

enhance **East
Hampshire**

East Hampshire Place-Making Strategy 2019-2036

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Foreword

There is not “one” East Hampshire, but many towns, villages and hamlets which all boast proud identities, diverse characters and distinct attractions. Together, our natural and man-made environments have made the district one of England’s most beautiful places, with over half the district located in the South Downs National Park. Indeed, our rich mix of stunning landscapes, fascinating heritage and convenient transport networks to key educational and commercial centres, have all made the district a desirable place in which to live, work and enjoy.

However, amongst the wonders of our rolling hills and historic market towns, there are pockets of deprivation. It is, therefore, vital that we continue to harness and improve our district so that all our residents can enjoy their best quality of life, both physically and mentally.

As the district council, we recognise our role as an organisation that can foster an even better place in which to live, work and enjoy. We are already working closely with residents and businesses across East Hampshire to deliver better places. Two new leisure centres – one in Alton and one in Whitehill & Bordon – are currently being constructed and a third, the Taro Leisure Centre in Petersfield, has undergone a multi-million-pound refurbishment. In addition, we are continuing to work with the South Downs

National Park, Hampshire County Council, parish and town councils, and local community groups to support, lead and co-ordinate a variety of shared approaches and projects to help improve the lives and opportunities of our residents.

Nevertheless, it is important that we do not become complacent. We want to help strengthen our pride of place where community spirit and enterprise are strong; where people of different generations and backgrounds mix easily; where there are recreational and leisure opportunities and attractive physical spaces and buildings that bring people together; where there are good jobs and the right mix of housing; and where the most vulnerable residents can participate fully in civic life. To do this, we will use our consultation and engagement programme to ensure the views of our residents and businesses are used to help enhance our district for the benefit of all.

This strategy provides a framework for making the district the attractive place it can, and should, be. However, we believe that we are all stewards of the places in which we live and work. We all, therefore, have a role to play. The strategy builds on the work that has already been undertaken through the Whitehill & Bordon Regeneration Programme which recognises the value in working in partnership.

Together, we can all work to enhance our built and natural environments, enhance our residents’ lives and, moreover, enhance our district to reach its full potential.



Cllr Robert Mocatta
Cabinet Member for
Community Development,
Place-Making and
Infrastructure



Vision

“East Hampshire district is a wonderful place to live, work and visit; however, it has not yet reached its full potential. We will become a leading example of social, economic and environmental excellence by working with our partners to deliver ambitious place making initiatives and projects which enhance our district. These will improve the lives and opportunities of our residents, celebrate our fascinating and important heritage, and mitigate the impacts of climate change.”

Executive summary

East Hampshire District Council July 2019

Keeping a thriving district



This Place-Making Strategy provides a framework for how East Hampshire District Council (EHDC) will work with its partners in the public, private and voluntary sectors to make one of England's most desirable places even better in the future. It focuses on Alton, Petersfield, the Southern Parishes and Whitehill & Bordon as significant areas for place-making interventions.

With over half (57%) of the district located within the South Downs National Park, there are few places in the country that have such outstanding natural assets as East Hampshire. Its terrific natural environment binds the historic market towns and villages together, but each of these has its own distinctive character and identity, which must be maintained and enhanced. East Hampshire's strategic location means that it is easily accessible to major commercial locations including London, Guildford, Portsmouth, Southampton and Winchester. In short, it is a great place for residents, businesses and visitors.

The former Ministry of Defence garrison at Whitehill & Bordon is being transformed into a green, healthy and connected town and is one of the country's most ambitious regeneration programmes. The lessons from this will be used to support new initiatives in Alton, Petersfield and the Southern Parishes.

Making our places even better

East Hampshire is already a flourishing district. It has a population of 120,000 residents and its 7,000 businesses employ around 44,000 people. Unemployment levels are low and home ownership levels are high, and each of its towns has an active programme of community events throughout the year. Despite these successes, there remain pockets of the district that have high indices of multiple deprivation (IMD).

Population projections suggest that there will continue to be a marked shift in favour of post-working age residents, whilst substantial new housing developments (around 11,500 new homes by 2036) will bring new residents to the district's towns and villages, creating opportunities to integrate new and existing residents around shared visions for the future. New technology, mobile working and changing consumer habits are creating new challenges for high streets to re-invent themselves as diverse places that serve a multiplicity of functions, including acting as meeting places, commercial centres and focal points for community activities. A stronger focus on climate change and environmental issues, as well as health and wellbeing, has created a fresh impetus to design physical infrastructure that better supports the use of sustainable transport, including providing more opportunities for walking, cycling and better public transport.

All the above demands a place-based approach to economic growth and investment which, as defined by residents and businesses, is built on local distinctiveness and community visions for the future. The Neighbourhood Planning process that has already been taken forward in some areas is part of this, but creating thriving, happy places goes beyond the planning process.

As shown in the figure below, the concept of 'place' can be divided into three components. Place-shaping sets the vision and the strategy; place-making designs and delivers the physical infrastructure and ensures



that it connects people with place; and place-keeping maintains and enhances what is in place to ensure that services are delivered in a holistic way that responds to the distinctive needs of each area. East Hampshire District Council, along with its partners, has a role to play in all three.

Building on the above, place-making is about changing the way people live and the places they live in, making lives better by building happier, healthier and safer environments. It brings communities together and facilitates long term behavioural change, transforming people's lifestyles for the better. Effective place-making will help reduce the pockets of deprivation across the district, including reducing health inequalities and improving education, skills and employment opportunities.

In designing future towns and villages, East Hampshire District Council will address its climate change obligations. Protecting and improving the natural environment, conserving our natural resources and reducing traffic congestion and pollution will all be central to the district council's place-making approach.

Place-making opportunities

ALTON

The overarching place-making opportunities for Alton include strengthening its identity and sense of pride of place; improving public realm in and around the High Street; delivering key development sites (including the Coors Brewery and Station Forecourt); improving walking, cycling and wayfinding routes; and effectively deploying Section 106/Community Infrastructure Levy (CIL) and other monies to support Neighbourhood Plan objectives and improvements that deliver the most benefit to the town.



PETERSFIELD

The overarching place-making opportunities for Petersfield include making the town more walking and cycling friendly; taking forward the Spine Programme; developing a clear place narrative that builds on the town's location within the South Downs National Park; and effectively deploying Section 106/Community Infrastructure Levy (CIL) and other monies to support Neighbourhood Plan objectives and improvements that deliver the most benefit to the town.



SOUTHERN PARISHES

The overarching place-making opportunities for the southern parishes include improving facilities and infrastructure for cycling and walking; improving connectivity to Havant Thicket, Dunsbury Way and Waterlooville; supporting the villages to develop and articulate a strong sense of place with separate, but linked, identities; and effectively deploying Section 106/Community Infrastructure Levy (CIL) and other monies to support improvements that deliver the most benefit to the villages. In part, the above will be achieved by building on the work that is being done in Rowlands Castle to develop and consult on a Neighbourhood Plan. In addition, it will be vital to ensure that the development at 'Land East of Horndean' fully reflects the character of the local area and has the right infrastructure to support the population across the southern parishes.



WHITEHILL & BORDON

The overarching place-making opportunities for Whitehill & Bordon are well established and form the basis of the existing regeneration plans that have been agreed by the Whitehill & Bordon Partnership. These are to create a new green, healthy and connected town by 2036 and to ensure that the design and physical components of the new town are underpinned by place-making principles that encourage community participation, develop civic pride and support healthy and active lifestyles.

East Hampshire District Council will adopt a positive and participatory approach to place-making focussed on the four key areas of Alton, Petersfield, southern parishes and Whitehill & Bordon. The approach will be visionary and bold, and will help to develop plans which are collaborative, community-led and create a shared sense of identity, through the district council's consultation and engagement programme.



Recommended actions

The district council will implement actions that strengthen the connections between people and places; prioritise investment in public places and the built environment; and engage and inspire people to live, work and play in the district. To do this, East Hampshire District Council will actively support place-making approaches through six main recommendations. These recommendations will be delivered coherently and concurrently as an agreed package.



RECOMMENDATION ONE: Provide effective corporate and political leadership

East Hampshire District Council, through its respective Cabinet Portfolio Holders, will advocate and lobby on behalf of the district to different tiers of government; set and articulate a vision for the district as a whole; and support communities to collaborate on issues of common interest and to share knowledge for the benefit of the district as a whole.

The district council will develop and maintain effective working relationships with key public and private sector partners with interests in and responsibility for East Hampshire. These include, but are not limited to: the South Downs National Park Authority, Hampshire County Council, Havant Borough Council (and other neighbouring authorities), Enterprise M3 Local Enterprise Partnership, and private sector developers and commercial agents.

East Hampshire District Council will act as convenor, facilitator and honest-broker to ensure that competing interests are harnessed into collective shared visions that deliver the best outcomes for the district.

RECOMMENDATION TWO: Put in place effective governance structures and working arrangements in each area

Place-making works best when there are clear and effective governance structures in place to agree visions and priorities, and to ensure that progress towards these is delivered with SMART (Specific, Measurable, Attainable, Realistic and Timely) actions.

East Hampshire District Council will work with all levels of government, and strengthen its partnerships with them, to help establish governance structures which are appropriate and ensure that the voices from different communities are represented. This will include following the principles of the neighbourhood planning process, where this is appropriate, and ensuring alignment with parish charters.

RECOMMENDATION THREE: Co-ordinate and make better use of council resources

East Hampshire District Council already delivers a wide range of services that support place-making across the district. It will make these work more effectively, by breaking down siloes and adopting a holistic approach, to deliver services in multi-disciplinary teams based on place-making principles. East Hampshire District Council will also undertake a review of its own assets and work with partners on initiatives like One Public Estate (OPE), to ensure that they are used efficiently and effectively to support local priorities. Where it is viable and prudent, the district council will use its resources to make strategic acquisitions and investments to help deliver place-making visions and priorities.



RECOMMENDATION FOUR: Lever funding effectively

The proposed major developments throughout the district will provide new sources of Section 106 and Community Infrastructure Levy (CIL) funding. There is also an on-going series of central Government and charitable funding to support local economic development initiatives around health, transport, community, housing and business.

East Hampshire District Council will work with partners within the district to advance and maximise opportunities for funding by helping to develop business cases to support place-making initiatives.

RECOMMENDATION FIVE: Support each area to develop its own agreed place narrative and influential 'place partners'

East Hampshire District Council will support each area to develop its own agreed place narrative, and help establish networks of influential 'place partners' to champion, act as ambassadors and promote this narrative to internal and external audiences, including residents and businesses.

East Hampshire District Council will use its consultation and engagement programme to ensure that voices from all sections of the community are heard to develop place narratives, and implement the programme of work associated with them. As part of this, the narratives and work programmes will need to align with the East Hampshire Local Plan 2036, and set out the ownership of any emerging actions.

RECOMMENDATION SIX: Develop a five-year programme of work with SMART actions

East Hampshire District Council will develop a five-year programme of work for each of the key areas of the district. The work programme will contain SMART actions that will be overseen by the newly established governance arrangements.

Vision

“East Hampshire district is a wonderful place to live, work and visit; however, it has not yet reached its full potential. We will become a leading example of social, economic and environmental excellence by working with our partners to deliver ambitious place-making initiatives and projects which enhance our district. These will improve the lives and opportunities of our residents, celebrate our fascinating and important heritage, and mitigate the impacts of climate change”.

East Hampshire District Council July 2019

Section one
introduction

1.1 Background

This strategy sets out a bold and bespoke approach to growth, development and place-making in East Hampshire, reflecting the specific needs and opportunities of the four key areas of the district:

- Alton.
- Petersfield.
- Southern parishes.
- Whitehill & Bordon.

It sets out the framework for how East Hampshire District Council will work with its partners in the public, private and voluntary sectors to make one of England's most desirable places even better in the future.

The strategy builds on the excellent work that has already been undertaken across the district, recognises its significant physical and human capital assets, and sets the framework for East Hampshire and its component parts to be thriving places in the future.

Whilst the initial focus for intervention will be on the four identified areas, the approach going forward will not be confined to these areas. East Hampshire District Council will use best practice examples and take a whole-district approach to developing places, where this is appropriate, and will support place-

making delivery initiatives that are identified by local people and communities in other settlements outside those that have been specifically identified in the strategy.

The strategy considers the “baseline” position of each area, particularly in relation to town centres, housing growth, deprivation, local distinctiveness and infrastructure. From here, the strategy sets out the overarching priorities for each area, based on the opportunities that have been identified while developing the strategy, focusing particularly on the period 2019/20 to 2024/25.

The strategy aligns with the aspirations set out in the East Hampshire District Council Corporate Strategy (2014-2019), emerging East Hampshire Local Plan (2017-2036), South Downs Local Plan (2014-2033), adopted Neighbourhood Plans and the ambitions set out in the Enterprise M3 Local Enterprise Partnership's Strategic Economic Plan (2018-2030). It also takes account of the emerging Havant Borough Local Plan (2016-2036) regarding the influence and opportunities this will have for the Southern Parishes.

The strategy sets out the district council's role in leading and supporting place-making interventions and how it can work collaboratively with its public, private and third-sector partners to deliver the

actions that support the place-making vision, along with a strong and growing economy.

Thriving places are created by engaged and active people, who are passionate about improving their towns and villages. Priorities for doing this will be agreed locally. East Hampshire District Council's programme of consultation will provide the opportunity to engage with local communities and residents.



1.2 What is place-making?

A strong sense of place influences the physical, social and emotional health of individuals and communities by strengthening their affinity and identity with where they live. In doing so, a sense of place can build a sense of common ownership that inspires people to engage in community activities.

Figure 1 (below) shows the three main components of, and East Hampshire District Council's approach to, developing "Place" in the district.



These are:

- **Place-shaping**, which focuses on developing the visions, plans and strategies for places.
- **Place-making**, which is centred on the delivery of physical and human capital development within places.
- **Place-keeping**, which is about designing and delivering services in a co-ordinated way that ensures places are maintained and developed in ways that reflect the visions and ambitions of communities.

Improving and making better use of public spaces is at the heart of place-making. However, physical components alone do not make great places – great place-making must bring purpose to public spaces and build bridges between communities. Great public spaces are accessible to people of all ages, abilities and socio-economic backgrounds; they inspire social engagement, build community cohesion, support health and well-being and foster civic pride.

Place-making capitalises on the specific character, distinctiveness and assets of places. It invites local communities to re-imagine and re-invent their public spaces. It is multi-disciplinary in that it takes a holistic approach; it is collaborative in that it is community-led; and it integrates diverse opinions and needs into a cohesive vision and programme of action.



1.3 Why is place-making needed?

Rapid technological innovation has resulted in greater mobility and fluidity in people's choice of where they live, work and visit. It is now much easier for people to work remotely from their clients or even from their main place of work. Home-working, hot-desking, shared or co-working workspaces and shifts in the nature of work from goods to services, and from tangible to non-tangible products, have all contributed to this fluidity.

This has meant that the market place for new investment, visitor spend, and new employment has become very competitive. It places a strong onus on local authorities and their partners to make sure that their local areas are places that people want to live, work, visit and do business in.

Online retailing has also created new challenges for high streets, which are having to re-invent themselves as more than just places to shop. Successful town centres are those that are diverse and that act as genuine social and enterprise hubs; where people live, work and engage in a wide range of community activities and events.

This places a premium on creating public spaces where people can comfortably interact and partake in leisure activities. It means understanding distinctiveness and differentiation, and developing a

shared identity and vision – based on unique cultural assets – which celebrate and promote this confidently internally and externally.

The Thriving Places Index¹ shows that East Hampshire already scores well on local conditions indicators, which include: place and environment; mental and physical health; education and learning; work and local economy; and people and community. However, further work is required on sustainability and equality domains, such as: CO₂ emissions; energy consumption; recycling; and income inequality.

Place-making is guided by the East Hampshire District Council's Corporate Plan and supported by the planning process. In East Hampshire, local plans are prepared by the Local Planning Authority (LPA). In the National Park, the LPA is the South Downs National Park Authority (SDNPA), while in the areas outside the National Park (known as the Planning Authority Area – PAA) it is East Hampshire District Council. Local Plans are key documents that set out the priorities and policies for development in defined areas. The Plans show the opportunities for development in the area, and states what will and will not be permitted and where.

This Place-Making Strategy is bold and ambitious, and complements the emerging East Hampshire Local Plan (2017-2036); the South Downs Local Plan (2014-2033); adopted Neighbourhood Plans and the emerging Havant Borough Local Plan (2016-2036). It provides narratives, visions and priority actions for the district and its component parts. The strategy is not a statutory planning document and, as such, will be regularly reviewed and updated when local planning documents and/or frameworks, and new Corporate Plans, are refreshed.

Place-making is changing the way people live and the places they live in, making lives better by building happier, healthier and safer environments. It brings communities together and facilitates long-term behavioural change, transforming people's lifestyles for the better. Effective place-making will help reduce the pockets of deprivation across the district, including reducing health inequalities and improving education, skills and employment opportunities.

Communities are strengthened when places are designed to encourage social interaction and community cohesion, when they are co-designed with residents and businesses, when they reflect their current and future needs and aspirations. The district council's approach will ensure that community spaces, including streets, parks and buildings are

1. www.thrivingplacesindex.org/candidates/E07000085

designed to invite greater interaction between people and foster healthier, more social, and economically viable communities.

Place-making will also provide public destinations where residents and businesses have a genuine stake in their communities and a commitment to making things better. The district council's approach to place-making will capitalise on its community assets, create attractive and engaging public space, and build on the inspiration and potential of its residents and businesses.

Although East Hampshire is an affluent district, the district council recognises that life is not always easy for all our residents. Therefore, the district council will create thriving communities that are inclusive and which encourage all people, whatever their circumstances, to be actively involved. This approach to place-making will engage all parts of the district and will focus, in particular, on groups and areas that most often feel excluded from community and economic life.

East Hampshire District Council recognises that places must compete for mobile talent. The strategy sets out measures the district council will take to make its towns and villages amongst the best places to invest and grow a business. This approach to

place-making will attract and retain the talent that is needed to support economic growth.

In designing future towns and villages, East Hampshire District Council will address its climate change obligations. Protecting and improving the natural environment, conserving natural resources and reducing traffic congestion and pollution will all be central to the district council's place-making approach. East Hampshire District Council and its partners will design safer streets and environments, encouraging more people to walk, cycle and use public transport and, where possible, encourage the use of digital technology to minimise unnecessary journeys.



1.4 The structure of the strategy

The remainder of the strategy comprises the following sections:

Section two: setting the context

This provides a brief overview of East Hampshire district, along with the main aspirations and challenges (at district level) that are identified in East Hampshire District Council's Corporate Plan (2014-2019), emerging East Hampshire Local Plan (2017-2036), the Enterprise M3 Local Enterprise Partnership's Strategic Economic Plan (2018-2030), the South Downs Local Plan (2014-2033) and the emerging Havant Borough Local Plan (2016-2036).

Section three: place-making priorities

This section sets out the context and overarching place-making priorities and opportunities (drawing on Neighbourhood Plans where appropriate) for Alton, Petersfield and Southern Parishes. In terms of Whitehill & Bordon, the regeneration is already underway; as such the delivery plan has been replicated here.

Section four: the role of East Hampshire District Council

This section sets out a set of recommendations on how East Hampshire District Council can best use its resources, assets and influence to help deliver the priorities set out in each of the four areas of the district.

In addition to the above, Annex I to IV set out area profiles for each of the four areas under five headings. These are; character and identity; town centre; housing growth; infrastructure; and deprivation.





This section provides a brief overview of East Hampshire district, and the main aspirations and challenges (at district level) that are identified in East Hampshire District Council's Corporate Plan (2014-2019), the emerging East Hampshire Local Plan (2017-2036), the South Downs Local Plan (2014-2033), the emerging Havant Borough Local Plan (2016-2036) and the Enterprise M3 Local Enterprise Partnership's Strategic Economic Plan (2018-2030).

Section two setting the context

2.1 Location

East Hampshire district covers an area of 51,000 hectares and is bordered by six local authorities: Winchester to the west; Basingstoke & Deane, Hart and Waverley to the north; Chichester to the east and Havant to the south.

The high quality of life, its beautiful countryside and heath lands, its cultural heritage and traditional market towns and villages make East Hampshire an attractive place to live in, visit and work.

Just over half (57%) of the district, including Petersfield, is within the South Downs National Park. This means that planning responsibilities across the district are split between East Hampshire District Council and the South Downs National Park Authority (SDNPA).

The district's main urban areas are Alton, which is located just off the A31 in the north of the district; Petersfield, which is located more centrally, next to the A3; and Whitehill & Bordon, which is located around eight miles east of Alton. The Southern Parishes, which comprise Clanfield, Horndean and Rowlands Castle are located to the south of the district, close to Havant Borough.

Historically, the district's market towns grew because of their strategic locations on the routes between London and Portsmouth, as well as Chichester and Winchester. Today, road and rail connections provide good access from the main urban areas of the district to Basingstoke, Guildford and London Waterloo to the north, Winchester to the west and Havant and Portsmouth to the south. Annex VI sets out estimated travel times by both road and rail for key settlements.



2.2 Population

The district has a population of 120,000 people, with an above average proportion of its residents aged 65 years and over (23%), and a below average proportion aged 16-64 years (59%)². Over the past ten years, almost all the district's population growth has been amongst post-working age residents. Indeed, the number of residents aged 65 years and over in the district increased by 40% between 2007 and 2017.

Population projections suggest that the district's population will increase by around 10,000 people by 2036. In addition to the existing ageing population, this will result in a further 13,000 residents³ aged 65 years and over, which will be offset by a further reduction in the working age population. This demographic shift away from working age residents has implications for how services are designed within East Hampshire.

2. Population Estimates (2018), Office for National Statistics via NOMISWEB

3. Population Projections – Local Authority, Office for National Statistics via NOMISWEB

2.3 Housing

There are 49,000 dwellings in East Hampshire district. A very high proportion of the housing stock is detached houses (43%); this proportion increases in the Southern Parishes (56%). There is a correspondingly low proportion of terraced housing and flats/maisonettes⁴. The Interim Housing and Economic Development Needs Assessment (HEDNA) (December 2018) identifies a significant level of under-occupation in the district, with just under half (46%) of all households having “at least two spare bedrooms”⁵.

East Hampshire is amongst the least affordable districts in Hampshire with average house prices around £434,437 in 2017⁶. With this, the affordability ratio has continued to increase. The distribution of the housing stock and the associated house prices may partly explain the district’s demographic profile and the rapid ageing of the resident population. In 2011, a quarter (24%) of all households in the district were entirely composed of people aged 65 years and over, and there was a low proportion of single, younger person households and lone parents⁷.

4. East Hampshire Interim Housing and Economic Development Needs Assessment (2018)

5. ibid

6. ibid

7. Census 2011, via NOMISWEB

The Interim HEDNA (December 2018) has concluded that there is an Objectively Assessed Housing Need (OAN) of 608.2 dwellings per annum over the plan period (2017 to 2036), equating to 11,556 dwellings. It is expected that the focus of new market housing provision will be on 2-bed and 3-bed properties, given the continued demand for family housing, and from older households looking to downsize and release equity. There is also likely to be a demand for more sheltered, extra-care and adaptable housing to reflect the growing number of older residents.



2.4 Deprivation

There are pockets of deprivation within the district. Alton Eastbrooke and Whitehill Deadwater are the two most deprived wards in the district and are amongst the 30% and 40% most deprived neighbourhoods in the country respectively. Of the domains that contribute towards the overall Indices of Multiple Deprivation (IMD) ranking, the two wards are amongst the 10% most deprived neighbourhoods in the country in terms of education, skills and training. They are also amongst the 20% and 30% most deprived neighbourhoods in terms of income deprivation, both as a whole and affecting children.

Notwithstanding the above, the wards of Alton Westbrooke, Alton Wooteys, Whitehill Chase, Whitehill Pinewood and Whitehill Hogmoor also contains elements of deprivation.

2.5 Economy

The East Hampshire economy has over 7,000 local businesses units⁸ employing 44,000 people⁹ and a job density of 0.73 jobs for every 16-64 year-old resident¹⁰. Depending on the source that is used, there has been either a reduction in the number of workplace jobs or it has, at least, not increased. This has resulted in a fall in job density from 0.79 per working age resident in 2015.

Nevertheless, the district has a significant presence of businesses in advanced manufacturing, business services, tourism and leisure industries, whilst its rural environment means that land-based industries are also an important contribution to the district's economy.

Unemployment is low, the resident population is generally well-qualified and, as elsewhere, there is a growing trend towards remote and flexible working, business start-ups and freelancing, which influences the demand for different types of work spaces.

The district's strategic location between commercial centres means that there is significant out-commuting, particularly to London, Portsmouth and neighbouring Waverley and Havant Boroughs.

Nearly 9,500 commuters travel between East Hampshire and Havant Borough/Portsmouth every day, with as many workers travelling into the district as commuting out of it. There is also a high level of daily out-commuting to Waverley Borough (3,800 commuters) and London (3,000 commuters)¹¹.

The Interim HEDNA (December 2018) forecasts job growth of between 185 and 305 per annum between 2017 and 2036, with this being mainly in the office-based sectors of the economy. Nevertheless, the HEDNA suggests that there is uncertainty as to how much land would be required for employment-related development in the emerging Local Plan. Upgrading the quality of the existing office and industrial floorspace is likely to be required alongside providing additional capacity.

8. UK Business Counts (2017) via NOMISWEB

9. Business Register and Employment Survey (2017), Office for National Statistics via NOMISWEB

10. Job Density (2017), Office for National Statistics via NOMISWEB

11. Census 2011, Office for National Statistics via NOMISWEB

2.6 Culture and recreation

The district's natural environment and cultural heritage make it an attractive place for people to live, work and visit. The South Downs National Park covers over half (57%) of the district's area, and Petersfield is the South Downs National Park's second largest urban settlement. Alton and Whitehill & Bordon's historic and cultural heritage includes the Jane Austen House Museum and the Phoenix Theatre & Arts Centre respectively.

There are plans to improve local cultural facilities to meet the needs of the growing and ageing population; provide new and improved open space and green infrastructure; and make the district's town centres social and recreational hubs/destinations.



2.7 Strategic alignment



This Place-Making Strategy supports the aims, objectives and priorities set out in the Enterprise M3 LEP Strategic Economic Plan (2018-2030), the East Hampshire Corporate Plan (2014-2019), the emerging East Hampshire Local Plan (2017-2036) and the South Downs Local Plan (2014-2033). The strategy also considers the emerging Havant Borough Local Plan (2016-2036) due to its influence on, and the opportunities it will provide for, the Southern Parishes. The main aspirations within these documents are set out below and the sub-area place-making action plan matrices show how each action supports the district council and Enterprise M3's own strategic ambitions.

ENTERPRISE M3 STRATEGIC ECONOMIC PLAN (2018-2030)

East Hampshire is part of the Enterprise M3 Local Enterprise Partnership (LEP) region, which stretches from south west London along the M3 to Southampton. Its key urban centres are Staines-upon-Thames, Woking, Guildford, Basingstoke, Camberley, Farnborough, Aldershot, Farnham, Andover, Winchester, Lyndhurst, Southampton, Whitehill & Bordon, Alton and Petersfield.

The Enterprise M3 LEP has an ambition to achieve an annual average growth rate of 4% per year, in real terms, so that the economy is £39.4 million larger

than it would otherwise be. It has identified a series of challenges to overcome to achieve this ambition, which can be summarised as:

- Unlocking areas to improve their economic performance.
- Growing and retaining businesses in higher value sectors, including the digital sector.
- Addressing productivity gaps and improving skills.
- Sharing prosperity more evenly.
- Improving the region's attractiveness to young, urban professionals.
- Addressing housing affordability, building more homes and supporting infrastructure.
- Improving the efficiency of the transport system.

The cross-cutting themes that it sees as the region's growth stimulators are digital and data technologies, linked to the University of Surrey's 5G Innovation Centre, and creating a regional Clean Growth Energy Hub.

Much of the strategy is focused on supporting high growth sectors, but there is also a recognition of the need to "rethink" the role of town centres, to accelerate the building of new homes and to stimulate the provision of Grade A office space.

There is a strong focus on developing and promoting defence, satellites and aerospace, digital and cyber security, life sciences and med tech, and the creative, gaming sectors, where there is a good skills base in the region. Whilst most of these activities are likely to be centred in and around the major universities and commercial hubs, East Hampshire's strategic location on the fringes of these means that it needs to consider how it can benefit from the LEP's strategic focus on these new sectors of the economy.

Whitehill & Bordon has been identified in the LEP's Strategic Economic Plan as one of three "Step Up" towns in the region. This means that it is an area of latent economic potential that is currently experiencing barriers to growth that impact on its overall performance.

Whitehill & Bordon has been the focus of major regeneration. After over 100 years as a "garrison town", the Army left the town in December 2015 and moved to a new base at Lyneham in Wiltshire. This has freed up over 100 hectares of land, presenting a unique "once in a generation" opportunity to transform the former garrison town to a green, healthy and connected town by 2036. The regeneration programme aims to deliver 3,350 new homes and provide 5,500 new jobs (while safeguarding existing jobs), alongside a range of

supporting infrastructure, including new schools and leisure facilities.

EAST HAMPSHIRE DISTRICT COUNCIL CORPORATE PLAN (2014-2019)

East Hampshire District Council's mission is to improve people's lives by providing excellent public services that represent good value for money and which meet its communities' needs.

It aims to identify new sources of funding so that the district council can continue to deliver essential public services without increasing costs. The district council will be able to achieve this by being creative, innovative and entrepreneurial in how it designs and delivers services to its residents. The plan aims to support economic growth by being business-friendly, to build on its strong reputation for partnership-working, to protect and enhance the natural environment and to make East Hampshire "the best place in Britain to live and enjoy life".

At the time of drafting the strategy, the district council is preparing the publication of a new Corporate Plan.

THE EMERGING EAST HAMPSHIRE LOCAL PLAN (2017-2036)

The emerging East Hampshire Local Plan (2017-2036) covers the East Hampshire District Planning Authority Area (PAA). This is the area of East Hampshire outside the South Downs National Park and comprises Alton (and the north/A31 corridor), Whitehill & Bordon (and the north-east area) and the Southern Parishes. The remainder of the district, including Petersfield, is covered by the South Downs National Park Authority.

The emerging East Hampshire Local Plan includes a vision which states that:

“ By 2036, our communities’ sense of place will have been maintained and reinforced, respecting their unique individual needs. We will have provided a good quality home to meet the differing needs of all our residents, a successful and growing local economy and achieved environmental excellence.”

The emerging East Hampshire Local Plan sets out three core objectives:

- a** Providing sustainable levels of growth.
- b** Provide well-designed new developments that are in the right location and adaptable to climate change.
- c** Enabling infrastructure in the local planning authority's area to improve and support growth.

It suggests that delivering growth to meet local needs and considering needs that cannot be met in adjoining areas is the district's most important challenge.

East Hampshire District Council aims to maintain and reinforce the communities' sense of place while, wherever possible, enhancing the area's character, environment and heritage.

This includes:

- Delivering sufficient and the right mix of new housing and specialist accommodation.
- Providing the right commercial space and diversifying the local economy.
- Ensuring that infrastructure is delivered to support population increases and planned new development.
- Improving local and cultural facilities and green infrastructure to meet the needs of the growing and ageing population.

- Preserving the district's outstanding heritage and historic assets.
- Protecting and enhancing the area's biodiversity and habitats and planning to address climate change.
- Achieving high quality design and encouraging innovation.

SOUTH DOWNS NATIONAL PARK AUTHORITY LOCAL PLAN (2014-2033)

The Local Plan was adopted by the National Park Authority on 2nd July 2019. The South Downs National Park covers more than half (57%) of East Hampshire district and includes one of its main urban settlements, Petersfield. Petersfield is the second largest town within both the South Downs National Park and East Hampshire district. The South Downs National Park is home to about 10,000 businesses and generates £19,450 GVA per head.

The South Downs National Park Authority's Local Plan (2014-2033) aims to encourage sustainable development within the limits of the environment, and to ensure the National Park's purposes are not compromised in meeting this duty. This means finding new and different ways in which economic activity can help to conserve and enhance the special qualities of the National Park and making best use of natural

capital to drive the local economy. A key objective is to maintain and protect farming, forestry, tourism and other business activities that are compatible with the landscape and special qualities of the National Park. This includes providing employment sites, enabling access to high-speed broadband and facilitating flexible working practices including home working.

The South Downs Local Plan has policies to support towns and villages in and around the National Park to enhance their role as social and economic hubs; to maintain and improve access to a range of community services within them; and to develop local economic supply chains linked to the National Park.

EMERGING HAVANT BOROUGH LOCAL PLAN (2016-2036)

Havant borough lies to the south of East Hampshire district and is influential to the southern parishes. The developments of Havant Thicket Reservoir and Dunsbury Park, along with the regeneration of Waterlooville Town Centre, will provide many opportunities for East Hampshire residents.

The proposal to develop Havant Thicket reservoir, which is located within both Havant borough and East Hampshire district will impact on the southern parishes in particular. The reservoir is a key piece of infrastructure

that will meet the demand for increased water supply in the South East. The ten-year development is subject to a joint masterplan and planning application which will be submitted to both local authorities. The reservoir and adjacent greenspace will also have major leisure and recreation potential, which will complement Staunton Country Park, and have significant benefits for health and wellbeing.

Dunsbury Park, north of Leigh Park, has been identified as a business gateway of local and sub-regional importance. The new business park is accessible from the A3 and has planning consent for over 60,000 sqm of employment floorspace plus a hotel. An additional 15,000 sqm of land has also been identified for additional employment uses.

Waterlooville Town Centre is located just over two miles south of Horndean. The emerging Local Plan sets out aims to improve the vitality of the town centre, improve connectivity, develop a mix of housing types and deliver fast digital connectivity throughout the town centre.

East Hampshire District Council will work closely with neighbouring local authorities, such as Havant Borough Council, to ensure that there is an effective and joined up approach to delivering benefits to residents, businesses and visitors in all parts of the district.



This section sets out the baseline position for Alton, Petersfield, the Southern Parishes and Whitehill & Bordon, and identifies place-making priorities within each. It draws on Neighbourhood and Village Plans, where appropriate.

Section three place-making priorities

3.1 Alton

“ By 2020, Alton will be a thriving and economically sustainable market town in which all people – living, visiting or working – feel safe and are cared for in both mind and body and are able to pursue activities of their choosing, which enrich their lives and help build a stronger community for everyone, whilst respecting the local environment.”

Alton 2020: A Plan to Shape Alton’s Future (July 2005)

CONTEXT

The Alton Neighbourhood Plan (2011-2028) sets out the priorities for the town under five themes: housing; transport and parking; health, community and recreation; facilities, schools and education; and economic sustainability and viability. Annex I provides an in-depth area profile of Alton.

Alton is currently the largest town within East Hampshire with a strong cultural heritage. Its housing market is buoyant, but the town centre can become congested at times because of high levels of commuting. There are significant development opportunities in the town, including the Coors Brewery site, the Station Forecourt, the Old Post Office and the Magistrates’ Court. The town has good public footpath links to the wider countryside, but its evening economy could be strengthened and there are plans to improve its leisure/recreational facilities.

Alton Eastbrooke is ranked amongst the 30% most deprived neighbourhoods in the country and is the most deprived ward in East Hampshire district. Of the factors which make up the Indices of Multiple Deprivation (IMD), the ward is ranked amongst; the 20% most deprived neighbourhoods for income deprivation; the 30% most deprived neighbourhoods for employment deprivation; and the 10% most

deprived neighbourhoods for education, skills and training in the country.

OVERARCHING PRIORITIES

The overarching priorities for Alton include strengthening its identity and sense of pride of place; improving public realm in and around the High Street; delivering key sites; improving walking, cycling and wayfinding routes; and effectively deploying Section 106/Community Infrastructure Levy (CIL) and other funding to support Neighbourhood Plan objectives and improvements that deliver the most benefit to the town.

The following table summarises the key issues that face Alton and the place-making opportunities that exist to address them. The district council will help shape and co-ordinate the place-making opportunities set out, however the implementation of such opportunities will mainly be led by delivery organisations in the public, private or community sectors, or through multi-agency partnerships. The opportunities have been defined in terms of short-term, medium-term, long-term and ongoing where:

- Short-term refers to 2019/20-2024/25.
- Medium-term refers 2024/25-2030/31.
- Long-term refers to beyond 2030/31.
- Ongoing refers to the period from 2019/20 to beyond 2030/31.

Baseline	Opportunities (to be achieved through partnership working)	Timescale	Strategic alignment with Alton Neighbourhood Plan
Character, community and identity			
Active community events calendar. Strong cultural heritage, but possibly not well promoted. Historic built environment, including town centre.	Promote Alton as a visitor destination and gateway to the South Downs National Park, by focusing on its strong cultural heritage and high quality natural environment.	Short-term	Economic sustainability and viability
	Ensure all developments and associated infrastructure support and, where possible, enhance the physical character of the town.	Ongoing	Housing, including development site preferences Health, community and recreation facilities Economic sustainability and viability
Town centre and key sites			
Reasonable food retail offer, but a decline in comparison goods retail. Popular weekly street market held every Tuesday, and farmer's market held one Saturday each month. Modest evening economy. Challenge to maintain town centre vibrancy and respond to changing demands and to occupy vacant sites. Public realm is "good", but there are few trees and green spaces.	Develop key sites to help meet development needs identified in the emerging East Hampshire Local Plan (2017-2036). Alton's key redevelopment sites are: Coors brewery; railway station forecourt; old post office; and magistrates court.	Medium to long-term	Housing, including development site preferences Economic sustainability and viability
	Support and promote events and activities in Alton, focusing on those that enhance the town centre as a hub for community integration.	Short-term	Economic sustainability and viability
	Promote/enable incentives and flexible leases to support new town centre start-ups.	Short-term	Economic sustainability and viability
	Implement public realm improvements, including tree planting and green spaces.	Medium-term	Health, community and recreation facilities Economic sustainability and viability
Housing			
Need for more affordable, smaller housing units and homes for older residents.	Provide adaptable and specialist housing for the ageing population.	Short to medium-term	Housing, including development site preferences Health, community and recreation facilities
	Provide affordable and suitable homes to attract and retain young people.	Short to medium-term	Housing, including development site preferences

Baseline	Opportunities (to be achieved through partnership working)	Timescale	Strategic alignment with Alton Neighbourhood Plan
Infrastructure (including access and movement)			
<p>High levels of commuting, congestion at peak times and too much on-street parking.</p> <p>Good access to the wider countryside.</p> <p>Leisure and community facilities are dated and need upgrading or replacing.</p> <p>Insufficient recreational provision for young adults.</p>	Improve digital connectivity and digitisation amongst local businesses.	Short to medium-term	Economic sustainability and viability
	Improve links between local businesses and schools/colleges.	Short-term	Schools and education Economic sustainability and viability
	Improve signage and wayfinding in and around the town.	Short-term	Economic sustainability and viability
	Improve cycle/pedestrian links to the South Downs National Park, and provide more cycle storage facilities.	Medium-term	Health, community and recreation facilities Economic sustainability and viability
	Improve walking and cycling connectivity.	Short-term	Health, community and recreation facilities
	Provide the new Alton Sports Centre by 2020, through a joint venture with Everyone Active.	Short-term	Health, community and recreation facilities Economic sustainability and viability
	Provide a new community centre/hub (possibly on the Coors Brewery site), and develop better facilities for young adults.	Medium-term	Health, community and recreation facilities Economic sustainability and viability
	Introduce measures to reduce traffic volumes and speeds, particularly in the town centre.	Short to medium-term	Transport and parking Economic sustainability and viability
	Ensure Section 106/CIL and other monies are used effectively to support neighbourhood plan objectives.	Short-term	Transport and parking Health, community and recreation facilities Schools and education Economic sustainability and viability

3.2 Petersfield

“ In the years up to and beyond 2028, the people of Petersfield will live in a thriving market town and recognised gateway to the South Downs National Park. Careful development and use of space will have resulted in a town which still feels compact whilst being closely connected to the surrounding landscape through footpath and cycle links as well as its many green spaces. Our town will have retained its market town character together with its historic heritage and assets, both designated and non-designated, further enhanced by the quality of its built and natural environment. Its vibrant town centre will be supported by a mix of retail, business and residential accommodation which meets the needs of the people of Petersfield and the surrounding areas whilst respecting the town’s heritage and setting within the South Downs National Park.”

The Petersfield Neighbourhood Development Plan (2013 to 2028)

CONTEXT

The Petersfield Neighbourhood Development Plan (2013-2028) sets out the plans for the town under four

key principles: maintaining the town’s compactness; acting as a centre for the surrounding area; retaining the markets, festivals and events; and continuing to have a close relationship with the surrounding countryside. Annex II provides an in-depth area profile of Petersfield.

Petersfield is an historic market town and the second largest urban centre in the South Downs National Park, with a resident population of 16,500 people. The compactness of the town is one of its most important features. It has a wide range of restaurants and pubs and a vibrant night-time economy. There are ambitions to improve the public realm, including at the railway station, reduce traffic congestion and give greater priority to pedestrians and cyclists through the Town Spine Programme.

Petersfield Causeway is the most deprived ward in the town, and amongst the 40% most deprived neighbourhoods in the country. Of the domains which contribute towards the overall IMD ranking, Petersfield Causeway is amongst the 30% most deprived neighbourhoods in the country in terms of employment deprivation, as well as amongst the 40% most deprived neighbourhoods in the country in terms of income deprivation (as a whole and affecting children), health and education, skills and training.

OVERARCHING PRIORITIES

The overarching priorities for Petersfield include making the town more walking and cycling friendly; taking forward the Town Spine Programme; developing a clear place narrative that builds on the town’s location within the South Downs National Park; and effectively deploying Section 106/Community Infrastructure Levy (CIL) and other monies to support Neighbourhood Plan objectives and improvements that deliver the most benefit to the town.

The following table summarises the key issues that face Petersfield and the place-making opportunities that exist to address them. The district council will help shape and co-ordinate the place-making opportunities set out, however the implementation of such opportunities will mainly be led by delivery organisations in the public, private or community sectors, or through multi-agency partnerships. The opportunities have been defined in terms of short-term, medium-term, long-term and on-going where:

- Short-term refers to 2019/20-2024/25.
- Medium-term refers 2024/25-2030/31.
- Long-term refers to beyond 2030/31.
- Ongoing refers to the period from 2019/20 to beyond 2030/31.

Baseline	Opportunities (to be achieved through partnership working)	Timescale	Strategic alignment with the Petersfield Neighbourhood Plan
Character, community and identity			
<p>Compact with a high degree of walkability.</p> <p>The second largest settlement in the South Downs National Park and East Hampshire district.</p> <p>A strong cultural heritage.</p> <p>An ageing resident population and a paucity of 18-35-year olds.</p> <p>Plans for significant population growth.</p>	Promote a clear identity that can be promoted internally and externally, building on the town's cultural assets and high quality natural environment.	Short-term	Built environment Natural environment
	Promote Petersfield as a visitor destination and gateway to the South Downs National Park, by focusing on its strong cultural heritage and high quality natural environment.	Short to medium-term	Built environment Getting around Community Natural environment Retail Tourism
	Enhance wayfinding to ensure the town retains its compactness.	Short to medium-term	Getting around Community Natural environment Business Retail Tourism
	Ensure that all developments have adequate supporting infrastructure and are designed to reflect the character of the town.	Ongoing	Housing Built environment Natural environment

Baseline	Opportunities (to be achieved through partnership working)	Timescale	Strategic alignment with the Petersfield Neighbourhood Plan
Town centre and key sites			
<p>The market square is a key focal point and now has public seating.</p> <p>A strong evening economy and low vacancy rates on the high street.</p> <p>Strong independent retail offer and popular farmers' and seasonal markets.</p> <p>Disappointing gateways to the town centre.</p> <p>Shopfronts are out of character with the town and National Park.</p> <p>Traffic congestion and not safe enough for cyclists and pedestrians.</p> <p>Lack of flexible and shared office space for business start ups.</p> <p>There is an absence of visitor accommodation.</p>	Develop key sites to help meet development needs identified in the Petersfield Neighbourhood Plan (2013-2028). Petersfield's key redevelopment sites are: Festival Hall; and railway station forecourt.	Medium to long-term	Built environment Community Retail Tourism
	Enhance the market square by implementing a tree strategy and providing more opportunities for outside cafes and restaurants.	Short-term	Business Retail
	Develop a programme of public realm improvements on the highest and adjoining streets.	Short-term	Retail Tourism
	Improve wayfinding and signage as part of the Town Centre Spine Programme.	Short-term	Getting around Retail Tourism
Housing			
<p>High house prices contribute to the difficulty in attracting and retaining younger people.</p> <p>Planned developments for 805 new homes over the neighbourhood plan period.</p> <p>A shortage of one and two bedroom affordable properties for young people.</p> <p>A shortage of two and three bedroom properties for downsizing retirees.</p> <p>Demand for self-build homes.</p> <p>Need to provide adaptable homes for older residents.</p>	Provide adaptable and specialist housing for the ageing population.	Short to medium-term	Housing Built environment Community
	Provide affordable and suitable homes to attract and retain young people.	Short to medium-term	Housing Community

Baseline	Opportunities (to be achieved through partnership working)	Timescale	Strategic alignment with the Petersfield Neighbourhood Plan
Infrastructure (including access and movement)			
<p>Industrial space around Frenchman’s Road and Bedford Road considered to be average/poor quality.</p> <p>Good road and rail connectivity.</p> <p>First impressions of the town at the railway station are considered to be poor.</p> <p>Several redevelopment opportunities including at the Station Forecourt, the Old Police Station and Festival Hall.</p> <p>Requirement for 55,600 sq.m of commercial floorspace.</p> <p>Recreational and community facilities need upgrading.</p> <p>Inadequate facilities for young people.</p> <p>Parking is considered to be insufficient.</p>	<p>Improve walking and cycling within the town.</p>	<p>Medium-term</p>	<p>Built environment Getting around Community Natural environment Retail Tourism</p>
	<p>Improve gateway, signage and wayfinding to, in and around the town, including around the railway station.</p>	<p>Short-term</p>	<p>Business Retail Tourism</p>
	<p>Provide better cycle, pedestrian and scooter access and facilities.</p>	<p>Short-term</p>	<p>Getting around</p>
	<p>Provide adequate facilities for young people.</p>	<p>Short to medium-term</p>	<p>Community</p>
	<p>Improve leisure, recreational and community facilities.</p>	<p>Short to medium-term</p>	<p>Community Tourism</p>
	<p>Ensure there is sufficient parking, including investigating the feasibility of a multi-storey car park at the railway station.</p>	<p>Short to medium-term</p>	<p>Business Retail Tourism</p>
	<p>Ensure that all new developments are energy efficient, sustainable in design, conserve natural resources and adaptable to climate change.</p>	<p>Medium-term</p>	<p>Housing Built environment Getting around Community Natural environment Business Retail Tourism</p>
	<p>Ensure Section 106/CIL and other monies are used effectively to support Neighbourhood Plan objectives.</p>	<p>Short-term</p>	<p>Housing Built environment Getting around Community Natural environment Business Retail Tourism</p>

3.3 Southern parishes

CONTEXT

The southern parishes comprise Clanfield, Horndean and Rowlands Castle. The southern parishes are located close to Havant borough, so they are impacted by developments in Havant, Leigh Park and Waterlooville. Horndean is the largest of the three parishes with a population of around 12,000 people. There is a railway station at Rowlands Castle, from which it is a five-minute train journey into Havant town centre. Parish plans set out the visions for each of the three villages in the southern parishes. Annex III provides an in-depth area profile of the southern parishes.

The most significant planned development in the southern parishes is “Land East of Horndean”, where there is outline planning permission for 700 homes, 1.7 hectares of employment land, a local centre (including local retail, a primary school and community facilities), a care village and other recreational facilities. This permission has now expired. A new planning application is likely to result in a capacity increase to 850 new homes. There are also development plans at Rowlands Castle and Clanfield, which will also result in additional homes.

The planned development of Havant Thicket Reservoir, which will include recreational and leisure facilities,

will provide opportunities for the southern parishes. There is also a need to strengthen walking and cycling routes to Dunsbury Park and Waterlooville town centre in Havant borough.

The southern parishes contain barriers to housing and services. Horndean Kings is one of the 20% most deprived neighbourhoods in the country. Clanfield and Finchdean, Horndean, Catherington and Lovedean, are amongst the 30% most deprived neighbourhoods in the country.

OVERARCHING PRIORITIES

The overarching priorities for the Southern Parishes include improving facilities and infrastructure for cycling and walking; improving connectivity to Havant Thicket, Dunsbury Way and Waterlooville; supporting the villages to develop and articulate a strong sense of place with separate, but linked, identities; and effectively deploying Section 106/ Community Infrastructure Levy (CIL) and other monies to support improvements that deliver the most benefit to the villages. In part, the above will be achieved by building on the work that is being done in Rowlands Castle to develop and consult on a Neighbourhood Plan. In addition, it will be vital to ensure that the development at “Land East of Horndean” fully reflects the character of the local area and has the right

infrastructure to support the population across the Southern Parishes.

The following table summarises the key issues that face the Southern Parishes and the place-making opportunities that exist to address them. The district council will help shape and co-ordinate the place-making opportunities set out, however the implementation of such opportunities will mainly be led by delivery organisations in the public, private or community sectors, or through multi-agency partnerships. The opportunities have been defined in terms of short-term, medium-term, long-term and on-going where:

- Short-term refers to 2019/20-2024/25.
- Medium-term refers 2024/25-2030/31.
- Long-term refers to beyond 2030/31.
- Ongoing refers to the period from 2019/20 to beyond 2030/31.

Baseline	Opportunities (to be achieved through partnership working)	Timescale	Strategic alignment with parish plans
Character, community and identity			
<p>Villages have their own distinctiveness. The southern parishes are in proximity to Havant borough, which is the closest service centre.</p> <p>A neighbourhood plan is currently being developed at Rowlands Castle and parish plans have previously informed priorities in Horndean and Clanfield.</p> <p>Recent/planned developments have and will create larger settlements than some residents are used to.</p> <p>The age profile of residents is older than in other parts of the district.</p>	Ensure that new developments (particularly at Land East of Horndean) complement and enhance the character of the southern parishes.	Short-term	Horndean – sustainable community Rowlands Castle – attractive community and separate identity Across neighbourhood plans
	Ensure that new residents are fully integrated into the new communities by supporting residents’ associations and other groups to work together.	Short-term	Horndean – community spirit Rowlands Castle – attractive community Across neighbourhood plans
	Support parishes to develop and retain their own identities, perhaps through the neighbourhood planning process.	Short-term	Horndean – sustainable community Rowlands Castle – attractive community and separate identity Across neighbourhood plans
	Identify where there are common interests where parishes can work collaboratively.	Short-term	Horndean – community spirit Rowlands Castle – attractive community Across neighbourhood plans
Local Centres and Key Sites			
<p>Rowlands Castle is a traditional village with a green at the centre.</p> <p>Horndean is bisected by the A3(M), the Precinct is tired and there are empty units.</p> <p>The Land East of Horndean will impact on Horndean and Rowlands Castle.</p> <p>Havant borough is the main service centre for the southern parishes.</p>	Develop key sites to help meet development needs identified in the emerging East Hampshire Local Plan (2017-2036). The key site in the southern parishes is Land East of Horndean.	Medium to long-term	Horndean – sustainable community Rowland Castle - character and distinctiveness Across neighbourhood plans
	Ensure that local centres retain their own identities as population continues to grow.	Short to medium-term	Horndean – sustainable community Rowlands Castle – character and distinctiveness Across neighbourhood plans
	Establish how local centres can best benefit from new developments.	Short-term	Horndean – sustainable community Rowlands Castle – character and distinctiveness Across neighbourhood plans
	Ensure that essential facilities in local centres are retained, particularly for older residents.	Short to medium-term	Horndean – sustainable community Rowlands Castle – character and distinctiveness Across neighbourhood plans
	Ensure that that local centres are accessible to and have facilities for pedestrians, cyclists and scooter riders.	Short to medium-term	Horndean – sustainable community Rowlands Castle – character and distinctiveness Across neighbourhood plans

Baseline	Opportunities (to be achieved through partnership working)	Timescale	Strategic alignment with parish plans
Housing			
There has been significant housing growth, particularly at Clanfield, in recent years.	Ensure that the houses that are built reflect local need in terms of size, affordability, tenure and adaptability.	Short to medium-term	Horndean – sustainable community Rowlands Castle – character and distinctiveness Across neighbourhood plans
The Land East of Horndean development is anticipated to provide 850 homes, including specialist care homes. House prices in Horndean are more similar to Havant borough than to other parts of East Hampshire district.	Ensure that the infrastructure is fully in place to support the developments.	Short to medium-term	Horndean – sustainable community Rowlands Castle – character and distinctiveness Across neighbourhood plans
Infrastructure (including access and movement)			
There is a need to improve the network of cycle lane and footpaths. The proposed developments will increase demand for school and health facilities.	Ensure that community facilities are run, and used, effectively and efficiently.	Short-term	Horndean – stewardship and sustainable community Rowlands Castle – character and distinctiveness Across neighbourhood plans
There is a good supply of community venues, but these are not always well coordinated.	Develop a programme of cycle and footpath network improvements which connect the southern parishes with Havant Thicket and Dunsbury Park in Havant borough.	Short to medium-term	Horndean – stewardship and sustainable community Rowlands Castle – character and distinctiveness Across neighbourhood plans
The new developments will provide additional open space that addresses current shortfalls.	Ensure outdoor spaces become hubs for community integration and engagement.	Short-term	Horndean – stewardship and sustainable community Rowlands Castle – character and distinctiveness Across neighbourhood plans
Clanfield has a new sports and community centre. The recreation ground is a focus for community activity at Rowlands Castle. Acute parking problems have been identified around the green at Rowlands Castle.	Address parking problems and traffic congestion where these are identified.	Short to medium-term	Horndean – sustainable community Rowlands Castle – character and distinctiveness Across neighbourhood plans

3.4 Whitehill & Bordon

“ Whitehill & Bordon is undergoing an incredible transformation from a garrison town into a green, healthy and connected town.”

East Hampshire District Council July 2019

CONTEXT

The Whitehill & Bordon regeneration programme is a £1 billion, 20-year scheme in response to the Army’s departure from the town after more than 100 years in the area. The regeneration programme is already underway and includes the development of 3,350 new homes, 5,500 new jobs, a new town centre, new schools, a new leisure centre, new health facilities and a new public service hub. Annex IV provides an in-depth area profile of Whitehill & Bordon.

In March 2016, Whitehill & Bordon was selected as one of ten NHS Healthy New Town (HNT) demonstrator sites across the county. The vision is to deliver a green, healthy and connected town by 2036, where residents are encouraged to live healthy and active lifestyles. To achieve this, there will be; improved technology infrastructure; a greater mix of housing tenures; greater diversity in employment and training opportunities; improved green spaces and new cycling/walking routes; and high-quality leisure and

recreation facilities that encourage inter-generational interaction and active lifestyles.

Whitehill Deadwater is ranked amongst the 40% most deprived neighbourhoods in the country and is the second most deprived ward in East Hampshire district. Of the factors which make up the Indices of Multiple Deprivation (IMD), the ward is ranked amongst; the 30% most deprived neighbourhoods for income deprivation; the 40% most deprived neighbourhoods for employment deprivation; and the 10% most deprived neighbourhoods for education, skills and training in the country.

OVERARCHING PRIORITIES

The overarching priorities for Whitehill & Bordon are well-established and form the basis of the existing regeneration plans that have been agreed by the Whitehill & Bordon Partnership. These are to create a new green, healthy and connected town by 2036 and to ensure that the design and physical components of the new town are underpinned by place-making principles that encourage community participation, develop civic pride and support healthy and active lifestyles.

As the regeneration of Whitehill & Bordon is already underway and priorities have been established, a

table outlining place-making opportunities has not been provided similar to that for Alton, Petersfield and the Southern Parishes. Instead, the table below replicates the Delivery and Implementation Board’s (DIB) Delivery Plan (May 2019). The delivery plan sets out the development and place-making actions for Whitehill & Bordon, along with partner leads. The delivery plan forms part of a comprehensive package of interventions to transform Whitehill & Bordon into a green, healthy and connected town.

Key deliverables	Lead	Progress
Theme one: transforming perceptions of the town		
Outcome: positive perceptions from residents, visitors and businesses		
Communications plan	EHDC	December 2018 – promotional video (EHDC) complete. September 2019 - communications plan updated. WBRC produced draft Transport Communications Plan.
Theme two: community at the heart of the transformation journey		
Outcome: the public, residents and community informed, involved and engaged and that their needs are met		
Xchange	EHDC	Xchange meets approximately every six weeks. New chair appointed following elections, and Terms of Reference being reviewed. End of year report has been collated.
Whitehill & Bordon Community Trust (WBCT)	WBRC	March 2018 – Community Trust fully established. Charity status now granted. Business and delivery plan in development.
Community Development Framework	EHDC	September 2018 – Community development framework nearing completion. May 2019 – Stakeholder workshop.
Theme three: transforming the heart of the town		
Outcome: a vibrant, sustainable and healthy town centre which provides facilities and job opportunities		
Town centre	WBRC	January 2019 - Town Centre Phase 1 reserved matters application granted. Funding and finance model being agreed.
Leisure centre	EHDC	Winter 2018 – Construction started. Spring/Summer 2020 – Anticipated completion.
Secondary school (Oakmoor School)	HCC	January 2018 – Construction started. November 2019 – Anticipated opening.
Health and Wellbeing Hub	WBRC	January 2019 – planning application submitted, currently under consideration. Funding and finance model in development.
Public Hub	EHDC	Phase 1 feasibility work complete (One Public Estate [OPE] project). Phase 2 feasibility work commissioned. December 2018 – OPE bid submitted and £57,000 awarded.
Arts and heritage	EHDC	New facilities planned for Town Centre Phase 1. Funding options for Phoenix being explored through S106 funding.

Key deliverables	Lead	Progress
Theme four: delivering economic growth		
Outcome: opportunities for a range of jobs to meet the needs of new and existing residents and support a sustainable economy		
Technical Training Area	WBRC	Fully occupied with temporary uses.
Enterprise Zone (EZ)	M3 Enterprise LEP	EZ launched in 2017. Working group established – extra resource being considered. Marketing campaign/branding to be developed.
EZ - BASE Business and Enterprise Centre	HE	December 2017 – construction complete, building open and operational (Oxford Innovation). 84% of BASE currently occupied.
EZ – Future Skills Centre (FSC)	HCC	September 2017 – construction complete, building open and operational (Basingstoke College of Technology).
EZ – Tech Forest	HE	Power supply issues resolved. HE in discussion with EHDC regarding bringing plots to market.
Quebec Enterprise Hub	Radian	Spring 2018 – construction completed. Marketing underway for business space.
Schools	HCC	New secondary school (Oakmoor School) - to be opened in November 2019. Existing primary school – planning application for extension approved, construction deferred by 1 year. New primary school – site identified, playing pitches to be prepared in advance of school construction.
Employment and Skills Plan (ESP)	EHDC	Quebec Park – final report received. Louisburg – plan agreed and on target. Prince Phillip Barracks – strategic employment and skills plan agreed. Phase 1a ESP report received.
Theme five: delivery of a green, healthy and connected town		
Outcome: a town built to facilitate a green and healthy lifestyle with excellent physical and digital connectivity		
Healthy New Town (HNT) programme	EHDC	April 2016 – programme commenced. March 2019 – final year of programme. Work in progress regarding legacy and mainstreaming. Successful 10-day “Spring into Health” festival held with nearly 1,000 participants.
Sports pitches and facilities	EHDC	Summer 2018 – town wide sports plan. May to September 2018 – Bordon and Oakhanger Sports Club (BOSC) opened and community launch event. December 2018 – refreshed s106 process; first round of allocation decisions. 2021 -anticipated new and improved pitches in the town.

Key deliverables	Lead	Progress
Transport infrastructure delivery	HCC	January 2019 – relief road opened. March to September 2018 – Budds Lane improvements. C114 works in design/development.
Sustainable transport measures	HCC	Funding and partnership agreement between EHDC and HCC signed. Green Grid Green Loop (GGGL) – Enterprise M3 LEP funding secured for £3.14m and £1.4m, completion anticipated for 2020/21. Discussions underway regarding public transport/mobility strategy.
Green open space	WBRC/EHDC	Townwide green space management arrangements being developed. Strategic Management Organisation structure being developed. Pocket Parks Plus funding of £15,500 secured to deliver community orchard at Savile Crescent.
Connect, Smart Town	WBRC/EHDC	WBRC/EHDC in discussions with IBM about future partnership arrangements.
Theme six: high quality housing		
Outcome: range of high quality, sustainable and healthy homes		
Quebec Park (100 homes)	Radian	June/July 2018 – construction complete.
Louisburg Barracks (500 homes)	Barratt and David Wilson Homes	July 2016 – construction commenced. Summer 2017 – first occupation. 2022 – anticipated completion.
Prince Phillip Barracks (2,400 homes)	WBRC	Parcel 1a (Dukes Quarter – 172 homes) under construction and due to be completed in 2020. Parcel 4.1 and 4.2 (Woolmer Copse – 138 homes) under construction. Town Centre Phase 1 reserved matters application granted in January 2019 (includes residential). Parcels 2.7 to 2.9 (190 homes) – planning application under consideration. Health Hub (includes residential) – planning application under consideration.
Other sites (350 homes)	HCC+	Mill Chase Academy – development partner appointment, demolition and site preparation expected once school successfully relocates to the new secondary school (Oakmoor School). Windfall sites – ongoing.



This section sets out the recommendations as to how East Hampshire District Council can best use its resources, assets and influence to help to deliver the priorities set out in each of the four areas of the district.

Section four the role of EHDC

4.1 Introduction

This Place-Making Strategy has been developed in recognition of the need for the four key areas in the district to understand and articulate their distinctiveness, and to develop a shared vision for how they should develop in response to the specific challenges and opportunities that they face.

The creation of a new green, healthy and connected town has meant that, up until recently, much of the district council's place-making focus has been on Whitehill & Bordon. However, Alton, Petersfield and the Southern Parishes are also vitally important centres within East Hampshire, and have their own distinctiveness and qualities that make the district such a great place to live, visit and work.

East Hampshire District Council wants to strengthen the connections between people and places; prioritise investment in public places and the built environment; and engage and inspire people to want to live, work and play in the district. To do this, East Hampshire District Council will actively support place-making approaches through six main recommendations. These recommendations will be delivered coherently and concurrently as an agreed package.

4.2 Recommendations

RECOMMENDATION ONE: Provide effective corporate and political leadership

East Hampshire District Council, through its respective Cabinet Portfolio Holder, will: advocate and lobby on behalf of the district to different tiers of government; set and articulate a vision for the district as a whole; and support communities to collaborate on issues of common interest and to share knowledge for the benefit of the district as a whole.

East Hampshire District Council will develop and maintain effective working relationships with key public and private sector partners with interests in and responsibility for East Hampshire. These include, but are not exhaustive to: the South Downs National Park Authority; Hampshire County Council; Havant Borough Council (and other neighbouring authorities); Enterprise M3 Local Enterprise Partnership; and private sector developers and commercial agents.

East Hampshire District Council will act as convenor, facilitator and honest-broker to ensure that competing interests are harnessed into collective shared visions that deliver the best outcomes for the district.

RECOMMENDATION TWO: Put in place effective governance structures and working arrangements in each area

Place-making works best when there are clear and effective governance structures in place to agree visions and priorities, and to ensure that progress towards these is delivered with SMART actions. East Hampshire District Council will work with all levels of government, and strengthen its partnerships with them, to help establish governance structures which are appropriate and ensure that the voices from different communities are represented. This will include following the principles of the Neighbourhood Planning process, where this is appropriate, and ensuring alignment with parish charters.

RECOMMENDATION THREE: Co-ordinate and make better use of council resources

East Hampshire District Council already delivers a wide range of services that support place-making across the district. It will make these work more effectively, by breaking down siloes and adopting a holistic approach, to deliver services in multi-disciplinary teams based on place-making principles. East Hampshire District Council will also undertake a review of its own assets and work with partners on

initiatives like One Public Estate (OPE), to ensure that they are used efficiently and effectively to support local priorities. Where it is viable and prudent, the district council will use its resources to make strategic acquisitions and investments to help deliver place-making visions and priorities.

RECOMMENDATION FOUR: Lever funding effectively

The proposed major developments throughout the district will provide new sources of Section 106 and Community Infrastructure Levy (CIL) funding. There is also an ongoing series of central government and charitable funding to support local economic development initiatives around health, transport, community, housing and business.

East Hampshire District Council will work with partners within the district to advance and maximise opportunities for funding by helping to develop business cases to support place-making initiatives.

RECOMMENDATION FIVE: Support each area to develop its own agreed place narrative and influential “place partners”

East Hampshire District Council will support each area to develop its own agreed place narrative, and help establish networks of influential “place partners” to champion, act as ambassadors and promote this narrative to internal and external audiences, including residents and businesses.

East Hampshire District Council will use its consultation and engagement programme to ensure that voices from all sections of the community are heard to develop place narratives, and implement the programme of work associated with them. As part of this, the narratives and work programmes will need to align with the East Hampshire Local Plan 2017-2036, and set out the ownership of any emerging actions.

RECOMMENDATION SIX: Develop a five-year programme of work with SMART actions

East Hampshire District Council will develop a five-year programme of work for each of the key areas of the district. The work programme will contain SMART actions that will be overseen by the newly established governance arrangements.

4.3 East Hampshire District Council place-making priorities

It is important to note that built form and urban design by itself are not enough to create a place, but they provide a foundation upon which future place-making can evolve. East Hampshire District Council can shape the place-making processes, but local people and businesses will define its outcomes.

East Hampshire District Council will adopt a positive and participatory approach to place-making focussed on the four key areas of Alton, Petersfield, the Southern Parishes and Whitehill & Bordon. The approach will be visionary and bold, and will help to develop plans which are collaborative, community-led and create a shared sense of identity, through the district council's consultation and engagement programme.

The table below sets out a set of recommendations on how East Hampshire District Council can best use its resources, assets and influence to help deliver the priorities set out in each of the four areas of the district. The district council will seek to implement to strengthen the connections between people and places; prioritise investment in public places and the built environment; and engage and inspire people to want to live, work and play in the district. The table below includes all six recommendations highlighted

above, along with the place-making opportunities identified in Section Three which the district council can take the lead on.

The district council will help facilitate, support and/or help deliver all other place-making opportunities identified in Section Three through partnership working with other key organisations in the district. These organisations are, but not exhaustive to; South Downs National Park Authority, Hampshire County Council, parish and town councils, developers, commercial agents, businesses and community groups.

The district council will use its engagement and consultation process to develop specific action plans for each of the four areas based on the priorities identified below.



East Hampshire District Council (EHDC) place making priorities	EHDC team responsible	Area of the district
<p>Recommendation one: effective corporate and political leadership. Advocate and lobby the different tiers of government on behalf of the district.</p>	EHDC cabinet portfolio holder	All
<p>Recommendation two: governance and programme management. Put in place effective governance structures and working arrangements in each area.</p>	EHDC regeneration team	All
<p>Recommendation three: council assets and resources. Co-ordinate and make better use of district council resources to ensure they are used efficiently and effectively to support local priorities and place-making opportunities.</p>	EHDC regeneration and property teams	All
<p>Recommendation four: lever funding effectively. Maximise opportunities for central government investments/funding to support local priorities and place-making opportunities.</p>	EHDC regeneration team	All
<p>Recommendation five: develop agreed place narrative and influential “place partners”. Use a consultation and engagement programme to ensure all voices of the community are heard to develop place narratives and implement the programme of work.</p>	EHDC communities team	All
<p>Recommendation six: five-year programme of work with smart actions. Develop a five-year programme of work for each of the key areas of the district.</p>	EHDC regeneration team	All
Town centre and key sites		
<p>Develop key sites in Alton to help meet development needs identified in the Alton Neighbourhood Plan (2011-2028) and emerging East Hampshire Local Plan (2017-2036). The sites that EHDC would be able to take a lead on are: Coors brewery; and railway station forecourt.</p>	EHDC regeneration and communities teams	Alton
<p>Develop key sites in Petersfield to help meet development needs identified in the Petersfield Neighbourhood Plan (2013-2028). The sites that EHDC would be able to take a lead on are: festival hall; and railway station forecourt.</p>	EHDC regeneration and communities teams	Petersfield
<p>Develop key sites in the southern parishes to help meet development needs identified in the emerging East Hampshire local plan (2017-2036). The site that EHDC would be able to take a lead on is: Land East of Horndean.</p>	EHDC regeneration and communities teams	Southern parishes
Infrastructure (including access and movement)		
<p>Improve signage and wayfinding in and around the district.</p>	EHDC regeneration team	All
<p>Improve walking and cycling in and around the district.</p>	EHDC regeneration and communities team	All

Annex I – Alton profile

The Alton Neighbourhood Development Plan (2011-2028) sets out the area’s fourteen objectives and policies against five themes:

HOUSING, INCLUDING DEVELOPMENT SITE PREFERENCES

- To ensure that future housing development in and around Alton respects the character of the town and the surrounding countryside.
- To ensure that new housing contributes to the needs of the town in terms of the mix and design of dwellings.
- To influence the location, scale and pace of housing development over the plan period (to 2028).
- To ensure that, in the context of sustainability requirements specified by the National Planning Policy Framework (NPPF), the necessary infrastructural improvements will be implemented in a manner appropriate to the location, scale and pace of the proposed development.

TRANSPORT AND PARKING

- To encourage and influence improvements in the town’s infrastructure – particularly to manage traffic – to meet current needs and those arising from development.
- To encourage walking and cycling.
- To encourage the provision of public transport services, both within the town and beyond.

- To achieve appropriate levels of parking both on and off street.

HEALTH, COMMUNITY AND RECREATION FACILITIES

- To support the development of a new/ refurbished Community Centre and a new Sports and Leisure Centre in the town.
- To support the provision of adequate health services for a growing population.
- To support the retention of existing public open spaces and the provision of new ones capable of offering sport/ recreational opportunities in line with population growth.

SCHOOLS AND EDUCATION

- To support the provision of sufficient nursery, school and college places in Alton to meet the growing demand, in accessible locations.

ECONOMIC SUSTAINABILITY AND VIABILITY

- To protect and enhance the role of Alton town centre as a retail, tourism and hospitality hub which is vibrant and adaptable to future needs.
- To develop and enhance the business economy of Alton and Holybourne, to ensure that the town is economically sustainable.

CHARACTER AND IDENTITY

Alton is currently the largest town in East Hampshire with a population of just under 18,000 people. The town serves the outlying settlements of Beech; Binsted; Chawton; Farringdon; Four Marks; Medstead; and Selborne. The town is in the north of the district and its historic core lies in the valley of the River Wey. It is a long, narrow settlement, close to the A31, which is largely hidden from view. The South Downs Way is accessible to the east of the town.

Alton is a medieval market town; its special historic and architectural importance are key features of its character. The high street has a mix of commercial uses, including shops, cafés, restaurants and public houses. There is a variation of building types and periods within the town centre. Many buildings date from the 17th and 18th centuries.

Its town centre is largely in a Conservation Area, with 18th century buildings being the most dominant. The town’s economy was originally based on weaving and then paper-making. By the eighteenth century, it became a brewing town. The last remaining brewery, Coors Brewery, closed in 2015 and is now one of the town’s main redevelopment opportunity sites.

Jane Austen lived in Chawton, a village just to the south of the town. The painter, William Herbert Allen,

lived in Alton and there is a gallery in his name in the town centre. Gilbert White, a pioneering naturalist and ornithologist, lived in nearby Selborne where his house and gardens are now open to the public.

Alton has a strong sense of community and it holds a wide-ranging events programme that runs throughout the year. It is attractive to high net worth couples and affluent families with children. Its attractiveness to visitors tends to extend mainly to retirees with high disposable incomes, rather than younger adults or families. The nearby Watercress Line steam railway is a family attraction that runs from Alton to New Alresford.

TOWN CENTRE

Alton is currently the largest shopping centre in East Hampshire, with a combined retail floorspace of 18,000 sq.m and 205 Class A units¹². Combined retail turnover in Alton was £127m in 2018¹³. Convenience goods attracted £63m in 2018 which is 35% of the spend in East Hampshire district; comparison good spending was £41m, which was 51% of comparison goods spending in the district; and food and beverage spending was £23m which was 45% of the spend in the district¹⁴. There is also a popular street market, which is held every Tuesday and a farmer's market is held on the second Saturday of every month.

In 2017 there were 30 vacant units (14.6%)¹⁵, which was higher than the national vacancy average. Food retail provision is considered “reasonable”. However, there has been a decline in the proportion of comparison goods spending and there are concerns about the emergence of charity shops and discount stores.

There is an allocation for 6,112 sq.m of retail space in Alton in the emerging East Hampshire Draft Local Plan (2017-2036). High street rents in Alton (£350-£450) per square metre are much lower than in larger neighbouring centres, such as Guildford (£2,850), Winchester (£1,750) and Chichester (£1,700), but higher than in Havant (£370) and Waterlooville (£350)¹⁶.

The high levels of commuting can make the town centre congested at peak times and there is limited use of public transport. There is excessive on-street parking (often on verges), despite reasonable parking provision. Better bus provision may be possible if Community Infrastructure Levy (CIL) can be secured from new developments, which themselves should generate more demand.

Alton Town Council provides advice and training for businesses to improve and increase their digital presence, and is considering how to provide town-wide free Wi-Fi.

HOUSING GROWTH

The housing market in Alton is buoyant and there were 116 housing completions in 2017/18. According to the emerging East Hampshire Local Plan (2017-2036), there are planning permissions for 1,089 new homes. As part of the East Hampshire Local Plan review, additional sites are being considered for future residential development.

However, there are concerns about homelessness in the town and 256 residents were identified as being in housing need. There is an identified need for smaller, affordable homes in Alton, and district council planning policy stipulates that 40% of all homes on new developments should be affordable.

INFRASTRUCTURE

Key redevelopment opportunities include: Coors Brewery, Station Forecourt, the Old Post Office and the Magistrates Court. There are also employment allocations at Mill Lane, Lumbry Park, Newman Lane, Omega Park, Waterbrook Estate and other locally

12. p52 East Hampshire Retail and Main Town Centre Uses Study (2018)

13. *ibid*

14. *ibid*

15. National Vacancy Rate = 11.8% referenced in the East Hampshire Retail and Main Town Centre Uses Study (2018)

16. East Hampshire Retail and Main Town Centres Uses Study (2018)

significant employment sites at Kerridge Industrial Estate and Paradigm House.

Within the emerging East Hampshire Local Plan (2017-2036), 2.1 hectares of employment space is being proposed. There is a low supply of modern commercial premises in the town centre and, given its historic nature, this is likely to remain the case.

There are good public footpath links to the wider countryside and there are ambitions to broaden the footpath network, create better links to the South Downs National Park, and improve safe cycle access into and out of the town, including better signage and wayfinding.

Approximately half of Alton lacks access to open space and only one site in the town is of high quality and value. Alton has three allotment sites, two of which are low quality and low value. There is low provision of play space and teen/youth provision, whilst central and northern Alton are deficient in local parks¹⁷. Within the town centre, the restaurant/café sector is significantly below the national average¹⁸.

It is anticipated that the new Alton Sports Centre will open in 2020. There is the potential to expand the existing Community Centre at its existing location, or re-provide it within a new community hub centre as

part of the redevelopment of the Coors Brewery site. There are seven primary schools, two secondary schools and a sixth-form college. The latter, Alton College, is exploring opportunities for a partnership with Havant and South Downs College. In addition to the primary and secondary schools, the town also hosts Treloar School, which is a world-renowned establishment for severely disabled children.

There are two GP surgeries – Wilsom and Chawton Park. There is also an Ambulance station and the 24-bed Alton Community Hospital, which provides palliative care and rehabilitation support facilities. There is likely to be growing pressures on health service provision because of changing demographics and an increase in population.

DEPRIVATION

Alton comprises the following wards; Alton Amery, Alton Ashdell, Alton Eastbrooke, Alton Westbrooke, Alton Whitedown and Alton Wooteys.

Alton Eastbrooke has an Indices of Multiple Deprivation (IMD) ranking of 9,517 out of 32,844 neighbourhoods in England¹⁹. This means that Alton Eastbrooke is the most deprived ward in East Hampshire, and amongst the 30% most deprived neighbourhoods in the country.

Of the domains which contribute towards the overall IMD ranking, Alton Eastbrooke is amongst the 10% most deprived neighbourhoods in the country in terms of education, skills and training, despite hosting Alton College. In addition, the ward is amongst the 20% most deprived neighbourhoods in terms of income deprivation (as a whole), and amongst the 30% most deprived neighbourhoods in terms of employment deprivation and income deprivation affecting children in the country.

Alton Westbrooke and Alton Wooteys also contain elements of deprivation. The former, which hosts Alton town centre and several redevelopment opportunities, is amongst the 30% most deprived neighbourhoods in the country in terms of income deprivation (as a whole), as well as income deprivation affecting children and older people. As for the latter, Alton Wooteys is amongst the 30% most deprived neighbourhoods in the country in terms of employment deprivation, and education, skills and training.

17. Open space assessment for East Hampshire District Council (2018)

18. East Hampshire Retail and Main Town Centre Uses Study (2018)

19. Ranking of one being the most deprived.

Annex II - Petersfield profile

The Petersfield Neighbourhood Development Plan (2013-2028) is informed by four key principles.

Petersfield must:

- Continue to feel 'compact'.
- Continue to act as a centre for the surrounding area.
- Retain its markets, festivals and events.
- Continue to have a close relationship with the surrounding countryside.

The plan's 26 objectives are grouped under eight themes:

HOUSING

- Allocate sufficient development areas to meet the Joint Core Strategy target whilst ensuring an appropriate mix of housing to meet the town's future needs.
- Provide more affordable housing and more housing for local people.
- Ensure that all new homes are built to appropriate standards.

BUILT ENVIRONMENT

- Conserve and enhance the character and quality of the town's built environment and ensure good quality design.
- Ensure development is energy efficient, sustainable and adaptable to climate change.

GETTING AROUND

- Make Petersfield a more pedestrian and cycle friendly place to live.
- Improve the town centre 'spine' from the station through to the war memorial, making it more pedestrian friendly, accessible to cyclists and enhancing its overall vitality.
- Improve both the management and provision of parking throughout the town.
- Encourage sustainable travel including local public transport and street environments that significantly reduce the impact of traffic on the town's community life.

COMMUNITY

- Ensure an adequate provision and mix of community facilities to support the diverse range of users in Petersfield.
- Ensure adequate provision of sport and recreation facilities, to include an adequate provision of built sport facilities and adequate supply of sports pitches and informal recreation areas to meet the needs of local people.
- Meaningful involvement and engagement of the wider community in matters relating to the town's development.

NATURAL ENVIRONMENT

- A green infrastructure network will be provided, developed and enhanced linking the town to the surrounding countryside.
- Protect key areas of the town for their landscape, ecological, recreational and historic value.
- Protect and enhance the landscape.
- Develop access and enhance links to the surrounding countryside for walking and cycling.
- Encourage and enhance greater biodiversity.
- Reduce flooding risk and enhance waterways.

BUSINESS

- Attract and retain businesses that can provide employment opportunities for local people.
- Make better use of available land by supporting the intensification of town centre industrial sites to transition, where appropriate, to small business and business enterprise facilities.
- Support and encourage small businesses, start-ups and creative businesses requiring small workshop spaces.
- Improve the quality of the existing business infrastructure provision in Bedford Road and the area of Frenchmans Road adjoining the railway line.

RETAIL

- Create a vibrant town centre that is a hub for the local area.

- Improve the quality and breadth of Petersfield’s regular markets.

TOURISM

- Improve and increase hotel accommodation.
- Provide a new and expanded tourist hub.

CHARACTER AND IDENTITY

Petersfield is a compact market town located in the valley of the Western Rother and is the second largest settlement in both the South Downs National Park and East Hampshire district. It is 17 miles north of Portsmouth and 13 miles south of Alton. Its location defines much of its history, having been an important stop on the route from London to Portsmouth. The prosperity of the town was founded on wool and later the cloth, leather and tanning industries. To date, it has over 100 listed buildings.

The town now has a resident population of around 16,500 people, with a high proportion of older people and retirees, and a notable paucity of 18-35 year olds. It is anticipated that Petersfield’s population will grow, and projections suggest that there will be a further 1,500 residents aged 60 years and over by 2028.

The compactness of the town is one of its most important features (which gives it a high degree of walkability), along with its cultural heritage and its

potential to become a gateway to the South Downs National Park. Petersfield is also well connected by the railway and via the A3(M).

There is an active community and voluntary sector, along with an extensive range of clubs and societies including the Petersfield Society and the Round Table. There are regular seasonal, annual music and beer festivals which, along with numerous theatrical productions, attract visitors and build a strong community identity.

TOWN CENTRE

The historic development of the town is centred on St Peter’s Church and the mediaeval market square, where the cattle market used to be held. These remain the main focal point of the town and form part of the Petersfield Conservation Area.

The town centre has seven pubs, a wide range of restaurants and a good evening economy. It is also well supplied with supermarkets, although there is a need for an additional 1,366 sq.m of convenience retail floorspace. According to the South Downs Local Plan (2014-2033), the demand for retail space in Petersfield is buoyant with very low vacancy rates. In 2018, spending on convenience goods in Petersfield was £65.0m²⁰; spending on comparison goods was £73.5m²¹; and spending on food and beverage was £36.4m²².

The market runs twice a week (on Wednesdays and Saturdays) and there is a monthly farmer’s, Italian and French market in the town centre. These, along with the seasonal festivals, strengthen the town’s community spirit and make Petersfield a destination, with visitors also attracted by its cultural heritage, unique shops and leisure-based services. It is suggested that Petersfield attracts 3.5 million day-trip visitors per year.

Nevertheless, Petersfield Town Centre faces a number of challenges, which include shop fronts that do not reflect the National Park and town character; pavements and footways that are not well-maintained; too much illegal parking; and a public realm that could be enhanced. The South Downs National Park Authority also identifies the lack of hotel accommodation in Petersfield as a specific issue in its Local Plan (2014-2033).

Traffic congestion and pedestrian safety have also been identified as issues of concern. There are several

20. Table 5; Annex 2; East Hampshire Retail and Main Town Centre Uses Study; 2018

21. Table 5; Annex 3; East Hampshire Retail and Main Town Centre Uses Study; 2018

22. Table 5; Annex 4; East Hampshire Retail and Main Town Centre Uses Study; 2018

“rat runs” through residential areas; the level crossing near the railway station causes tailbacks; and there is also a lack of safe pedestrian crossings, poor footway links and insufficient safe cycling paths in the town

The Petersfield Neighbourhood Plan (2013-2028) contains a Town Centre Vision which focuses on delivering a programme for the “Town Spine.” It has been set up to look at the main centre of the town, going from the Railway Station, down Lavant Street, along Chapel Street into the Square, and down the High Street to the War Memorial. The aim, set out in the Neighbourhood Plan, is to design an attractive, versatile town centre which aims to give more priority to pedestrians and people cycling by reducing traffic flow and parking along the Town Spine, increasing footfall, introducing more crossing points, slowing traffic speeds and improving street design to reflect the town’s importance within the National Park.

Within the Town Spine Programme, there are many smaller projects that are being worked on. These include:

- Replacement and addition of black heritage signs.
- Car parking in general and directional signage.
- Additional parking at Petersfield station forecourt.
- Cycle and footpath signage.

Although there are several high tech/IT and engineering companies, business space is not considered to be suitable for many knowledge-based micro-businesses and employment opportunities need to be diversified. There is a shortage of small, flexible, affordable office/enterprise centre space with shared facilities close to the town centre.

HOUSING GROWTH

Property prices in Petersfield (£515,555 on average)²³ are high, so young people and first-time buyers find it difficult to afford homes. Partly as a result of this, there is a paucity of 18-35 year olds in the town²⁴.

There is an identified demand for affordable homes of 35-74 homes per annum. This is mainly for one and two-bedroom properties, but there is also a lack of two and three-bedroom properties for retirees looking to downsize within walking distance of the town centre²⁵. Although housing need has been identified for three main groups: young people, growing families and retiring downsizers, there is a concern about the provision of housing for older people. There is also a demand for 40-130 self-build properties locally²⁶.

There are 805 homes allocated in the Petersfield Neighbourhood Plan (2013-2028), of which 435 have already been built. These developments are estimated to provide around £3.1 million of Section 106

monies and additional income from the Community Infrastructure Levy (CIL) is expected.

INFRASTRUCTURE

Much of the industrial space in Petersfield is located on Bedford Road and Frenchmans Road. The former has a poor appearance, while the latter has been assessed as average/poor in terms of meeting future employment development needs. There is also a shortage of light industrial and small office units, and an overall requirement for 55,600 sq.m of commercial floorspace.

First impressions of the town at the railway station are considered to be poor. The main venues in the town are Petersfield Community Centre and the Festival Hall, but there are also several community halls, a public and mobile library, Post Office, Museum (currently being redeveloped and expanded) and the Flora Twort Gallery. The town is well catered for in terms of sports pitches. There are two leisure centres: The Taro Leisure Centre and Home Farm Leisure Centre. Residents have expressed an interest in a new cinema and associated facilities, and the children’s

23. <https://www.zoopla.co.uk/house-prices/petersfield/>

24. Petersfield Neighbourhood Development Plan 2013-2028

25. *ibid*

26. *ibid*

swimming pool could be upgraded. Overall, there is thought to be a shortage of recreational provision for young people and a need for a community hub, as the Petersfield Community Centre is very dated and needs improving.

DEPRIVATION

Petersfield comprises the following wards: Petersfield Bell Hill; Petersfield Causeway; Petersfield Heath; Petersfield Rother; Petersfield St Marys; and Petersfield St Peters.

Petersfield Causeway has an Indices of Multiple Deprivation (IMD) ranking of 12,804 out of 32,844 neighbourhoods in England. This means Petersfield Causeway is the most deprived ward in the town, and amongst the 40% most deprived neighbourhoods in the country. Of the domains which contribute towards the overall IMD ranking, Petersfield Causeway is amongst the 30% most deprived neighbourhoods in the country in terms of employment deprivation, as well as amongst the 40% most deprived neighbourhoods in the country in terms of income deprivation (as a whole and affecting children), health and education, skills and training.



Annex III - Southern parishes profile

PARISH PLANS AND PRIORITIES

The Southern Parishes of East Hampshire district comprise Clanfield, Horndean and Rowlands Castle, although each parish has its own distinct needs. They are located close to, and are therefore influenced by, developments in Havant borough. The planned reservoir development at Havant Thicket, which is partly within East Hampshire district is a prime example of this, whilst there is also a priority to strengthen cycle and walking routes between the southern parishes in East Hampshire district, and Dunsbury Park and Waterlooville in Havant borough.

The **Horndean** Parish Plan was produced in 2013. The vision for the parish is set out under three aspirational themes: community spirit; stewardship and sustainable community. Although now somewhat dated, the parish plan identifies issues that need addressing, including: a shortage of affordable and small unit housing; problems with fly-tipping and inconsiderate parking; an undersupply of open space; insufficient facilities for younger people; weak public communications; inconsistent public transport (particularly to Portsmouth); and a lack of retail provision. Recent measures to address connectivity include the development of the A3 Bus Priority Corridor, which links Portsmouth to Clanfield, via Waterlooville and Horndean. The most significant

proposed development that will impact on the southern parishes is "Land East of Horndean".

Rowlands Castle Parish Council's vision (2008-2018) is to preserve and enhance the parish of Rowlands Castle as an attractive community whilst maintaining its separate identity, character and distinctiveness. It is currently in the process of developing a neighbourhood plan. The Rowlands Castle Parish Plan (2008-2018) stresses the importance of maintaining the village's identity, which includes ensuring separation of the parish from Emsworth and Leigh Park in Havant borough, protecting the rural landscape and preventing traffic encroachment; providing a mix of affordable and retirement homes; improving the state of the roads and pavements; strengthening recreation and sports facilities; and improving adult education provision.

In **Clanfield**, there are two new developments along Green Lane: St James Place (207 homes); and Windmill View (275 homes). These have provided a new community building with an indoor sports hall, tennis courts, a multi-use games area, a café, meeting rooms and allotments. The St James' Place development also includes a bowling green, pavilion, sports pitches, play areas and allotments.

CHARACTER AND IDENTITY

Horndean is the largest centre, with a population of around 12,900²⁷ people. It lies eight miles to the north of Portsmouth. A brewing industry existed in Horndean from the 1720s. This included Gales Ales, which was founded in 1847, but closed in March 2006, was demolished in 2011 and has now been converted to housing. Merchistoun Hall, a Grade II listed building, is the settlement's main community centre. The A3(M) divides Horndean, with the district centre located on the eastern side, and most residents living on the western side of the A3(M).

Rowlands Castle, which is located 2.5 miles south east of Horndean, began to grow when the railway was built from Portsmouth to London in 1859. It was known for its brick making industry, which came to an end in 1967 and the brick works chimney was subsequently demolished in 1971. The village has retained a semi-rural character with many trees, grass verges and only limited street lighting. The village centre around the green is a designated conservation area and is the focus for community events. The Rowland Castle Association aims to conserve the character of the village. It publicises village events and promotes the activities of the village's clubs and societies.

27. 2011 Census, Office for National Statistics

Clanfield, which is located 2.5 miles north of Horndean and 4.0 miles north of Rowlands Castle, is surrounded on three sides by the South Downs National Park, and Queen Elizabeth Country Park is five miles to the north. It grew after World War II and it now has a population of around 4,400 people. The Parish also includes Chalton, which is located on the eastern side of the A3(M). The recent population associated with the major developments has resulted in the establishment of two new residents' associations.

It takes 10-15 minutes to drive from the southern parishes to Havant and Portsmouth, which are more important service centres for the southern parishes than those that are in other parts of East Hampshire district. Apart from the direct rail link from Rowlands Castle (which takes five minutes to Havant and 25 minutes to Portsmouth) public transport connections to Havant borough are more problematic. However, the A3 Bus Priority Corridor has begun to address this west of the A3(M). The resident population tends to be older in the Southern Parishes than in other parts of the district.

LOCAL CENTRES

Horndean is the largest retail centre in the southern parishes, with a combined retail sales floorspace of

3,810 sq.m. However, the majority of this is within the Morrison's store outside the centre. It has 14 A1 class units, including 2,640 sq.m of convenience floorspace and 1,170 sq.m of comparison floorspace. There is also a hotel (Premier Inn) in the village. Horndean centre is "good quality", but the precinct area "is of poorer quality and does not offer an inspiring or welcoming shopping environment"²⁸.

Rowlands Castle has a limited offer of shops and services. The centre has a small selection of independent outlets including a pharmacy, crafts shop and hardware store. There is one convenience store (Londis) which provides a day-to-day top up facility for residents. Non-retail services include a solicitor and an estate agent. A café has recently closed (the only vacant unit in the centre). There are also two pubs. In terms of other uses present (non-Class A uses), there is a doctors' surgery, a vet and a MOT/car sales garage. For a centre of its size, it is performing well, and the provision is consistent with what is expected for a small local service centre. It is an attractive, healthy centre which functions well for its needs²⁹.

Clanfield is a small centre, predominately serving the needs of its residents³⁰. The centre has a reasonable range of retail and service uses for its size. It is well served for convenience goods, but there is a

limited range of comparison goods. The village has a hairdresser, hair/beauty salon, barbers, estate agents and funeral directors; and there are restaurant, bar/restaurant and takeaway uses. However, there are no entertainment/leisure uses.

HOUSING GROWTH

There were 72 housing completions in the Southern Parishes in 2017/18, 57 of which were built in Clanfield. There are significant plans for expansion. These plans include existing permissions and allocations, along with the mixed-use development of 'Land East of Horndean'. Additional sites for future residential development are also being explored through the emerging East Hampshire Local Plan (2017-2036).

Horndean has the most significant development opportunity in the Southern Parishes at 'Land East of Horndean'. Outline planning permission was granted in February 2016 under reference 55562/001 for 'Land East of Horndean'. The outline permission was for 700 dwellings, 1.7ha of employment land, a local centre (including local retail, a primary school and community facilities), a care village (comprising 100

28. East Hampshire Retail and Main Town Centre Uses Study (2018)

29. *ibid*

30. *ibid*

independent living units and a 60-bed care home), playing pitches, a cricket pavilion, allotments, acoustic bunds, ecological buffers, internal access network (including footpaths and cycleways), drainage works, landscaping and open space. The outline permission lapsed in February 2019, a new application is anticipated with a revised development capacity for 850 dwellings. House prices in Horndean are more closely aligned with those in Havant borough, than those in other parts of the East Hampshire district.

Rowlands Castle contains ‘Land South of Oaklands’ which is currently under construction and will deliver 106 new homes by 2020/21. The emerging East Hampshire Local Plan (2017-2036) is exploring whether further sites in the parish would be suitable for residential development. The development at ‘Land East of Horndean’ site may also impact on Rowlands Castle.

Clanfield has seen significant housing growth in recent years, with two developments Windmill View (275 homes) and St James’ Place (207 homes) adding nearly 500 homes to the village. The emerging East Hampshire Local Plan (2017-2036) is exploring whether further sites in Clanfield would be suitable for residential development.

Overall, across the southern parishes, there is a high

proportion of social housing comprising one and two-bedroom units, but there is also a slightly higher proportion of larger owner-occupied homes³¹. The proportion of affordable (social rented) housing is low and whilst house prices in Horndean are more akin to those in Havant borough, prices in Rowlands Castle better reflect those in the neighbouring parishes to the north (in the South Downs National Park) and in Chichester district.

INFRASTRUCTURE

Horndean will see the “Land East of Horndean” result in improvements to the A3(M) Junction 2 Roundabout and new site access points from the B2149 and on Rowlands Castle Road. There are also plans to improve the cycle network in Horndean. There is no railway station at Horndean.

It is anticipated that a new primary school will be delivered as part of ‘Land East of Horndean’. There may also need to be an expansion of Horndean Technology College and/or more secondary provision in Havant borough to accommodate additional growth proposed in the emerging East Hampshire Local Plan (2017-2036). Horndean Technology College provides a range of facilities for hire, including a 450-person capacity event hall (Barton Hall) and Horndean Parish Council has two community halls - Napier Hall on the

Portsmouth Road and Jubilee Hall off Catherington Lane.

There is a shortfall in allotments; however, allotment provision will be provided as part of the mixed-use development at “Land East of Horndean”. It is also anticipated that a proportion of new open space will be provided.

Rowlands Castle is located on the direct rail line between Portsmouth and London Waterloo, but there is limited parking provision available at the railway station. National Cycle Route 22 (including Shipwrights Way), a 64-mile route that links London with Portsmouth, runs through Rowlands Castle and there are plans to improve the cycle network. The local primary school has limited capacity to expand. As a result, S106 monies have been allocated for school expansion in neighbouring Leigh Park in Havant Borough.

The Recreation Ground is a focus for much community activity and there are tennis courts for club and public use. However, its pavilion needs modernisation or rebuilding to meet current legislation and future sports’ demand.

31. East Hampshire Interim Housing and Economic Development Needs Assessment (2018)

There are plans to develop a £100m reservoir at Havant Thicket, which is in both Havant borough and East Hampshire district. The winter water storage facility will safeguard drinking water provision for the Portsmouth and Southampton areas and provide new community, leisure and environmental facilities, along with paths for walking, cycling and horse riding. The development will compliment Staunton Country Park by providing bird watching facilities, picnic and play areas and parking, and potentially a visitor centre with a café, toilets and space for education activities. It is anticipated that the main visitor access will be within East Hampshire district.

Clanfield has no railway station and there is a need for pedestrian, cycle and accessibility improvements. Petersgate Infant School in Clanfield is being expanded. The shortfall in allotments has been addressed by the 28 new allotment plots that were completed as part of the two Green Lane developments. The new Clanfield Sports and Community Centre has a multi-use sports hall, a meeting room, a studio for dance yoga and exercise, outdoor tennis and netball courts, and a café. Additional open space is also being provided by the two Green Lane developments.

Overall, current recreation facility provision in the southern parishes is relatively good, and the emphasis

should be on maintaining and improving the existing provision.

The district council's Open Space, Sport and Recreation Needs and Opportunities Assessment (2018-2028) states that "The southern parishes are well served for swimming provision, through facilities that are outside the area but within 10-15 minutes drive time. There is therefore not a significant demand for additional swimming provision". Its proximity to Havant borough, and therefore Waterloo Leisure Centre, means that it is well served for swimming provision³², whilst sports hall provision exceeds demand.

Dunsbury Park has been identified as a business gateway of local and sub-regional importance, located between Havant and Waterloo, accessible via the A3(M). This strategic employment site in Havant Borough has the potential to provide almost 77,000 sq.m of high-quality industrial and employment floorspace, and therefore a large number of jobs in proximity to the Southern Parishes.

DEPRIVATION

The southern parishes contain barriers to housing and services. As such, Horndean Kings is amongst the 20%, and Clanfield and Finchdean, along with

Horndean, Catherington and Lovedean, are amongst the 30%, most deprived neighbourhoods in the country in terms of these barriers.

32. East Hampshire Open Space, Sport and Recreation Needs and Opportunities Assessment 2018-2028 (p.29)

Annex IV - Whitehill & Bordon profile

A SUSTAINABLE GREEN TOWN

The Whitehill & Bordon regeneration programme is a £1 billion, 20-year scheme in response to the Army's departure from the town after more than 100 years in the area. The regeneration programme is being led by multi-agency partnership of local and national government agencies, Enterprise M3 Local Enterprise Partnership and private sector partners. The programme is already underway and includes the development of 3,350 new homes, 5,500 new jobs, a new town centre, new schools, a new leisure centre, new health facilities, a new public service hub, around 150ha of green space (including a skate park and children's play areas), and an extensive network of pedestrian and cycle paths (including a 7-mile green loop around the town).

In March 2016, Whitehill & Bordon was selected as one of ten NHS Healthy New Town (HNT) demonstrator sites across the county. The vision is to deliver a green, healthy and connected town by 2036, where residents are encouraged to live healthy and active lifestyles. To achieve this, there will be; improved technology infrastructure; a greater mix of housing tenures; greater diversity in employment and training opportunities; improved green spaces and new cycling/walking routes; and high-quality leisure and

recreation facilities that encourage inter-generational interaction and active lifestyles.

CHARACTER AND IDENTITY

Whitehill & Bordon is located off the A3 and is about eight miles south-east of Alton. The town was an army base with the first troops arriving at the Quebec Barracks in Bordon in 1903. The army barracks have now been moved to Lyneham in Wiltshire, leaving over 250 hectares of land to be redeveloped into a Healthy New Town. Currently, the combined population of Whitehill & Bordon is 14,000 people, however this is expected to increase to around 22,000 people by 2030. This will make Whitehill & Bordon the largest settlement in East Hampshire.

The identity and character of Whitehill & Bordon will be defined by its design, how effectively the new community develops its identity, and how the new and existing residents integrate with one another. A survey of existing Whitehill & Bordon residents carried out in 2018 found that 66% of respondents think that the new town will improve the quality of life in Whitehill & Bordon. However, those that did not agree with this were concerned about the number of homes being built, and stated that there should be greater regard to existing residents, as well as better communication with them.

The same survey found that residents were most likely to think that more and better shops, improved public transport, better leisure, health and community facilities and a stronger community identity would increase satisfaction with where they live.

TOWN CENTRE

Whitehill & Bordon currently has a reasonable provision of convenience shops (e.g. supermarkets, newsagents) but a poor supply of comparison shops (e.g. clothing, household goods) for a town of its size³³.

The emerging East Hampshire Local Plan (2017-2036) sets out the proposals for developing a new town centre, with 16,000 sq.m of retail floorspace. The aim is to sustain and enhance the range and quality of provision, including contributing to the evening economy; improve the town centre's vitality and viability; help to create a sense of place through high quality layout; and provide appropriate landscaping, street furniture, and public art.

33. East Hampshire Retail and Main Town Centres Uses Study (2018)

HOUSING GROWTH

As of April 2018, 86 out of 100 dwellings were complete at Quebec Barracks, 140 out of 500 dwellings were complete at Louisburg Barracks, and outline permission for 2,400 homes at Prince Phillip Barracks (also known as Bordon Garrison) had been granted with the first phases under construction at Dukes Quarter and Woolmer Copse.

The emerging East Hampshire Local Plan (2017-2036) proposes the expansion of, and an increase in residential density within, the Whitehill & Bordon Strategic Development Area (SDA). At present, the emerging East Hampshire Local Plan (2017-2036) proposes that this increase in residential development could be achieved by increasing development capacity at Prince Phillip Barracks from 2,400 to 3,700 dwellings, along with developments at Mill Chase Academy (150 homes) and land off Hollywater and Whitehill Roads (100 to 360 homes). However, the East Hampshire Local Plan (2017-2036) is still emerging, therefore how this proposed increase will be achieved may be subject to change.

INFRASTRUCTURE

The Future Skills Centre (FSC) and BASE Innovation Centre are located at Louisburg Barracks. Regarding

employment space; at Louisburg Barracks, 2.36 hectares of land has been allocated for employment and once completed will be known as Tech Forest; at Quebec Barracks, 0.24 hectares of land has already been completed; and at Prince Philip Barracks there is permission for 4.2 hectares of employment land. The employment and business focus will be on key sectors of the economy, including advanced engineering and automotive, digital, renewable energy technologies and sustainable construction.

Prince Philip Barracks, which forms part of the Whitehill & Bordon Enterprise Zone, will include the new leisure centre, a new 8-form entry secondary school, a new 3-form entry primary school, public open space, sports pitches and play areas, including a skate park and allotments.

The new development includes a 2.6-mile relief road, with separate provision for cyclists and pedestrians, which now forms part of the A325.

DEPRIVATION

Whitehill & Bordon comprises the following wards; Whitehill Chase, Whitehill Deadwater, Whitehill Hogmoor, Whitehill Pinewood and Whitehill Walldown.

Whitehill Deadwater has an Indices of Multiple

Deprivation (IMD) ranking of 10,794 out of 32,844 neighbourhoods in England. This means that Whitehill Deadwater is the second most deprived ward in East Hampshire, and amongst the 40% most deprived neighbourhoods in the country.

Of the domains which contribute towards the overall IMD ranking, Whitehill Deadwater is amongst the 10% most deprived neighbourhoods in the country (as well as the most deprived ward in East Hampshire) in terms of education, skills and training. The ward is also amongst the 20% and 30% most deprived neighbourhoods in the country in terms of income deprivation affecting children and income deprivation (as a whole) respectively.

Whitehill Chase, Whitehill Pinewood and Whitehill Hogmoor also contain elements of deprivation. The former is the most deprived area in East Hampshire in terms of health and income deprivation affecting older people, while the latter is amongst the 20% most deprived neighbourhoods in terms of housing and services. As for Whitehill Pinewood, the ward is amongst the 30% most deprived neighbourhoods in the country in terms of education, skills and training.

Annex V - Travel times

Road	Alton	Petersfield	Whitehill & Bordon	Horndean	Rowland's Castle	Clanfield	Basingstoke	Guildford	Winchester	Havant	Portsmouth	London
Alton		25	15	30	35	30	20	35	30	40	40	90
Petersfield	25		15	15	15	10	40	40	35	20	20	90
Whitehill & Bordon	15	15		20	25	20	40	35	40	25	30	85
Horndean	30	15	20		5	5	50	45	35	10	15	95
Rowlands Castle	35	15	25	5		10	55	50	45	10	20	100
Clanfield	30	10	20	5	10		50	45	35	15	15	95

Public transport	Alton	Petersfield	Whitehill & Bordon	Horndean	Rowland's Castle	Clanfield	Basingstoke	Guildford	Winchester	Havant	Portsmouth	London
Alton		35	30	70	45	60	50	50	55	90	110	75
Petersfield	35		35	30	10	25	70	25	90	10	30	60
Whitehill & Bordon	30	35		80	55	85	80	50	100	60	80	100
Horndean	70	30	80		20	10	110	110	90	40	60	150
Rowlands Castle	45	10	55	20		45	95	45	105	5	25	90
Clanfield	60	25	85	10	45		120	75	95	45	60	110

Annex VI - Out and in-commuting from East Hampshire

	Out commuting	In commuting	Net out-commuting	Total flow
Basingstoke and Deane	1,323	838	485	2,161
Guildford	1,804	409	1,395	2,213
Havant	2,359	2,961	-602	5,320
Portsmouth	2,474	1,669	805	4,143
Waverley	3,866	1,671	2,195	5,537
Winchester	1,753	1,136	617	2,889
London	2,990	405	2,585	3,395

Source: 2011 Census (Office for National Statistics)

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