

Winchester District Community Strategy 2010 – 2020

**Final Version
13 October 2010**

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Introduction

The Winchester District Community Strategy sets out the way that Winchester City Council and its partners would like the Winchester District to change for the better over the next decade. It also seeks to identify the issues we want to address to help make this vision a reality – barriers, threats and opportunities alike¹.

All the partners of the Winchester District Strategic Partnership (WDSP) are committed to working together to address these issues. The WDSP is the forum which enables organisations and individuals interested in delivering the Community Strategy to:

- get together
- discuss what needs to be done
- develop shared projects and/or change the way they allocate resources to help realise the strategy's outcomes

A number of partnerships make up the WDSP, and the work of partners is overseen by a number of groups which commission projects or activities from different organisations.

Winchester is a large and varied District which encompasses a prosperous and historic county town and a flourishing business district at Whiteley off the M27 near Fareham. Surrounding these urban centres are many miles of unspoilt countryside, punctuated by busy market towns and villages which still closely reflect the agricultural traditions of the district.

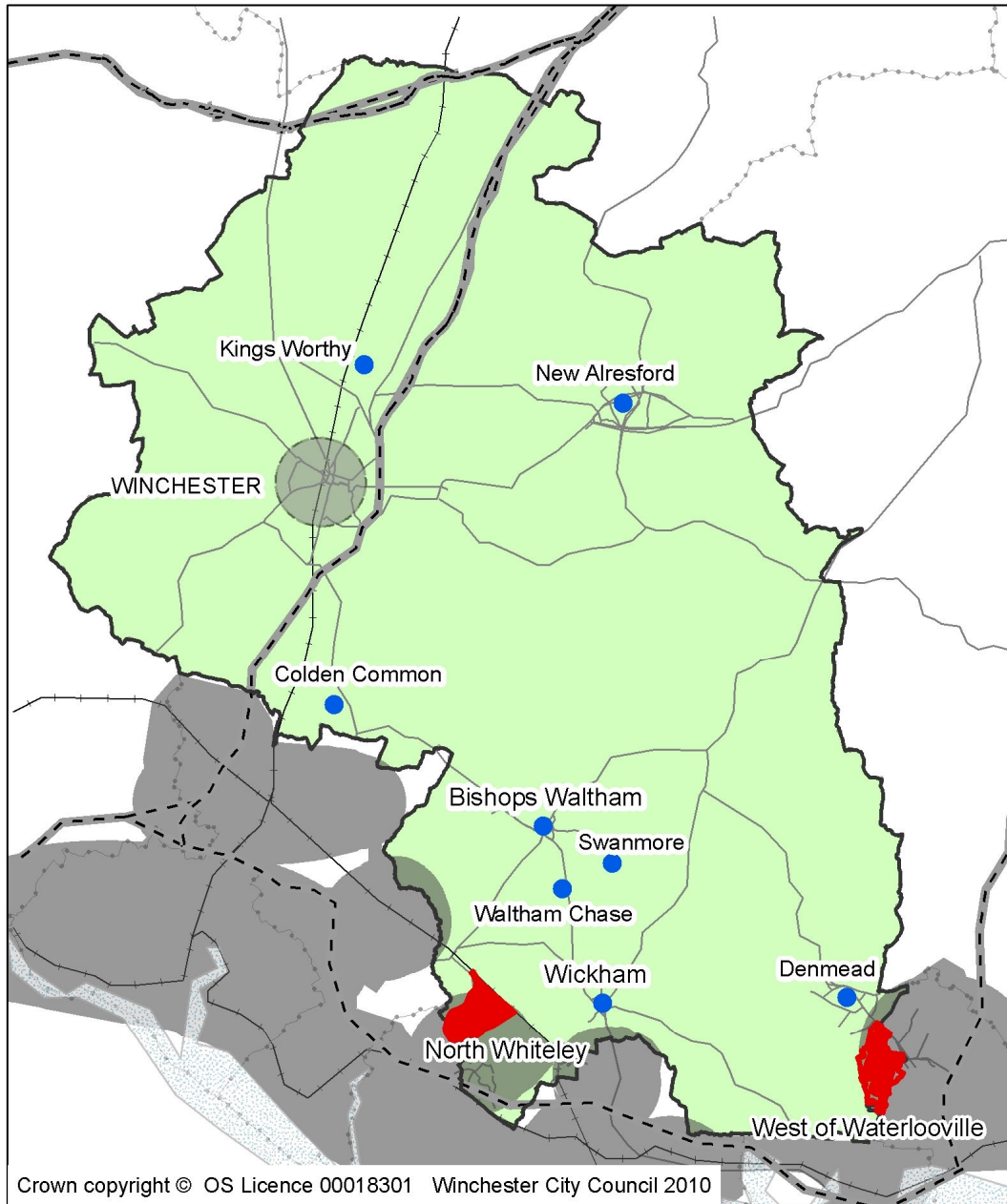
In this strategy, we use the following definitions to distinguish between the different parts of the district:

- **Winchester Town** - the historic core and immediate surroundings
- **Market towns and rural area**, including the market towns and villages of Alresford, Bishop's Waltham, Denmead and Wickham
- The M27 corridor and urban areas to the south of the District (known as the '**South Hampshire urban areas**'), such as Whiteley and West of Waterlooville

The map overleaf sets out where these three distinct areas are in the Winchester District.

¹ The evidence for this strategy can be found on the [Winchester City Council Website](http://www.winchester.gov.uk/evidencebase/). (www.winchester.gov.uk/evidencebase/)

Spatial Areas



- | | |
|--|--|
|  Proposed Strategic Development Sites |  South Hampshire Urban Area |
|  Market Towns and Rural Area |  Sea |
|  Winchester District Boundary |  Winchester Town |



1:175,000

Our shared vision

We have developed a vision based on wide-ranging consultation across the District and ongoing discussions with the partners of the Winchester District Strategic Partnership:

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.

So what does this vision mean in practice?

Diversity enriches the lives of people who live in the Winchester District.

By **diverse**, we mean:

- recognising that Winchester Town, our market towns and rural areas and our urban areas in the south of the District are all distinct and that their communities have different needs and aspirations
- growing a strong and sustainable² economy by encouraging the development of knowledge-based and low carbon industries, and by supporting sympathetic rural diversification
- supporting new communities in establishing themselves
- making sure that everyone in the District, no matter who they are or where they live, has the opportunity to enjoy a good quality of life now and in the future
- providing support when and where it is most effective to our vulnerable and disadvantaged residents

By **dynamic**, we mean:

- fostering innovation and creating a workforce fit for the future, whilst ensuring that the District remains a desirable place in which to live and do business by protecting its distinctive heritage and its cultural attractions
- mobilising people to take action, creating opportunities for them to get involved in their communities and helping them to develop solutions to local issues
- creating towns and landscapes that respond to the changing needs and aspirations of the community

² **Sustainable** is ensuring that we meet present needs without compromising those of future generations; taking account of economy, society and environment together.

By a **fulfilling life**, we mean:

- making sure that the District's beautiful countryside, landscape and special features can be enjoyed by everyone now and in the future
- celebrating the District as an area which provides cultural and sporting opportunities in which everyone can participate
- ensuring housing is available to meet the diverse needs of our communities, including an adequate provision of affordable housing
- working together to provide opportunities for people to work at home or nearer to their homes
- helping people to make positive changes to their lifestyles for better physical and mental health

What does this mean for our towns and villages?

The very different parts of the District are home to a number of distinct communities. In order to reflect the differences between these areas, there are distinct objectives as to how they might develop. Further detail on this can be found in the Winchester District Local Development Framework Core Strategy³, the sister document to the Community Strategy.

³ The core strategy can be found at:
www.winchester.gov.uk/Housing/Planning/LocalDevelopmentFramework/CoreStrategy/

What outcomes do we want for our communities?

There are three overarching outcomes we have identified for the Winchester District: **Active Communities**, a **Prosperous Economy** and a **High Quality Environment**. For each outcome, we offer a description of what this might 'look like' and a series of programmes which will help us turn this picture into reality.

a) Active Communities

The vitality of the District comes from the people who live and work here. They are able to lead active and healthy lifestyles by making good choices and decisions, for example by eating well, exercising regularly, not smoking or abusing drink or drugs. They also enjoy the benefits of a community where there are low levels of crime and everyone feels safe. People play an active role in their community and help shape how resources are used to deliver local services. Communities ensure everyone can access the services they need. People enjoy a range of learning opportunities throughout their lives, both formal and informal. They can also share their skills and talents through the District's many volunteering networks.

Programmes of work we will put in place to achieve this:

- reduce health inequalities that exist between different communities
- improve access to services and make sure that partners are able to manage the increase in the usage of their services that an ageing population will bring
- protect children and young people and help them fulfil their potential, focussing on who are not achieving or who are living in relative poverty
- provide opportunities for everyone to become more active through organised sport, walking, cycling and other recreational activities, making the most of our natural environment and countryside
- tackle specific types of crime where our research shows there is a problem in the Winchester District. This will be reviewed annually and we will spend money on addressing types of crime which particularly affect our local communities
- maintain current low levels of crime, seeking to understand better why and where there is a fear of crime and what we can do to prevent it
- address concerns about speed in our towns and villages
- support local people in accessing high quality and affordable housing which meets their needs
- protect people from discrimination and harassment and ensure they receive the support they need to participate fully in community activities
- support and encourage community planning and volunteering

- provide opportunities to become engaged in cultural and creative activities

b) Prosperous Economy

The economy of the Winchester District is dynamic and creative. Its culture and heritage provide an attractive setting for entrepreneurs and businesses keen to develop new ways of working, for the long term benefit of everyone who lives, works and visits here. Economic prosperity means that everyone has enough: decent housing, a good quality of life and a fulfilling job.

Programmes of work we will put in place to achieve this:

- exploit the District's cultural strengths, heritage and historic environment, alongside its good transport and communication links and its excellent education facilities, to stimulate a modern and creative approach to business
- build a low carbon economy, seeking competitive advantage and long term employment opportunities for local people
- make the most of local opportunities to enhance the skills and ambitions of those who live in the District
- help businesses to be good neighbours
- promote and support the District's natural environment, exploiting the opportunities that the South Downs National Park will bring, and developing the rural economy

c) High Quality Environment

Our communities use resources such as water and energy in a sustainable way. The beautiful countryside, heritage and character which make our District so distinct are valued and the built environment complements our natural environment. Our open spaces, streets and the built environment are clean and can be enjoyed by everyone.

Programmes of work we will put in place to achieve this:

- reduce the District's greenhouse gas emissions and adapt to a changing climate
- protect and enhance the District's rich biodiversity and habitats

- promote and develop a comprehensive green infrastructure⁴ framework for the District, which includes improved provision for walking and cycling
- protect and improve our landscapes and townscapes
- ensure new development is sensitive and appropriate to the local environment
- use the District's natural resources wisely and encourage and support sustainable land management practices in agriculture and forestry
- minimise the impact of traffic and transport within the District
- minimise waste

⁴ **Green Infrastructure** is a strategically planned and delivered network of high quality green spaces and other environmental features. It should be designed and managed as a multifunctional resource capable of delivering a wide range of environmental and quality of life benefits for local communities. Green Infrastructure includes parks, open spaces, playing fields, woodlands, allotments and private gardens.

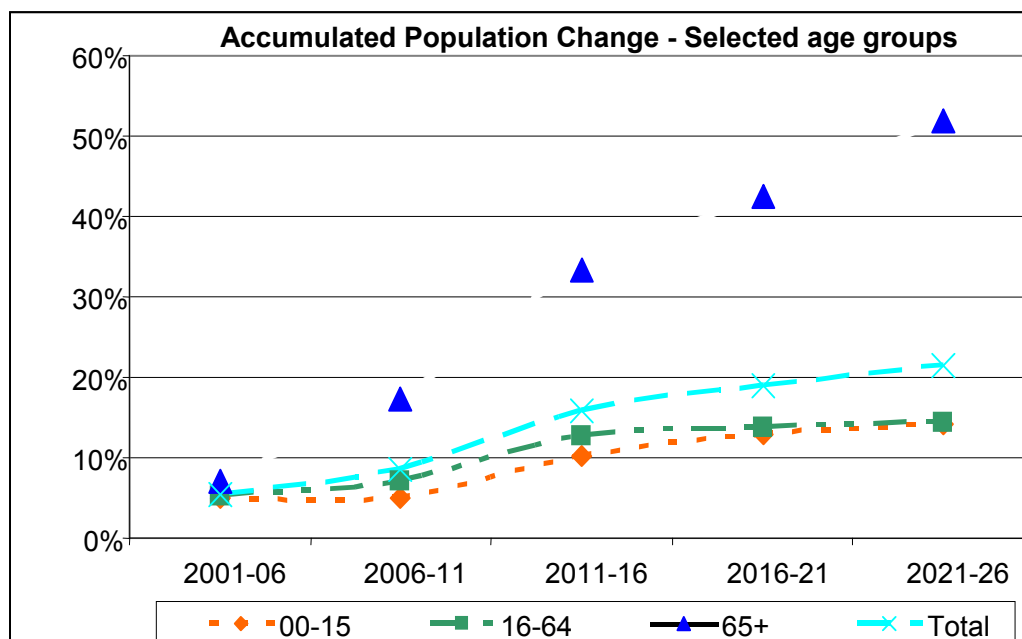
What are our priorities for 2010 – 2014?

The Community Strategy sets out a range of important issues for our District, which need to be addressed by the partners of the Winchester District Strategic Partnership. These issues cannot be solved overnight and will need all partners to work at them over the length of our strategy in order to make a difference.

However, there are some concerns which partners have said are both important *and* urgent. The WDSP will therefore make a concerted effort to address these priorities in the coming four years, as well as working towards the other outcomes in this strategy. Consequently, our three priorities over the next four years will be **older people**, **access to services** and **reducing the District's carbon footprint**.

a) Older People

The Winchester District has a significantly higher proportion of older residents than other districts, and this proportion is increasing. According to Hampshire County Council's population projections, the proportion of those aged 65 and over is predicted to make up almost a quarter of our resident population by 2026. The chart below shows the accumulated population change from 2001 to 2026.



The older age groups are high users of services, so we can anticipate a significant increase in demand over the coming years. Older people are also staying healthy and active for longer and living increasingly productive lives, not least as family child carers and volunteers.

As one of our top priorities, the WDSP's work will have a particular focus on making sure that older people

- have optimal health
- get the accommodation and support that they need
- have the opportunity to participate in their communities, for example through social and cultural activities

b) Access to Services

As has already been stated, Winchester is a big rural district with a wide range of different communities, all with different needs. Research shows that some find it hard to access our services: for example, they may be without transport or without an internet connection, or they could be reluctant to deal with official agencies because of language or educational difficulties. As a partnership, we will maintain a particular focus on making sure that our services are made available more readily to residents. This will enable them to make the most of what is on offer and so enjoy a better quality of life.

When we talk about increasing access to services, we mean four things:

- learning more about our residents to find out what services they need and how they prefer to access them
- increasing residents' opportunities to access our services in a way that is fair and equal
- helping residents benefit from our services, for example reducing the disadvantage that people might experience because they live in the rural areas of the District
- exploring the local barriers which prevent people from accessing our services and looking for innovative ways to remove these barriers

c) Reducing the District's Carbon Footprint

Many Winchester residents and businesses understand the benefits of moving to a low carbon lifestyle. On a personal level, reducing our carbon footprint can lead to financial, social and health benefits. A low carbon economy will create new job opportunities, and ensure that the District remains a competitive place for business. We also have a moral responsibility to protect and preserve our planet for future generations.

Winchester District has a high carbon footprint and there is a need to reduce this rapidly in order to play our part in preventing the worst impacts of climate change.

The WDSP has set ambitious targets to reduce carbon emissions in the District by 20% by 2012 and by 30% by 2015. Work will focus on:

- helping households to reduce their energy use
- promoting an improved approach to energy management by businesses and organisations
- building a low carbon economy
- supporting communities in taking action on climate change

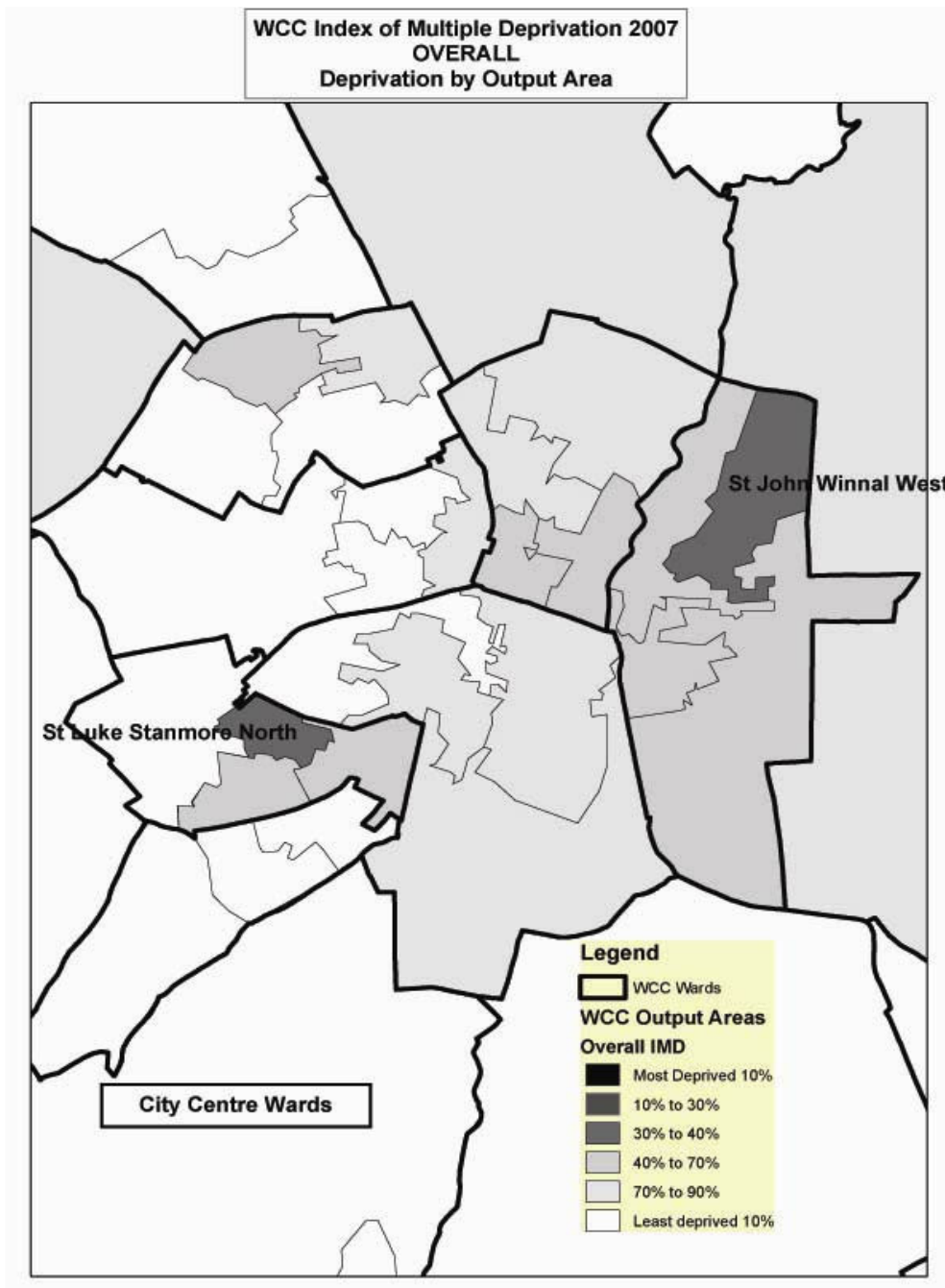
Where will we concentrate our efforts?

The Indices of Multiple Deprivation (IMD) identify those areas of the District that are more deprived and which will therefore need extra attention from partners to help them enjoy a good quality of life.

The IMD highlights the following areas as being in the bottom 25% of the most overall deprived areas in Hampshire as well as in the worst 40% in England and Wales as a whole.

- St Luke – Stanmore North
- St John – Winnall West

The partners of the WDSP will concentrate their efforts on these two areas for the first four years, then move onto other priority communities. We recognise that pockets of deprivation exist in the rural areas of the District.



Our principles for delivering the Community Strategy

The Winchester District has a very special character and those who live and work here are justly proud of it. To help maintain these characteristics and ensure everyone in the District can continue to enjoy them, the WDSP will adhere to the following principles when delivering the Community Strategy:

- use resources carefully and target them to where they are most needed
- develop shared approaches to meeting common goals
- prioritise those who most need our help in the community and make sure they have access to the support they need
- work towards a low carbon society
- work together with our partners and our communities to make sure no one is disadvantaged, excluded or subject to discrimination
- draw on the power of sport and culture in addressing our priorities
- be sensitive to our beautiful natural environment, historic built environment and countryside
- support and provide opportunities to develop volunteering, and for community groups that will play an important role in delivering this strategy
- involve all sections of the community, including disadvantaged and excluded groups, in the development of policies and services
- foster good relations, mutual understanding and respect and shared goals and values, by promoting contact between different sections of the community
- procure goods and services sustainably⁵

⁵ **Sustainable procurement** is a process whereby organisations meet their needs for goods, services, works and utilities in a way that achieves value for money on a whole life basis in terms of generating benefits not only to the organisation, but also to society and the economy, whilst minimising damage to the environment. (Sustainable Procurement Task Force)

How will the Community Strategy be delivered?

The Community Strategy is all about the big, important issues for our District which we must work together to resolve. It will therefore be delivered through a series of shared programmes of action, which different combinations of partner organisations will sign up to and agree to follow.

There isn't one big action plan for the Community Strategy. Instead, there are three change plans designed to deliver against the three outcomes (**Active Communities**, a **Prosperous Economy** and a **High Quality Environment**), which are overseen and monitored by the WDSP. The Prosperous Economy outcome also benefits from a detailed **Economic Strategy** and action plan for the District for 2010 – 2020: this was subject to widespread consultation in early 2010 and was adopted shortly before this Community Strategy.

The three priorities (**older people**, **access to services** and **reducing the District's carbon footprint**) will cut across these change plans. The diagram overleaf shows how these are co-ordinated through the WDSP.

In addition, the Community Strategy's sister document, the Local Development Framework Core Strategy, will translate a number of the identified actions and priorities into future planning requirements for the Winchester District, whether this is identifying land for development or devising a policy to protect areas of biodiversity interest.

If you would to receive this document in another format please contact Winchester City Council's Customer Service Centre on 01962 840 222 to discuss your requirements. Alternatively, you can request this informaton [online](#)

