



Parish Council of Denmead

Shaping the future of our community

blueprint
be the **community architect**
> no targets, just real needs <



A report by the Parish Council

12th January 2011

Contents

1. Background
 2. Methods employed
 3. The Blueprint discussions
 4. Other submissions – Developers
 5. Results of the Parish Council’s survey
 6. Examining the evidence
 - 6.1 Housing
 - 6.2 Social Infrastructure
 - 6.2.1 Environment and Services
 - 6.2.2 Countryside
 - 6.2.3 Traffic
 - 6.3 Employment
 - 6.4 Transport
 7. Other considerations
 8. In conclusion
- Appendix 1 Copy of the Survey Form

1. Background

1.1 This document has been prepared by Denmead Parish Council as its response to the new consultation exercise held by Winchester City Council (WCC) under the title of 'Shaping the future of our Communities'. It represents a response to the Government's launch of '*localism*' in decision making and thus supersedes the consultation held in early 2008 as part of the preparation of a Local Development Framework (LDF) for the district of Winchester.

1.2 The exercise was launched, with the title '**Blueprint**', on 24th September with the consultation period running from 4th October to 10th December. The Parish Council formally agreed to take part at a meeting on 28th September. It was felt that Denmead must speak up for itself, otherwise other people will speak for it. The Chairman attended the meeting of the WCC LDF Committee to confirm our decision and to voice reservations regarding the timetable and the funding of the exercise which has been done at Parish Council level, which in Denmead's case meant using ear-marked Reserve funds.

2. Methods employed

2.1 The Parish Council considered the process recommended by WCC Officers, namely to consider six case studies illustrating the position of different people and family groups which were designed to help the participants think of the future of the community as well as wider issues, over the next twenty years. Collectively the results could help to show how each community might change and develop. It was agreed that this would be a tall order to conduct on a large scale so the Parish Councillors decided to try out the exercise for themselves. The other elected Councillors were invited to join this meeting along with four gentlemen who had volunteered to be part of a new team attempting to revitalise the Parish Plan project. Steve Opacic, the WCC liaison officer for Denmead, led the work.

2.2 The Councillors agreed that the best way to involve residents was to issue a special edition of the Parish Scene dedicated to this exercise. It would announce our approach, namely

- to hold a public meeting to carry out a Blueprint exercise;
- to invite everyone to complete a questionnaire;
- to attend meetings to explain Blueprint and encourage individuals to take part.

2.3 Unfortunately it was not possible in the time available to get every village group and organisation to conduct this Blueprint Exercise (as we termed it) which was the suggestion of WCC Officers, as community groups all had an established programme of meetings and speakers. Parish Councillors did address the Horticultural Society, the Evening Women's Institute and All Saints Parochial Church Council.

2.4 The leaflet/questionnaire was finalised on 22nd October, printed and distributed to every house in the Parish by 4th November. The leaflet was put up on the Parish Council's web-site and residents could complete the survey electronically. Responses were requested by 19th November, and a banner hung outside the Church to remind residents.

2.5 A public meeting was held on Tuesday 9th November. This had been publicised through the local evening newspaper (The News) who unfortunately got the details wrong, nevertheless the meeting was attended by 65 residents and again was led by Steve Opacic. Councillors led the discussion of the six scenarios in groups and the findings recorded. The meeting was regarded by most Councillors as being generally positive, although some residents took rather narrow and predetermined stances.

2.6 Engagement with the youth clubs and the Junior School by the Parish Council, where group discussions were held, generated both interest and responses. This encouragement has provided an important record of views of young people and whilst it might be held to bias the numbers in the analysis of the survey, it highlights the limitations imposed by the timetable which limited the opportunities to talk to village organisations.

2.7 Analysis of the results has been done by Councillors meeting, as time allowed, but has not been as quick as had been planned. This was because the Parish Council already had significant commitments to discharge, namely setting its budget and Precept for 2011-12, dealing with some legal matters, and responding to the continuing discussions about the development of both Little Frenchies Field and the West of Waterlooville Major Development Area. Other work, for example a SWOT analysis of the Parish Council's operation, and providing a seniors outdoor gym has been shelved to ensure the Blueprint Project was progressed.

3. The Blueprint discussions

3.1 The Parish Council's consideration of the six case studies was felt to be a useful way of immersing members in the Blueprint exercise. Some limitations of the exercise were highlighted, namely the difficulty in visualising how society would develop over twenty years given the changes in the last twenty. Changes, both technical (the internet and mobile telephones) and social (more single parent families and more middle aged adults living alone) were not foreseen in 1990. After the exercise, Councillors felt that there may have been an unconscious bias to provide theoretical answers to the questions, rather than giving consideration to the wider context of responding in terms specific to the needs of Denmead. Despite those reservations there were several useful points that emerged.

3.2 At the public meeting there were some conscious refusals to consider the cases, and thus the wider picture, by individuals who took pre-determined stance on the subject. They related the Blueprint only towards development and building houses. That said, the discussions did prove worthwhile and raised some new and wider focussed ideas.

3.3 A summary of the points from both meetings is set out below.

- Ben and Sarah (a young couple):

Young couples are needed to ensure the area has a 'rounded' life and disposable income comes into the village; Young couples need to have somewhere to live and affordable homes would provide that (both rented and shared equity property) and self-build opportunities might help; In five years' time this couple will need more bedroom space as they become a family. Limited job opportunities mean that it is, and will continue to be, difficult to pursue a career in Denmead, thus easy travel in and out of the village is important.

- The Davis family (two adults with three nearly teenage children) :

Accommodation for the Davis family is well provided, with the estates along Forest Road being occupied mainly by Davis' . A major concern to this family is the proximity of secondary and college education outside of Denmead, thus transport is an issue. As the family grows up there is a likelihood that they will extend their house. This family is one that needs particularly, better broadband access than most of Denmead currently enjoys. There are limited opportunities for young people to take up part-time work as they study – only the shops and pubs. In five years (or more) the provision of local apprenticeship training (e.g. plumbing) would be helpful. Young people will continue to seek entertainment outside of Denmead. Parents or friends will be providing car-based transport as the evening bus service is non-existent. This is despite being aware of a green agenda which discourages petrol-based transport.

Over the twenty year period the children will have moved out to live independently (or co-habit). Some dwellings that meet the needs of these people (the Ben and Sarahs, Jings and Debbie) assuming they remain in Denmead, will be needed, whilst being aware that these new adults may well have moved away in search of jobs or because further training is not available in this area. Throughout the time being considered the roads and public transport links will need to be improved, primarily by extending the hours of service.

- Debbie (a single young person):

Debbie would value the independence that affordable housing, specifically designated for people with strong Denmead links would provide. Debbies may well have resources that they can put into such properties thus shared equity should be significant feature of such schemes.

In five years' time, Debbie will probably become one of a couple like Sarah (see above). In twenty years' time, if she and her partner stay in Denmead, they will be using the medical services and hoping for a local job to minimise travel expenditure. In five years' time Debbie will probably have become a parent in a stable unit and through the period up to the twenty years, she will use the health centre, pre-schools, schools and recreational facilities

- Don (A senior manager working here and living in Denmead part-time because of his family living elsewhere):

Currently, the prospect of Don getting a similar high-level job in high-tech industry in this area and thus reduce his travel overhead is limited. Improved broadband is essential and would allow Don to spend some time working from home. If he wished to set up his own business locally the small units at Parklands Business Park are too expensive and too big. A need for genuinely small units does exist (a garage with heating, a desk and good IT connections) will increase in demand if an enterprise economy is encouraged. Improved transport access and road quality into the village will be increasingly important over the twenty year period.

- Jing (a young, single entrepreneur):

As with Don, there is a need for small low-cost business units and good broadband to which 'live-work' units might provide a solution. Alternatively houses near to the office would suffice. Denmead does not have this. A business friendly approach will be required, one that is reactive to changing technology and its effect. Jing will become a Sarah (see above) in time, provided she stays in the parish, but as an entrepreneur that is not guaranteed. Jing, and people like her, remain in Denmead because they like the facilities such as pubs, health centre and local shops with the proximity of the countryside. These facilities may see some expansion (i.e. a leisure centre) but that balance must not be jeopardised. Jing is important to Denmead because when successful, she will be a future employer of young people in five, certainly in twenty, years' time.

- Pam (a recently widowed pensioner):

In Denmead it is the Pam's that are aware of the history of the community. People like her bring their experience to organisations and to voluntary work. In this way they ensure that the community remains balanced. She is more likely to use the local economy (shops, bank, Post Office) and local organisations to maintain social contact. As she grows older (five years' time) she will increasingly need the medical and social services such as the library. Although she might prefer to walk (using improved greenways and footpaths) her access to these will become dependent upon public transport (hopefully, easy access buses). It is the Pams of Denmead that find the lack of a Sunday service a particular problem. Within the twenty year period Pam may decide to move into a smaller, low maintenance home or sheltered housing (such as Copper Beeches and White Wings) although many like her may choose to stay alone in large houses because of their familiarity.

3.4 Common threads found within these comments show four distinct strands. (1) There is a need for high speed broadband IT connections for work and education, not simply entertainment. (2) There is a need for improved transport, with extended hours of service during the week and Sunday operation. Again this is for work and employment purposes as well as social connection. (3) The particular housing needs for young adults and young couples need to be addressed with affordable homes (i.e. for part ownership or rental) mentioned. Finally, (4) the idea of promoting more employment opportunities closer to home for young people growing up in Denmead, and for new business to start and develop was considered important.

4. Other submissions – Developers

4.1 Three of the local development companies requested the opportunity to speak to the Council regarding the Blueprint exercise. In order not to distort the public meeting by inviting them, the Parish Council agreed to speak to them, offering separate meetings. In the event one company attended a meeting, another preferred to make a written submission (because of weather and transport problems) and the third withdrew and may contact the Parish Council at a later date.

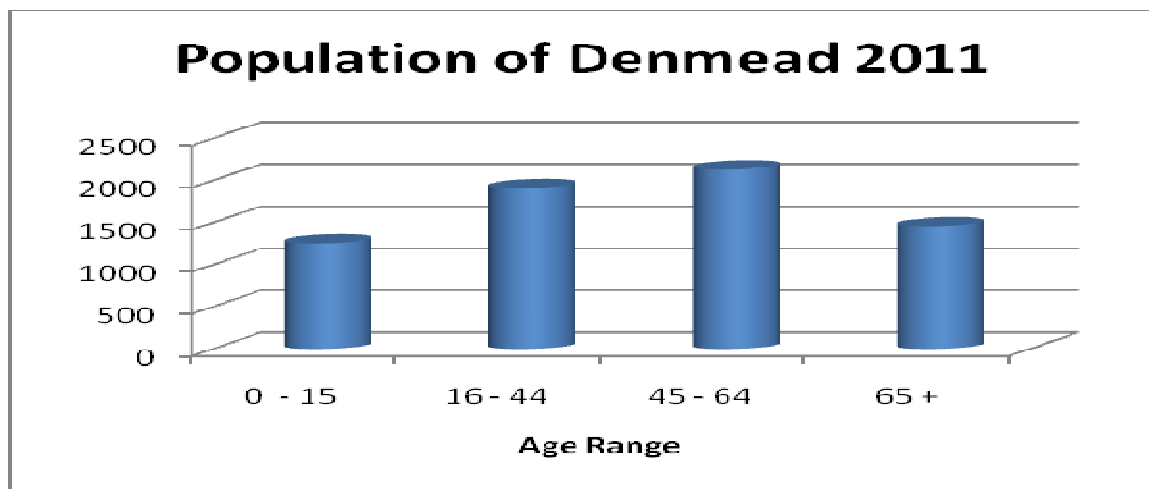
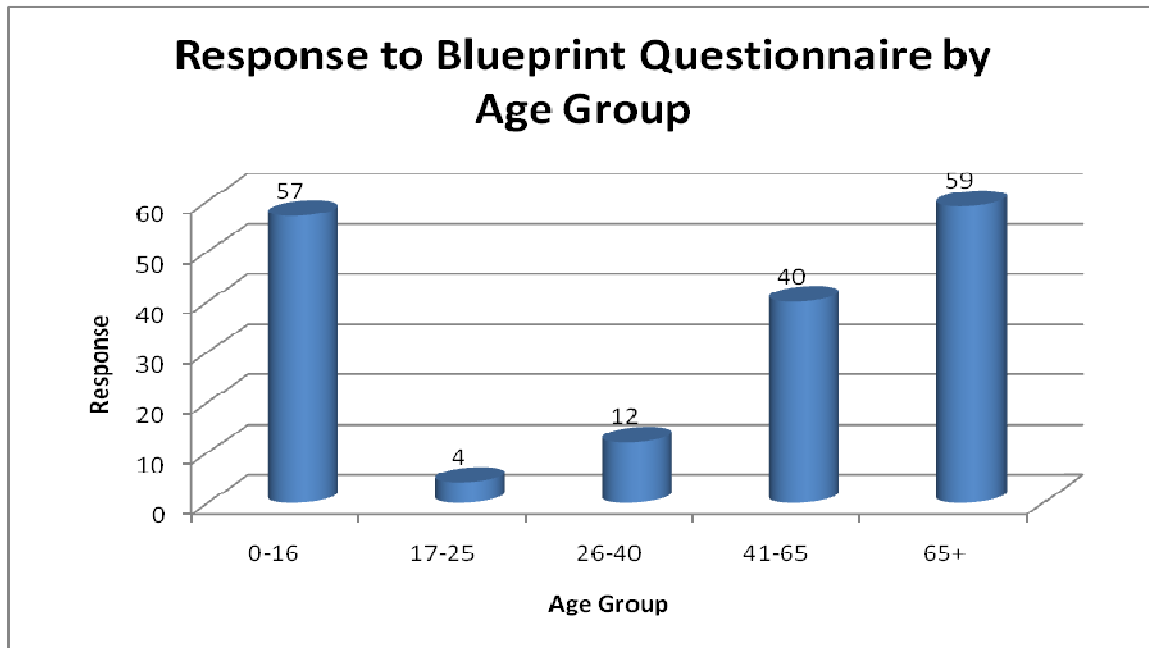
4.2 One developer put forward two proposals. One was for a development of 20 to 30 houses and the other was for a 70 bed care home. The former has been rejected by the Parish Council as it would compromise our stance of defending the Denmead Gap with, as a minimum position, its current borders as currently defined (see pages 18/19 of the Denmead Village Design Statement). *The Care Home concept has, without prejudice to its response to any planning application, been acknowledged by the Parish Council since it will provide an important forward-looking facility and employment and would be located in an area already allocated to development.*

4.3 The second developer has reinforced a submission made within the WCC Strategic Housing Land Availability Assessment for development of up to 140 houses at a single site. There would be the provision of affordable homes as well as providing an opportunity for more playing field/open space to be developed. This proposal could be developed in phases over an extended period of time within the twenty year timeframe of the Blueprint exercise. *To date the Parish Council has not discussed or recorded any view on this issue.*

4.4 At the time of writing the third developer has yet to contact the Parish Council.

5. Results of the Parish Council's survey

5.1 The total number of responses from residents was 182 which represents 2.69% of Denmead's current population (as estimated by the Office for National Statistics). The following chart shows that the response was not representative of the village's demographic profile. There were 10 responses where the age was not stated.



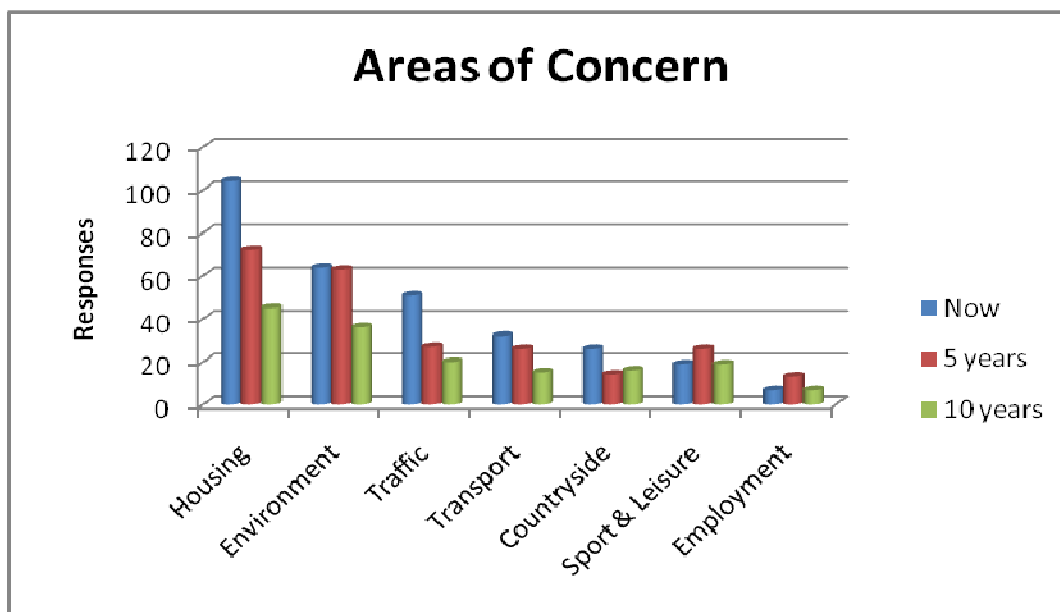
The charts show a very limited response in the two 17 to 40 year age categories. This seems to reflect the experience of a similar lack of involvement of young people and young families by organisations within Denmead. The likely reason is that these people are mobile and do not have the same commitment to Denmead as a village community as older, more settled residents. The large number of responses from youngsters has been accounted for by the opportunity to engage with them through school and youth group contacts. (See paragraph 2.6)

5.2 The returns show that most people found it easier to focus and respond within the 'Now' and 'Want' categories rather than thinking ahead over twenty year time-frame. It was the 'Now' time frame that attracted most attention with reduced number of comments for either 5, or 10 years' or longer, timescale. This is illustrated by an analysis of the responses stating a wish for Denmead "to retain its unique rural image" and "stay a village"

Stay as a village	Want	Need
Now	42	24
5 years time	18	15
10 or more years time	20	8

The implication of what the numbers (42 is 23.0% of the of the responses) is considered later, but the point to note here is that in the following analysis, a mention by an individual of a subject in either 'want' or 'need' has been taken as the response – although where the person mentions the matter in both categories it is not double counted.

5.3 In the analysis of mentions in the 'want' or 'need' returns, seven areas of concern became identifiable from their responses. The following chart sets out the numbers recorded.



The results of the analysis of the survey responses together with illustrative comments are reported in the following below in four categories – Housing, Employment, Transport and Social Infrastructure – Environment and Services (including Sport and Leisure) Countryside and Traffic.

6 . Examining the evidence

6.1.1 Housing

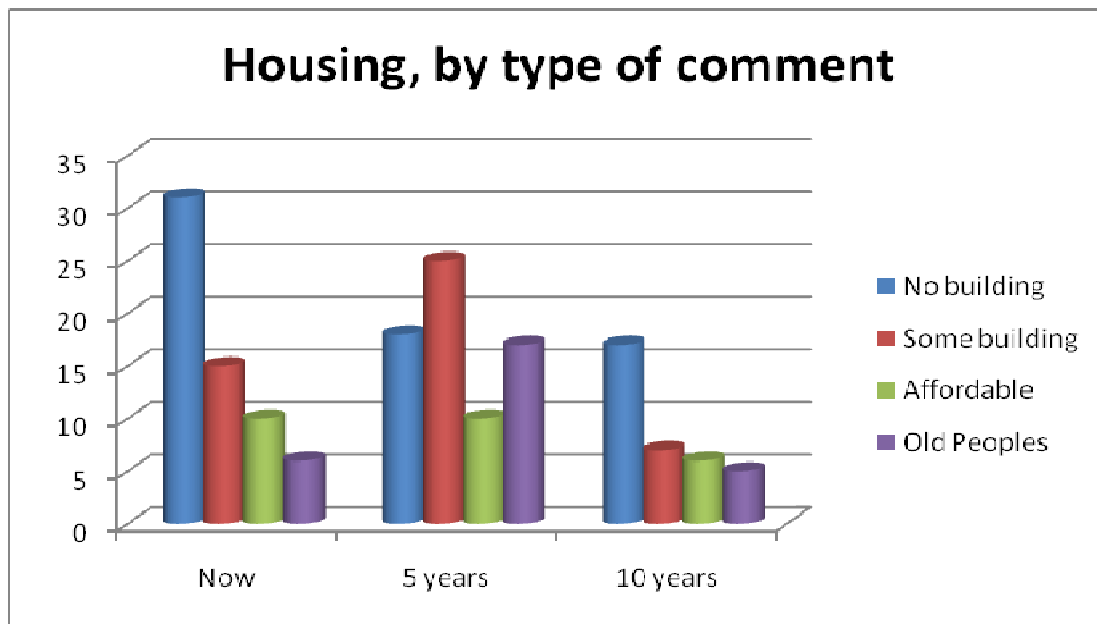
Of the 182 responses “housing” was the most mentioned topic. The responses were as follows:

Comments on a ‘want’ and/or ‘need’ now	104	(57.4%)
in 5 years time	72	(39.6%)
in 10 years or more	45	(24.7%)

The Housing category was defined as where someone mentioning building; not building; keeping Denmead as a village; affordable homes; sheltered housing or care homes. There are 120 mentions of Housing in 104 replies. The mention of more than one aspect of housing, accounts for these numbers.

6.1.1 To build or not to build?

To better understand the content of the housing category, a further breakdown of the responses was made.



The comments proposing no more house building came from the over 65 age group, the people most likely to have experienced the village of Denmead before its expansion in the 1980's.

No more house building	Total	Aged over 65
Now	31	19
5 years time	18	10
10 or more years time	17	8

“To remain as much as possible as a village” sums up the feelings of these people, and, in ten years time one person asked for Denmead *“to still be recognisable as a village with a heart, and not a cold offshoot of Waterlooville”* . One person suggested that the authorities should *“separate the new development at Waterlooville – by making it a new parish or a boundary revision”* and they were supported in three other similar responses.

Although within the 25 to 40 age group there was a suggestion that Denmead apply for *“town status with a town council”* and another that we should *“take services from Waterlooville. It would be more efficient to merge”*. Although both thoughtful and thought provoking, these comments are a minority of those found in the survey.

Add the evidence of the *“No more building”*, to the *“Keep the village identity”* and further, recognise the 16 specific mentions of retaining the Denmead Gap provides a powerful evidence (even recognising there may be some duplication within the numbers) for limiting the expansion of the village, with its population rapidly approaching 7,000.

Any conclusion must take into account that feelings against building are not unanimous with a number of people (from all age groups) accepting that a limited amount of controlled commercial development as realistic for the future. Others have been specific and recorded views accepting or promoting both affordable homes for young people and sheltered homes, and/or Care Homes for the older residents of Denmead.

6.1.2 Providing for older people

The replies proposing provision for older people (as sheltered housing or care homes) came from all age groups. Those comments from residents in the 26 to 65 plus age range were as follows.:

Comments indicating a ‘want’ and/or ‘need’ now	6
in 5 years time	17
in 10 years or more	6

One respondent (in the 65 plus age group) expressed the view that *“More Care Homes are needed because demographic changes and increased population will require much more provision for dementia”*. Young people made a proposal for a Nursing Home within five years – perhaps influenced by some personal experiences of a family situation with frail older generation?

The Parish Council is aware of proposals by a developer to build a Care Home within Denmead (see paragraph 4.2) which seems to link well with the sentiments expressed. In addition, the Parish Council will approach Winchester City Council to review the current work on the future of White Wings, and perhaps viable alternatives, to ensure this property is put to best use.

6.1.3 Affordable Housing

The replies proposing a need for affordable homes came from the two age groups aged over 41.

Comments indicating a 'want' and/or 'need' now	16
in 5 years time	10
in 10 years or more	11

The argument is expressed very well by two residents (both in the 41 - 65 age group): "Affordable housing to rent or buy in Denmead is needed so that young people born and brought up in Denmead can lead independent lives without having to move away from the area" and another set out their view that "Affordable homes are needed to enable young people to continue to live in Denmead". And that such "homes would be "preferable on Brownfield Sites or development of existing larger properties/gardens – preferable to building on green fields". Replies related to Affordable Housing repeated their comments over the three time periods suggesting that for those expressing a view, the need for affordable homes will be with us for the whole of the twenty year period of 'Blueprint'.

Currently there are 73 families with a strong Denmead Connection on Winchester City Council's Housing List. The Parish Council have promoted the idea of an exception site (ie One where the Parish Council could specify that the homes were for Denmead people, in perpetuity.) but met a mixed reaction from residents in the vicinity of the proposal. More successfully, given that Hampshire County Council (HCC) wish to make use of the waste land next to the Junior School, the Parish Council are working with HCC to use the land for Affordable Housing. Local residents, having considered the situation are prepared for this project to go forward.

6.2 Social Infrastructure

6.2.1 Environment and Services

What this survey defined as the environment in which Denmead residents live and the services they enjoy has many facets. Chief amongst them, to judge from the responses, is the village centre (including the encouragement of existing and of more, new retail businesses); NHS Dentistry; a Veterinary practice; enhancing the Health Centre; retaining the mobile library, a bigger hall with a stage, all received a significant number of mentions,

with even more visible policing receiving a few. Responses came from across the age groups but mainly from the young people with the counts recorded thus:

Environment & Services	Total	Age up to 17
Now	64	35
5 years time	63	45
10 or more years time	36	26

The count of 64 recording a 'want' with action 'now', is significant as it represents 35.2% of the survey response. The fact that an almost identical number report a five year term requirement for action, and a significant number for action in ten years or more, confirms that the environment in which people live has to be considered on a long term basis.

Many of those responding to the survey answered in general terms "*keep Denmead as a lovely village*"; "*keep village style community*" and "*Denmead needs uplifting*" whilst understandable are not helpful in making specific proposals. However the detail of responses has been examined and the views and ideas expressed have been grouped and, where there have been at least four instances, they are recorded here:

Keep Kidmere(Carpenters Field) as recreation space	20
Improve the range of shops	12
More recreation space (+ MUGA)	12
New Community Hall/Sports Hall	8
Better more obvious policing	6
New Supermarket/Alternative grocery	6
Improve village centre/flower beds	5
Deal with empty Shops in village centre	5
Enhance use of Creech Wood	5
Expansion of Health Centre facilities/Hospital	5
Cinema	4
Improve Ashling Park facilities	4

It is to be noted that there is evidence (i.e. duplicated forms) of an attempt by some residents to emphasise the value of Kidmere as open space and recreational space.

One clear message, to be found by considering the Range of shops; empty shops and alternative grocery, is that the village shopping centre is of particular importance to the parish. The balance between the existing shops is both important yet delicate and one new major shop could well jeopardise the existence of some smaller ones and thus requires considerable reflection.

The wish of young people to have a local cinema will be referred to the Community Association who currently run Film Nights .The Parish Council could help them target a young audience with presentations for a younger audience.

An important feature in the list above is the wish for an indoor Hall and sports facility (larger than any at present).

During the Blueprint process an application to turn the old Shipyard Motors site (at the junction of Hambledon Road and Ashling Park Road) into a Vets Practice was received by WCC. Denmead Parish Council supported this application and it has already been approved!

The view expressed on six returns, that there is an insufficient presence of the police in the village is not shared by the Parish Council. Over the last 18 months the Neighbourhood policing team have reduced anti-social behaviour by effective actions and they are applauded by this Council.

One proposal from young people was to retain the Skatepark. It is good to report that the Parish Council has no intention of removing it.

Further examination of the Sport and Recreation aspects of Denmead life shows that:

Comments indicating a 'want' and/or 'need' now	19
in 5 years time	26
in 10 years or more	19

(Note that a count of 19 represents 10.4% of the survey response.)

Although only 10% of respondents raised an issue in this category, it can be seen that those most interested see this as a continuing matter into the long term. Suggestions (mainly from youngsters) included an Indoor Activity Centre (usable by people of all ages); Better equipment in the park areas; a bike track; a multi-use games area; and a swimming pool.

The Parish Council notes that the requirement for more space figures high on the list, along with the wish for improved facilities in Ashling Park and Creech Wood. The Parish Council has a long stated wish to increase the amount of open space available for both formal and informal recreation, and will use the evidence of this survey as a basis for future work.

6.2.2 Countryside

The remarks that were categorised as relating to the countryside were largely aimed at protecting the fields and countryside around the village. The majority of the interest came from those in the 41-65 age group followed by the under 17s.

The counts recorded were thus

Comments indicating a 'want' and/or 'need' now	26
in 5 years time	14
in 10 years or more	16

(Note that a count of 26 represents 14.3% of the survey response.)

Typical comments to be found in the survey are

“Keep open space for families to use”; “Keep existing green spaces for recreation for residents and visitors – cycling, horse riding and running on paths and roads”; “The countryside improves and maintains the health and wellbeing of all ages” and “Good footpath access to Creech Woods”.

It is important to consider these comments, which express the importance of the rural environment around the village as a quality of life issue, and relate them to the statements about keeping Denmead as a village and retaining the Denmead Gap. These are considered elsewhere (In section 6.1) and they are considered in combination in the Conclusions of this paper. *The Parish Council has promoted and led a programme of Healthy Walks, on a roughly monthly basis, for over two years now. It appears that promoting the existence and use of the extensive network of Footpaths within the Parish is something that it should continue.*

Given the current under-provision of open space for Denmead residents, the mention of Creech Woods in a number of comments will be pursued by the Parish Council and it will do its best to ensure the new play facilities there are maintained and enhanced.

6.2.3 Traffic

The responses that were categorised as relating to the traffic were those relating to the volume of cars and commercial vehicles, and the limitations of the road network. The majority of the interest came from those in the over 65 age group.

The counts recorded were

Comments regarding Traffic issues	Total	Aged over 65
Now	51	26
5 years time	27	18
10 or more years time	20	12

(Note that the count of 51 represents 28.0% of the survey response.)

The following are a representative sample of the views expressed in the survey.

“Stop speeding through the village”; “Speed restrictions near the Infants School and in Bere Road”; “Restrict the size of (container) lorries going through our village”; and “prevent cars parking on pavements”,

The Parish Council has pressed for safety measures in the vicinity of the Infants School and whilst not all have yet been adopted by Hampshire Highways, it is good to see that people recognise the problem that is being tackled. Recently the Parish Council has purchased a speed indicator sign and following its repair will continue to use it in a variety of locations in the Parish during 2011.

6.3 Employment

Attempts were made to involve the local business and commercial community with the Blueprint exercise but within the constraints of the timeframe available this was not successful.

Employment was hardly mentioned within the responses to the questionnaire except by the under 16 group, who thinking ahead mentioned jobs as a priority, particularly in the ‘five years time’ category. The counts recorded were

Comments indicating a ‘want’ and/or ‘need’ now	7
in 5 years’ time	13
in 10 years or more	7

This indicates an interest in local employment within the parish or within short travelling distance. This result is consistent with the existing Parish Council policy of strongly supporting local areas of employment, such as the Parkland Business Park (where some employers have as many as 70% of their workforce from within Denmead) and commerce – i.e. the village centre. *The Parish Council resolve to continue this policy. It also considers that the Parklands site, whilst having small units, does not have any basic business start-up units. The Parish Council will take steps to further such a project in the Parish during 2011.*

6.4 Transport

One clear area of concern to residents, specifically those people under 17 and those aged over 65 years, was the provision of public transport, and what the responses show as being its current deficiencies. The counts recorded were:

Comments indicating a ‘want’ and/or ‘need’ now	32
in 5 years’ time	26
in 10 years or more	15

(Note that a count of 32 represents 17.6% of the survey response.)

Since the Bus is the only public transport serving Denmead, and that does not easily link to railway stations, it is towards them that statements related. Comments such as

“We need better transport links”; “Our current bus service is abysmal. The buses are old and break down”; and “We have no service on Sundays or Bank Holidays”

provide a summary of the view of respondents. However much the current financial circumstance of the country may mean that subsidies are strictly limited, the requirements of those who are too young to have private transport, or who are older or infirm and thus cannot use private transport have not changed. *The Parish Council currently subsidises a weekly shopper bus and will continue to do so, whilst publicising it and similar services that currently exist. Any proposal for alternative service(s) will be considered by this Council. The evidence of the survey underpins the stance that this Council will continue to make the case for improving the Bus services within Denmead.*

7. Other considerations

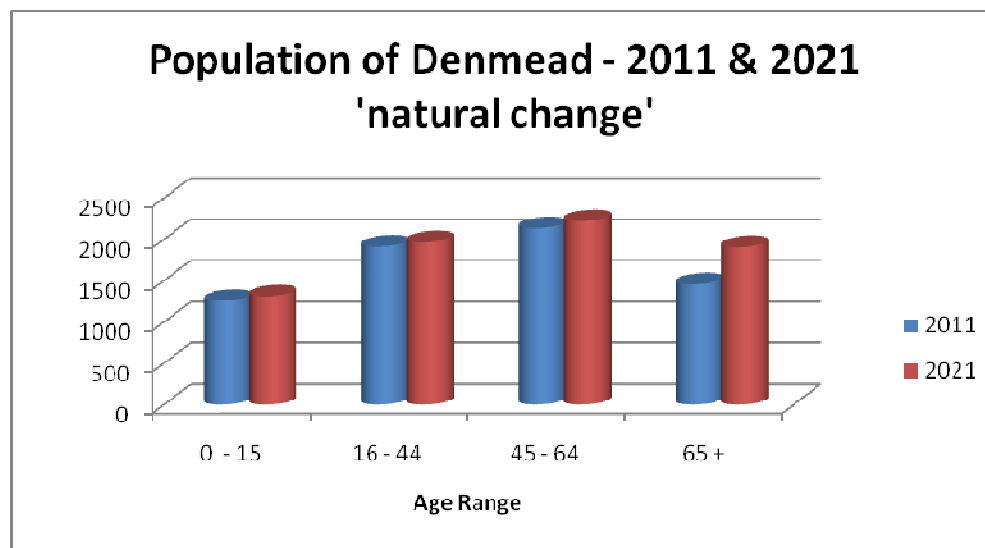
The Parish Council's efforts, even extending the timetable as requested to WCC Officers, has left a number of questions to be explored, and hopefully, resolved through further re-examination of the data. In that context, this report will be revised and developed into a further version in time for presentation to its Annual Parish Assembly on 29th March 2011.

The evidence provided to the Parish Council is taken at face value, recognising that it may not be representative of the demography of the parish, but equally taking seriously the views of those who bothered to respond to its survey. This is the case even where a number of responses have been found to be identical (i.e. copied) but as they were sent in by different individuals they are treated as legitimate.

8 In conclusion

8.1 In this final section the survey results and the Blueprint discussions have been considered together to provide evidence of how Denmead residents think the Parish should develop but this has been done with the knowledge that nowhere is immune to change.

8.2 The essence of the Blueprint consultation has been that the future of the parish be considered, in a wide context, for the future benefit of all. Whilst people have expressed views based on their own experiences these need to be considered from a basis of factual evidence. Using the Denmead Parish Profile, put together by WCC Officers for this process, the population figures for 2011 and 2021 are set out in the chart below:



[Note: These figures have been prepared on a basis of 'natural change'. It assumes a 'zero net migration' (i.e inward migration is balanced by outward migration). It uses population projections (by HCC, based on Office for National Statistics figures) for 2011 (taking into account planning permissions and committed housing sites. For 2021 it applies population change in proportion to the projections for Winchester City Council area.]

8.3 The outstanding feature of these figures is the rise of the population over 65 by 449 whilst other age groups change by less than 100.

Housing and development

8.4 Based on the views of the residents and the factual evidence the Parish Council is of the view that **only limited and controlled building** of property for the commercial market can be supported, and any such building should be targeted at brown-field sites. In the

existing financial circumstances it has to be recognised that the 'planning gain' income for some building is the only other source of income to Parish Councils. That said, for Denmead, development of any kind must not compromise the Denmead Gap because the overwhelming view of respondents is that Denmead, despite its large size for a village, must retain its own identity based on its rural position within Winchester City Council district. (Ref 5.2 and 6.1.1)

8.5 The Parish Council has previously been persuaded, before the Blueprint Consultation, that building of small numbers of **affordable homes**, for rent and part ownership, was needed to ensure the sustainability of the community. Such building, done as Exception developments is an attempt to give people with strong Denmead connections the ability to live in the parish and address, to some degree, the trend towards an ever older population. (Ref 3.4 and 6.1.3)

8.6 The Parish Council accepts that the evidence of an aging population gives weight to those people suggesting that project to provide further **Care Home and/or Sheltered housing** within the parish should be explored. (Ref. 6.1.2)

Transport

8.7 Given an increasingly older population who will be unable or unwilling to use personal transport, there is a case that is growing strong for the **re-examination of the provision of public transport**. For Denmead this is buses. The Parish Council recognises that the economic circumstances of the country are particularly unfavourable to subsidies, nonetheless it records the view on behalf of its residents that during the next five years that extending the current services to Sundays and Bank Holidays, and supports the view that links to Havant (and thus rail services), Fareham and Winchester should be developed, in addition to the existing weekly Chichester service. (Ref 3.4 and 6.4)

Employment

8.8 The Parish Council will continue to **support commercial and industrial businesses** within the Parish wherever possible, recognising their role in providing local employment. The Parish Council will support innovation and expansion because it considers that successful businesses can turn initial employment into long-term careers for young (and not so young) people. In the context of business, Agriculture and the Equine industry are both included. (Ref 3.4)

8.9 Based on the views presented to the Blueprint sessions, there is a need for **start-up units** – genuinely small and economic for a new enterprise – within the Parish. This should be a priority for the new Council to develop further after May 2011. (Ref. 3.4)

8.10 In both discussions and in a number of responses the fact that Denmead has very limited, even **poor, Broadband IT** connection is recorded. This is an essential aspect of all modern business and must be remedied if both existing and new businesses are to succeed. Some steps have already been taken to lobby against the Denmead 'not-spots' and this will be continued. (Ref. 3.4)

The Village Centre

8.11 In the responses to the survey there are many different views expressed about the village centre and how it might be further improved. Given that the frontages are all owned by the businesses involved there is no opportunity to make further changes to those made by WCC, and to a limited degree by this Parish Council, in the recent past for the common good of residents. Clearly its **appearance is of concern** to many residents and the Parish Council therefore acknowledge its role in ensuring the recent improvements are not compromised. Further, the Parish Council will continue to use its influence to ensure that all the retail and commercial opportunities are fully exploited. (Ref. 6.2.1)

The parish's environment and services

8.12 The under-provision of **open space** for both formal and informal recreation has been acknowledged by both WCC and the Parish Council for many years. The comments made by residents serve to highlight the problem. Now that the policy of this Council, to press for Little Frenchies Field to use for this purpose has been invalidated, the Council acknowledges that it must formally review the position and adopt a new strategy. This should be a priority for the new Council which will be elected in May 2011. (ref 6.2.1)

8.13 The new play opportunities being provided at **Creech Woods** are a welcome local facility which has been welcomed by the Parish Council. It has been working to constructively improve the safety of access to the site. It will be working to set up good working relationships with the Forestry Commission as well as WCC to further the value of Creech Woods (on both sides of the Southwick Road) to Denmead residents. (Ref 6.2.1)

8.14 The comments asking for a new larger hall with potential for use for sports such as badminton is noted. Currently such a major project is unlikely (unless in the context of major development) thus the Parish Council will seek to ensure the security of the best existing facility for residents, at the Old School. This is managed by the Denmead Community Association on a lease which will run out within the twenty year timeframe of Blueprint. (Ref 6.2.1)

And finally, a comment found on a response for five years' time; *"To review all shortfalls of the last five years and produce a new Blueprint exercise"*. Food for thought!

~~~~~

*This document has been prepared by the Parish Council of Denmead, with the assistance of its residents.*

*Neil Lander-Brinkley  
Chairman  
12<sup>th</sup> January 2011*



## Shaping the future of Denmead

|                           | What do you WANT for Denmead (your Wish List)? | Why?<br>Please give your reason(s) | What does Denmead really NEED from your wish list? | Why?<br>Please give your reason(s) |
|---------------------------|------------------------------------------------|------------------------------------|----------------------------------------------------|------------------------------------|
| NOW                       |                                                |                                    |                                                    |                                    |
| In 5 years' time          |                                                |                                    |                                                    |                                    |
| In 10 or more years' time |                                                |                                    |                                                    |                                    |

To help us know if we have a good cross-section of the community in these responses, please tick one of these boxes:

I am 0-16 years  17 to 25 years old  26 to 40 years old  40-65 years old  over 65 years old