



# WINCHFIELD GARDEN COMMUNITY

VISION DOCUMENT  
OCTOBER 2014



**BARRATT**  
HOMES





*This documents sets out Barratt Homes's vision for a new settlement - a New Garden Community - on an area of land at Winchfield, in response to Hart District Council's 'Housing Development Options Consultation Paper' (August 2014) and supporting Evidence Base.*

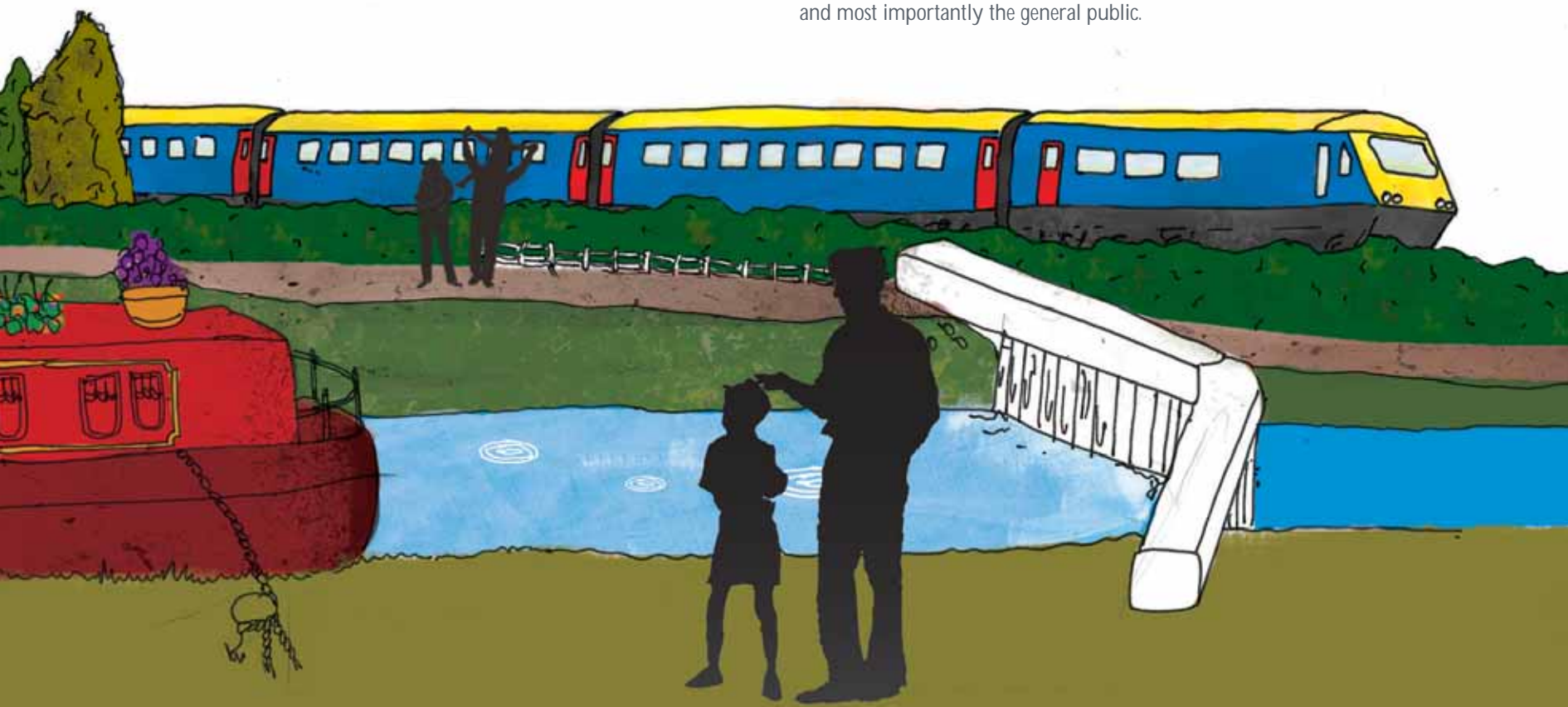
Barratt Homes believes that the creation of a New Garden Community at Winchfield presents a positive and sustainable opportunity to provide much needed housing and supporting infrastructure within Hart District. It is a deliverable proposition and we draw on Hart District Council's own Evidence Base within this document to demonstrate the benefits of a new settlement solution.

Winchfield Garden Community would comprise 4 - 5,000 new homes delivered in the form of a series of "garden neighbourhoods" over a 15-20 year period. It would provide a full range of necessary facilities and infrastructure to support a large scale community that smaller developments would be unable to deliver in isolation.

The New Garden Community would include shops, secondary and primary schools, businesses and other community facilities, as well as a comprehensive network of open spaces, movement links and public transport - making this a highly sustainable development solution.

Our preliminary plans have been informed by baseline studies and technical discussions with a number of Statutory Consultees. Summaries of these studies are provided within this document and the 'Planning and Technical Response', which together form Barratt Homes's formal response to the Council's Consultation Paper.

It is proposed that our plans will continue to evolve in close consultation with Hart District Council, key local stakeholders, including the relevant Statutory Consultees and most importantly the general public.



# WHY A NEW SETTLEMENT IS THE RIGHT WAY FORWARD...

*Winchfield Garden Community could deliver about 4 - 5,000 new homes as part of the creation of a new settlement. Based around the existing Railway Station the creation of a new garden community at Winchfield would deliver the best and most sustainable solution to Hart's future housing supply.*

*HDC's 'Housing Development Options Consultation Paper' (August 2014)*

We welcome Hart District Council's present consultation, and consider it to be a positive and proactive response to the earlier withdrawn Core Strategy (in 2013).

We recognise that many existing communities regularly question the need for growth, and the Options Paper sets out the Council's reasoning and explores various alternative scenarios – as it is required to do so by Central Government.

*“85% of local Councillors recognised the need for more housing in their District, but only 45% think it is required in their Ward.”*

[LGA New Housing Developments Survey, 2012]

We also recognise that many concerns of local residents relate to pressures upon existing infrastructure, ie. roads, schools and doctor's surgeries, etc. We are therefore committed to ensuring that the future planned growth is supported by the coordinated infrastructure necessary to deliver such growth. The “new settlement” option provides the best opportunity to achieve the ambitions and requirements of Hart District Council.

Of the five housing development options presented by the Council in its Consultation Paper, it is unlikely that any one option alone will meet Hart's housing requirements, and Hart District Council will probably require a combination of scenarios, ie. the reuse of suitable brownfield sites, small scale housing in the smaller settlements; larger scale extensions to the most sustainable settlements (ie. Hook and Fleet), in addition to the opportunity for a new settlement.

In this regard, we have looked at the suitability of Winchfield for a new settlement option, having regard to the growing recognition as to how the Garden City approach can help meet the needs of future residents. Whilst not of the scale of Ebenezer Howard's original 19th Century Garden City Movement, it is proposed to embrace many of his Garden City Principles, and apply them in a modern, sustainable and deliverable 21st Century framework.

This Vision Document therefore sets out the reasoning behind our full support for Option 4 of the HDOCP (August 2014), which suggests the creation of a new town or village in Hart. We believe the best location for this new settlement is at Winchfield.





Figure 1. Garden City Timeline

Option 4 - Creation of a New Settlement

The Housing Development Options document highlights that Hart is not alone in looking at the possibility of new settlements, with certain developments being re-branded as “garden communities”.

More recently, the creation of “new settlements” and their ability to deliver houses is widely acknowledged within National Planning Policy:

*‘Homes may best be achieved through comprehensively planned development – whether through new settlements or extensions to existing villages and towns. Well planned, large scale projects can be highly successful and the best examples of these have been a great British contribution to international thinking on planning.’*

[Laying the Foundations: A Housing Strategy for England, November 2011, Para 41]

*‘The supply of new homes can sometimes be best achieved through planning for larger scale development, such as new settlements or extensions to existing villages and towns that follow the principles of Garden Cities. Working with the support of their communities, local planning authorities should consider whether such opportunities provide the best way of achieving sustainable development. In doing so, they should consider whether it is appropriate to establish Green Belt around or adjoining any such new development.’*

[NPPF, Para 52]

Hart Council's Sustainability Appraisal of Housing Development Options (August 2014) provides generally positive conclusions in the provision of a “New Settlement” in Hart, and concludes that Option 4 represents the more sustainable option of those put forward:

*The findings of this interim assessment, in general, demonstrate a range of effects. However, if looking to draw out which options are the most sustainable, it is considered that Option 4, followed by Option 2, have the potential to perform more sustainability than the other options.*

[Sustainability Appraisal of Housing Development Options (August 2014), Para 4.5]

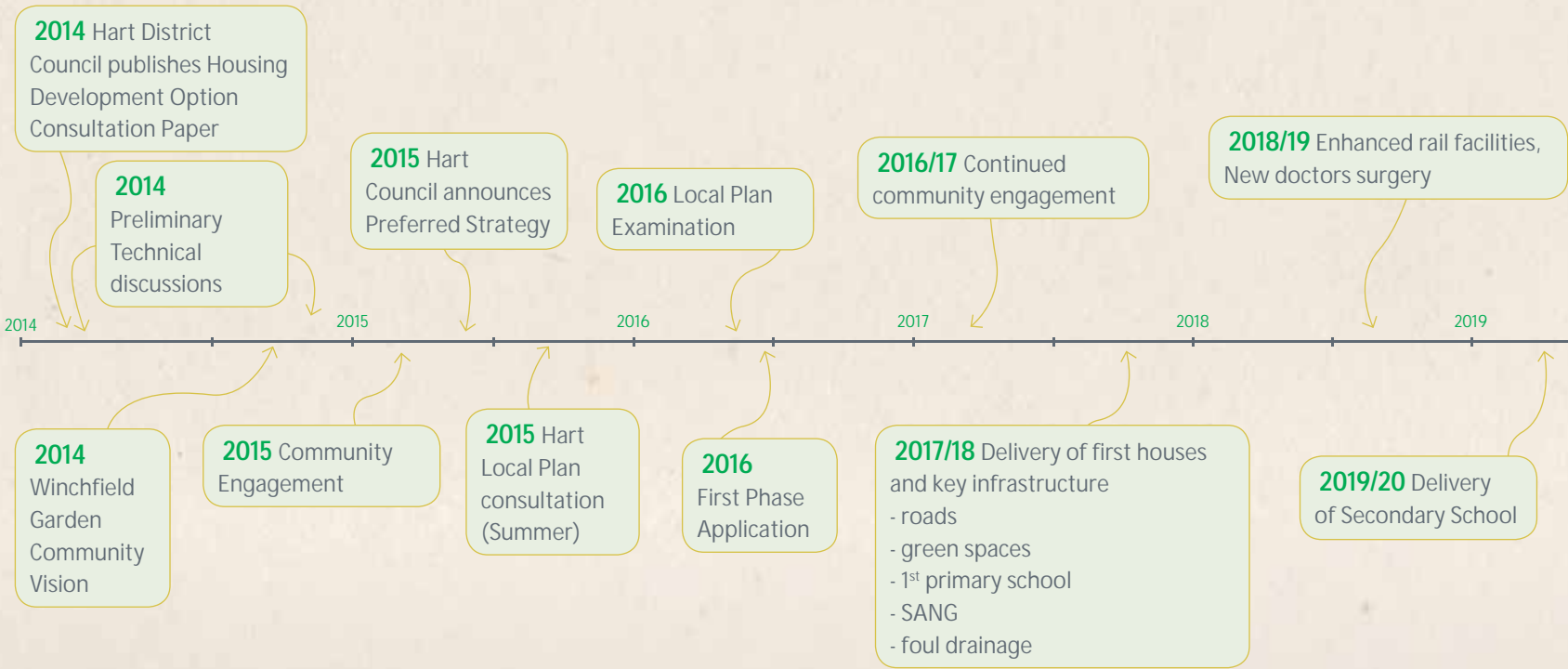
The accompanying 'Planning and Technical Response' provides a fuller review of the Sustainability Appraisal in respect of the various technical disciplines.

The Principles for Winchfield Garden Community

The following sections of this document demonstrate the suitability of Winchfield in relation to the creation of a New Garden Community.

Our approach will be based upon the original Garden City Movement's principles, namely:

- Taking a comprehensive and integrated approach to new development – not just new homes, but all the facilities and services required to support the new community;
- Sustainable transport opportunities at its core – centred around the Railway Station, with well connected bus, cycle and pedestrian routes linking the new community;
- Providing a framework of open space and natural areas, which also support biodiversity enhancements and allow for more tree planting and landscaping – this will also enable the future community to respond to challenges of climate change;
- Providing the new garden community with a high quality landscape creating a leafy and green character of linked neighbourhoods.
- Working with new and existing communities on modes of “community ownership/ management” in the design and management of the future neighbourhoods.





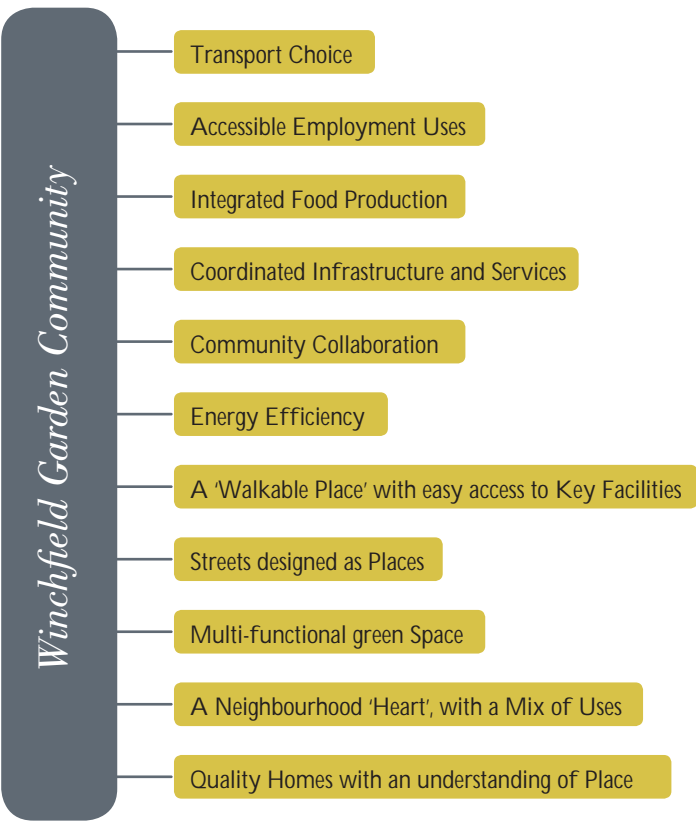


Figure 2. Winchfield Garden Community Key Principles

*The Delivery of  
Winchfield Garden Community*

Winchfield Garden Community could deliver about 4 - 5,000 new homes. Although this would meet Hart's current "residual requirement" for housing growth within the Plan period (2011-2032), it has been suggested within the Housing Development Options Consultation Paper that this could not start delivering houses for approximately 10 years. Whilst this may be the case for a completely "new" settlement, this does not apply to the location at Winchfield:

- Winchfield already benefits from a level of existing infrastructure, ie. we will not be "starting from scratch";
- Our suggested design approach (namely a series of linked neighbourhoods), enables a much earlier start in the delivery of new homes, schools and other infrastructure; and
- Barratt's committment and resources to commence early delivery.

In this regard, Winchfield Garden Community will be able to deliver housing within the shorter to medium term. This is reflected in the timeline below.

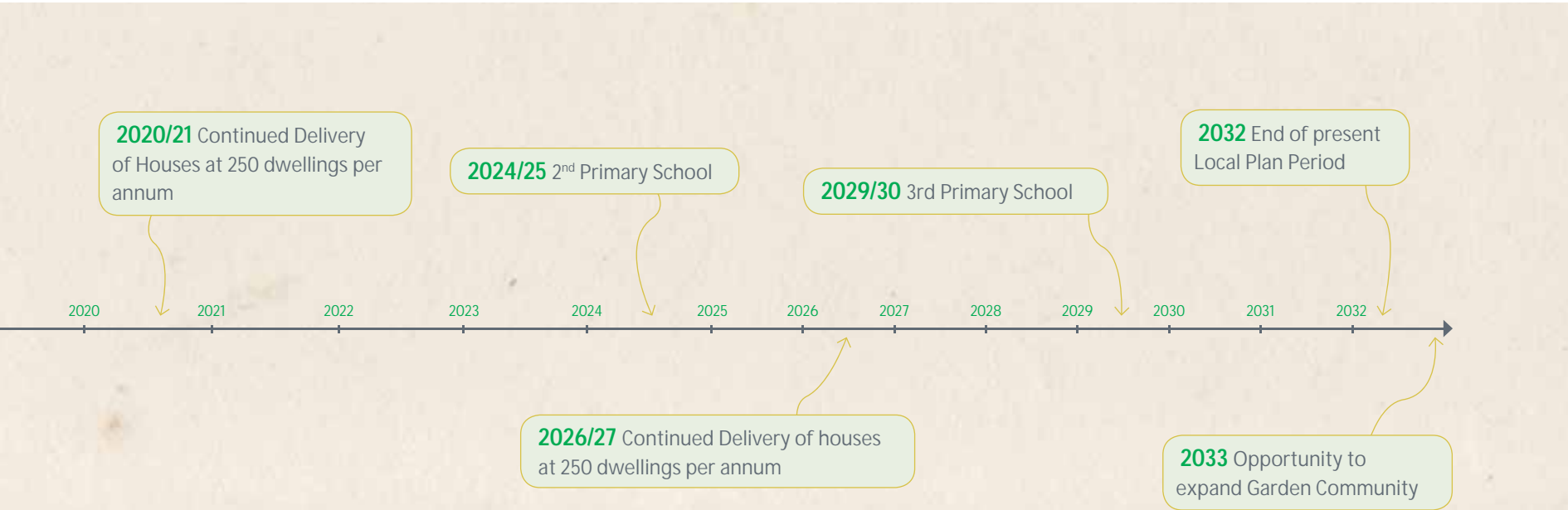


Figure 3. Winchfield Garden Community Timeline

# WINCHFIELD GARDEN COMMUNITY VISION

*We propose an exciting and innovative approach to delivering a Garden Community at Winchfield, which fully addresses the challenges of creating a sustainable place in a way that involves the community and individual in decisions and the evolution of the place.*

*We believe the term ‘Garden Community’ is a particularly apt description of the proposed new development, and implies:*

- Tradition - a link with the historic rural pattern of development in Hart; a place rich in activity.
- Meeting Place - a converging point; bringing people together.
- Trade - a place to exchange goods, information and ideas.
- Self sufficient - a wide range of facilities which not only serves local need but also enriches day to day life.
- Community - a place that offers inhabitants a sense of ‘belonging’ — being part of something greater than themselves, a place they can socially and physically invest in and be proud of.
- Countryside - close ties with the surrounding rural area in physical and functional terms.
- Settlement Identity - The retention of substantial green gaps between new development at Winchfield and nearby urban areas will be a key planning objective.

*A contemporary interpretation of a new settlement is needed, which meets the needs of 21st Century life and, in particular, responds to the following issues:*

- Climate Change - a fundamental approach which seeks to create sustainable life styles, with the emphasis on low carbon renewable energy and recycling technologies.
- Local Involvement - this encompasses Community Involvement, both in Design and Management, a large degree of self sufficiency in terms of energy, water and food production with a strong and distinctive identity.
- Regeneration Benefits - The new development has the potential to support existing nearby urban centres and the rural economy.

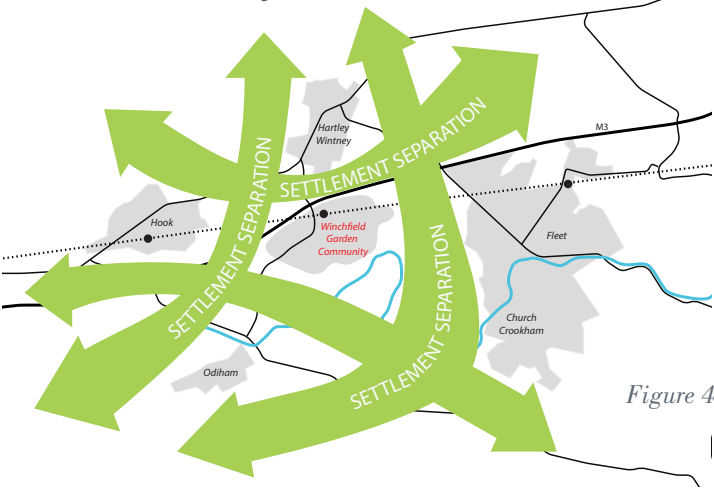


Figure 4. Principle of Settlement Separation







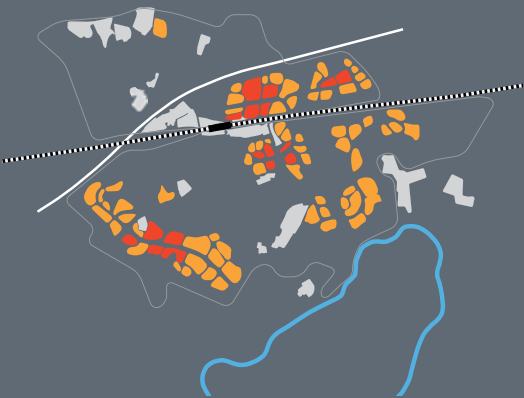
Figure 5. Illustrative Vision Concept Plan

# DESIGN PRINCIPLES

## Gradual and Organic Growth

Working with the present and past landscape grain, the New Settlement will evolve out of the existing field and woodland pattern, providing a framework which helps define, but without prescribing, ongoing transformation.

To help organic growth and encourage lasting communities the settlement needs time to evolve and adapt, developing within a flexible framework. This should encourage a more site specific design approach reacting to real changes and community wants and needs as they grow into their surroundings.

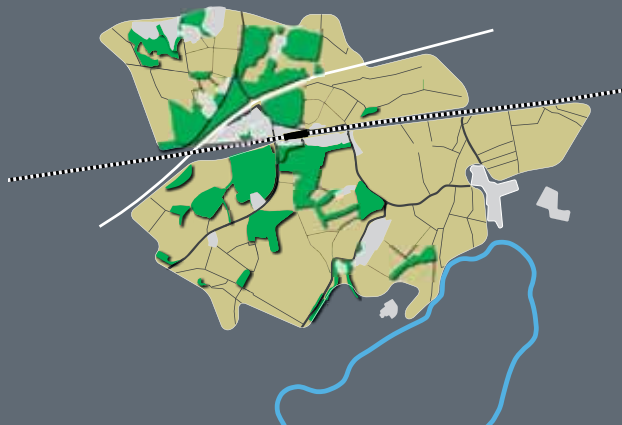


## Integrated and Diverse Landscape

The location, topography and geology of the area means the development will be influenced by watercourses and water management systems. These have the potential to be a great asset to the New Settlement as part of a:

- water recycling system;
- microclimate enhancement;
- part of a SUD system;
- a diverse and rich series of habitats;
- striking and memorable focal points.

A diverse and integrated set of green spaces will be provided throughout the settlement. Residents will be part of the design and management of these spaces. A 'stepping stone' set of green spaces will be provided from the doorstep to a park which will be a major attraction within the area.





*\* All diagrams are illustrative representations.*

## Hierarchy of Neighbourhoods and Centres

The New Settlement has a clear centre or heart, which defines the place. This should be supported by a series of neighbourhood centres which help provide identity and character creating a sustainable pattern of facilities and housing.



## A Connected, Walkable Place

Routes with a purpose. Connections both to and through the Garden Community will create a permeable and accessible settlement allowing strong integration between the new neighbourhoods and the wider area.

A pedestrian/cycle friendly and accessible settlement. A New Settlement of this scale should be able to provide all essential facilities and services within easy walking distance which will reduce the need for vehicular use and encourage human scale pedestrian environments.



# ACCESS AND MOVEMENT

*Winchfield offers a unique opportunity to create a sustainable long-term solution to the provision of new housing in Hart District. Creating a new community at Winchfield can provide the scale of growth that delivers a truly sustainable development, which would be built around a number of key access and movement principles.*

## Key Principles

A network of linked neighbourhoods will deliver self-sufficiency for many everyday needs by providing the jobs, shops, education and services that will reduce the need to travel outside of Winchfield in the first place.

A sustainable community will be built around the rail station, maximising opportunities for sustainable travel and integrating the new community into the surrounding area, making non-car travel a realistic first choice for many journeys.

Infrastructure improvements will be delivered, recognising that whilst sustainable travel offers a real choice for residents, the car will remain an important mode of travel too and that the impacts of car trips need to be managed sensitively.

### Linking Neighbourhoods to reduce the Need to Travel

Winchfield would provide the integrated facilities which would cater for residents' daily needs, reducing the need to travel outside of Winchfield for many journeys. A network of interconnecting walking and cycling routes would be provided to link to the site's schools, jobs and shops in a permeable way that creates an active environment and makes sustainable travel quicker and easier than the car for local journeys.

The new community would be developed as cluster neighbourhoods, which are distinct but linked together by a network of streets, making movement within the site easy and legible.

Technology will be provided to reduce the need for travel, including providing high-speed broadband and promoting home deliveries and home working.

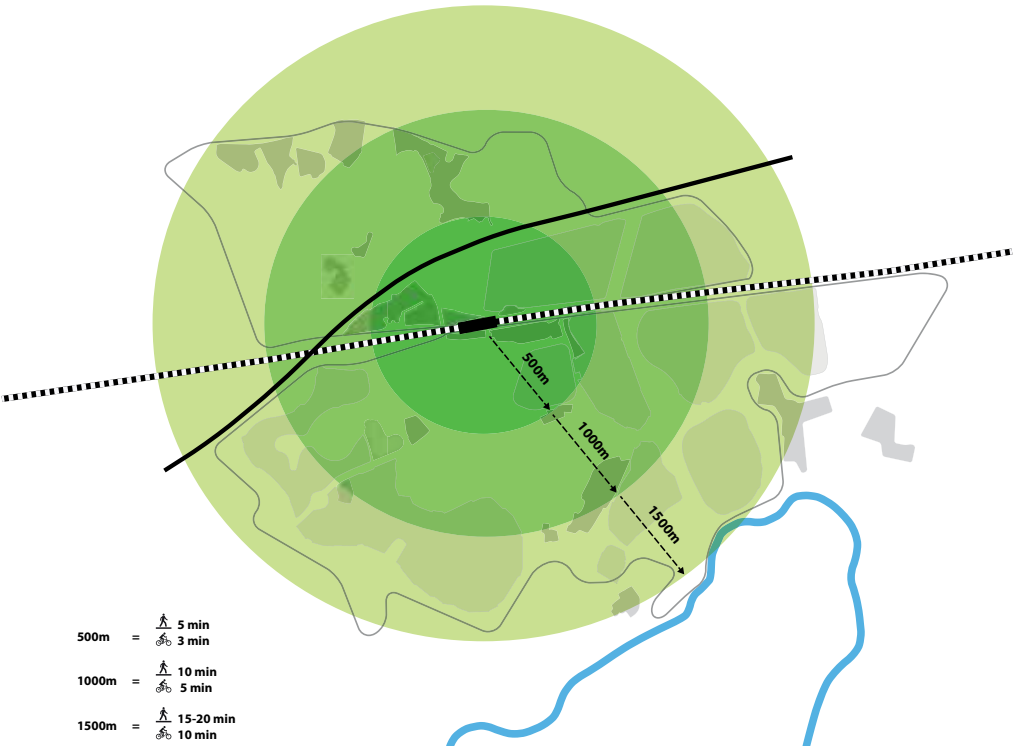


Figure 6. A well-connected Community



*Offering Real Travel Options to  
create Mode Shift*

Winchfield Rail Station offers excellent rail based access to a large range of destinations within short travel times, including local destinations such as Hook and Fleet, and Basingstoke, Winchester and London further afield. A new community at Winchfield would place rail travel at its heart, improving and using the station as a hub for interchange between different travel modes.

Walking and cycling infrastructure would be delivered beyond just the site, linking the new community with surrounding areas including Hartley Wintney and Hook in a way that feels safe and secure to use. Facilities will be built around existing infrastructure including the network of rights of way in and around Winchfield. Barriers to movement would be overcome by the delivery of improved connections across the M3 and the railway.

A ‘Smart Network’ of bus operations would be delivered to support the new community, making demand responsive and flexible public transport the ‘norm’. This would build on and enhance the existing Hartley Wintney Community Bus service to create a public transport system which is viable and fit to serve the new community.

Marketing and promotion measures will be in place from the outset, using technology and well coordinated incentivisation schemes to promote the use of the sustainable travel opportunities provided at Winchfield. Much more than a Travel Plan, Winchfield would deliver a cohesive and committed strategy for promoting sustainable travel.

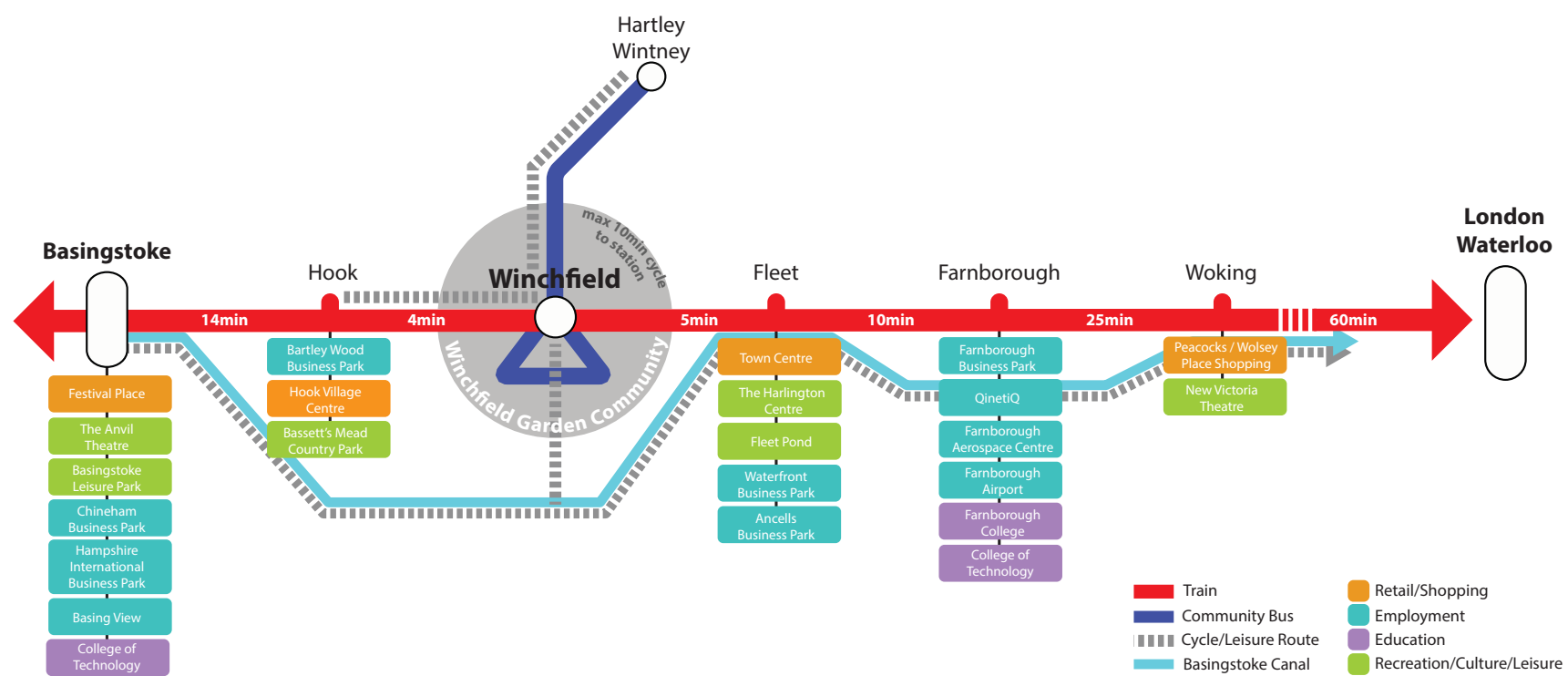


Figure 7. Sustainable Transport Connection to Key Destinations

*Delivering Infrastructure  
to cope with Traffic*

Sustainable travel will be the choice for many trips, but the creation of a new community at Winchfield will generate demand for car trips too. The impact of car trips will be managed realistically and proactively, with infrastructure improvements delivered alongside growth and adequate parking provided to reduce informal on-street parking.

Winchfield is already well connected to the road system, with easy access to main roads including the A30, A287 and M3. Access to the new communities would be delivered from the B3016 and local network improvements will be brought forward to maintain a free-flowing road network. Initial assessment of the transport network has identified a number of junctions that would need to be improved.

The development would provide measures to minimise the impact of car trips on local country lanes, which would protect surrounding villages from the adverse impacts of car trips. Traffic management and well designed streets will ensure that cars use the most appropriate roads to access the road network.

**Access to M3**  
Early consideration was given to the delivery of a new junction to the M3 to serve the Winchfield Garden Community. This was discounted from the strategy for a number of reasons, including sustainability, capacity, environmental impact and land take considerations. Access to the M3 at junction 5 will be improved and will be the primary access to the strategic road network.

**Improved Rail Access**  
Development at Winchfield would build on the excellent opportunity provided by the proximity to the rail network. To ensure that this opportunity is maximised, a number of improvements to enhance rail access at Winchfield could be delivered which may include;

- Improved rail crossings for pedestrians and cyclists (including mobility impaired users)
- Car park expansion
- Improved station facilities
- Increased and improved cycle storage
- Bus interchange facilities and improved forecourt layout

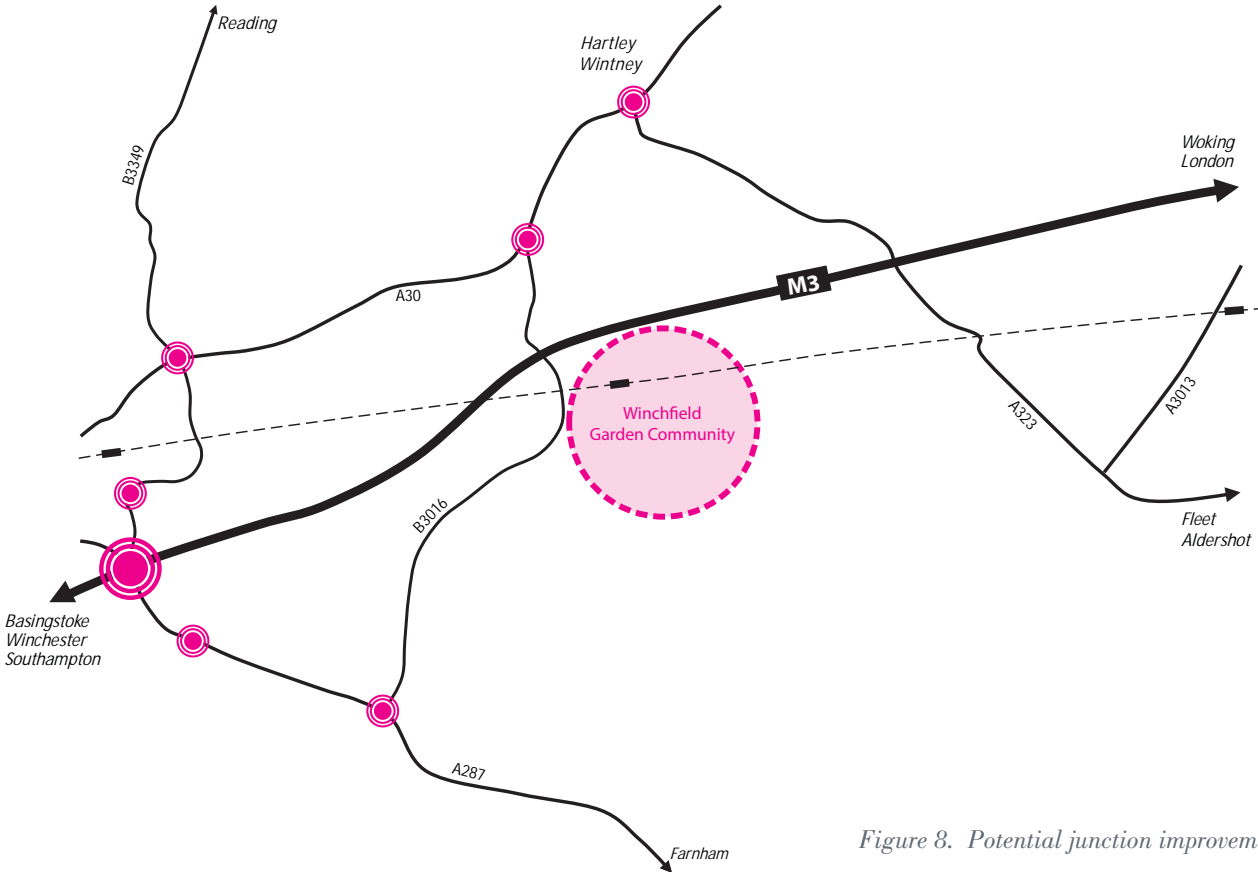


Figure 8. Potential junction improvement benefits

*Reasons why a New Settlement at Winchfield  
is the right choice in transport terms*

**1** Winchfield can offer sustainable travel choices from day-one, putting the rail station at its heart and linking strategically to surrounding communities. This presents an opportunity to create sustainable travel behaviour from the outset at Winchfield, rather than relying on the delivery of transport infrastructure and services during later stages of development as would be the case with many of the other options for housing delivery in Hart. Winchfield offers the potential to create far greater mode shift away from the car than other options and represents the most sustainable long-term solution to new housing in Hart.

**2** The size and demands for services and transport created by a new community at Winchfield is far more likely to generate enough transport demand that means long-term financially viable public transport systems can be put in place and retained, which would not be possible with other options which do not have the potential scale of Winchfield.

**3** Development at Winchfield will be large enough to create a sustainable community without overloading existing transport infrastructure. Winchfield offers the opportunity to provide residents with jobs, education, health facilities, shops and community infrastructure close to home, meaning a lot of activities and daily needs are served on site, reducing the need to travel to other local centres and limiting the impact of development on the transport network and environment.

**4** Winchfield is well located close to the strategic transport network (road and rail) offering excellent connectivity and access to local destinations and further afield which will lessen the travel impact of development compared to other options being considered. Winchfield is located away from a lot of the more congested parts of Hart's transport network, and so can limit the impact of growth as well as target infrastructure improvement where they are needed most.

**5** Winchfield can deliver the scale of development that can bring with it significant and proportionate transport infrastructure that is needed to address the transport impacts of development. The scale of development would be likely to generate both its own infrastructure funding as well as draw in funding from other sources to deliver needed improvements.

*“Getting around is easy... I  
am at the Station on my bike  
in no time”*





# GREEN INFRASTRUCTURE

*The green environment is a major contributor to ‘quality of life’ and a valuable tool for dealing with climate change. Imagine a productive landscape seamlessly meshed with the dwellings of a new community. A seasonal, visually diverse and ecologically rich tapestry of spaces. A healthy and socially active place, low in chemical inputs, and slower in pace of life.*



Figure 9. A productive landscape as part of the new community reconnecting residents to food production.



## Key Principles

All of the required SANG (at least 80 ha) will be provided within the development area 'envelope'. It will conform to the Natural England aims and objectives, including the provision of areas for nature conservation and 'tranquillity', circular walking routes and visitor information systems.

Public open space will play a vital role in the setting and form of built development. Every component at the open space network will have a function, and contribute to the well being of the community.

## Landscape Context

The combination of the open fields, the existing boundary vegetation, proximity to mature woodlands and roadside vegetation result in a high degree of visual enclosure to many parts of the proposed development area. The enclosure and containment is also strengthened by the vegetation bordering the M3 and London to Southampton railway embankment.

New built form, could be sensitively and sympathetically positioned to respond to the mature landscape setting within a comprehensive landscape framework, including for new planting and enhancement of existing vegetation in accordance with existing landscape character objectives.

- The existing mature vegetation structure and relatively flat topography will enable development to remain separated from the surrounding larger settlements of Hook, Hartley Wintney and Fleet.
- The retention and management of existing woodland, tree belts and hedgerows will maintain the enclosed character of many parts of the area and adhere to published landscape character policies and guidelines.

- Development will respect the woodlands and Tree Preservation Orders in accordance with best practice.
- Introduce new broadleaved woodland planting to soften, break up and fragment the new built form and adhere to the landscape character management aims of restoring woodland across the area.
- New built form will be sensitively and sympathetically located and designed to successfully integrate into the landscape and reduce the potential visual impact of development.
- The height, scale and mass of the built form within the development will be carefully considered, particularly along the eastern boundary adjacent to Winchfield Hurst.



*Ecology and Biodiversity*

A preliminary review of ecological constraints and opportunities has been undertaken to inform the concept. This work has identified a number of ecological designations within the surrounds of Winchfield, together with notable habitats including Ancient Woodland, ponds, watercourses and potential grassland interest and potential for a range of faunal species.

Given the nearby presence of Thames Basin Heaths Special Protection Area (SPA), it is proposed that at least 80 hectares of area of Suitable Alternative Natural Greenspace (SANG) is established as part of the proposals to offset recreational pressure arising from the development. This would form an extensive area of semi-natural greenspace, providing a significant draw to visitors, both from within the site and from offsite areas.

Consideration will need to be given to ecological designations and Ancient Woodland as part of the masterplan design, with incorporation of appropriate buffers and layout of roads and houses

to minimise potential adverse effects. However, there is significant potential for protection and enhancement of these areas as part of an extensive network of open space managed for wildlife benefit. This could include reintroduction of appropriate management to the designated areas themselves, in addition to establishment of associated habitat such as woodland margins and new semi-natural habitat to link up woodland areas.

The area around Winchfield also supports a number of non-designated habitats of potential ecological interest including woodland, treelines, hedgerows, notable grassland areas, ponds and watercourses. However, such habitats are largely restricted to field boundaries or area associated with designated areas, and it is considered that these can be readily incorporated as part of the proposed development, providing a framework to the built layout and forming corridors of open space throughout the development. Furthermore, there is substantial potential for habitat creation and enhancement as part of the proposed development, particularly given the large-scale nature of the proposals. Such measures would also ensure faunal habitats are safeguarded and enhanced, providing benefits to a range of wildlife.

*Creating Green Environments*

A green environment is a large contributor to the quality of life and a valuable tool for mitigating climate change. Open space has a major role to play in creating green environments. Our suggested multi-functional open space framework would deliver better performing and highly valued accessible open space. It would create a range of opportunities for residents to make places greener, more productive and better appreciated. Residents will be encouraged to use public spaces for a range of activities. This communal approach should extend to some responsibility for the design, management and maintenance of these spaces.

Water harnessing and the integration of a Sustainable Urban Drainage System within the green infrastructure framework will allow for reduced run-off and, when combined with grey water recycling, will lower the overall water usage.

Well-defined, overlooked, functional spaces with a clear purpose are fundamental to creating a cohesive and successful neighbourhood. All aspects of how a community can engage with their landscape need to be considered, including children's play, sport, food growing and recreation to create a rich and diverse green environment.



Figure 10. The Greenway – A dynamic blend of recreational route and food production separated by water courses



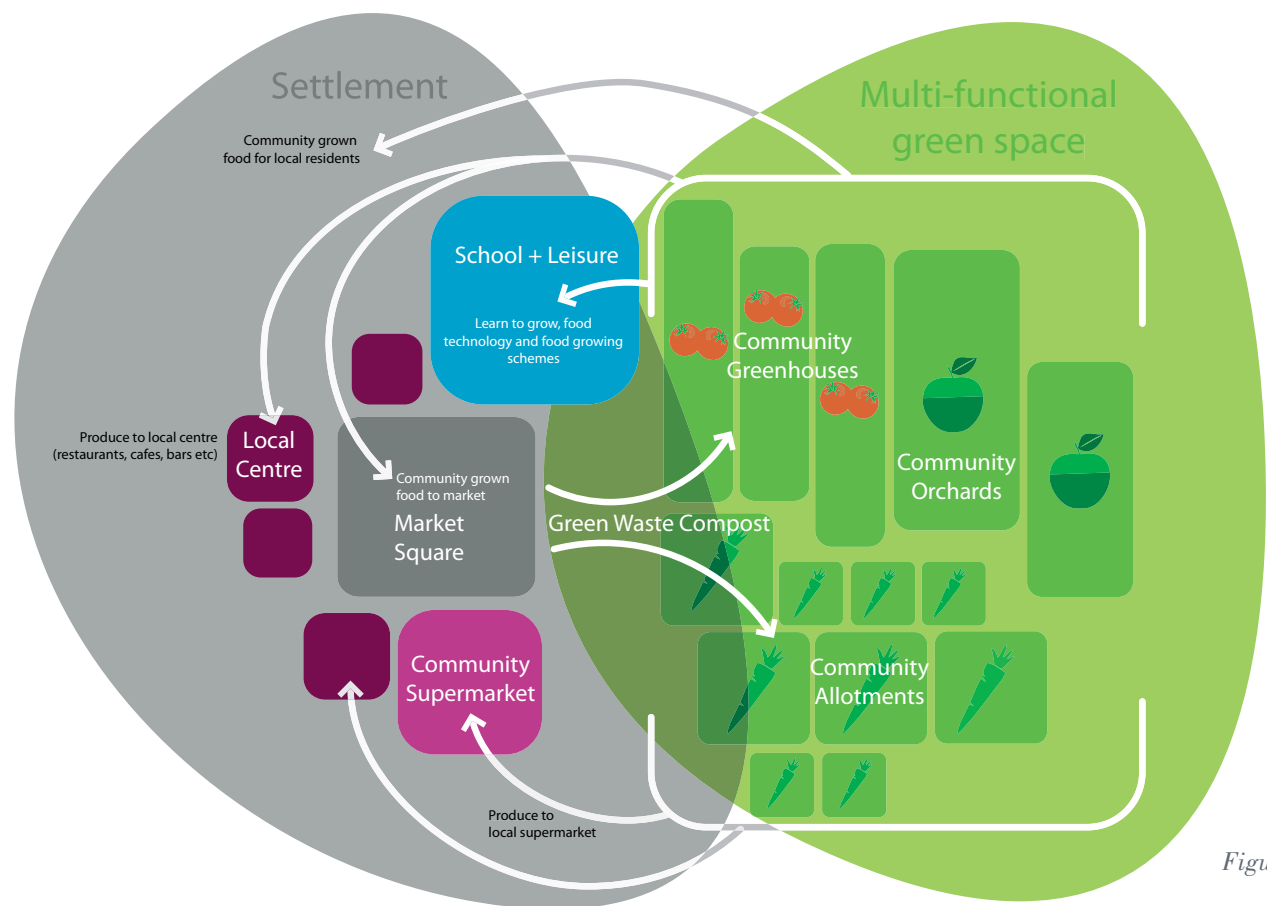


Figure 11. Food Landscape concept diagram

*Productive Landscape:  
A new distinctive aesthetic*

We believe that productive urban landscapes can become an integral part of the new community. Planting and activities could be seasonal, visually diverse and create an ecologically rich tapestry of spaces. A productive landscape could offer numerous benefits to the Winchfield Garden Community. As catalysts for building community 'spirit', sustainable economic growth and landscape diversity, they offer huge potential. However, perhaps the biggest benefit could be the connection between these themes helping to create distinctive sustainable places and real communities linked by a positive relationship to their landscape.

There is potential to connect the Garden Community and its residents to a new and productive landscape that goes beyond the allotment and extends into all aspects of the public realm. This would improve local amenity and allow for the reinvestment of funds previously earmarked for municipal landscape maintenance.

By strengthening visual links and physical connections to existing landscapes, the development framework seeks a careful integration of the new garden community into its environs. Through the enhancement of existing local characteristics, the new garden community seeks to create a specific local aesthetic and sense of identity.

Threaded through the productive spaces the 'designed' network of footpaths and cycle ways will link barbecue spots, picnic areas and informal play spaces, making this new landscape a leisure destination in itself.



# HERITAGE

*The proposed development of the Garden Community recognises the fundamental desirability of preserving the nation's historic buildings, their settings and the special character of conservation areas and this objective sits at the centre of the evolving scheme designs.*

There is considerable historic interest in the vicinity with many designated heritage assets spread across the area. Many of these are identified as buildings of special architectural or historic interest being listed at Grade II. There are a few buildings with more than special interest being listed at Grade II\*, and one, St Mary's Church, which is considered to be of exceptional national interest and is listed accordingly at Grade I. Further afield several neighbouring villages and hamlets have been identified as having character of special importance and have been designated as Conservation Areas.

We recognise the importance of considering all the heritage assets in the area which have the potential to be affected by the proposals and to obtain a full understanding of their individual and collective significance. Thus any future detailed plans will be drawn up alongside, and with the input from, comprehensive Heritage Assessments.

This high-level consultation stage of the principles of development includes an over-view assessment of the historic environment and key heritage assets in and around Winchfield and this has directly influenced the emerging concept plan.

The village stands in an area with numerous listed buildings and several designated conservation areas, including the Phoenix Green part of Hartley Wintney CA, West Green CA which includes within its boundaries the National Trust's Grade II\* listed West Green House & Garden together

with the Basingstoke Canal CA and its historic bridges. The compact Church House Farm CA is significant not only from its Grade II\* C13 Church and collection of C18 and C19 farm buildings but also from its Saxon origins.

There are two historic Parks & Gardens in the vicinity: Elvetham Hall, to the northeast and Dogmersfield Park, to the south east both registered at Grade II and each having numerous individual listed buildings.

To the immediate north of Winchfield is the historic C18 Grade II\* Winchfield House whose Estate has been cleaved in two by the M3 motorway.

*Of particular importance is the loose cluster of listed buildings around and including the Grade I listed Church of St Mary.*

This fine mediaeval church stands within its peaceful churchyard enclosed by open fields, The Old Rectory is nearby and Burges's striking gothic Old School House stands opposite. The significance of this group of buildings and their setting has influenced the preliminary concept plan which seeks to respect and sustain their setting and ensure that they will continue to be enjoyed in the future.

*"It's fantastic that the historic buildings have been so well integrated... I really enjoy my daily walk past the church."*





The proposed development of the Garden Community recognises the fundamental desirability of preserving the nation's historic buildings, their settings and the special character of conservation areas and this objective sits at the centre of the evolving scheme designs.

Managing the process of change to the historic environment will be achieved by adopting a transparent and comprehensive assessment process using recognised methodologies.

In this way the significance of every heritage asset will be understood and the effect of the future development will be thoroughly examined which will duly influence the emerging designs.

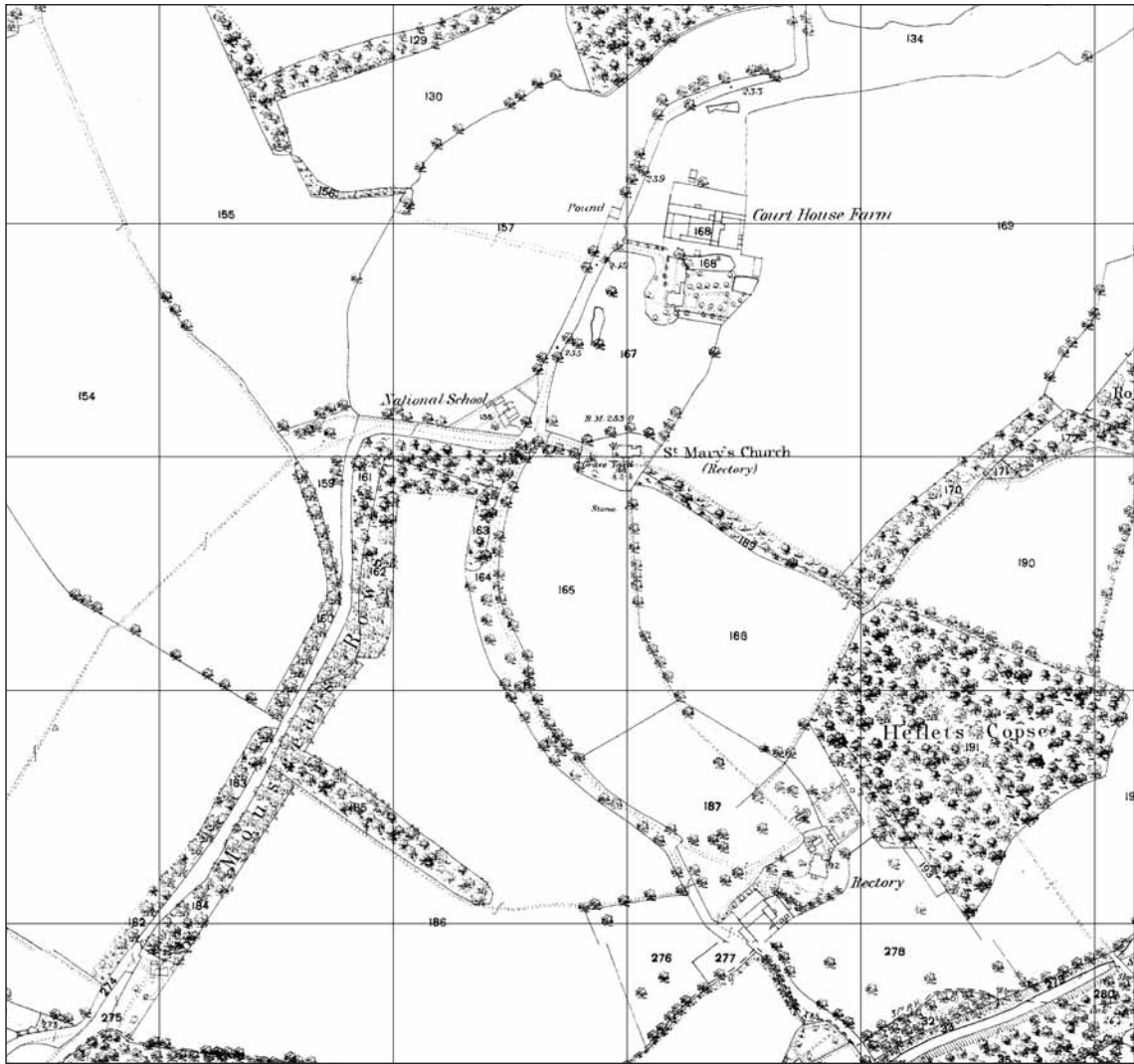


Figure 12. Historic Map 1871



# SOCIAL INFRASTRUCTURE



Figure 13. The Neighbourhood: a well-connected, walkable place

### *A ‘Walkable Place’*

Winchfield Garden Community will be based on the principle of creating a ‘walkable place’ with facilities and services provided in the centre of a radial structure. The objective is to provide as many dwellings as possible within a 10 minute (800 metre) walk of a local centre. Pedestrian and cycle routes will also provide direct connectivity to the local centres along green and attractive routes.

### *Neighbourhood Centres with a mix of uses*

A lively and commercial mix of uses provided within the neighbourhood centres and along main routes adds to the character of the development as well as its potential to be self-reliant. It is important that the scale and location of the proposed uses are realistic, viable and deliverable and that flexible mixed-use space at the heart of the neighbourhood for retail, community uses and employment is provided within the local centres. Primary school education can also form part of the mixed use centres.

### *Accessible Employment Uses*

The Winchfield Garden Community will provide a range of employment opportunities creating connected, flexible and integrated spaces. Small scale business units will be available for new and existing businesses. However, key to the success of this new settlement will be its sustainable transport location with direct rail connections to existing employment centres in the region and the South East. Attractive, safe and direct cycle routes in combination with an efficient and frequent community bus system will create a new and more attractive commuter lifestyle reducing dependency and necessity of the car.

### *Integrated Sustainable Transport*

The Winchfield Garden Community is designed to reduce dependency on the private car by creating walkable centres and a network of attractive greenways that connect neighbourhoods. Frequent and reliable public transport can be provided by extending the community bus system that already operates within Hartley Wintney.

### *Central and direct cycle and pedestrian routes*

The proposed structure of the Winchfield Garden Community seeks to maximise connectivity for pedestrians and cyclists by providing direct routes along key desire lines. A network of attractive greenways provide off-street foot/cycle routes within the green infrastructure making walking and cycling a real lifestyle choice.



### Community Infrastructure

Many housing schemes, including urban extensions to existing towns and villages, are only able to deliver community infrastructure on a small scale, and most commonly in the form of financial contributions to existing facilities.

In designing a new settlement, from the outset there are clear advantages and opportunities in planning social, physical and green infrastructure in a comprehensive manner.

The delivery of infrastructure is therefore considered to be a clear advantage of Winchfield Garden Community. It will include a range of facilities sufficient to meet future users' basic needs on-site, allowing them to 'live life locally'. The ability to deliver benefits through urban design and travel planning incentives will also be possible within the proposed development. The outcome will be a reduced level of impact on transport infrastructure compared to alternative locations which would affect existing roads.

The concept will base a Market Centre around the area of the existing railway station. This will be the main mixed use centre with a broad range of facilities such as:

- Retail - including a main food store and smaller retail units;
- Employment - likely to be in the form of workshop style units and small scale offices;
- Leisure, Health and Community Facilities e.g. Doctor's surgery, community building and sports facilities.
- Primary School

Additional neighbourhood centres will be located within residential areas in order to create a walkable place. These smaller local centres include:

- Retail - including a convenience food store and small range of retail units;
- Community Building
- Primary School

### Education

Education provision is a key element for Winchfield Garden Community. The provision will be made to include 3 No. Primary Schools in total. Each Primary School will comprise 2 forms of entry and will eventually accommodate approximately 440 pupils each. The first Primary School will be delivered as part of the first phase of development. Nursery and crèche facilities are also envisaged.

The Secondary School will occupy at least 10 hectares of land. It will be located north of the railway station, with good access (rail, pedestrian and cycle) to Hartley Wintney and Hook. It is envisaged that the new school will help provide secondary education for those in the surrounding villages in addition to the need generated by the new Garden Community. The exact timing of the opening of the Secondary School will be decided by the Education Authority (Hampshire County Council), but it is envisaged that this will be in the early 2020's.

*"I always wanted to get more involved in the community... running the shop has given me that opportunity and I feel a real sense of belonging now."*



# ECONOMIC BENEFITS

[worked example based upon 4,000 dwellings]

## CONSTRUCTION PHASE

NEW JOBS CREATED DURING CONSTRUCTION



## COMMERCIAL EXPENDITURE



## COMPLETED DEVELOPMENT



## LABOUR FORCE AND ECONOMIC OUTPUT ON COMPLETION



The proposals for Winchfield Garden Community will provide maximum benefit to Hart's economy, a key component to achieving sustainable development. An initial Assessment (based on 4,000 dwellings and associated facilities) has been undertaken by Barton Willmore Research, and demonstrates that the proposals:

- Would create 310 jobs per annum throughout the estimated construction period through residential development. The non-residential elements of the scheme will also generate direct employment within the construction sector;
- Each direct construction job will contribute to economic output in the form of Gross Value Added (GVA). GVA is a measure of the value of goods and services produced within the construction sector. It is estimated that the construction of the residential element alone will generate £260m in GVA;
- Based on the average household size it is estimated the proposed development could accommodate around 4,800 economically active residents, satisfying local labour demands and generating up to £200m GVA per annum;
- Residents of the proposed development will have a positive impact on local retail and services. It is estimated that through the purchase of comparison, convenience and leisure goods the proposed households could generate £85m in commercial expenditure per annum;
- The proposed development will provide long term direct employment opportunities through the proposed employment space, market centre and local centres. It is estimated that up to 900 jobs could be generated by local shops and offices. Around 200 jobs could also be created by the proposed primary and secondary schools.



# PHYSICAL INFRASTRUCTURE

The following section sets out the key constraints and opportunities identified within the area of opportunity around Winchfield. The findings have directly informed the emerging master plan concept for a new garden community.

## *Existing Development*

The local context has a dispersed and sparse pattern of settlements. Settlement separation to towns or larger villages in the area will be maintained and indeed is a key objective for any development. These include Hartley Wintney, Fleet and Hook. Within the area around Winchfield Station are the small villages of Winchfield, Winchfield Hurst and linear groupings of dwellings along Bagwell Lane and Odiham Road.

Existing settlements do not place a restriction on development. However, the character and setting of existing buildings and settlements needs to be considered to develop a comprehensive and sensitive integration into the garden community master plan.

## *Flood Risk and Drainage*

**Surface Water Drainage:** The development areas will all be sited within the lowest flood category (Flood Zone 1) and will be at the lowest risk of flooding.

The use of extensive SUDS techniques results in a reduction in peak discharge from the area. This will be reduced to a greenfield runoff rate for all storm events up to 1 in 100 years with an allowance for climate change included in the reduced rate.

**Foul Drainage:** The existing dwellings within the development area currently discharge, by way of pumping arrangements, to the sewer network in the north west area of Fleet. This receiving network has capacity issues which are being ameliorated by a scheme being carried out by Thames Water.

There is, however, no spare capacity to receive any increase in flows. Likewise the Fleet Sewage Treatment Works (STW), which receives these flows, has no spare capacity for any increase.

Discussions with Thames Water have resulted in two options for the foul drainage of the development.

**Option 1 —** On-site foul pumping stations with a new pumping main connected directly to the Fleet STW together with some upgrading of the works.

**Option 2 —** The provision of a new sewage treatment works located within the eastern area of the development area with an outfall to the River Hart. The STW would be adoptable by Thames Water and would be incrementally increased in size to suit the development programme. Thames Water suggested that there would be a possibility of it funding the later upsizing works.

## *Air Quality*

The area is likely to be suitable for residential development without the need for specific mitigation against air quality impacts from the motorway. A nominal stand-off distance to the kerb of the motorway should be sufficient.

## *Noise and Vibration*

The main environmental noise sources across the area are particularly related to road traffic from the M3 and the railway. Noise and vibration impacts can be mitigated against to not pose a constraint on residential development. Such measures may include the erection of earth bunds/barriers, the positioning, orientation and layout of buildings within the master plan in relation to the noise sources and the incorporation of alternative measures for background ventilation.

## *Services and Utilities*

National Grid overhead electricity pylons cross the Winchfield area. These routes will need to be safeguarded within the overall master plan, although the feasibility and cost of undergrounding all or part of the routes will be investigated.

A water main crosses the southern part of the area. This will need to be retained and incorporated into the layout of future proposals.

Services for the new development will require upgrading by the service providers as the development proceeds.



# COMMUNITY INVOLVEMENT

*We believe that Winchfield Garden Community should be designed with the community. We propose to produce a site specific involvement strategy which will include collaborate design workshops. In these workshops, local people from across the District can genuinely shape the proposed development from the concept stage through to detailed design.*

We believe that the creation of a new settlement at Winchfield presents the perfect opportunity to demonstrate a responsible and transparent approach to community involvement, by setting out a coherent and incremental strategy from the early consultation stages right through to the implementation stages and beyond; indeed, the very nature of the concept will make it necessary to do so.

This process allows for the identification of issues and problems at an early stage, as well as providing the ability to capitalise on and respond to local initiatives, harness the energy and resourcefulness of local stakeholders and incorporate their ideas and ambitions. This will involve the establishment of appropriate new local agencies, forums and mechanisms for pro-active communication, incorporation of feedback and decision-making.

In the more detailed planning, design and implementation phases, it will necessitate the creation of specific methodologies appropriate to each place, using practices and formats which are already well-established but also finding new ways to ensure that the ultimate development forms will meet the aspirations of each existing and new community. Throughout all these processes, consideration will need to be given to innovative forms of ownership and management systems that could be applied to the Garden Community Concept.

In creating, designing and implementing the Garden Community, the focus should not only be upon creating a place where people will live, work, enjoy and interact. A successful place is one that encourages and allows a community to take a degree of control and take decisions over time which have a significant effect on the look of the place and the way it functions. In this way a dynamic self supporting community is created.

Once the Garden Community starts to be implemented, the management of the community infrastructure, such as allotments / self-grow areas, open space, communal areas and facilities etc, will require the establishment of a management company or community interest company. This organisation would be wholly owned by the residents and owners within the Garden Community. Their role has the potential to be extended to act on general community matters, which may include involvement in design decisions relating to community infrastructure and input into the implementation of the Garden Community itself.

*The new Garden Community will help meet the future housing and employment needs of those across the District for many years to come. Our community engagement strategy will therefore seek to involve residents and employers from across the District, in addition to the existing local community at Winchfield.*

*“I am proud to say that I was involved in creating our village... It wasn’t always easy, but the process was very rewarding.”*







*Bringing school projects and local businesses together*



*Children designing their schoolyard*



*Public Engagement*



*Established communities connect with their environment*

## *Community Building*

Creating a successful Garden Community will extend public engagement beyond consultation and comment into areas of decision making on design and management. The early Garden Cities at Letchworth and Welwyn relied on voluntary effort. Groups of entrepreneurial individuals worked collaboratively to make the Garden Cities happen. A shared vision and willingness to take on responsibilities beyond conventional boundaries is essential to make new communities work.

The public, future residents, and businesses from across the Hart District will be redefined from consultees to community builders in the Winchfield Garden Community. This will require a radically different approach to the way we plan, design and deliver major development. The key elements of a new approach are:

- Creating a local debate on the role of a new settlement in the form of a Garden Community as a way of creative growth and specifically meeting housing shortages and creating jobs within the Hart District.
- Developing the Concept and Vision and identifying early residents and businesses who can become pioneers for the community. The Concept should seek to achieve a wide involvement in delivering the development. In particular, there should be a place made for self builders and local businesses.

- Putting into place administrative structures for the Garden Community at an early stage and before a start is made on development. Pioneers should be part of the decision making bodies.
- Developing the framework for the Garden Community, which should provide an overall structure and focus on the early phases. The broad framework and principles provides scope for decision making on matters which will shape the new community including appearance and character.
- Engaging with residents and businesses to encourage active involvement in the design and appearance of the development. The focus of attention should be on community facilities, open space and public realm. The involvement should go beyond commenting on finalised or even emerging designs but should also help set the brief and design the place.
- With the extra decision making opportunities come responsibilities. There will be an expectation that the residents and businesses will become involved in the running and maintenance of the Garden Community. On an organised and individual basis the people of the new settlement will contribute to maintenance and management of the public realm and open space.

- On a village and/or town-wide basis, residents and businesses will be encouraged to become involved in the administration and management of public assets, including public open space, community facilities and some food growing areas. There are alternative regimes to fund and control the management, including land ownership and/or service/management charge.

The extended public involvement in the Garden Community will bring a range of tangible benefits. These benefits include greater variety drawing from a community based design ethos which protects key principles but is also more receptive to innovation, channelled individualism and cooperative procurement of buildings.

---

*With greater involvement, a more vibrant and dynamic place will be created.*

---

This will manifest itself in a number of ways, including economic and business diversity, an extensive range of activities and a strong sense of community identity that creates a sense of 'belonging'.

# DEVELOPMENT POTENTIAL

*Our preliminary technical studies have established that the Winchfield Garden Community provides a realistic and deliverable development opportunity.*

With the potential to deliver 4 - 5,000 new homes, together with a comprehensive package of accompanying social and physical infrastructure, it is clear that the Winchfield Garden Community could provide a steady stream of housing delivery to help meet Hart Council's future housing needs.

As set out earlier in this document, our Vision comprises a series of inter-linked neighbourhood areas, which will enable the delivery of houses, schools and open spaces from an early stage. Our Vision will ensure the delivery of new houses alongside the required infrastructure to support the new Garden Community. Barratt Homes controls sufficient land to deliver this Vision, and help plan for the District's housing needs up to 2032 and beyond.

### The Scale of a New Settlement

Studies show that a New Settlement of 4,000 dwellings and appropriate associated uses would require approximately 274 ha of land and is based on the following:

Land Use	Description	Area (Ha)	Area (Ac)
Residential <sup>*1</sup>	4,000 dwellings at 30dph (average)	135	334
Employment <sup>*2</sup>	8,000 sq m / 87,500 sq ft approx. 1100 jobs incl. jobs created through other facilities	2	5
Education <sup>*3</sup>	3 x 2fe Primary Schools	6	15
	1 x 6fe Secondary School	10	25
Market Centre	Retail Leisure Community Facilities Health	2	5
Local Centres	2 x 1ha Local Retail Offices Workshops Community Facilities Health	2	5
Green Space <sup>*4</sup>	Open Space	25	62
	SANG	80	198
Infrastructure <sup>*5</sup>		12	30
TOTAL		274+	677

<sup>\*1</sup> In addition around 100 dwellings could be provided within the Market Centre and Local Centres.

<sup>\*2</sup> Employment will be based on small scale office, workshop and light industrial accommodation as part of Mixed Use Centres.

<sup>\*3</sup> The size and delivery timescales of the schools will be determined by Hampshire County Council.

<sup>\*4</sup> Including a range of open space typologies, nature conservation areas and SUD's.

<sup>\*5</sup> Renewable Energy and Recycling, Infrastructure Roads, Transport Provision.

The concept has the capability to be extended to 5,000 units as part of the next Local Plan period, which would include an incremental increase of associated uses.

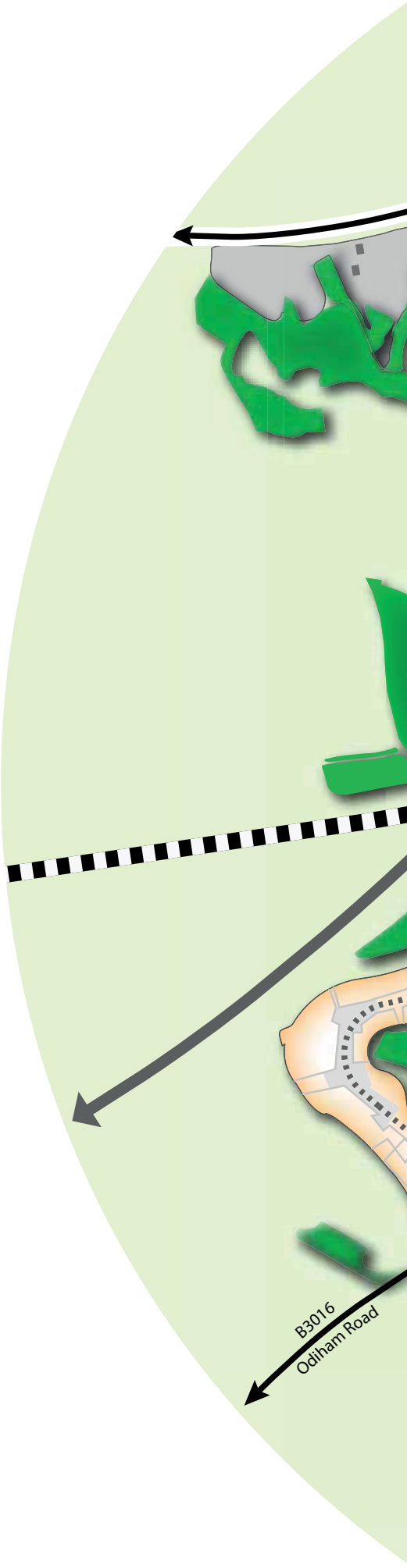






Figure 14. Illustrative Vision  
Concept Plan

# THE WAY FORWARD...

The need for new housing is undisputed, albeit it will be a challenging process. Meeting the housing growth requirements in the UK requires a contextually sensitive approach, which follows closely the Garden City Principles of the last century.

*We feel the best, and most sustainable option for helping Hart Council meet its present (and future) housing needs in the 21st Century is via the delivery of a new Garden Community at Winchfield.*

This document, and the supporting 'Planning and Technical Response' document, set out our preliminary response to Hart District Council's Housing Development Options Consultation Paper.

Our development vision will continue to evolve with our experienced development team. The creation of Winchfield Garden Community will be an iterative and engaging process. Our team has already commenced this work, but will be seeking to work closer with a wide range of key stakeholders in the coming months/years.

To help achieve this, we will continue our engagement with statutory consultees, and establish a dialogue with the local community and their elected representatives.

Hart District Council has set out a timetable for its Local Plan, which will gather pace during 2015. We will be working to develop the Winchfield Garden Community principles into more detail, in order to inform Hart's ongoing deliberations. In working with key stakeholders, we will ensure the delivery of the necessary social and physical infrastructure to serve the new Garden Community.

Hart District Council's timetable is set out below, and we will work hard to ensure we are pro-actively involved at each stage.


- Oct 2014**  
End of present Housing Development Options Consultation
- Jan/Feb 2015**  
Preferred Strategy for Growth
- Summer/Autumn 2015**  
Draft Plan Consultation
- Winter 2015**  
Submit the Local Plan for 'Examination'
- Spring 2016**  
Examination (including public hearing sessions)
- Summer 2016**  
Adoption of Local Plan

Figure 15. Local Plan Timescale

Lead Developer and infrastructure coordinators	Barratt Homes
Masterplanning, Planning, Heritage and Landscape	Barton Willmore
Land & Planning Consultant	Rippon Development Services
Transportation and Highways	i-Transport
Ecology and Trees	Aspect Ecology & Arboriculture
Flood Risk, Foul and Surface Water Drainage	Rogers Cory Partnership
Noise and Air Quality	Peter Brett Associates

Figure 16. Winchfield Garden Community Development Team





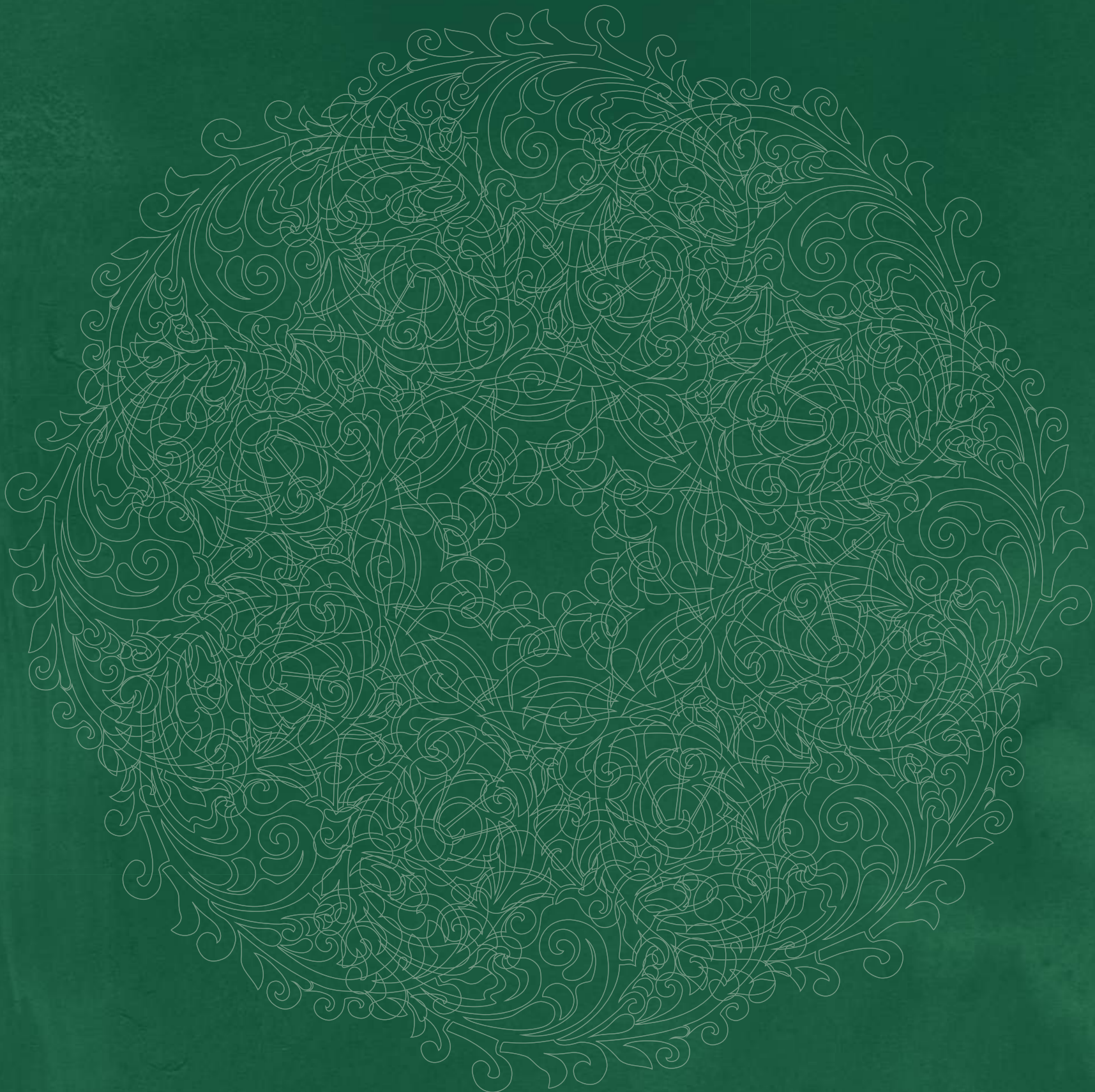
*We hope our Vision Document has provided you with an insight into our preliminary analysis and given you an understanding of our ideas and aspirations for the Winchfield Garden Community.*

*If you would like to register your interest in being kept informed of Winchfield Garden Community, please contact us at:*

*[winchfieldgardencommunity@bartonwillmore.co.uk](mailto:winchfieldgardencommunity@bartonwillmore.co.uk)*

*We will then notify you of our next steps, in parallel with the ongoing work by Hart District Council.*





All plans are reproduced from the Ordnance Survey Map with the permission of the Controller of HMSO. Crown copyright Reserved. Licence No. AR152684.

Barton Willmore

The Blade  
Abbey Square  
Reading  
Berks  
RG1 3BE

T: 0118 943 0000  
F: 0118 943 0001  
E: [info@bartonwillmore.co.uk](mailto:info@bartonwillmore.co.uk)

Desk Top Publishing and Graphic Design by Barton Willmore

This artwork was printed on paper using fibre sourced from sustainable plantation wood from suppliers who practice sustainable management of forests in line with strict international standards. Pulp used in its manufacture is also Elemental Chlorine Free (ECF).

Barton Willmore

Copyright  
The contents of this document must not be copied or reproduced in whole or in part without the written consent of Barton Willmore.