



Denmead Neighbourhood Forum

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

Employers & Employment Work Package

Outcomes

FINAL DRAFT (v3)

Following breakfast meetings and engagement with residents, the following draft policies are proposed. In the first instance, this paper is put forward to all businesses who have attended at least one meeting for confirmation and comment.

The 2011 Census shows that of Denmead's population of 6773, 4784 (70.6%) are people aged 16 to 74 and potentially available to work. Of these 75.7% are economically active. These figures demonstrate what residents know, that Denmead provides very limited opportunities to live and work without extensive travel. Indeed a study in 2007 showed that only 733 people lived and worked within Denmead.

Estimates of the future population changes up to 2031 are that although the proportion of people aged 16 to 74 will fall to 67% (of a population of 7326 persons) the number of economically active residents (3619) will rise slightly (by 3%). On that basis, this Neighbourhood Plan seizes the opportunity to support and encourage local employers and employment as part of a drive towards a sustainable community with reduced journeys to work and a sound economy.

The following outcomes from the work of the team are recorded for discussion and confirmation, after which their presentation into policies is anticipated.

BUSINESS & MANUFACTURING

- (ref BM1) That the current development envelope of Denmead be reviewed to take in the Parklands Business Area [In the interests of promoting new, different and additional and sustainable commercial use of the space to meet changing economic circumstances.

- (ref BM2) That Parklands be considered as the key site for opportunity within Denmead, with the principle of maximising the use of the current land be followed, supporting business and its associated infrastructure (which could be the provision of a park & ride scheme or improved parking arrangements).

[Note 1: An examination of the Parklands estate, conducted during May 2013, enabled a check to be made on occupancy. Of the seven larger units (approximately 5,000 sq. feet each) three are either up for sale or to let. Five of the smaller units, of which there are twelve in total, are at present empty although not all have signs outside. These figures demonstrate the site's *existing* potential to support more employment.]

[Note 2 : Further discussion within the Steering Group has not supported that case for an extension of Parklands Business Park unless particular business(es) in the Park wish to provide evidence and the justification. Given that there is a proposed business area just outside the Neighbourhood Plan Area which has yet to find a Business to locate there, in what will be purpose built premises.]

SUPPORTING ENTERPRISE

- (ref SE1) That a principle of local workforce be supported and promoted, with the creation and promotion of jobs by existing businesses in Denmead so that journey to work miles can be reduced, commuting reduced and quality of life be improved.
- (ref SE2) That a 'hub' for the provision of clerical, administrative and training support (with a 'networking' facilitator) be established for businesses within Denmead. Initially this might be developed by the Parish Council through its Village Centre Manager project.
- (ref SE3) Within the context of providing support to the farming and countryside businesses, the re-development of redundant rural buildings (set out in Local Plan policy MTRA4) will be supported for this area to enable the provision of further business opportunities to support small businesses and provide further employment.

RETAIL:

- (ref R1) Within the existing primary shopping area (PSA), change of use of existing housing will be considered to enable the vibrancy of the retail area to be enhanced given that the 'High Streets' throughout UK are subject to changing social circumstances.

[Note 3: Despite the difficult UK economy, at the time of writing Denmead has only two empty shop premises and one of those has a planned use after the building has been refurbished.]

- (ref R2) It is proposed that the designation of the PSA be extended to cover all businesses on Hambledon Road, from the Veterinary Surgeon to The Hairdressers/Chinese Restaurant, thus including businesses already well-established but not within the 2006 WDL Plan PSA designation.

[Note 4: These two proposals are made in the context of NPPF paragraph 28 which includes the conversion of existing buildings and the development of local services including shops.]

- (ref R3) The WCC owned car-park will be protected as an essential element of the shopping area as it currently demonstrates more use than previously recorded. Usage levels have been monitored as an average of 26 cars and 3 commercial vehicles during an average weekday in April/May 2013 compared to the statement “fairly empty” in a report for WCC dated November 2007. (In addition, the use of the Car Park enables the social events in the village centre and is therefore considered a local facility as defined within the Local Plan policy CP6.)

Evidence: Records of discussions at three Business Breakfasts held in the context of the Work Package with notes held by the Clerk DPC

Results from ‘Drop-In’ surveys – Paper prepared for Steering Group

Review of the Retail Use of the Primary Shopping Area prepared by the Infrastructure Working Party.

Supported by policies:

WCC Local Plan Pt 1 - MTRA2, MTRA4, CP6, CP8 and CP9

NPPF references paragraphs 21, 23 and 28

NL-B

12th June 2013

Denmead Central Housing and Development



Legend

- Policy Boundary
- Village Centre Envelope
- Important Recreation Areas
- Little Frenchies Field
- Denmead / Waterlooville Local Gap
- Dando Park
- Parklands Business Park
- Countryside
- Post 1980 Housing

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