preferences for new housing locations?** To better understand why people have chosen one site over another in the previous question, please can you tell us your main reasons.

**Main reason(s) for most preferred locations (please give site and reason):**

.....  
 .....  
 .....

**Main reason(s) for least preferred locations (please give site and reason)**

.....  
 .....  
 .....

**Q8 What is your preferred size for new housing developments?** We need to build approx. 350 new homes to comply with Basingstoke & Deane’s Emerging Local Plan, but 150 of these have already been allocated to land south of Blosswood Lane. What is your preferred size of development for the remaining 200 houses? **Please note that community benefits offered with large sites (such as public open space and playing fields), may not be available if the number of houses is reduced, or may not be offered for smaller sites.**

**Please rank the following 5 options in your order of preference (1 = most preferred, 5 = least preferred).**

DEVELOPMENT SIZE	RANK, 1 – 5
To have the 200 new houses on one large site?	
To have the majority of the 200 houses on one large site and the rest on small sites?	
To have the 200 new houses split between 2 medium-sized sites of 100 houses each?	
To have the 200 new houses split between 1 medium-sized site of 100 houses and some smaller sites of 50 or fewer houses?	
To have all 200 new houses split between smaller sites of 50 or less?	

**Q9 What reasons lie behind your preferences for size of new housing developments?** To better understand why people have chosen one size option over another in the previous question, please can you tell us your...

**Main reason(s) for most preferred size(s) of housing development:**

.....  
 .....

**Main reason(s) for least preferred size(s) of housing development:**

.....  
 .....

**Q10 What would be your preferred option for Land to the East of Bere Hill?** (by Scout Hut & Oak Tree Nursery). In the developer’s proposal for this site, they have offered a choice of layout for the proposed 100 houses. Regardless of whether you have ranked this site high or low in Q5, please can you tell us which of the two options you prefer.

<b>Option A:</b> New homes wrap around the back of the retained Scout Hut and Children’s Nursery. A local play area forms a focus for the development. Access is via a left turn at the end of Bere Hill.	
<b>Option B:</b> The Scout Hut is relocated to the north of the site and new sports pitches are provided alongside it for community use. This creates a more direct access from Bere Hill into the heart of the site.	

## Employment

New housing means population growth, and if industry is to grow alongside population to provide local jobs, new employment sites need to be allocated.

**Q11 Where would you like to see the new employment sites?** We have presented three potential sites for employment development to you, now we want you to rank these sites in your order of preference.

**Please rank the following locations in your order of preference (1 = most preferred, 3 = least preferred).**

POTENTIAL EMPLOYMENT SITES	RANK, 1 - 3
North West Whitchurch  (land south of the railway line behind old Serendipity Sam's and RE Thompson)	
North of the railway station (off the top of Newbury Road)	
South of Blosswood Lane Extension  (land closest to the A34, in addition to 150 houses already planned here)	

**Q12 What reasons lie behind your preferences for new employment sites?** To better understand why you have ranked one site over another in the previous question, please can you tell us your...

**Main reason(s) for most preferred site (please give site and reason)**

.....  
.....

**Main reason(s) for least preferred site (please give site and reason)**

.....  
.....

5.55 **Q13 What is your preferred size for new employment development?**

**Please rank the following 4 options in your order of preference (1 = most preferred, 4 = least preferred).**

DEVELOPMENT SIZE	RANK, 1 - 4
A development size that purely fulfils the need for employment to grow in line with population?	
A development size that fulfils the need for employment growth in line with population, but also allows for expansion requirements of current local businesses?	
A development size that would significantly increase local employment and attract new businesses?	

No allocation for any new employment sites	
--	--

## Community Infrastructure Projects

**Q14 Please choose your top 10 community infrastructure projects from the list below, ranked from 1 to 10 (1 = 1<sup>st</sup> choice, 10 = 10<sup>th</sup> choice):**

		Your Top 10
<b>Community</b>		
C1	Youth project - new club house	
C2	Scout Hut extension	
C3	Whitchurch Carers establish not for profit care agency	
C4	Parish Hall - stage improvements	
C5	Parish Hall - construct a new extension across the rear face of the building	
C1	Youth project - new club house	
<b>Sports</b>		
S1	All weather football pitch at Testbourne Community School	
S2	New football pitch(s), adjacent to Sports & Social - football club & Testbourne	
S3	New cricket pitch for Whitchurch Cricket Club	
S4	Indoor swimming pool/roof to existing swimming pool	
S5	Re-carpeting of the indoors bowls arena	
5.56 S6	5.57 B&DBC land next to QEII field - Sports Centre with football pitch	5.58
S7	Leisure & Recreation Centre at Testbourne Community School	
S1	All weather football pitch at Testbourne Community School	
S2	New football pitch(s), adjacent to Sports & Social - football club & Testbourne	
<b>Roads and Parking</b>		
R1	Improvements to cycle network / footpaths	
R2	New car parking near Town Centre	



R3	Moving 2 bus stops to prevent blocking travel flows,	
R4	Move parking bays to opposite side of road to slow entry not exit	
R5	Larger car park at GNC	
R6	Bi-directional cycling / walking path eastside of Winchester Road from square to Micheldever Road	
R7	Revised parking facilities west side of Winchester Road GNC to Micheldever Rd	
R8	Traffic Calming along road that enter/leave the town	
Tourism		
T1	Improved access to the River Test	

**Q15 What reasons lie behind your top choices for community infrastructure projects?** To better understand why people have chosen one project over another in the previous question, please can you tell us your...

**Main reason(s) for top choices for community infrastructure projects:**

.....  
 .....

**Q16 Do you have any other community infrastructure projects you may wish to add to our list?**

.....  
 .....

### Town Centre Development Ideas

In the 'Vision' consultation we asked you about your hopes for the future of Whitchurch. In order to try and address these hopes, we have presented some potential ideas for future development in the town centre.

**Q17 What do you think of the ideas presented for the Town Centre?**

.....  
 .....

**Q18 Is there anything else you would like to tell us as part of this consultation?**

.....  
 .....

**Thank you**

## Appendix B Respondents' reasons for rankings

### Reasons for high ranking of potential employment sites (number of references)

Reason for high ranking	North West Whitchurch	North of Railway	South of Blosswood Lane
Brownfield development	11		
Proximity to existing industry	38	11	3
Near to railway	12	37	
Provision of car parking	2	48	
Lower impact on Town Centre traffic	6	62	1
No visual impact	7	4	1
Good transport links	2	8	
Access should be through tunnel	2	2	
Low impact on character of Town	2		
Noise from A34	2		
Good A34 access	6	56	
No incursion into AONB	2		
Station infrastructure improvements		12	
Easy Local traffic around station		17	3
HGV Traffic to avoid town roads	2	49	
Possible relocation of existing industry		1	
Good access	1	28	
Less general disruption	2	13	2
Away from town Houses etc.		44	
New focus out of town		2	
Extends town to the north		10	
Good use of site			3
More suitable use than housing			18
Provides noise barrier			1
Convenient for housing/Town centre			6
Close to existing development			4

### Reasons for low ranking of potential employment sites (number of references)

Reason for low ranking	North West Whitchurch	North of Railway	South of Blosswood Lane
Local traffic issues	84		21
HGV generation through Town	25		6
Area over-developed	11		
Industry in to close proximity to housing	53		6
Remote from existing industry	3		
Loss of countryside	3		
Should be housing not industry	16		5
Noise impact	7		
Poor access	28		6
No station car park	6		1
AONB	1		
Furthest from station	1		
Too close to town	5		1
Disruption	1		1
Visual Impact		7	
Beyond natural railway boundary		29	
Incursion into AONB		20	
Loss of Agricultural Land		10	
Will end up in further development north		15	
Sewage infrastructure		1	
Change character of town		2	
Station car park is for outsiders		3	
No benefits to Town centre business		1	
Better alternatives		1	
Better alternatives		1	
Loss of Allotments			3
Loss of dog walking			2
Impact on Wildlife and environment			3
Does not help parking			2

### Reasons for high ranking of size of housing sites (number of references)

Reason for high ranking	Only small sites	One large site	One large plus several small	One medium plus several small	Two Medium
Ease of integration	35			8	3
Adverse effect on character	36			10	5
Reduced traffic impact	22	8	9	14	14
Organic phased growth	4			5	
Prefer infill sites	2			16	
Brownfield rather than greenfield	3		5	6	1
Infrastructure impacts	7				
Less general impact	16		8	4	9
Dispersed around town	14		3	16	5
Less visual impact	3	1		1	2
Less construction impact	2				
not a commuter town	2				
sustainable growth	1		1	1	
Meet infrastructure needs		6	8		1
Impact all in one place		25	9		2
Benefits to the community		13	26	6	16
better community spirit		3	3	6	2
Single phase of development		1			
Reduce construction traffic		2	1		
Allows alternative development at smaller sites		1			1
Provides cheaper houses		4			
One large site is required			6	4	1
Don't want very large site				14	10
Better access				5	1

### Reasons for low ranking of size of housing sites (number of references)

Reason for low ranking	Two medium	Only small sites	One medium and several small	One large site	One large and several small
Adverse traffic	1	27	1	59	1
Loss of community benefits	2	12			
Loss of employment		1			
Impact on Character		9		56	
Impact across town		36			
Creates high density development		9			
Lack of planning structure		5			
Cannot meet the required numbers		3			
More difficult for infrastructure		15		4	
Loss of open green space		3			
less opportunity for other use		2			
Visual impact		1		7	
Higher priced housing		1			
One site too large				28	
Disruption in one location				18	
Isolation and poor integration				59	
Single point of access				3	
Invites further development				4	
Impact on natural environment				6	
Loss of greenfield				5	
Too fast development				1	
No shops on site				1	

### Reasons for high ranking of housing sites (number of references)

Reason for high ranking	North West Whitchurch	Evingar Road	Car Centre	Dances lane	Bloswood Lane Extension	North of the Cricket Ground	East of Knowlings	East of Winchester Road	East of Bere Hill
Parking provision	8								
Appropriate land use	6	12	12	22	7	1			2
Low impact on town traffic	13	2	7	12	11	3	4	25	20
Open space/ community facilities	3						1	18	2
Mixed use	5								
Boundary to development	2				8				
Landscape issues	4	1	1	1	4		2	5	1
Access to A34	11	1						21	13
Rail travel access	13	2		4					5
Outskirts of town	2				3			1	1
Least crowded part of town	2								
Access to public transport	4	1							1
Existing site allocation	3	1			1			2	
Appropriate size	2	1	3	12	1	1	2	11	3
Noise	1				7		3		1
Integration/adjacent to existing devt.	2			5	8				1
Access	1							10	1
Proximity to town Centre		3	4		2	1			
School access							2	22	
School drop off point								11	
Sports and social facilities provision								10	
Phased development								2	

### Reasons for low ranking of housing sites (number of references)

Reason for low ranking	North West Whitchurch	Evingar Road	Car Centre	Dances lane	Bloswood Lane Extension	North of the Cricket Ground	East of Knowlings	East of Winchester Road	East of Bere Hill
Inappropriate land use	3	1	4	3		1	6	26	22
High on local traffic	15	6	1		19	3	63	42	19
Open space/community facilities		1	2		1	13	19		10
Impact on industry	5		2						
Boundary to development	1							7	1
Landscape issues	2	2			1	20	1	12	
Access to A34								6	
Outskirts of town					1				4
Least crowded part of town									
Inappropriate size	1		2			3	1	15	4
Loss of allotments	15								
Noise	6	1			15			1	
integration/adjacent to existing dev	1				1				
Access	9				3	2	11	10	6
Already too much development					8				1
Historical/Conservation						17			
Flood						5			
Too far from station								4	
Sports and social not needed								7	