

Winchester District Development Framework

**Settlement Hierarchy covering the
Market Towns and Rural Area**

**Background Paper to inform the Core Strategy
Preferred Option**

May 2009



Winchester
City Council

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1. Introduction and background

- 1.1 This background paper sets out the guidance and local data used to formulate the settlement hierarchy for the Market Towns and Rural Area of the Core Strategy Preferred Option (the preferred development strategy), published for consultation during May – July 2009.
- 1.2 Winchester District is predominately rural covering an area of some 65,000 hectares, with over 50 smaller settlements in addition to Winchester itself. The landscape has in the past led the way the settlements have evolved and developed, resulting in towns and villages with strong, distinctive characters.
- 1.3 Studies undertaken for the Local Development Framework (LDF) have revealed that within the District there are three economic areas. These local economies are focussed on Winchester Town, the substantial rural area and the market towns within it and the District's southern fringe. These elements require individual treatment to enable their specific characteristics and requirements to be addressed. This has resulted in the creation of a spatial strategy whose purpose is to set out in broad terms where the bulk of development and change should happen to meet the needs of the District and its many communities. The following spatial areas therefore exist within the District:-
- Winchester Town
 - The South Hampshire urban areas
 - The Market towns and the rural area
- 1.4 The preferred development strategy is to focus new development at Winchester Town and within the South Hampshire Urban Areas, with the principle objectives for development being:-
- Winchester Town – *providing for housing growth and maximising opportunities to diversify the economy whilst seeking to reduce commuting levels and respecting the special character of the Town;*
 - South Hampshire urban areas – *to ensure that the new communities created in this area are supported by the provision of physical and social infrastructure whilst paying full regard to the environmental assets in this part of the District.*
 - Market Towns and Rural Area - *to provide for development that serves locals needs in the most accessible and sustainable*

locations, whilst respecting and improving the physical and community identity of settlements.

- 1.5 Winchester Town is identified in the South East Plan (2009) as a Secondary Regional Centre in terms of its retail function. The settlements along the District's southern boundary have a strong relationship with the urban areas of South Hampshire that fall within the Partnership for Urban South Hampshire sub-region (PUSH) identified for housing growth and to improve economic performance and urban regeneration. Both the spatial areas of Winchester Town and the South Hampshire urban areas are therefore, due to their size, role and relationship with the wider region likely to accommodate a significant proportion of the District's housing requirement of 12,240 new dwellings to be delivered during the period 2006 – 2026.
- 1.6 Consequently, given the range of settlements within the 'Market Towns and Rural Areas' there is a need to establish a mechanism to ensure that levels of development and change are commensurate with the size and function of the settlements.
- 1.7 This background paper therefore brings together a summary of government advice and other relevant literature, together with an explanation of the range of local data collated during 2008-2009 to inform the formulation of the settlement hierarchy for the Market Towns and Rural Area. It is a 'snapshot' of the data at a point in time, so there may be items recorded that at the time of reading no longer exist or have changed, this simply reflects the dynamic nature of the rural environment.
- 1.8 It will be necessary for this paper to be updated prior to the publication of the next stage of the Core Strategy to ensure that the conclusions are based on accurate/recent information and current planning advice.

Settlement Hierarchy – its purpose

- 1.9 A settlement hierarchy is a key planning tool for the delivery of sustainable development. It provides the structure by which the level and scale of change can be managed to ensure that the right amount of development occurs in the most appropriate locations for sound reasons. It is a mechanism that lies at the heart of 'place making'. The revised planning system relies on a holistic spatial approach to making plans, where a 'good' plan is not just one which is technically and legislatively sound, but one that reflects the needs of the community.
- 1.10 Settlements work by providing a range of services for their residents and for a wider area – typically the bigger the settlement the more services it has and the wider area it serves.

Background information

- 1.11 In terms of the smaller towns and villages that fall within the 'Market Towns and Rural Area' spatial area, there is an extensive commentary on how these areas function and the range of elements that may affect their role.
- 1.12 The state and future of the rural economy has been subject to much investigation in recent years. The Countryside Agency (now DEFRA) commissioned a number of reports covering matters such as 'The Role of Rural Settlements as Services Centres', 2004, 'Planning for Sustainable Rural Economic Development', 2003 and 'Are Villages Sustainable?', 2001. The following observations on the role and function of contemporary rural towns and villages is useful to understand the complexities of this part of the District:-
- The lives of rural residents are characterised by high levels of mobility and dispersal of activity;
 - The influence of near and further urban neighbours on rural residents is significant;
 - Residents make different patterns of use for different services and for work;
 - Village residents exhibit importantly different characteristics and service use and employment patterns from their rural town counterparts;
 - Market towns are likely, on the whole, to still have roles as service centres for their own population and for surrounding villages but the nature and scale of these roles will vary;
 - Need appropriate evidence to understand the functional roles of rural settlements.
- 1.13 The Countryside Agency produced guidance in 2005 to assist those wishing to undertake a market town healthcheck. Whilst the advice is very specific to that process it does give an overview as to the concept of what constitutes a market town and its hinterland. This document advises that: - *"Populations range roughly from 2,000 to 20,000, but the ability to serve people in both the town and its surrounding countryside is more important than the town's size. The way a town functions depends on how it is used by people living in the town itself and by those living in outlying rural communities"*.
- 1.14 It acknowledges that with high car ownership in rural areas it is unlikely that market towns are the centre for all activities and that *"the service and employment roles of a town vary considerably from town to town, and are also quite different for town residents and those living in the hinterland."*

- 1.15 The report goes on to define ‘the hinterland’ as the rural areas surrounding the town, and recognises that rural lives are less constrained by distance in that rural residents will use the town differently from town residents, particularly with regard to places of work. It concludes that no two towns are alike, and their functions will be determined by the mix of:
- *the nature of the town;*
 - *the nature of the town’s location relative to the villages and the open countryside, and the influences of infrastructure such as transport links;*
- 1.16 In September 2007 the Government asked MP Matthew Taylor to conduct a review to investigate how the planning system could better support the sustainability of rural communities, focusing in on the rural economy and affordable housing to ‘*further support the creation and maintenance of sustainable, socially inclusive, economically vibrant and mixed rural communities- within the context of existing protection for the natural environment.*’
- 1.17 The report ‘Living Working Countryside’ also known as The Taylor Review published in July 2008, can be viewed on the DCLG website at www.communities.gov.uk/publications/planningandbuilding/livingworkingcountryside.
- 1.18 This report makes a number of recommendations to the Government and suggests the steps necessary for the planning system to play its role in realising the vision of mixed, thriving and sustainable rural communities. It recognises the complexities of rural living and comments that rural communities cannot stand still - change is inevitable and that market towns and villages are dependant on each other for labour, housing, employment and services, concluding that the right balance of housing and employment opportunities are crucial for all communities to be sustainable.
- 1.19 The Government’s response to the Taylor Review, published in March 2009, can be viewed at: www.communities.gov.uk/publications/planningandbuilding/responsematthewtaylor

2. National, Regional and District Planning Guidance

National Guidance

- 2.1 The principle of sustainability and the creation of sustainable communities through sustainable development is now well established in Government guidance.

Planning Policy Statements notably:-

- PPS1: Delivering Sustainable Development,
- PPS3: Housing
- PPS7: Sustainable Development in Rural Areas
- PPS13: Transport

- 2.2 All refer to the need for development to be in accordance with sustainable options, and in particular advise new development should be focused in towns to maximise accessibility to facilities and services by means other than by the car. In rural areas, the advice states that most new development should be focused in or near local service centres, with some limited development in other rural settlements to meet local business and community needs and to maintain the vitality of these communities especially when remote from, or have poor public transport links with service centres.

Regional Guidance

- 2.3 Regional guidance is set out in the South East Plan which covers the period 2006-2026. The Plan was adopted in May 2009.
- 2.4 The Plan contains a number of policies which seek to influence the spatial development of rural areas and includes four key principles for rural policy development:-

1. Sustainable rural communities	Which are inclusive, tackle disadvantage and provide a range of affordable housing, access to essential services and support for local community-based activities and decisions.
2. Sustainable rural economies	Which support and develop both a profitable land-based economy, as well as the rural-based manufacturing and service economy, and high quality tourism.
3. Sustainable rural environments	Which celebrate and enhance character and distinctiveness; accept

	change and development which respect that character; provide for a wide range of recreation and retreat.
4. Sustainable natural resources	Where they are used more prudently with more thought given to alternative energy sources, and the most valuable are protected and conserved.

2.5 These principles are then expressed through two spatial policies – BE4 ‘role of small rural towns’ and BE5 ‘village management’.

2.6 The Plan defines small rural towns as those generally up to 20,000 population and villages as those settlements with less than 3000 population.

Policy BE4 – the role of small rural towns (‘market’ towns)

“Local Planning Authorities should encourage and initiate schemes and proposals that help strengthen the viability of small rural towns, recognising their social, economic and cultural importance to wider rural areas and the region as a whole. Local planning authorities, through their local development documents and other means, should:

- I. support and reinforce the role of small rural towns as local hubs for employment , retailing and community facilities and services
- II. encourage community-led local assessments of need and action planning
- III. provide for sufficient housing development (especially for affordable housing) in small rural towns where this would reinforce and develop the distinctive character and role of the town and meet identified needs
- IV. protect and enhance the character and appearance of individual small rural towns
- V. develop public transport networks which meet the needs of both the market towns and their surrounding rural area”.

2.8 Many of the District’s smaller villages would be considered under Policy BE5 ‘village management’, which allows for limited development to help meet specific housing and service needs, but also recognises that development in one location may serve a group of villages.

Policy BE5 – Village Management:

“In preparing local development documents (LDDs), local planning authorities should positively plan to meet the defined local needs of their rural communities for small scale affordable housing, business and service development, taking account of changing patterns of agriculture, economic diversification, and continued viability of local services. LDDs should define their approach to development in villages based on the functions performed, their accessibility, the need to protect or extend key local services and the capacity of the built form and landscape setting of the village. All new development should be subject to rigorous design and sustainability criteria so that the distinctive character of the village is not damaged.

To assist this, local planning authorities should encourage community led local assessments of need and action planning to inform decision making processes”.

Winchester District Guidance

- 2.10 The adopted Local Plan Winchester District Local Plan Review (Adopted 2006)
www.winchester.gov.uk/EnvironmentAndPlanning/Planning/LocalPlan
guides development to the most sustainable locations in accordance with Policies H3 and H4 (see Appendix 1). This existing policy framework forms the basis for a more detailed settlement hierarchy, to be developed for through the LDF for the Market Towns and Rural Area.

3. Community Planning

3.1 Many communities in the Winchester District have completed or are currently undertaking some form of community planning through Market Town Health Checks, Parish Plans or Neighbourhood Plans. These plans enable communities to highlight the issues which are of concern to them, which in turn form part of the evidence base for the Local Development Framework.

3.2 The following plans have been completed for settlements that lie within the 'Market Towns and Rural Area':

- New Alresford Market Town Healthcheck (2009)
- Compton and Shawford Parish Plan (2008)
- Otterbourne Parish Plan (2004)
- South Wonston Village Plan (2008)
- West Meon Parish Plan (2007)
- Whiteley Parish Plan (2008)
- Wickham Parish Plan (2004)

3.3 Whilst these vary in their format and level of detail, there are a number of common themes emerging in terms of:-

- Need to resolve local traffic issues, parking, footpaths and cycle routes;
- Maximising opportunities to improve public transport provision (routes and frequency);
- Protection of the setting of settlements and retaining open spaces;
- Ensuring the provision of affordable housing for local people;
- Retention of local services including shops;
- Provision of activities/facilities for young/old people;
- Support/retention of local businesses/labour, promote tourism opportunities;

Local Offices

3.4 In 2008 Winchester City Council opened Local Offices at Bishops Waltham and New Alresford as part of a wider initiative by the Council to improve the accessibility of its services to residents in rural parts of the District, This highlights the important role which these towns play in the rural part of the District. These offices are open one day a week and operate on a 'drop in basis' to provide general advice on all Council services with specific in-depth advice on other matters such as housing and benefits.

The Winchester District Sustainable Community Strategy

- 3.5 The Winchester District Strategic Partnership (WDSP) has prepared the Sustainable Community Strategy (SCS). The vision was originally adopted in March 2007 and remains in place following a 'refresh' in 2008:-

Our vision for the Winchester District is of diverse and dynamic communities, where people work together to ensure that everyone has the opportunity to lead a fulfilling life now and in the future.

- 3.6 This vision establishes what is required for the Winchester District now and in the future. The SCS identifies five outcomes, together with a number of indicators of what is expected from these outcomes:-

Health and Well Being

- Residents are active and a healthy weight
- Residents make decisions which help them maintain a healthy lifestyle
- Children and young people enjoy healthy, fulfilling and active lives
- Older people enjoy healthy, fulfilling and active lives

Safe and Strong Communities

- There are low levels of anti-social behaviour throughout the District
- There are low levels of violent crime
- Roads are safe in the District

Economic Prosperity

- Winchester District exploits its reputation as a cultural stronghold, using this as a means to stimulate a modern and creative approach to business
- The promise of London 2012 is channelled into local opportunities to enhance the skills and ambitions of those who live in the District
- Businesses are good neighbours

High Quality Environment

- The District meets the challenge of climate change
- Biodiversity is thriving in the District

Inclusive Society

- People are able to access services and information that meets their needs
- People have access to housing that meets their needs
- People are active in their communities.

- 3.7 These outcomes apply equally to the Market Towns and Rural Area, and to some extent are more relevant given the rural nature of the District and the need to ensure access to a range of services.

4. Defining the Settlement Hierarchy

4.1 There is a general recognition that each settlement functions in a subtly different way, to the extent that there is a need to gather a range of data to establish local variations, particularly as to how settlements function either independently or as a collection. This section therefore provides information on a range of data including key services and facilities which are considered important to the function of communities throughout the District. It is acknowledged that the residents of some settlements will also regularly travel outside of the District to access facilities in their local area.

Topic	Key issues to be considered
Shopping	Different types of shopping, supermarket, main food, top-up food and convenience shopping; non- food shopping – proximity of alternatives
Education,	Level and type of provision, proximity of alternatives
Health services	Level and type of provision, proximity of alternatives
Banking/ financial services, professional services	Level and type of provision, proximity of alternatives
Leisure facilities, access to open space and other recreational uses	Level and type of provision, proximity of alternatives
Employment opportunities	Level and type of provision, proximity of alternatives; including :- Range of local opportunities Number of economically active residents Availability of public transport to alternative locations Degree of self containment – how many people live and work locally
Transport	Access and frequency of the public transport network
Catchment areas	Proximity of alternatives

4.2 Each of these topics is explored in more detail in the following section. For the larger settlements in the District's rural area, character summaries have been collated to describe their key assets in terms of their role and function. These are set out in Appendix 2. However the rural audit undertaken in 2007/08 recorded the presence of these categories for all settlements within the District that fall within the Market Towns and Rural Area. These are set out at Appendix 3.

- 4.3 Collectively, this data provides an important contribution to the understanding of 'place' – such characterisation work is recognised as valuable in the building blocks of a spatial strategy for an area. (DCLG Using Evidence in Spatial Planning - 2007).

Shopping

- 4.4 The Retail and Town Centre Uses Study (Nathaniel Lichfield & Partners 2007) assessed the role and function of the larger existing retail centres within the District. Detailed assessments were carried out of the six centres with designated town centres (Policy SF1 in the adopted Local Plan), namely Winchester, Bishop's Waltham, Denmead, New Alresford, Wickham and Whiteley (see: www.winchester.gov.uk/EnvironmentAndPlanning/Planning/LocalDevelopmentFramework/EvidenceBase/)
- 4.5 Appendix 2 includes extracts from these retail profiles for the larger centres within the market towns and rural areas area, in terms of their strengths and weaknesses from a retailing perspective.
- 4.6 The retail study also included a list of shopping provision within the smaller settlements and villages; however more recent data has been obtained for these as part of a rural facilities audit undertaken in 2008.

Education

- 4.7 There are 37 state infant/primary schools in the District and 5 state secondary schools, three of which are in Winchester itself, with the other two located at New Alresford and Swanmore. The proximity of some settlements to facilities beyond the District boundary results in some pupils attending schools outside of the Winchester District.
- 4.8 Education provision is managed by Hampshire County Council and details of school places are reviewed annually through the School Places Plan - www3.hants.gov.uk/school-places-plan-2008-approved.pdf.
- 4.9 Generally, within the Market Towns and Rural Area the larger settlements, including many villages, provide primary schools. There is also a range of pre-school facilities.

Health services

- 4.10 Doctors' surgeries provide a key service to the community. The following settlements, in the rural area, have at least one GP:
- Bishops Waltham

- Colden Common
- Droxford
- Hambledon
- Kings Worthy
- New Alresford
- South Wonston
- Sutton Scotney
- Twyford
- West Meon
- Wickham

4.11 In the larger settlements general practice surgeries exist providing a greater range of facilities and access to wider health treatments. Alternative health providers and dentists can generally be found in the larger market towns.

Banking/financial services, professional services

4.12 Access to financial services has evolved rapidly over the last few years with the increase in internet and telephone banking provision allowing customers to remotely manage their finances, without the need to physically visit a bank/building society. Within the larger settlements a small selection of banks are still present but increasingly the provision of cash facilities in a range of locations and premises is becoming the norm, for example cash machines now exist in petrol filling stations, post offices and local supermarkets.

4.13 Professional services typically exist only in the larger settlements although there is an increase in homeworking which is often in this type of employment.

Leisure

4.14 National Planning guidance (PPG17) emphasises the importance of leisure facilities in rural settlements as they promote social inclusion and community cohesion (through improving peoples sense of well being and encouraging social interaction). Recreation and leisure opportunities whether via formal provision or informal open space are key to the creation and maintenance of sustainable communities.

4.15 A requirement of PPG17 is for local planning authorities to carry out an audit of the District's existing open space, sports and recreational facilities, the use made of existing facilities, access in terms of location and costs (such as charges) and opportunities for new open space and facilities . Such an audit was carried out in 2007 and the results published in 'Open Space, Sports and Recreation Study for Winchester City Council' (April

2008). The study can be viewed at:
www.winchester.gov.uk/EnvironmentAndPlanning/Planning/LandscapeAndCountrySide/OpenSpaceDevelopment/OpenSpaceSportsAndRecreationStudy/

- 4.16 The results of this study have helped to inform the rural facilities survey, in particular, the location of children play areas, outdoor sports facilities and built leisure/sports facilities.

Employment Opportunities

- 4.17 In 2007 an Employment and Economic Study was undertaken to inform the preparation of the LDF by consultants SQW (www.winchester.gov.uk/General.asp?nc=1IU6&id=19250) Part of the study included a review of a sample of 50 existing, committed and potential employment sites across the District, to determine their 'fitness' for employment purposes in accordance with government guidance. The survey assessed both the qualitative and quantitative character of the sample sites and categorised them, using a traffic light system:

Green: clearly fit for purpose
 Amber: potentially fit for purpose
 Red: clearly not fit for purpose

- 4.18 In terms of the sample sites within the Market Towns and Rural Area the following gives an indication of the distribution of sites determined as 'fit for purpose' (www.winchester.gov.uk/General.asp?nc=1IU6&id=19250) :-

Settlement	Number green sites	Number of amber sites	Number of red Sites
Bishops Waltham	2		
Cheriton			1
Crawley	1		
Curbridge		1	
Denmead	3		
Hursley	1		
Micheldever	2		
Micheldever Station	1		
New Alresford	2		
Otterbourne	1		
Titchfield		1	
Twyford	1		
Shedfield	1		
Southwick		1	
Sutton Scotney	1		
Swanmore		2	

Waltham Chase	2		
Wickham	1		

Source: SQW Employment and Economic Study 2007

- 4.19 Employment opportunities take many different forms, from offices to warehousing through to service providers such as schools and shops, who can provide significant employment in an area, both directly, as an employer, and indirectly through ancillary services.
- 4.20 Large numbers of the District's residents commute out during the day whilst others commute in, to work within the range of employment opportunities that the District has to offer. In general, settlements in the south of the district commute to the Southampton/Portsmouth area, and residents in the north of the District commute to Winchester, Basingstoke and London.
- 4.21 The results of the 2001 census include travel to work datasets at ward level. The Economic and Employment Land Study 2007 analysed this data for a sample of settlements within the Market Towns and Rural Area, which reveals the following:-

Settlement	Employment self-containment	% of economically active working from home	% of workers in the settlement who live in the settlement
Denmead	20.8%	10.2%	42.5%
Wickham	27.3%	8.4%	31.2%
Alresford	38.3%	12.7%	52.6%
Bishops Waltham	31.3%	10.4%	44.2%
Colden Common	21.0%	9.8%	46.4%
South Wonston	17.5%	10.7%	74.8%
West Meon	26.2%	13.4%	59.8%

Source: SQW Employment and Economic Study 2007

Public Transport

- 4.22 A key component of sustainable communities is the accessibility to services and facilities by walking, cycling and public transport:-

Bus services

- 4.23 The rural facilities survey includes data on the frequency of bus services and also access to a railway station. The data collected is based on bus and train travel guides/timetables produced by Hampshire County Council;

Winchester (1st March 2009), Alton and Alresford (January 2009), Havant (12th October 2008) and Meon Valley (19th October 2008).

- 4.24 There are at least hourly bus services connecting New Alresford with both Winchester and Alton, with different services, taking in smaller settlements along the routes. For Bishops Waltham, there is an hourly service through to Southampton (including stops at Waltham Chase, Swanmore and Durley), Hedge End/Eastleigh, Fareham and Winchester, with a less frequent service to Petersfield.
- 4.25 Given the rural nature of the District the range of bus services is extensive, it is however the frequency of service that is more limiting and routing often creates longer journeys to enable the bus operators to maximise patronage. Many villages are fortunate to have an hourly weekday bus service, although weekend and evening services are generally considered to be poor.

Train services

- 4.26 There are four railway stations within the District at Winchester, Shawford, Botley and Micheldever Station, all providing regular services north and south. In addition there are several rail stations located at towns in neighbouring authorities which have catchment areas in the Winchester District, for example at Eastleigh, Fareham and Alton (a bus/rail link is provided between Alresford and Alton).

Community Transport

- 4.27 Across the District, there are additional community transport schemes which are provided for people who find it difficult or impossible to use ordinary bus services. These include services such as minibuses which come to the door, car schemes that help with transport to medical appointments and taxi companies that have wheelchair accessible vehicles.
- 4.28 The main schemes in the District are Cango, Dial-a-ride and the Meon Valley minibus service. Cango operates the C41 service between Alton and Basingstoke, including the settlements of Bighton, Gundleton, Alresford and Swarraton. The Dial-a-Ride service operates in the Winchester area, covering Kings Worthy, Compton, Alresford and Winchester. There is also a Meon Valley minibus service serves the resident of Swanmore, Shirrell Heath, Shedfield and Wickham, providing a service between Wickham and Fareham. A number of villages also operate community minibus schemes using volunteers.

Population

- 4.29 The range of size of settlements within the Market Towns and Rural area is great; from several thousand to a few hundred or less. The South East Plan categorises settlements depending on the size of their population:-
- 3000 – 20,000 = small rural towns ('market' towns)
 - < 3000 = village
- 4.30 If these thresholds are applied to the Winchester market towns and villages this would result in the following settlements falling within the higher tier of small rural towns ('market' towns).

Settlement	Population > 3000
Bishops Waltham	6248
Denmead	5788
Alresford	5102
Kings Worthy	3918
Colden Common	3480

Source: Winchester City Council 2008

- 4.31 The remainder of settlements would therefore be considered as 'villages'.

Catchment Areas

- 4.32 From early LDF community involvement, it became evident that some of the larger settlements offered a greater range of facilities and services and were therefore used and relied upon by residents in surrounding communities rather than travelling further a field. This is an essential part of the concept of sustainability by encouraging more local trips to support and retain local provision and avoiding unnecessary vehicle journeys.
- 4.33 The following list examines the larger settlements and those which offer a greater range of services and gives an estimate of their potential catchment – in essence each settlement that has a basic range of services i.e. primary school and local shop has the potential to attract residents from neighbouring settlements, both within and beyond the Winchester District boundary. These 'catchments' reflect to some degree existing public transport routes and the provision of more specialised facilities i.e. provision of schools, there is also a degree of overlap where there is a greater provision of services and facilities to allow for choice.

Settlement	Population by Settlement	Estimate of additional potential catchment
Bishops Waltham	6248	11000
New Alresford	5102	4000
Wickham	1938	3500
Denmead	5788	2000
Colden Common	3480	3500
Swanmore	2137	4000
Kings Worthy	3918	5000
Waltham Chase	2392	3500

Source; Winchester City Council 2008

- 4.34 There is a significant amount of overlap with the settlements in the southern part of the District with Bishops Waltham being a centre for Swanmore, Waltham Chase and Wickham residents. Kings Worthy's proximity to Winchester Town will be influential in how it functions, likewise Denmead and its relationship with Waterlooville on the boundary of the District.
- 4.35 Catchment areas are included in the settlement profiles (Appendix 2).

5. Rural facilities and services survey

- 5.1 During the summer of 2007, the City Council undertook an extensive survey of all the settlements within the Market Towns and Rural Area to record the presence of a range of facilities and services that would fall within the above broad categories. This was updated in the summer of 2008. Those larger settlements which were examined as part of the Retail and Town Centre Uses Study (2007) were not included.
- 5.2 All roads into and around the settlements were assessed to a distance of approximately 1.6 km from the edge of the settlement. This is the distance suggested in National Planning Guidance (PPG13 Guide to Better Practice - paragraph 2.05), as the maximum distance which most people would be prepared to walk. Beyond this distance it is unlikely that day-to-day facilities would be considered to be associated with these settlements from a sustainability perspective, although it may be a reasonable distance for some less-frequently visited facilities. In practice, most facilities that did exist in these settlements lie within the settlements themselves. There are only sporadic examples of more isolated facilities, where judgements had to be made as to whether they should be recorded as within a settlement or not.
- 5.3 The information gained from the survey was checked against the Council's database of local services 'Local View' and general knowledge of the locality. The survey information relating to post offices was supplemented by information from the Royal Mail website. The provision of schools and health services was obtained from Hampshire County Council. Information on recreation and children's play was obtained from the Council's Open Space Strategy and PPG17 study.
- 5.4 Appendix 3 illustrates the detailed results of the survey.

6.0 Settlement Hierarchy Methodology

- 6.1 Existing advice and guidance suggests a range of data should contribute to the assessment of the role and function of settlements. This also reflects the aims of sustainability to consider a package of social, economic and environmental matters.
- 6.2 From the information gathered through the rural facilities survey and other elements, as identified in the previous section including population data and potential 'hinterland', the settlements have been 'scored' depending on the number and type of available facilities.
- 6.3 To enable a distinction to be made between different elements of provision those facilities providing a daily function i.e. would be used by local residents on a daily basis to avoid car trips to alternatives, were given a score of 2 and others that were present were allocated a score of 1. The distinctions made between the levels of convenience shopping facility were to demonstrate where larger stores may exist and therefore serve a wider catchment. The presence of a doctor was also included. Whilst this service may not be required on a daily basis it was considered an important facility where local provision is valued.

Facility or service	Score	Further information
Supermarket (>400m ² trading floor space)	2	Source: rural facilities survey
Convenience Store (<400m ² trading floor space)	2	Source: rural facilities survey
Other Convenience Retail: daily needs	2	Source: rural facilities survey
Post Office	2	Source: rural facilities survey
Secondary School	2	Source: School places plan 2008, Hampshire County Council
Primary School	2	Source: School places plan 2008, Hampshire County Council
Employment Opportunities	2	Any employment other than agriculture or very small businesses in or within easy access of a settlement. Source: rural facilities survey
weekday Bus Service to more than one destination	2	Frequent = at least one bus an hour. Source Hampshire County Council Bus and train travel guides Alton & Alresford (11 January 2009),: Winchester (1 st March 2009) & Meon Valley (19 th October

		2008)
Mainline Railway Station	2	Source: rural facilities survey
Doctor's Surgery	2	Source: NHS direct website
Comparison Retail	1	Source: rural facilities survey
Other service Uses (banks, cafes etc)	1	Source: rural facilities survey
Chemist	1	Source: NHS direct website & rural facilities survey
Dentist	1	NHS or private practice
Optician	1	Source: rural facilities survey
Library	1	Source: Hampshire County Council website
Public House	1	Source: rural facilities survey
Petrol station	1	Source: rural facilities survey
Community Hall	1	Source: rural facilities survey
Church	1	Source: rural facilities survey
Mobile Library	1	Source: Hampshire County Council website
Children's Play area	1	Equipped children's and young person's play space. Source: PPG17 Study
Outdoor Sports Facility	1	Source: PPG17 Study
Built Leisure/Sports Facility	1	Includes sports halls. Swimming pools, gyms and synthetic pitches. Source: PPG17 Study

6.4 Based on the results of the 2008 rural facilities survey, the following scores were calculated for each settlement: (see Appendix 3 for further details)

Settlement	Service Score
Bishops Waltham	30
New Alresford	29
Wickham	26
Denmead	25
Colden Common	23
Hursley	21
Kings Worthy	21
Swanmore	21
Twyford	21
Hambledon	20
Waltham Chase	20
Droxford	19
West Meon	19
Sutton Scotney	18
Cheriton	17
Otterbourne	17
South Wonston	16
Curdrige	15
Sparsholt	15
Durley	14
Headbourne Worthy	13
Meonstoke & Corehampton	13
Bramdean	12
Itchen Abbass	12
Shedfield	12
Southwick	12
Knowle	11
Lower Upham	11
Micheldever Station	11
North Boarhunt	11
Warnford	11
Easton	9
Littleton	9
Micheldever	9
Bighton	8
Crawley	8
Old Alresford	8
Owslebury	8
Bishops Sutton	7

Settlement	Service Score
Compton Street	7
Shawford	7
Upham	7
Compton Down	6
Shirrell Heath	6
Newtown	5
Wonston	5
Curbridge	4
Durley Street	4
East Stratton	4
Itchen Stoke	4
New Cheriton/ Hinton Marsh	4
Otterbourne Hill	4
Soberton	4
Soberton Heath	4
Southdown	4
Tichborne	4
Woodmancroft	4
Exton	3
Kilmeston	3
Martyr Worthy	3
Northington	3
Stoke Charity	3
Abbots Worthy	2
Avington	2
Beauworth	2
Hundred Acres	2
Ovington	2
Beeches Hill	1
Chilcomb	1
Dundridge	1
Gundleton	1
Hunton	1
Preshaw	1
Dean	0
Northbrook	0
Swarraton	0
West Stratton	0
Weston Colley	0

6.5 Combining both the settlement scores and population data listed above, together with the existing policy designation reveals the following:-

Settlement	Adopted Local Plan Policy H3/H4/SF1	Population	Service Score
Bishops Waltham	H3/ SF1	6248	30
New Alresford	H3/SF1	5102	29
Wickham	H3/SF1	1938	26
Denmead	H3/SF1	5788	25
Colden Common	H3	3480	23
Kings Worthy	H3	3918	21
Swanmore	H3	2137	21
Waltham Chase	H3	2392	20
Twyford	H3	828	21
Hursley	H3	405	21
Hambledon	H3	679	20
West Meon	H3	719	19
Droxford	H3	604	19
Sutton Scotney	H3	891	18
Otterbourne	H3	1205	17
Cheriton	H3	286	17
South Wonston	H3	2172	16
Curdrige	H4	1143	15
Sparsholt	H3	404	15
Durley	H4	313	14
Meonstoke + Corhampton	H3/H4	521	13
Headbourne Worthy	H4	276	13
Southwick	H3	1311	12
Shedfield	H4	782	12
Bramdean	H4	498	12
Itchen Abbas	H3 (part)	443	12
Lower Upham	H4	454	11
North Boarhunt	H4	391	11
Knowle	H3	349	11
Micheldever Station	H3	244	11
Warnford	H4	220	11
Littleton	H3	1328	9

Settlement	Adopted Local Plan Policy H3/H4/SF1	Population	Service Score
Micheldever	H3	363	9
Owslebury	H4	498	8
Easton	H4	373	9
Old Alresford	H3	599	8
Crawley	H4	292	8
Bighton	H4	144	8
Compton Street	H4	45	7
Bishops Sutton	H4	419	7
Upham	H4	224	7
Shawford	H4	217	7
Compton Down	H3	75	6
Shirrell Heath	H4	676	6
Wonston	H4	233	5
Newtown	H4	175	5
Otterbourne Hill	H4	15	4
Soberton Heath	H4	733	4
Southdown	H3	518	4
Soberton	H4	363	4
East Stratton	H4	241	4
Durley Street	H4	282	4
Tichborne	H4	151	4
Curbridge	H4	149	4
New Cheriton/ Hinton Marsh	H4	230	4
Itchen Stoke	H4	111	4
Woodmancott	H4	43	4
Stoke Charity	H4	329	3
Martyr Worthy	H4	241	3
Exton	H4	230	3
Kilmeston	H4	129	3
Northington	H4	128	3
Hundred Acres	H4	327	2
Abbots Worthy	H4	275	2
Avington	H4	147	2
Ovington	H4	111	2
Beauworth	H4	102	2

Settlement	Adopted Local Plan Policy H3/H4/SF1	Population	Service Score
Beeches Hill	H4	233	1
Chilcomb	H4	155	1
Gundleton	H4	144	1
Hunton	H4	82	1
Preshaw	H4	58	1
Dundridge	H4	38	1
Northbrook	H4	114	0
Swarraton	H4	104	0
West Stratton	H4	85	0
Weston Colley	H4	85	0
Dean	H4	47	0

- 6.6 This reveals some anomalies in terms of certain settlements have high service scores but relatively small populations in comparison e.g. Droxford and Wickham. Similarly there are some relatively small settlements with lower service scores designated as H3 settlements with a defined settlement boundary in the adopted Local Plan e.g. Southdown.

7.0 Settlement hierarchy for the Market Towns and Rural Area

- 7.1 Using the information set out above, settlements have been ranked and categorised into four levels using a combination of population data, service score and existing designation as per the adopted local plan. The purpose of this form of distinction is to establish the basis for a development strategy to be followed through the LDF. The cut-off for each level is based on the following:

Level	Criteria
1	> 5000 population + service score >28 + Local Plan H3/SF1
2	> 2000 population + service score >20 + Local Plan H3
3	service score > 9
4	service score 4 -8
Not listed	Designated as 'countryside'.

- 7.2 The differentiation between the levels was based on the 'package' of source data set out in the previous section together with an assessment of what was the 'best fit' for each of the settlements. This numerical differentiation however, creates a number of anomalies which have required a pragmatic judgement to be made:
- 7.3 Wickham – this settlement has a very good range of services and facilities yet its population just falls below the 2000 population threshold. Given its role as an active service centre providing for a wide rural hinterland, a named settlement for retail provision under existing planning policy, and with a defined boundary, it is therefore defined at Level 2.
- 7.4 Littleton - this settlement has a service score at the upper end of level 4 but a population higher than many Level 3 settlements. Given this, and its relationship to facilities and services nearby in Winchester, it is defined at Level 3.
- 7.5 Micheldever – this settlement has a service score at the upper end of level 4, but given that this includes a primary school and several other facilities and the possibility of a vacant shop being reoccupied in the foreseeable future, it is defined as Level 3.
- 7.6 Warnford – this settlement has a service score which categorises it as a level 3 settlement, however, it has a significantly lower population than other Level 3 settlements. Given this, and that it does not act as a service centre for surrounding settlements, it is defined at Level 4.

Settlement Hierarchy

Level	Settlement	Adopted Local Plan Policy: H3/H4/SF1	Population	Service Score
1	Bishops Waltham	H3/ SF1	6248	30
1	New Alresford	H3/SF1	5102	29
2	Wickham	H3/SF1	1938	26
2	Denmead	H3/SF1	5788	25
2	Colden Common	H3	3480	23
2	Kings Worthy	H3	3918	21
2	Swanmore	H3	2137	21
2	Waltham Chase	H3	2392	20
3	Twyford	H3	828	21
3	Hursley	H3	405	21
3	Hambledon	H3	679	20
3	West Meon	H3	719	19
3	Droxford	H3	604	19
3	Sutton Scotney	H3	891	18
3	Otterbourne	H3	1205	17
3	Cheriton	H3	286	17
3	South Wonston	H3	2172	16
3	Curdrige	H4	1143	15
3	Sparsholt	H3	404	15
3	Durley	H4	313	14
3	Meonstoke & Corhampton	H3/H4	521	13
3	Headbourne Worthy	H4	276	13
3	Southwick	H3	1311	12
3	Shedfield	H4	782	12
3	Bramdean	H4	498	12
3	Itchen Abbas	H3 (part)	443	12
3	Lower Upham	H4	454	11
3	North Boarhunt	H4	391	11
3	Knowle	H3	349	11
3	Micheldever Station	H3	244	11
3	Littleton	H3	1328	9
3	Micheldever	H3	363	9

Level	Settlement	Adopted Local Plan Policy: H3/H4/SF1	Population	Service Score
4	Owslebury	H4	498	8
4	Warnford	H4	220	11
4	Easton	H4	373	9
4	Old Alresford	H3	599	8
4	Crawley	H4	292	8
4	Bighton	H4	144	8
4	Compton Street	H4	45	7
4	Bishops Sutton	H4	419	7
4	Upham	H4	224	7
4	Shawford	H4	217	7
4	Compton Down	H3	75	6
4	Shirrell Heath	H4	676	6
4	Wonston	H4	233	5
4	Newtown	H4	175	5
4	Otterbourne Hill	H4	15	4
4	Soberton Heath	H4	733	4
4	Southdown	H3	518	4
4	Soberton	H4	363	4
4	East Stratton	H4	241	4
4	Durley Street	H4	282	4
4	Tichborne	H4	151	4
4	Curbridge	H4	149	4
4	New Cheriton/Hinton Marsh	H4	230	4
4	Itchen Stoke	H4	111	4
4	Woodmancott	H4	43	4

Level	Settlement	Adopted Local Plan Policy: H3/H4/SF1	Population	Service Score
-	Stoke Charity	H4	329	3
-	Martyr Worthy	H4	241	3
-	Exton	H4	230	3
-	Kilmeston	H4	129	3
-	Northington	H4	128	3
-	Hundred Acres	H4	327	2
-	Abbots Worthy	H4	275	2
-	Avington	H4	147	2
-	Ovington	H4	111	2
-	Beauworth	H4	102	2
-	Beeches Hill	H4	233	1
-	Chilcomb	H4	155	1
-	Gundleton	H4	144	1
-	Hunton	H4	82	1
-	Preshaw	H4	58	1
-	Dundridge	H4	38	1
-	Northbrook	H4	114	0
-	Swarraton	H4	104	0
-	West Stratton	H4	85	0
-	Weston Colley	H4	85	0
-	Dean	H4	47	0

How this information will be used

- 6.7 The settlement hierarchy set out in this document has been incorporated into the Market Towns and Rural Area spatial strategy of the Core Strategy Preferred Option. The aim of the hierarchy is to promote development that serves local needs in the most sustainable and accessible locations, whilst respecting and improving the physical and community identity of settlements.
- 6.8 Policy MTRA 2 'Market Towns and Rural Settlement Hierarchy' of the Preferred Option provides a development strategy for each of the four levels. This includes both the number of new dwellings and economic growth which could be accommodated.

Appendix 1: Winchester District Local Plan Review Adopted 2006

In a District context, the adopted Local Plan (www.winchester.gov.uk/EnvironmentAndPlanning/Planning/LocalPlan) guides development to the most sustainable locations.

Residential Development

Policy H.3 applies to the larger settlements on the basis that they exhibit “a depth and complexity of development that gives them a more obviously built-up character and that they also contain a high proportion of the District’s services, facilities, medical and educational establishments, employment, public transport and interchange provision, although not every settlement listed contains such provision. Such attributes complement and support the relative self sufficiency and social and commercial durability of these settlements. In terms of creating and maintaining the most sustainable patterns of development which can be achieved, these locations are considered the most suitable. They are generally capable of absorbing development which can be well related to local services and facilities and which, together with an increased emphasis on public transport and providing better facilities for pedestrian movement and cycling, can help to reduce the need to travel, particularly by private car” (paragraph 6.30).

Accordingly Policy H3 of the Local Plan states:

Residential development or redevelopment will be permitted within the defined policy boundaries of:

*Bishop’s Waltham
Colden Common
Corhampton
Droxford
Hursley
Kings Worthy
Littleton
Micheldever Station
Old Alresford
South Wonston
Southwick
Sutton Scotney
Twyford
West Meon
Wickham*

*Cheriton
Compton Down
Denmead
Hambledon
Itchen Abbas
Knowle
Micheldever
New Alresford
Otterbourne
Southdown
Sparsholt
Swanmore
Waltham Chase
Whiteley
Winchester*

The remaining settlements fall under Policy H4:

Outside the built-up areas of settlements listed in Policy H.3, schemes for limited infill residential development will only be permitted where the proposal accords with other relevant policies of the Plan and satisfies all of the following criteria:

- (i) the site is well related to an existing village or settlement in that at least one side would adjoin an existing residential boundary;*
- (ii) the principle of development on the site and the scale and form of the proposal would not harm the rural character and appearance of the area and that of the existing village or settlement to which it relates;*
- (iii) the development would be consistent with the Council's objectives for the promotion of a sustainable pattern of development of the area.*

Further details of the policy are set out in the Supplementary Planning Document 'Implementation of Infilling Policy' (www.winchester.gov.uk/EnvironmentAndPlanning/Planning/LocalPlan/PlanningPolicyGuidance/DistrictGuidance/InfillingSPD/).

Retail Development

In terms of shopping function the Local Plan identifies the following settlements on the basis of the range and amount of retail and other provision:-

Main Town Centre: Winchester

Other Town/Village Centres: Bishops Waltham,
Denmead,
New Alresford,
Whiteley,
Wickham.

Policy SF1 allows retail, leisure or other development which attracts a large number of people within the above defined town and village centres. It applies a sequential approach to permitting such developments on the edge-of-centre before considering out-of-centre locations.

Appendix 2: Settlement Profiles

The following profiles provide a summary of information gathered for the larger settlements to demonstrate their level of service provision etc

Bishops Waltham		
Description	Bishops Waltham is a compact historic town at the foot of the South Downs. Although it has grown in size and population in the past thirty years, much of this has taken the form of consolidation and redevelopment within the already established framework of the town. Today the town still represents a balanced community, with its own distinctive character. Employment sites within the town under pressure from alternative uses. Expansion opportunities on north side of town limited by landscape/South Downs National Park constraints. It is a Gateway to the designated South Downs National Park.	
Suggested catchment area Bishops Waltham is the focus and service centre for a large rural hinterland in the southern part of the Winchester District, and primarily includes :-	<ul style="list-style-type: none"> • Beeches Hill, • Dean, • Swanmore, • Waltham Chase, • Curdridge, • Durley and • Upham 	
Education	Primary Schools <ul style="list-style-type: none"> • Bishops Waltham Infant School • Bishops Waltham Junior School 	Secondary Schools <ul style="list-style-type: none"> • Swanmore College of Technology (3.5m)
Health facilities	Doctors surgery – Bishops Waltham Surgery	10 doctors community nurses + midwives range of clinics and services

	Dental practices - Hoe Road	
Public transport Bus services	Frequent Weekday services (1 or more bus an hour)	Bitterne, Botley, Bramdean, Colden Common, Curdrige, Durley, East Meon, Eastleigh, Fair Oak, Fareham, Fishers Pond, Hedge End, Langrish, Lower Upham, New Alresford, New Cheriton, Old Cheriton, Petersfield, Shedfield, Southampton, Stroud, Swanmore, Twyford, Waltham Chase, Warnford, West End, West Meon, Wickham, Winchester
	Less frequent	Corhampton, Droxford, Marwell Zoo,
Rail services	Nearest connection to rail network: Botley Station (frequent bus service)	
Town Centre Assessment (Retail & Town Centre Uses Study 2007)	Strengths identified	Weaknesses identified
	<p>A reasonable range and choice of shops and services for a centre of its size, reflecting the centre's role as a town centre within the District.</p> <p>It has a high a higher proportion of convenience retail uses compared to the national average.</p> <p>Food and grocery provision in the town centre is suitable for top up food shopping.</p> <p>The centre provides a reasonable range of service facilities including three banks and building societies. The proportion of restaurants/cafes/takeaways is slightly below the nation average but the</p>	<p>The centre has a lower than average proportion of comparison retailers.</p> <p>There is a poor range of leisure and entertainment facilities. The evening economy is based primarily on restaurants/bars and pubs, of which there are few.</p> <p>There is a limited supply of premises available to accommodate new operators, given the low vacancy rate.</p> <p>The movement of pedestrians is limited due to traffic flowing throughout the centre, a lack of pedestrian crossing places and on-street parking, albeit illegal.</p>

	<p>choice of facilities is reasonable considering the size of the town.</p> <p>The vacancy rate (1.9%) is significantly lower than the national average, which suggests demand for premises is relatively strong.</p>	
	Opportunities identified	Threats identified
	<p>A loyal local customer base/ local residents need to travel large distances to reach alternative facilities.</p> <p>Expenditure generated is expected to grow in the future, which should provide opportunities to improve the range and choice of shops and services in the town.</p>	<p>development opportunities are limited as there are many listed buildings and an extensive Conservation Area giving limited opportunities to expand facilities within the town centre</p> <p>If the town centre does not improve its range and choice of facilities the town's role in the hierarchy could diminish.</p> <p>A relatively low demand in the centre from national and regional retail and leisure operators. There is the threat that if the dominant independent traders close the availability of new occupiers is uncertain.</p>
Employment	Economically Active (2001 Census)	2963 (51%)
	Job ratio	0.44
	Top five employment destinations:	<p>Southampton 13%</p> <p>Winchester 11%</p> <p>Eastleigh 9%</p> <p>Portsmouth 7%</p> <p>Fareham/ Portchester 5%</p>
	Employment self-containment	31.3%

New Alresford		
Description	New Alresford is a well balanced community with a good age structure. It is a vibrant town centre with sustained visitor/tourism appeal	
Suggested catchment area New Alresford is the focus and service centre for a large rural hinterland both within and beyond the Winchester District boundary, and primarily includes :-	<ul style="list-style-type: none"> • Northington, • Old Alresford, • Gundleton, • Bighton, • Bishops Sutton, • Bramdean, • Cheriton, • Tichbourne, • Ovigton, • Itchen Stoke, • Itchen Abbas, • Ropley (outside Winchester District) 	
Education	Infant & Primary schools Sun Hill Infant School Sun Hill Junior school	Secondary Schools Perins School
Health facilities	Doctors surgery – The Alresford Surgery dental practices – Pound Hill West Street	10 doctors 4 nurses + health care assistants dispensary community nurses + midwives range of clinics and services
Public transport Bus services	Frequent Weekday services (1 or more bus an hour)	Alton, Bishops Sutton, Bramdean, East Meon, Four Marks, Langrish, , New Cheriton, Old Cheriton, Petersfield, Ropley, Stroud, West Meon, Winchester
	Less frequent	Itchen Stoke, Itchen Abbas, Kings Worthy, Old Alresford Winnall,

		Warnford
Rail services	Bus services to stations at Alton, Petersfield and Winchester	
Town Centre Assessment (Retail & Town Centre Uses Study 2007)	Strengths identified	Weaknesses identified
	<p>A higher than the national average of convenience retailers, with two national food stores suitable for top-up food shopping and a number of independent specialist convenience retailers</p> <p>Wide range of specialist independent comparison shops, with a higher proportion than average provision of comparison retail units.</p> <p>no national multiple comparison retailers.</p> <p>No vacant units in the town centre</p> <p>a reasonable provision of entertainment facilities in the town centre</p> <p>Other than retail facilities there is a library, three art galleries and two hotels</p> <p>ample car parking for the size of the centre.</p>	<p>a below average number of financial and professional service units (although are four national banks/buildings societies in the centre)</p> <p>The proportion of A3 and A5 units is lower than the national average.</p> <p>The centre's evening entertainment provision is limited to pubs and restaurants.</p>
	Opportunities identified	Threats identified
	<p>a loyal local customer base/ local residents need to travel large distances to reach alternative facilities.</p> <p>Expenditure generated is expected to grow in the future, which should provide opportunities to</p>	<p>development opportunities are limited as there are many listed buildings and an extensive Conservation Area giving limited opportunities to expand facilities</p>

	improve the range and choice of shops and services in the town.	<p>within the town centre</p> <p>if the town centre does not improve its range and choice of facilities the town's role in the hierarchy could diminish</p> <p>a relatively low demand in the centre from national and regional retail and leisure operators. There is the threat that if the dominant independent traders close the availability of new occupiers is uncertain.</p>
Employment	Economically Active (2001 Census)	2531 (49%)
	Job ratio	0.70
	Top five employment destinations:	<p>Winchester 24%</p> <p>Basingstoke 8%</p> <p>Southampton 6%</p> <p>Greater London 6%</p> <p>Alton 6%</p>
	Employment self-containment	Relatively high at 38.3%

Wickham		
Description	Wickham is a well defined village, centred on historic square with a high quality environment.	
Suggested Catchment area Wickham lies at the southern end of the District and has a relatively wide rural catchment:-	<ul style="list-style-type: none"> • Droxford, • Corhampton and Meonstoke, • Soberton, • Soberton Heath, • Newtown, • North Boarhunt, • Knowle, • Shedfield, • Shirrell Heath 	
Education	Infant & Primary schools Wickham C E Primary School	Secondary Schools Swanmore College of Technology (6km)
Health facilities	Doctors surgery – Wickham Group Surgery Dental practices – nearest Bishops Waltham, Botley	8 doctors
Public transport Bus services	Frequent Weekday services (1 or more bus an hour) Less frequent	Bishops Waltham, Colden Common, Fishers Pond, Fareham, Fair Oak, Funtley, Knowle, Lower Upham, Shedfield, Swanmore, Twyford, Waltham Chase Cosham, Denmead, Newtown, Soberton Heath, Southwick, Queen Alexandra Hospital, Waterlooville,
Rail services	Hourly bus service to Fareham and Cosham rail stations	
Town Centre Assessment (Retail & Town Centre Uses Study 2007)	Strengths identified Convenience retail: has a higher proportion than the national average. The town centre provides a reasonable range of A1 and service facilities. There are no vacant units in the town/village centre, suggesting demand for	Weaknesses identified The centre has a limited number of comparison shops and financial/professional services. There are no national multiple comparison retailers, only one bank and no travel agents. A limited supply of

	<p>premises is strong and the centre is performing well.</p> <p>The centre has a reasonable range of pubs and restaurants, but there is little else in terms of evening entertainment.</p>	<p>premises is available to accommodate new traders in the centre, due to the low vacancy rates.</p> <p>There are no community facilities located within the centre.</p>
	<p>Opportunities identified</p> <p>a loyal local customer base/ local residents need to travel large distances to reach alternative facilities.</p> <p>Expenditure generated is expected to grow in the future, which should provide opportunities to improve the range and choice of shops and services in the town.</p>	<p>Threats identified</p> <p>development opportunities are limited as there are many listed buildings and an extensive Conservation Area giving limited opportunities to expand facilities within the town centre</p> <p>If the town centre does not improve its range and choice of facilities the town's role in the hierarchy could diminish.</p> <p>a relatively low demand in the centre from national and regional retail and leisure operators. There is the threat that if the dominant independent traders close the availability of new occupiers is uncertain.</p>
Employment	Economically Active (2001 Census)	794 (50%)
	Job ratio	1.16

	Top five employment destinations:	Portsmouth 17% Fareham/Portchester 5% Southampton 9% Locks Heath/Bursledon 5% Gosport 4%
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Denmead		
Description	The main village is relatively compact, with good pedestrian and cycle links to the centre. There has been large scale and rapid expansion of Denmead in the past twenty five years; however it has retained its own identity. The 'Denmead Gap' regarded locally as a vital element in maintaining that identity. It is designated as a village centre in the Local Plan Review 2006.	
Suggested Catchment area Denmead is a large settlement on the eastern edge of the District which also serves smaller settlements outside of the District :-	<ul style="list-style-type: none"> • Southwick, • Hambledon, • Cowplain, Lovedean (outside Winchester District) 	
Education	Infant & Primary schools Denmead Infant School Denmead Junior School	Secondary Schools Cowplain Community School, Waterlooville
Health facilities	Doctors surgery – Denmead Health Centre	6 doctors limited dispensing service range of clinics and services

	dental practices – Hambleton Road	
Public transport	Frequent Weekday services (1 or more bus an hour)	Cosham, Hambleton, Hillsea, Queen Alexandra Hospital, Waterlooville
Bus services	Less frequent	Fareham, Newtown, Soberton Heath, Southwick, Wickham
Rail services	Hourly bus service to Fareham rail station, plus hourly bus service to Cosham	
Town Centre Assessment (Retail & Town Centre Uses Study 2007)	Strengths identified	Weaknesses identified
	<p>There is a higher than average number of convenience shops, plus a good provision of some services, particularly of banks and hairdressers.</p> <p>Public transport links to and from the centre are reasonably good for a centre of its size.</p>	<p>Comparison retail: there is a relatively poor provision, with a lower than national average number.</p> <p>There is a lack of services such as estate agents and dry cleaners, although it is not expected to find such services in a centre of its size.</p> <p>Vacancy rates (11.8%) are slightly higher than the national average (10.5%)</p>
	Opportunities identified	Threats identified
	<p>It benefits from a local loyal customer base and passing trade.</p> <p>The potential development of 3000 residential at West of Waterlooville could generate additional trade.</p>	<p>Demand for premises within Denmead is likely to be limited.</p> <p>The centre is denominated by independent traders. If independent traders close in the future the availability of new occupiers is uncertain and the number of vacant units could increase, which may</p>

		<p>undermine the vitality and viability of the centre</p> <p>Denmead is located close to larger shopping centres</p> <p>Pedestrian movement in the centre is hindered by Hambledon Road.</p>
Employment	Economically Active (2001 Census)	2938 (47%)
	Job ratio	0.44
	Top five employment destinations:	Portsmouth 16% Southampton 14% Locks Heath/Bursledon 11% Fareham/Portchester 7% Greater London 6%

Colden Common	
Description	<p>A free-standing settlement of a generally modern character, framed, to the west, by the River Itchen and to the north by the designated South Downs National Park. The settlement has a small number of convenience shops/retail outlets and a repair/servicing garage. Eastleigh competes with Winchester, as the settlement's higher order centre</p>
Suggested Catchment area Colden Common is situated on south western boundary and has strong relationship with settlements beyond the District's boundary :-	<ul style="list-style-type: none"> • Shawford • Twyford • Owslebury • Otterbourne • Fair Oak (outside the District's boundary)
Education	Infant & Primary schools Secondary Schools

	Colden Common Primary School	Kings School, Winchester (xx km)
Health facilities	Doctors surgery – Coldon Common Surgery Dental practices – Main Road	3 doctors
Public transport Bus services	Frequent Weekday services (1 or more bus an hour)	Bishops Waltham, Botley, Boyatt Wood, Compton Street, Curdrige, Eastleigh, Fair Oak, Hedge End, Otterbourne, Swanmore, Twyford, Waltham Chase, Winchester
	Less frequent	-
Rail services	Hourly bus service to Botley, Hedge End, Eastleigh and Winchester rail stations	
Employment	Economically Active (2001 Census)	1384 (54%)
	Job ratio	0.71

Kings Worthy	
Description	Kings Worthy has a few dispersed shops and one 'parade' on London Road. There is some employment, of Class B1 type, on three main sites. The settlement's proximity to Winchester town centre (3km) makes Kings Worthy a functional satellite. Landform tends to divide the old village core from the more modern Springvale area.
Suggested Catchment area Kings Worthy has a strong relationship with Winchester but also acts as	<ul style="list-style-type: none"> • Micheldever • South Wonston • Easton • Itchen Abbas • Headbourne Worthy • Harestock (Winchester)

service centre for a number of smaller settlements to the north and east:-		
Education	Infant & Primary schools Kings Worthy Primary School	Secondary Schools Henry Beaufort, Winchester
Health facilities	Doctors surgery – Springvale Surgery	2 doctors
Public transport	Frequent Weekday services (1 or more bus an hour)	Winchester
Bus services	Less frequent	Alton, Alresford, Bishops Sutton, Burntwood, East Stratton, Four Marks, Itchen Abbas, Itchen Stoke, Kempshott, Martyr Worthy, Micheldever, Micheldever Station, North Waltham, Popham, Ropley, Stoke Charity, Weston Colley
Rail services	Hourly bus services to Winchester rail station and daily service to Micheldever Station.	
Employment	Economically Active (2001 Census)	2183 (51%)
	Job ratio	0.60

Swanmore	
Description	Swanmore is an extended settlement of reasonable size/population (2137). It is close to Bishops Waltham (2.5km) which provides most local services and facilities, however, for its size; it has good community and recreation facilities, with some light industrial employment provision.
Suggested	<ul style="list-style-type: none"> • Droxford

<p>Catchment area</p> <p>Swanmore lies close to Bishops Waltham and Waltham Chase and therefore has a strong functional relationship with these in addition to a more rural catchment :-</p>	<ul style="list-style-type: none"> • Shirrell Heath • Waltham Chase • Dundridge • Soberton 	
<p>Education</p>	<p>Infant & Primary schools</p> <p>Swanmore C E Primary School</p>	<p>Secondary Schools</p> <p>Swanmore College of Technology</p>
<p>Health facilities</p>	<p>Doctors surgery –</p>	<p>Nearest Doctors Surgeries:</p> <p>Bishops Waltham Surgery (distance 2.5km)</p> <p>Wickham Surgery (distance 3.2km)</p>
<p>Public transport</p> <p>Bus services</p>	<p>Frequent Weekday services (1 or more bus an hour)</p>	<p>Bishops Waltham, Bitterne, Botley, Colden Common, Curdridge, Durley, Eastleigh, Fair Oak, Fareham, Hedge End, Horton Heath, Shedfield, Southampton, Swanmore, Twyford, Waltham Chase, West End, Wickham</p>
	<p>Less frequent</p>	<p>Droxford, Corhampton, East Meon, Langrish, Petersfield, Stroud, West Meon, Warnford</p>
<p>Rail services</p>	<p>Hourly bus services to Southampton, Fareham, Botley, and Eastleigh, daily service to Petersfield</p>	
<p>Employment</p>	<p>Economically Active (2001 Census)</p>	<p>1170 (50%)</p>

	Job ratio	0.49
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Waltham Chase		
Description	Waltham Chase is an extended settlement of moderate population (2392). It is close to Bishops Waltham (2.5km) which provides most local services and facilities. It has a post office, convenience store, petrol station and two other retail outlets and has some light industrial employment provision on 3 sites. It has a primary school. The secondary school at Swanmore is within reasonable walking distance. The centre of the settlement is affected by heavy traffic on the B2177 road.	
Catchment area Waltham Chase has a strong relationship with Bishops Waltham and Swanmore but also serves a rural catchment :-	<ul style="list-style-type: none"> • Shirrell Heath • Shedfield • Swanmore 	
Education	Infant & Primary schools St John the Baptist CE Primary School	Secondary Schools Swanmore College of Technology
Health facilities	Doctors surgery –	Nearest Doctors Surgeries: Bishops Waltham Surgery (distance 2.5km) Wickham Surgery (distance 3.2km)
Public transport Bus services	Frequent Weekday services (1 or more bus an hour)	Bishops Waltham, Bitterne, Botley, Colden Common, Curdridge, Durley, Eastleigh, Fair Oak, Fareham, Hedge

		End, Shedfield, Southampton, Swanmore, Twyford, West End, Wickham, Winchester
	Less frequent	Droxford, Corhampton, East Meon, Langrish, Petersfield, Stroud, Warnford, West Meon
Rail services	Hourly bus services to Botley, Fareham, Hedge End, Eastleigh, Southampton and a daily service to Petersfield.	
Employment	Economically Active (2001 Census)	1317 (34%)
	Job ratio	0.40

Appendix 3: Rural facilities and services survey 2008

Key: ✓ 2 points
 ✓ 1 point

	Supermarket (>400m ² trading floor space)	Convenience Store (<400m ² trading floor space)	Other Convenience Retail: daily needs	Post Office	Secondary School	Primary School	Employment Opportunities	Frequent weekday Bus Service to more than one destination	Mainline Railway Station	Doctors	Comparison Retail	Other service Uses (banks, cafes etc)	Chemist	Dentist	Optician	Library	Public House	Petrol station	Community Hall	Church	Mobile Library	Children's Play area	Outdoor Sports Facility	Built Leisure/Sports Facility	Total Score	
Abbots Worthy								✓																	2	
Avington											✓									✓						2
Beauworth																			✓	✓						2
Beeches Hill																			✓							1
Bighton							✓										✓		✓	✓	✓	✓	✓			8
Bishops Sutton							✓	✓									✓	✓	✓							7
Bishops Waltham	✓	✓	✓	✓		✓	✓	✓		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	30
Bramdean							✓	✓				✓					✓	✓	✓	✓	✓	✓	✓			12

	Supermarket (>400m ² trading floor space)	Convenience Store (<400m ² trading floor space)	Other Convenience Retail: daily needs	Post Office	Secondary School	Primary School	Employment Opportunities	Frequent weekday Bus Service to more than one destination	Mainline Railway Station	Doctors	Comparison Retail	Other service Uses (banks, cafes etc)	Chemist	Dentist	Optician	Library	Public House	Petrol station	Community Hall	Church	Mobile Library	Children's Play area	Outdoor Sports Facility	Built Leisure/Sports Facility	Total Score
Cheriton		✓		✓		✓		✓			✓	✓					✓		✓	✓	✓	✓	✓	✓	17
Chilcomb																				✓					1
Colden Common		✓	✓	✓		✓	✓	✓		✓				✓			✓	✓	✓	✓	✓	✓	✓	✓	23
Compton Down								✓													✓	✓	✓	✓	6
Compton Street						✓		✓												✓	✓	✓			7
Corhampton & Meonstoke		✓		✓		✓											✓		✓	✓	✓	✓	✓	✓	13
Crawley							✓										✓		✓	✓	✓	✓	✓		8
Curbridge							✓										✓			✓					4
Curdrige						✓	✓	✓	✓								✓		✓	✓	✓	✓	✓	✓	15
Dean																									0
Droxford		✓	✓	✓		✓				✓	✓						✓	✓	✓	✓	✓	✓	✓	✓	19
Dundridge																	✓								1

	Supermarket (>400m ² trading floor space)	Convenience Store (<400m ² trading floor space)	Other Convenience Retail: daily needs	Post Office	Secondary School	Primary School	Employment Opportunities	Frequent weekday Bus Service to more than one destination	Mainline Railway Station	Doctors	Comparison Retail	Other service Uses (banks, cafes etc)	Chemist	Dentist	Optician	Library	Public House	Petrol station	Community Hall	Church	Mobile Library	Children's Play area	Outdoor Sports Facility	Built Leisure/Sports Facility	Total Score
Durley						✓	✓	✓			✓	✓					✓		✓	✓	✓	✓	✓		14
Durley Street								✓									✓					✓			4
East Stratton																	✓		✓	✓		✓			4
Easton							✓					✓					✓		✓	✓	✓	✓	✓		9
Exton																	✓			✓	✓				3
Gundleton																						✓			1
Hambledon		✓	✓	✓		✓		✓		✓	✓						✓		✓	✓	✓	✓	✓	✓	20
Headbourne Worthy		✓					✓	✓			✓	✓							✓	✓	✓	✓	✓		13
Hundred Acres											✓											✓			2
Hunton																				✓					1
Hursley		✓	✓	✓		✓	✓	✓			✓	✓					✓		✓	✓	✓	✓	✓	✓	21
Itchen Abbass						✓	✓	✓									✓		✓	✓	✓	✓	✓		12

	Supermarket (>400m ² trading floor space)	Convenience Store (<400m ² trading floor space)	Other Convenience Retail: daily needs	Post Office	Secondary School	Primary School	Employment Opportunities	Frequent weekday Bus Service to more than one destination	Mainline Railway Station	Doctors	Comparison Retail	Other service Uses (banks, cafes etc)	Chemist	Dentist	Optician	Library	Public House	Petrol station	Community Hall	Church	Mobile Library	Children's Play area	Outdoor Sports Facility	Built Leisure/Sports Facility	Total Score
Itchen Stoke								✓												✓		✓			4
Kilmeston																			✓	✓	✓				3
Kings Worthy		✓		✓		✓	✓	✓		✓	✓	✓				✓			✓	✓	✓	✓	✓	✓	21
Knowle Village		✓					✓	✓			✓								✓		✓	✓	✓		11
Littleton							✓									✓			✓	✓	✓	✓	✓	✓	9
Lower Upham		✓		✓				✓			✓	✓				✓			✓		✓				11
Martyr Worthy																			✓	✓	✓				3
Micheldever						✓										✓			✓	✓	✓	✓	✓	✓	9
Micheldever station							✓		✓		✓					✓			✓		✓	✓	✓	✓	11
New Alresford		✓	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓	✓	29
New Cheriton/Hinton Marsh								✓								✓					✓				4

	Supermarket (>400m ² trading floor space)	Convenience Store (<400m ² trading floor space)	Other Convenience Retail: daily needs	Post Office	Secondary School	Primary School	Employment Opportunities	Frequent weekday Bus Service to more than one destination	Mainline Railway Station	Doctors	Comparison Retail	Other service Uses (banks, cafes etc)	Chemist	Dentist	Optician	Library	Public House	Petrol station	Community Hall	Church	Mobile Library	Children's Play area	Outdoor Sports Facility	Built Leisure/Sports Facility	Total Score
Newtown						✓													✓	✓	✓				5
North Boarhunt			✓					✓			✓								✓	✓	✓	✓	✓	✓	11
Northbrook																									0
Northington																			✓	✓				✓	3
Old Alresford							✓	✓											✓	✓		✓	✓		8
Otterbourne		✓		✓		✓		✓			✓					✓	✓	✓	✓	✓	✓	✓	✓	✓	17
Otterbourne Hill								✓								✓					✓				4
Ovington																✓			✓						2
Owslebury							✓									✓			✓	✓	✓	✓	✓		8
Preshaw																				✓					1
Shawford							✓		✓		✓					✓			✓						7
Shedfield							✓	✓			✓					✓			✓	✓	✓	✓	✓	✓	12
Shirrel Heath											✓					✓			✓	✓		✓	✓		6

	Supermarket (>400m ² trading floor space)	Convenience Store (<400m ² trading floor space)	Other Convenience Retail: daily needs	Post Office	Secondary School	Primary School	Employment Opportunities	Frequent weekday Bus Service to more than one destination	Mainline Railway Station	Doctors	Comparison Retail	Other service Uses (banks, cafes etc)	Chemist	Dentist	Optician	Library	Public House	Petrol station	Community Hall	Church	Mobile Library	Children's Play area	Outdoor Sports Facility	Built Leisure/Sports Facility	Total Score	
Soberton																✓			✓	✓	✓				4	
Soberton Heath																✓					✓	✓	✓			4
South Wonston		✓		✓		✓		✓		✓									✓	✓	✓	✓	✓	✓	16	
Southdown								✓			✓										✓				4	
Southwick		✓		✓			✓									✓			✓	✓	✓	✓		✓	12	
Sparsholt			✓	✓		✓	✓									✓			✓	✓	✓	✓	✓	✓	15	
Stoke Charity																				✓	✓	✓			3	
Sutton Scotney		✓		✓			✓	✓		✓						✓	✓	✓	✓	✓	✓	✓	✓	✓	18	
Swanmore		✓	✓	✓	✓	✓	✓	✓								✓			✓	✓	✓	✓	✓	✓	21	
Swarraton																									0	
Tichbourne																✓				✓	✓		✓		4	
Twyford		✓		✓		✓	✓	✓		✓	✓	✓				✓			✓	✓	✓	✓	✓	✓	21	
Upham						✓										✓				✓	✓	✓	✓		7	

	Supermarket (>400m ² trading floor space)	Convenience Store (<400m ² trading floor space)	Other Convenience Retail: daily needs	Post Office	Secondary School	Primary School	Employment Opportunities	Frequent weekday Bus Service to more than one destination	Mainline Railway Station	Doctors	Comparison Retail	Other service Uses (banks, cafes etc)	Chemist	Dentist	Optician	Library	Public House	Petrol station	Community Hall	Church	Mobile Library	Children's Play area	Outdoor Sports Facility	Built Leisure/Sports Facility	Total Score
Waltham Chase	✓			✓		✓	✓	✓			✓	✓					✓	✓	✓	✓	✓	✓	✓	✓	20
Warnford							✓	✓			✓						✓		✓	✓	✓	✓	✓		11
West Meon	✓		✓	✓		✓		✓		✓							✓		✓	✓	✓	✓	✓	✓	19
West Stratton																									0
Weston Colley																									0
Wickham	✓		✓	✓		✓	✓	✓		✓	✓	✓			✓		✓	✓	✓	✓	✓	✓	✓	✓	26
Wonston								✓									✓			✓	✓				5
Woodmancott							✓													✓	✓				4