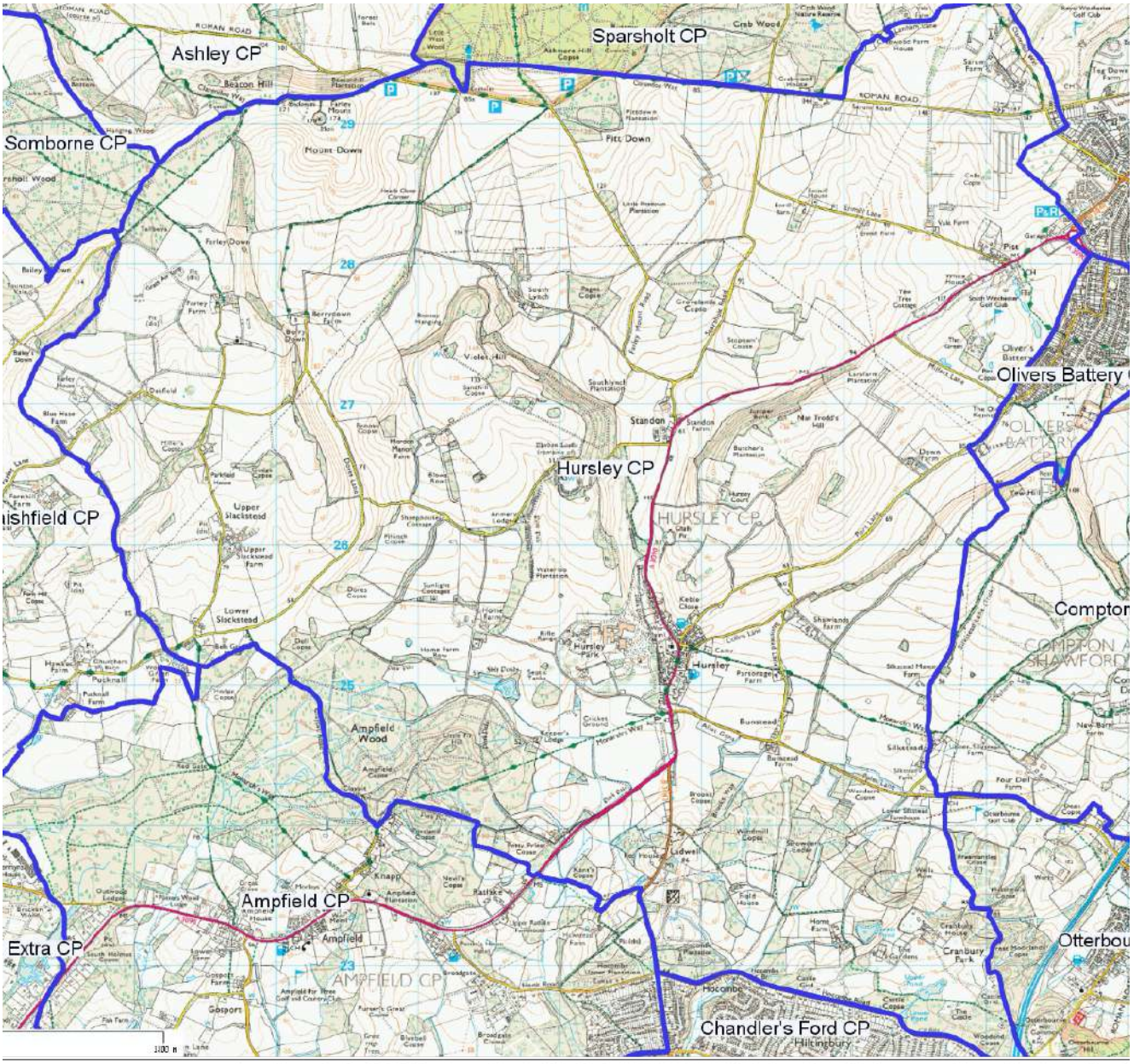
Hursley Parish Plan



Key Findings, Recommendations and Next Steps

September 2020

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Summary Overview

The Parish of Hursley covers an area of approximately 7,000 acres and comprises more than 1,000 residents across nearly 400 households. Hursley village contains 56% of the households and the remainder are located in the eight smaller settlements of Ladwell, Silkstead, Standon, Pitt, Lower Slackstead, Upper Slackstead and Farley Church, as well as a number of dwellings on the north side of Hocombe Road in Chandlers Ford. In addition to residents there are various businesses and local

services, including IBM with approximately 1,500 employees and a number of smaller businesses, pubs, schools, churches and shops.

From 2016 to 2017 activities were undertaken in order to solicit, measure the importance of and prioritise the primary issues facing parish residents. Starting off with various meetings and an initial questionnaire in 2016, a more comprehensive survey was issued in June 2017 to 370 households across the parish; this resulted in responses from 225 households, a response rate of 61%. Further to this, working groups met to formulate and test recommendations that could mitigate and resolve a number of these issues.

The aim now is to formulate and finalise a **Hursley Parish Plan** document. The plan once finalised will list the key findings and state the recommendations to be pursued, linking these to concrete plans going forward (actions, accountability for delivery and target dates).

The purpose of the paper you are reading is to remind you of the key findings, summarise recommendations/options and to put forward proposed next steps – this will enable parishioners to review the current status and if considered necessary provide further comment prior to the parish plan being finalised. This provides everyone within the parish the opportunity to assess the validity of the 2017 findings now in 2020, comment accordingly and to also put forward new ideas as appropriate. It also affords you the opportunity to indicate your interest in getting more involved. There are no existing plans to issue a new survey in 2020 as it is the consensus of a sample group that those key issues captured from 2017 remain valid today.

The issues originally raised in 2017 were grouped under the following four objectives:

- **Reduce the incidence and potential consequences of excessive speed on certain parish roads with particular focus on reducing the risk of accidents and injury**
- **Preserve the current character of the parish and in particular ensure that no large scale development is imposed**
- **Ensure the parking requirements of those living in or journeying to Hursley village do not adversely affect pedestrian safety**
- **Protect and improve the use of key parish amenities and build on a sense of community, in particular to reduce any sense of isolation**

Recommendations and options to achieve these objectives have been worked through and in some cases already actioned. Those that are still recommendations and or involve choice require some decision making & ongoing ownership and need to be included in the finalised Parish Plan document.

Every effort has been taken in the formulation of proposals not to become too Hursley village-centric, however it is to be recognised that by far the largest cluster of population is in the village and that inevitably the levels of active participation from across the parish is the only way to truly guard against this.

Core Principles of a Parish Plan

- Plans are owned, managed and led by the community; the plan should reflect the majority wishes of the community.
- Everyone in the community should have the opportunity to participate in the production of the plan. The plan should have majority support within the community and propose actions that are based on a sound understanding of local needs and expectations.
- Actions are based on evidence and address a whole range of issues that affect the quality of life in the parish.

1. Findings

In the 2017 survey households were asked a series of questions about certain issues impacting or potentially impacting on them; (identified previously as within their key areas of concern) and to indicate levels of importance and satisfaction.

The results showed that traffic, parking, built environment & housing, parish amenities & community activity all scored as high importance. In terms of satisfaction only community activity and amenities scored highly, built environment and housing scored midway, whilst traffic and parking indicated low satisfaction from parishioners.

This section therefore lists out the key findings associated with the four key focal areas listed as sub-sections:

1.1 Road safety and speed of traffic
1.2 Built environment
1.3 Parking
1.4 Amenities & community activity

Each subsection presents the findings, challenges or opportunities, sets out potential options to address stated issues, asserts an objective to aim for, and concludes with recommended next steps in order to finalise the formal **Hursley Parish Plan**.

1.1 Road Safety and Speed of Traffic

Findings

The aspect that attracted the most negative responses to the survey was the speed and volume of traffic, particularly for those living in Hursley village and from those who walk with children to the

local school. The volume and speed of traffic are both an irritant and a major risk factor. The behaviour of the traffic impacts in many ways; noise, splashing, challenges with crossing roads and fears about the danger of children making short journeys on foot or by bike within the village in proximity to the A3090 main road. The school run involves parents parking mainly in the centre of the village and means there are many children on pavements at the start and end of the school day. The volume of traffic is unlikely to reduce and if anything, housing development around Romsey may increase it. However, whilst speeding is more disruptive and threatening than volume, it is potentially easier to control.

More widely, the survey showed that most survey respondents had concerns about traffic speed, particularly regarding the A3090 through Hursley village, Pitt and Standon, as well as Poles Lane, Ladwell, Sarum Road and around Slackstead. Residents stated concerns about safety, noise, ambience, getting soaked by cars driving through puddles, pollution and vibration.

Challenges

A 4.3 mile stretch of the A3090 passes through the parish, with half a mile running through the centre of Hursley village where it is known as Main Road. The B3043 also passes half a mile through Ladwell. The A3090 is designated as a trunk route for vehicles too large to negotiate motorway bridges and also a relief road for the M3 motorway. Therefore, lorries and other heavy goods vehicles use this route to avoid congestion at the junctions on the M3 and M27 motorways. In addition to these major routes, there are also 19 miles of country lanes and 15 miles of footpaths within the parish.

There have been numerous attempts to improve the safety of the A3090 over the years. Whilst not officially a primary accident blackspot it is perceived by residents as dangerous with several accidents and near-misses having been witnessed in recent years. There are also other potentially dangerous junctions and roads across the parish.

Key initiatives to improve safety over recent years have included:

- Speed survey in 2010
- A successful campaign to reduce the speed limit in the village from 40mph to 30mph
- 'Speedwatch' trial using a handheld speed camera
- 'Speedspike' trials which used average speed cameras

In 2012 Hursley Parish Council tasked Hamilton-Baillie Associates to advise on which design elements might be used to slow traffic speeds through the village. It was noted that whilst the combined cost of their proposals would have been considerable it is feasible for less costly elements to be implemented in isolation.

There have been some successful past achievements too:

- The speed limit in Hursley village has been reduced from 40mph to 30mph
- An informal crossing point has been installed outside The Dolphin pub

- Both the central white line and cat's-eyes were removed in places when the road was resurfaced
- The A3090/Poles Lane junction has been improved with new lines and recently new lights
- Safety railings have been installed beside the pavement at the south end of the village
- White lines have been painted along the sides of Main Road in order to dampen speeds by visually narrowing it. White 'no parking' lines have been painted on the corners of Port Lane and Collins Lane
- There has also been a reduction at Ladwell from 60mph to 40mph
- Standon now has an advisory 40mph sign on the bend

Whilst speeding is perceived as a major problem this is not entirely supported by the data upon which the Highways Authority relies. This data comes from two 'Speedspike' surveys in Hursley village; the first carried out in April 2009 and the second in June 2018 at two locations, one just south of Cromwell House and one adjacent to the Masonic Hall. The April 2009 survey recorded a range of averages of between 30.4mph and 33.4mph. Over the nine years between the two speed spikes there has been a 3.7% increase in traffic through Hursley, which is around half the national average of a 7% increase for rural A roads. However, Hursley has seen a disproportionate increase in traffic at peak times, particularly in the morning: an increase of 18% was recorded in northbound traffic from 6-10am and a recorded increase of 9% in southbound traffic.

Evidence shows that vehicles are generally slowing through Hursley. Much of this small reduction in speed is due to the increase in traffic volume, where a noticeable correlation has been observed. Other factors may include a predicted increase in HGVs and more delivery vans making deliveries in the village. Importantly, the data shows that even modest decreases in average speed (1–2mph) can result in a significant decrease in cars travelling over 40mph (down by 38%–53%). However, there is one outlier in this data. Traffic travelling north past the Masonic Hall slowed by an average 18% (6mph) from 2009 to 2018. In addition to this dramatic decrease in average speed, the number of cars recorded as exceeding 40mph decreased by 95% from 331 vehicles in 2008 to 17 vehicles in 2018. It is clear from the data that the primary reason for this decrease was the presence of the Flashing Speed Sign (FSS) which had been in operation just south of the recording site (facing northbound traffic) during the 2018 speed spike. This study helped illustrate how effective the FSS was in decreasing traffic speeds.

Importantly, the slowing effect on northbound traffic resulting from the FSS can be seen through the village. In 2018 there were 593 (24%) fewer vehicles exceeding the 30mph speed limit and 87 fewer vehicles (53%) fewer vehicles exceeding 40mph compared to 2009.

These results suggest that there isn't a general problem with speeding traffic. However, they don't address the issue of some vehicles travelling well in excess of the speed limit. It is easy to see how the reassuring data may conceal a small proportion of vehicles travelling at very high speeds. These are the vehicles that parishioners are concerned about and it is these vehicles that are most likely to cause serious accidents. Hampshire County Council is the authority responsible for most road improvements and their position is that they have historically no funding available other than for

safety work at accident black spots - Hursley is not considered by Hampshire County Council to officially contain any accident black spots.

Options

The Parish Plan survey and subsequent discussions has generated the following ideas for reducing vehicle speeds within the village and the wider parish.

a) Average speed cameras

Average speed cameras installed at either end of the village are seen as being the one measure that has a high probability of reducing traffic speeds. Average speed cameras employ number plate recognition to record motorists entering and leaving a designated stretch of highway and use the elapsed time between the two events to calculate their average speed between the two cameras. In order to utilise that data for the purposes of law enforcement, the cameras have to be linked to a police control room staffed to send out penalty notices. Average speed cameras are therefore not a measure that Hursley can institute independently. The estimated cost for the control room is £70k per annum. The capital cost of the cameras is estimated to be £40k with running costs of £10k per annum. In addition to securing significant funding, success is likely to depend on effective campaigning in conjunction with other villages; whilst this would require considerable effort and dedication, the result would be a system that would almost certainly put an end to speeding, whereas the other available options carry no guarantees that they would significantly change driving habits. The new flashing speed signs currently under order by Hursley Parish Council will provide further data which may assist efforts.

b) Hamilton-Baillie proposals

In 2012, the Parish Council commissioned a study by Hamilton-Baillie to advise on steps that could be taken to reduce traffic speeds. Part of Hamilton-Baillie's philosophy is that drivers need strong reminders that they are moving from the high-speed open road into a low-speed inhabited area.

'Research and experience of driver behaviour and speeds in villages highlights the importance of distinctive points of entry and transition to mark the contrast between the higher-speed, single-purpose highway and the low-speed complex environment of a settlement. For Hursley, defining such boundaries is particularly problematic.' Hamilton-Baillie 2012

Equally, it is believed that once drivers are within the village boundary, they need to be constantly reminded of where they are and presented with visual signals that will encourage them to slow down.

Recommendations for Hursley included changes to kerbs and road markings at regular points along the road to make it very different from the open road, constantly reminding drivers that this is a settlement with particular hazards in terms of pedestrians and junctions.

'A clear and identifiable village centre can serve as an important cue to influence traffic behaviour and to slow speeds' Hamilton-Baillie 2012

The above illustration shows a drive-over roundabout and a treatment of the surface of the carriageway, which is both visually interesting and attractive, as well as giving the impression that the roads is narrower than it is. He also suggested removing the metal railings from the stretch of pavement outside the post office and making a break in the flint wall between the road and the churchyard, to allow village features to intrude upon the road. Further recommendations include the installation of plants and seating.

More of Hamilton-Baillie's suggestions are shown below. The approach to the centre from the south showing removal of railings, introduction of an informal pedestrian crossing, a drop-off point for hearses and wedding cars by the lychgate and attractive two-tone road surfacing to visually narrow the road.

Outside The Dolphin pub, another strong visual signal denotes that this is a pedestrian area and a complicated junction is shown which might just have unusual rules about who has right of way, as well as visual signals at the entrances to IBM and North End

c) Other design proposals

Three other proposals which are consistent with the Hamilton-Baillie approach are the removal of the remaining white centre lines in the village, a review of signage and the creation of gateways to the village on the north and south approaches and on Poles Lane. A further proposal is the illumination of the church. Currently the village is very dark at night and so there is nothing very much to tell motorists that they are no longer in the countryside.

d) New flashing speed signs

Flashing speed signs shared initially with Twyford, Colden Common and Otterbourne have been in use in the village since 2010. The 'Speedspike' data suggested that flashing speed signs are effective in reducing average speeds. Hursley Parish Council has therefore taken steps to purchase two modern digital flashing speed signs. Eleven sites have been approved where they can be alternately sited between Ladwell and Pitt. They record data relating to speed, volume and time and these will go live in 2020.

e) Requests to local businesses

The proposal is to write to all businesses whose vehicles drive through the parish asking them to respect speed limits. These include Stagecoach, skip-hire companies, refuse collectors, farmers and carriers. Letters have been previously issued and at least one encouraging response received, but this is something that will have to be done on a regular basis and the tracking and recording of company names is a manual one.

f) Enhancing speed limit signage by Keble Close

HCC have been asked to consider improving the existing signage and painting a large '30' roundel on the road.

g) Consideration of a 20mph zone in village centre, Port Lane/Collins Lane area

Successful 20mph zones and speed limits are commonly self-enforcing; the existing conditions of the road together with measures such as traffic calming or signage lead to a mean traffic speed compliant with the speed limit. Police enforcement would remain as part of their routine responsibility. HCC have advised that they would not accept a 20mph on any part of the A3090 and so Port Lane and Collins Lane are potentially the only viable routes.

h) Buffer Zones

The southern approach to the village on the A3090 has a section where the speed limit is 40mph before it drops to 30mph. Such intermediate zones could potentially be introduced on Port Lane, Collins Lane and Poles Lane as well as on the A3090 to the north of the village.

i) Ladwell

The siting of the houses in Ladwell and the B3043 raises road safety issues. Although the speed limit has recently been reduced from 50mph to 40mph, it is still in practice a fast and busy road with poor visibility for Ladwell residents trying to leave their properties. It is a narrow road, with steep hills and many bends without a pavement in many places. The road carries a lot of cycle traffic which inevitably leads to slow moving queues and impatient overtaking. Large lorries often extend over the white line, forcing oncoming traffic into the side of the road. One possibility would be to further reduce the speed limit to 30mph, but Hampshire County Council do not support this proposal, partly because they do not consider Ladwell to be an accident black spot. Mirrors could be provided to improve visibility, but HCC are not in favour of those either. It would be useful to provide cyclists with an alternative route and one possibility would be to upgrade a footpath that leads from the A3090, a mile or so south of Hursley, to Hocombe Road. However, most of this path is in Ampfield parish who have previously not supported this proposal.

j) South end railings

The installation of heritage-style railings at the south end of the village was an outcome of the John Keble School Travel Plan. The vulnerability of that stretch of narrow pavement to vehicles entering the village at speed was identified as a major deterrent to parents walking with their children to school. The fact that they have since been badly damaged several times by vehicles confirms the risk. The railings have been a successful installation and there have been repeated requests for them to be extended towards The Dolphin. This possibility has been explored and the conclusion is

that the many driveways which cross the pavement to the north of the current railings render this impractical.

k) Road sign maintenance
Road signs are often obscured by vegetation and this is particularly relevant in terms of speed signs. Provision needs to be made to ensure that they are regularly cleared and cleaned. They were cleared and cleaned at the start of 2020 and the Parish Council will ensure that this continues to happen regularly, using the lengthsman contract and reporting damaged signs to Hampshire Highways.

Objective

Reduce the incidence and potential consequences of excessive speed on certain parish roads with particular focus on reducing the risk of accidents and injury.

Next Steps

a) Hamilton-Baillie
Hursley Parish Council is recommended to establish an action group to:

- Undertake a feasibility study of each of the elements of the Hamilton-Baillie scheme and related ideas generated by the Parish Plan, and pursue funding opportunities
- Devise a strategy for using the Hursley Parish Council precept funding reserves to pay for implementation, in conjunction with funding identified by the action group

b) Average speed cameras
Hursley Parish Council is recommended to establish an action group to:

- Identify other Hampshire villages with similar concerns
- Set up a campaign involving local county councillors, MPs, local media and the Police/Crime Commissioner
- Monitor changes in policy, control and funding that might make the authorities more amenable to this proposal.

c) Other activity
Hursley Parish Council is recommended to:

- Liaise with Hampshire Highways to ensure that when the road is next resurfaced, the white lines are not reinstated
- Carry out a review of signage and explore the feasibility of creating of gateways to the village on the north and south approaches and on Poles Lane
- Initiate discussions with the PCC about illumination of the church
- Send letters annually to local businesses asking them to ensure that their vehicles are driven safely through the village
- Talk to Hampshire Highways about Keble Close signage, establishing a 20mph zone in parts of the village, creating a 40mph buffer zone to the south and east of the village and carrying out regular road sign maintenance

1.2 Built Environment

Findings

The village of Hursley sits in the middle of an almost entirely rural parish. A previous planning application for 350 houses at Pitt Vale raised the potential of a large-scale housing development within the parish and yet the survey established that parishioners are unanimous in their opposition to such a development. It is clear that people value the rural character of the parish and that a major development would detract from that. Less transformative development options exist and support for these too is mixed. 56% of total respondents supported more development (51% of respondents from the village agreed, whereas 79% of those in the wider parish were in favour). Of the 56% who supported development (noting that 44% were against), the following preferences were recorded in favour:

A large development on a green field site.	3%
A small development on a green field site.	36%
A development on a brown field site.	67%
Individual homes built on 'infill' sites e.g. garden plots. (It should be noted that much of the garden land in the village falls outside the development boundary.)	52%
Development of affordable homes/flats.	62%
Homes suited to older or disabled people.	32%
Light industrial development.	13%
Commercial development.	11%

This survey information was augmented by a further survey carried out in December 2019. This was prompted by a proposal from the owner of agricultural land to the rear of Pelican Court to offer that land for development within the Rural Exception Scheme which enables planning authorities to grant permission for small developments contiguous to existing settlements, but outside the development boundary, for affordable housing for people with local connections. The survey asked whether parishioners would support a development of 10-20 affordable homes on the land behind Pelican Court. Using email and a mail drop, the questionnaire went to everyone in the village and everyone elsewhere in the parish who had provided their email address. There were 91 responses. 40 were in favour and 51 were against.

In addition to the provision of affordable housing, particularly for those with local connections, there is also a desire to identify and preserve valued features of the existing built environment.

These two different issues have their own potential solutions. A Neighbourhood Plan is one way of influencing the location and scale of new developments. A Village Design Statement lays down guidelines to preserve and develop design features in the case of conversions, extensions, modifications to existing buildings and developments within the existing development boundary. Housing provision operates in a highly regulated environment. The local situation is dictated by the national context: there is a national housing crisis. The Government's solution is to build an additional 300,000 homes by the mid-2020s and there has been very recently an express desire to radically transform the planning landscape. Currently the Government stipulates new build numbers, and these are digested by, in Hursley's case, Winchester City Council and incorporated into the local plan. Winchester's share of this target is currently unknown. Winchester has the option of meeting its target by building one or more huge developments or by allowing existing settlements to expand, or a combination of the two.

Challenges

Arguments in favour of development include a desire by some to be socially responsible, and to seek the benefits of increasing the population of the village in order to generate a customer base sufficient to sustain the village businesses. The provision of affordable housing for people with local connections would also benefit some residents. Those in favour of development see certain types, not as a detraction from Hursley's rural setting but as maintaining a diverse community and particularly enabling the inclusion of younger families.

Others believe it to be socially irresponsible to encourage houses to be built in the countryside whilst there are many other potential sites in less rural locations, and that a modest number of additional houses may not have any significant impact on the viability of village businesses. The survey results provide limited support for any particular form of development. Whilst 56% of parish respondents were in favour of some kind of development, that support is spread around a number of competing options. Thus only 67% of the 56% supporting development are in favour of the most popular development option – a small development on a brown field site. This means that actually less than 40% of the parish would support even this form of development.

The survey did not specifically address the issue of flooding, but this is regular feature of the village. In 2000/2001, 2003, 2013/14 and 2020 the village suffered localised flooding. A small number of properties suffer water ingress, but the wider village suffers from flooded roads and sewage discharge as rising ground water overwhelms the system. Although the village is situated some distance from any waterways, it is very low lying and surrounded by hills. It is therefore a collection point for a large area, and this results in ground water flooding as well as the accumulation of surface water which the waterlogged infrastructure cannot always cope with. A number of properties have been badly affected, mainly those close to the main road with basements. Various factors combine to create more widespread difficulties. The water table rises about the level of storm drains and sewers which are not all watertight; this means that they fill with ground water and can no longer function properly with the result that sewage is discharged through drain covers into the street. Further, the effect of businesses and households discharging cooking fat into the sewers results in fat burgs whose effects are particularly apparent when the system is at full

capacity. The Parish Council had appointed a Flood Management Group and has approved a flood plan which is monitored by the Flood Management Group. The Flood Plan includes both regular precautionary measures such as ensuring that drains and culverts are kept clear and action plans which can are activated each time flooding occurs. Various measures and processes have been put in place involving the relevant authorities which help to keep the problem within manageable bounds and therefore no further actions are currently proposed.

Options

a) Rural Exception Scheme

This enables planning authorities to grant permission for small developments contiguous to existing settlements, but outside the development boundary, for affordable housing for people with local connections. A feasibility study has been carried out in respect of agricultural land behind Pelican Court. A survey of opinion in the village ascertained that whilst the proposal attracted some support the majority opposed; therefore, Hursley Parish Council has decided not to pursue that specific proposal.

An alternative location is on IBM-owned land adjacent to John Keble Primary School. Many of the objections raised about the Pelican Court scheme would not necessarily apply to this brown-field site. It is however understood that IBM is not willing to release this land.

b) Pelican Court and Keble Close

Another way of increasing provision of affordable housing would be to increase the density of housing in Pelican Court and Keble Court. In the case of Pelican Court, one way of doing this would be to replace the three bungalows closest to the main road running alongside the Pelican Court vehicular access to the northern boundary of the site. Any consideration of this proposal should however be a long-term aspiration that must not impact on its current residents. A potential benefit of this proposal is that it has the potential to create a much more symmetrical massing on either side of the main road and emphasising the fact that this is a village rather than a few houses beside a main road. This is a matter for Winchester City Council, but that does not preclude it from being a proposal that the parish may support.

c) Neighbourhood Plan

Perhaps the greatest threat to the village and to the wider parish is the imposition of a major housing development such as Barton Farm near Winchester. The survey shows that opposition to such a scheme is virtually unanimous throughout the parish. Winchester City Council's request for suitable sites in 2018/19 resulted in the owners of South Winchester Golf Course and much of the land between Hursley and Oliver's Battery being offered up for this purpose. The primary way in which to effectively engage in the debate about housing development in the Parish is through a Neighbourhood Plan; identifying and communicating the special features of Hursley parish and the things that we care most about makes it more likely that any future development will be sensitive to the context to which it is being introduced. A Neighbourhood Plan also be drafted in conjunction

with neighbouring parishes. This may then direct Winchester planners towards the 'least bad' option, the scale and location of development least likely to be opposed by parishioners.

d) Village Design Statement

One way of preserving key features of the built environment would be through the development of a Village Design Statement which effectively catalogues the vernacular architecture and specifies the acceptable range of variants (useful as a guide to those considering extending or altering existing buildings or building new ones so that have an understanding of what is likely to be acceptable). Another use is that it ensures a consistent approach by the Parish Council when considering planning applications.

Objective

Preserve the current character of the parish and in particular ensure that no large-scale development is imposed

Next Steps

Parish Council is recommended to:

- Maintain a discussion with neighbouring parishes about the desirability of co-operating to produce a Neighbourhood Plan
- Initiate the preparation of a Neighbourhood Plan
- Initiate the preparation of a Village Design Statement

1.3 Parking

Findings

The number of vehicles in the village has recently reached a level where pressure on available parking has become an issue for some. As much of Hursley was built before the invention of the car, many older houses do not have designated parking. Even the more recent developments suffer; in Heathcote Place for example, the road is too narrow for easy road parking and garages are, on the whole, too small for many modern cars. Over recent years, many households with one car or no car have been replaced by households with two or more vehicles. Consequently, the density of parking has increased with the result that cars park on narrow pavements which can force pedestrians, pram pushers and wheelchair users out into the road. This is particularly a problem on some parts of Main Road where there is evidently not enough breadth of pavement to support both car parking and useable space to pass on foot. Parking on both sides of narrow streets such as Heathcote Place and Collins Lane also causes vehicular obstruction, particularly for large service vehicles (which has the potential to cause issues for emergency services). An additional contributory factor has been the expansion of John Keble Primary School without the provision of additional parking which has led to an increased requirement for parking, particularly at the start and end of the school day. The King's Head and The Dolphin have in the past been used informally as temporary car parks in this case, but overuse means the car parks are no longer openly available to non-patrons unless prior approval is given by their management, leading to increased pressure on adjoining streets. IBM has kindly offered the use of its Deep South car park for this purpose for several years now, and is used by many; however some are reluctant to use it due to the walk from there to the school across a sports field.

On a scale of 1 to 10 (1 = never. 10 = frequently) please indicate how a variety of parking problems affect you?

The responses, sorted by postcode were as follows:

Frequency of Parking Problems

	Obstruction Of Pavements	Obstruction Of Roads	Access to Property	Access to Amenities	Ambience	Safety
Meredun East						
Meredun West						
Main Road North						
Main Road South						
Sussex Close						
Port Lane						
Cataways						
Keble Close						
Heathcote Place						
Collins Lane						
Pelican Court						
South End Close						
Rural NW						

	Most frequent
	Happens
	Least frequent

The highlighted figures are the highest in each column and it is apparent that Collins Lane and Pelican Court have the highest concern. It is interesting that in the case of the Pelican Court that their most significant concerns are obstruction of pavements and safety which is known to relate to the pavement parking between Pelican Court and the shops on the north side of Main Road.

Where do you usually park your vehicle(s)?

Garage, own driveway or elsewhere on own property	209	86%
Road	21	9%
Pavement	14	6%
Lay-by	20	8%
King's Head car park	19	8%
Dolphin car park	4	2%
Other car parks in the parish	12	5%

That these percentages add up to more that 100 is potentially because people with more than one car might park in more than one place, or that people vary their parking location. The vast majority of people park on their own property and the number of people who park on roads and pavements is quite small.

On-pavement parking in the centre of Hursley Village is a contentious and divisive issue. If you have a view, either for or against, please comment below together with any suggested solutions?

A representative sample of response follows:

"*As long as the cars are off the road and there is sufficient pavement for pedestrians and two cars to pass on the road, I don't see it as a problem"*
"Elderly relatives do not like backing out of our drive as road is so fast and, on a bend, so visibility is low, so sometimes park on pavement"
"People should not park on the pavement. If people park on the side of the road, which is allowed, this should also help slow traffic"
"Of course, people need to park their cars, this is understandable, but often the cars obstruct the road and/or pavement, making it especially dangerous for pedestrians, particularly near the corner with the Old Forge"

"I understand the difficulty for those with no private parking. I find it incredibly frustrating when space is not left to push a buggy past as dismounting the pavement onto a busy road, along it and back up again can be extremely hazardous and is something I have to do on a weekly if not daily basis"
"Parking in the street is only a nuisance if the pavement is reduced in width too much. Should leave 3 feet between car and houses"

Do you rely on the King's Head and The Dolphin pub car parks, for purposes other than pub use?

25% of respondents said yes. The reasons they gave included parking for the church, parish hall, shops and hairdresser, school pick-up and parking for their visitors.

The evidence gives a mixed account of the parking problem. Essentially this is a Hursley village issue rather than a Hursley parish one. In the village there are two separate issues; one is on-road parking that can cause an obstruction to vehicles or block driveways. The other is pavement parking (defined as parking where one or more wheels of a vehicle are resting on the pavement) that can cause obstructions to pedestrians.

Challenges

The issues and points that people made can be summarised as follows:

a) Access issues

Vehicular access is particularly acute in Heathcote and Collins Lane where inappropriate parking can also prevent access by emergency services and refuse collection vehicles. Inappropriate parking by John Keble school users can cause access problems in South End Close and Meredun Close, but this seems to be less apparent then it was when the school expansion and IBM parking restrictions first caused parents to park there.

Pedestrian access is a problem in some specific areas on both sides of the Main Road south of the shops, particularly outside The Dolphin/Old Bakery and outside the Old Forge.

b) Access to amenities

There is no permitted parking available directly outside the shops and Post Office, denoted by solid hatched lines. This space is partly a bus stop (currently occupied by gazebos for open air shopping) as well as being directly situated on a corner junction with the A3090. Bus drivers will stop outside the King's Head if they can't get to their official stop. Whilst some drivers have parked on the hatched markings on the A3090 (there have been recent near misses from drivers parking in this space), perhaps confusing the diagonal lines for parking bays, others currently park at The King's Head or in the lane alongside the parish hall as there are no other obvious alternatives immediately apparent to visitors.

c) Safety

The main safety issues are pedestrians being forced to walk in the road because of pavement parking in some areas (a particular problem for those with buggies and wheelchairs), and the narrowing of Main Road as a result of parking which is often partly on the road and partly on the pavement and which means that there is not always room for two vehicles to pass safely, particularly if one is a commercial vehicle. A major safety problem is that it makes it difficult to

crossroads and to exit drives where visibility is blocked by parked cars (also relevant outside the shops).

Options

Although parking issues have only recently become a significant issue in Hursley village, they have long been a problem elsewhere and so there is a lot of information available on how other parts of the country have dealt with it. As far as on-street parking is concerned this is usually regulated by the use of yellow lines and residents-only parking. In the case of pavement parking, one approach is to ban it altogether, as is the case in London where pavement parking is banned. Large commercial vehicles (those with an operating weight exceeding 7.5 tonnes) are banned from pavement parking outside London as well. It is not a criminal offence to park on the pavement. Police and Local Authorities have power to remove vehicles that are causing an obstruction but are not obliged to do so. A highway authority can ban parking in a particular area by issuing a Traffic Regulation Order (TRO). In March 2020, the Transport Secretary set out proposals to tackle pavement parking as part of an upcoming consultation exercise. This may have a significant impact on the discussion within the village, including those areas where the pavement is wide enough to accommodate both a car and significant space for pedestrians without any obstruction.

The design approach is normally apparent in new developments and it is difficult to find evidence of a comprehensive scheme being implemented in a setting such as ours probably because once buildings are in place options are very limited. Nevertheless, there are possibilities like marking out parking bays, the use of yellow lines to prevent parking on both side of the road where the road is too narrow or the use of bollards to keep parked cars from intruding too far onto the footway in specific areas.

Another approach, as has been suggested by survey respondents, is to find ways of providing more parking. Any change of use of land to parking is likely to contentious and it would be important to gauge how far from their front doors people would be prepared to park, but this is clearly an idea that deserves consideration.

During the plan review process, the following issues were considered:

- Provision of additional parking
- Role of the King's Head car park
- Use of garages
- Relationship between parking and speeding
- Maintaining clear pavement walkways
- Behavioural solutions
- Parking design

Provision of additional parking

Survey responses included proposals for increasing the amount of additional parking by using part of the recreation ground, the churchyard, the IBM land adjacent to the school and the Masonic Hall car park. The working group seeking ways to achieve the objective was sceptical about the value of these proposals. It was also found that more villagers leave their vehicles in the King's Head car park than The Dolphin, which suggests that people are reluctant to park more than a few yards from

their houses and therefore, the land next to the school or behind the Masonic Hall would not make a difference. A separate aspect of the pressure for additional parking is the needs of users of the church, parish hall, shops and recreation ground. It was established that large events in the church and hall were generally allowed, on application, to use the IBM car park at the top of Church Lane. Provision of additional space in the centre of the village would he highly contentious. Using any part of the churchyard for parking would not be permitted and would be highly inappropriate. It would also be unacceptable for any significant part of the recreation ground to be lost to parking. There are, however, a number of areas where some additional parking spaces could be created such as the land at the entrance to Heathcote Place and a strip of land on the north side of Port Lane between Sussex Place and Keble Close. There is some evidence that the fence of the recreation ground once followed a line that was set back from Church Lane. If this line was restored, then there would be space for parking between Church Lane and the recreation ground. There is one small area of grass and planting that could be converted to parking which is in one of the most congested areas of the village; this is the part of Pelican Court adjacent to 91 Main Road, currently a strip of grass and shrubbery behind a low brick wall which could be adapted for end-on parking but would only benefit a small number of vehicles and potentially cause a nuisance to residents. Further consideration could be given to each of these possibilities, but enormous care would have to be taken to ensure that pleasant and characterful corners of the village were not thereby destroyed.

Role of the King's Head car park

As a large car park in the centre of the village, the King's Head car park has many users aside from pub customers. Evidence from the survey showed that it is used as permanent parking by some adjacent residents and that some villagers advised their visitors to park there. It was also evident that it was heavily used for events at the church and the parish hall and there was some anecdotal evidence of its use by commuters as a free park-and-ride facility. Such use will always be subject to the prevailing views of the owners of the King's Head who can at any time withdraw this facility if they feel that it is being abused or if it is inconveniencing their customers.

Use of garages

It was also suggested that residents should be encouraged to use their garages for parking. This is considered to be highly impractical in the current age. Many garages in the village are not big enough to accommodate modern cars. Others have been wholly or partly converted to other uses such as incorporation into kitchens. In other cases, residents have limited storage within their dwellings and so are forced to use their garages for this purpose. It is important that Hursley Parish Council ensures that parking provision for any future developments are adequate. This will not solve the current problem but will at least contribute to not exacerbating it.

The relationship between parking and speeding

It is thought that parking can have a positive effect on reducing speeding by narrowing the road. In Port Lane, for instance, there is a noticeable reduction in the speeds of vehicles approaching from Oliver's Battery when cars are parked outside the houses. During the campaign to reduce the speed in the village from 40mph to 30mph, residents were encouraged to park on Main Road. However, road safety in people crossing the road with suitable visibility must be considered.

Maintaining clear pavement walkways

Inappropriate pavement parking can cause serious difficulties for pedestrians particularly people pushing prams, the elderly and those with disabilities. At least one child in a wheelchair, travelling from the school to the church, has had to be wheeled out into the traffic on the main road because the pavement was narrowed by inconsiderate parking. The survey results confirmed that Pelican Court residents frequently experience problems because their route to the shops is blocked by pavement parking on the north side of Main Road.

Keeping pavements accessible for pedestrians is a key priority. Three approaches to achieving this have been discussed; first, public education to encourage people to park thoughtfully: second, pavement marking to indicate the pedestrian area to be kept clear and third, bollards. Bollards, though likely to be the most effective method, should be seen as a last resort and only applied to obvious pinch points. It is not considered likely that police or council officials would take enforcement action to prevent illegal pavement parking or ensure compliance with any parking rules arising as a result of the Parish Plan.

Behavioural solutions

Some improvements might be achieved by persuading residents to park thoughtfully. This approach is undermined because some of the problems are caused by visitors who would be hard to reach. Nevertheless, it is deemed worthy of further investigation.

Parking design

The preferred solution is a comprehensive survey of the village to identify areas where parking needed to be restricted and areas where a more efficient design could increase the volume of parking. For example, the creation of safe and legal end-on diagonal parking spaces outside the shops, possibly in conjunction with a 10-minute waiting limit would improve access to the shops. The fact that the pinch point outside The Dolphin does not restrict the traffic flow suggests that the road is wide enough to move the parking further away from the buildings. Capacity in Church Lane close to the entrances to the recreation ground and Hursley Parish Hall might also be increased by better design, relaying the road surface and by a modest relocation of the recreation ground fence. This approach could be applied to every road in the village. The major thrust of the exercise, however, would be to delineate and distinguish pedestrian clear-ways and parking in order to protect the former.

Objective

Ensure the parking requirements of those living in or travelling to Hursley village do not adversely affect pedestrian safety

Next Steps

The priority is ensuring that the pavements in the village are permanently free of obstruction. A one metre wide protected corridor needs to be introduced. It is likely to involve the installation of bollards in specific places of concern.

The Parish Council is recommended to:

- Consult with affected residents and proceed to implement changes to protect pedestrian access to pavements
- Carry out a survey of the village to identify spaces that could be used for parking without loss of amenity.
- Set up a working group to systematically review the parking provision with the village to make sure that all space currently used for parking is used with maximum efficiency.

1.4 Amenities & Community Activity

Findings

The parish contains many active social groups and the survey showed the majority of respondents feel part of the community and that they were welcomed when they arrived. There are a number of established groups and activities that play their part in this.

The Hursley Village Community Association which closed down in early 2020 previously offered a year-round programme of events such as the Hursley 10k, film nights, safari suppers and an annual fireworks and bonfire event. They also provided facilities for other activities such as equipment for volunteers to maintain various parts of the village landscape, and grants to groups within the parish who were trying to do something for the community. In order to continue such events in an organised way means that a successor organisation or group of volunteers is required.

The village shop and Post Office also provide a meeting place and a hub of social interaction and since it was taken over by the community in September 2018, it now engages around 40 volunteers and counts many villagers as loyal customers. Together with Hursley High Class Butchers next door, the shop provides a lively centre to the village and wider parish. The two parish churches provide various communal activities, most recently the All Saints church's monthly pop-up café, The Hursley Hub.

The two village pubs are important communal centres, as well as serving customers from a much wider area. The school is a social catalyst for village parents. Hursley Parish Hall serves as another focal point with its many clubs and activities, including the Hursley pantomime which has now been running for over 10 years and brings together as many as 100 people to produce the event and then entertains another 350 or so. Another important social accelerant in the village in particular is that people walk around it and consequently meet by chance and they do this because the village has reasons why people should walk about. Three quarters of survey respondents use the shop at least once a week and many of them will have walked there. People walk to the butcher's shop, to the hairdresser and to the pubs. They walk with their dogs to the recreation ground and to access the footpaths and they walk to catch the bus. All these journeys carry a high chance of meeting someone they know and having a conversation. The existence of these facilities and their accumulative effect are therefore hugely important to the overall sense of community.

At the beginning of the Parish Plan process, soundings were taken to identify the issues that parishioners felt were most important. Many of these related to the community and to the amenities which service the community and provide the opportunities for community activities and community processes. Survey respondents commented on community organisations - the Parish Council, the Hursley Village Community Association, the school including its PTA, and the church. Most of these comments made questioned the effectiveness of some of these groups and particularly around the quality, frequency and reach of their communications.

The shops and many of the businesses in the parish are significant amenities. Comments centred largely on those in the village and the main issue was their survival. People are concerned that if these businesses are not supported by residents, then they may disappear. There was some support for additional amenities, particularly a bakery and a larger shop. An additional amenity that was seen as in need of improvement was the speed of the internet to some properties/areas.

The general view of the community in terms of social interaction is positive. On the whole people see the community as active and inclusive but this view is not universal. Some people clearly feel excluded. Overall, the responses to these issues were positive and were concerned with preserving the status quo.

The questions asked in the survey together with responses are as follows:

On a scale of 1 to 10 (1=least, 10=most) how important are the following Parish amenities to you, and please indicate how often you use them

Importance of parish amenities and usage					
	1	**1 - 3**	**4 - 7**	**8 - 10**	**10**
Post Office and Shop	2%	5%	11%	84%	62%
King's Head Pub	7%	11%	26%	63%	34%
Recreation Ground	14%	18%	16%	66%	39%
The Dolphin Pub	11%	14%	34%	52%	29%
Parish Hall	15%	23%	24%	53%	30%
Hursley Butchers	13%	21%	32%	47%	23%
John Keble School	30%	33%	10%	57%	42%
All Saint's Church, Hursley	22%	28%	23%	49%	28%
Pittvale Garage	23%	35%	30%	35%	19%
Hursley Cricket Club	34%	41%	26%	33%	16%
IBM Social Club	37%	44%	26%	30%	14%
Making Miracles Nursery and Pre-School	42%	50%	16%	34%	22%

Mums and Tots Group	44%	51%	20%	29%	19%
Derek Osgood Motors	38%	51%	21%	28%	15%
Hairdresser's	42%	50%	26%	24%	13%
Beechcroft Farm Shop	44%	53%	24%	23%	13%
St John's Church	51%	57%	21%	23%	14%
South Winchester Golf Club	53%	63%	22%	15%	6%

		Usage				
	Average score for importance	**More than once a week**	**Weekly**	**Sometimes**	**Rarely**	**Never**
Post office and Shop	8.79	44%	31%	21%	3%	1%
King's Head Pub	7.49	5%	17%	63%	13%	2%
Recreation Ground	7.35	16%	18%	34%	15%	17%
The Dolphin Pub	6.92	4%	12%	53%	23%	8%
Parish Hall	6.67	4%	10%	43%	31%	12%
Butcher's shop	6.44	5%	15%	46%	21%	13%
John Keble School	6.36	14%	2%	6%	17%	61%
All Saint's Church, Hursley	6.21	2%	4%	39%	34%	21%
Pittvale Garage	5.48	5%	16%	36%	19%	24%
Hursley Cricket Club	4.91	3%	7%	11%	23%	56%

IBM Social Club	4.71	2%	5%	25%	15%	53%
Making Miracles	4.63	4%	0%	0%	5%	91%
Mums and Tots Group	4.47	1%	2%	4%	2%	91%
Derek Osgood Motors	4.37	1%	1%	28%	9%	61%
Hairdresser's	4.2	0%	0%	25%	10%	65%
Beechcroft Farm Shop	4.04	1%	6%	17%	15%	61%
St John's Church	3.85	0%	2%	8%	10%	80%
South Winchester Golf Club	3.24	3%	1%	7%	14%	75%

On a scale of 1 to 10 (1=least, 10=most) how important are our churches to you?
All Saints' Hursley

	1	**1 - 3**	**4 - 7**	**8 - 10**	**10**
As a place of worship	30%	40%	27%	33%	22%
As a community centre	16%	27%	11%	43%	20%
As a historical building	5%	6%	22%	72%	50%

"Church is doing jolly well. I admire the small group of people who keep it going, "A very few finance and run Hursley church for occasional use by many"
St John's Farley Chamberlayne

	1	**1 - 3**	**4 - 7**	**8 - 10**	**10**
As a place of worship	62%	68%	10%	22%	17%
As a community centre	56%	65%	18%	17%	11%
As a historical building	25%	28%	16%	56%	39%

"St John's Church at Farley is our only amenity - serving as a community centre and for concerts and celebrations - not just religious services - supported by an active community"

Do you believe that the Parish has enough facilities for those aged over 65, those aged 13 to 17 and under-12s?

	Yes (enough)	**No (not enough)**
65+	65%	35%
13-17	33%	67%
Under-12s	83%	17%

On a scale of 1 to 10 (1 = don't feel involved at all, 10 = feel very involved) can you indicate the extent to which you feel a part of the Hursley Parish Community?

1	**1 - 3**	**4 - 7**	**8 - 10**	**10**
13%	29%	47%	24%	8%

On a scale of 1 to 10 (1 = not made to feel welcome, 10 = made to feel very welcome). If you are, or when you were, a newcomer to the Village or Parish, could you let us know how welcome you were made to feel?

1	**1 - 3**	**4 - 7**	**8 - 10**	**10**
6%	14%	33%	53%	19%

We asked about people's internet usage

	Yes	No
Do you have access to the internet?	95%	5%

Do you use the internet regularly?	93%	7%
Is the internet speed fast enough for you?	36%	64%
Do you feel competent to use, and get the best out of, the internet	83%	17%

Challenges

The core challenge in identifying and actioning solutions in this area, is finding the community 'leaders' and willing volunteers who have the time, desire and capacity to undertake a project. A whole host of practical things can be done without waiting for permission and it is intended that the parish plan process will generate a context whereby people feel more able to put themselves forward and occupy the space others want them to. In many ways this is already happening and could be regarded as business as usual, however determining some action within the Parish Plan will hopefully keep the things you said were important in focus. It is also obvious from the data and comments received in the survey that the parish contains a number of different communities, some of which have a much greater gravitational pull to people, places and amenities that are outside of our parish.

Options

The working group dealing with amenities and community activity identified three main themes from the survey responses:

- The need and wish to protect key amenities and services
- Providing support and promoting involvement for those living in the parish who may feel isolated
- Improving communications.

Under each of these headings, the group developed potential solutions while recognising there were not identifiable and obvious owners to include in the plan.

The group considered that the amenities facing the greatest threat were the village shop and Post Office and All Saints Church.

The Post Office and shop

Since the survey was carried out the community came together to form a company and issue shares to the value required to purchase the shop at the end of 2018 and since then the shop has been operated by the community. It was able to resume provision of post office services in July 2019. The shop is currently running profitably and there are no apparent threats to its survival. It does depend, however, on the goodwill of sufficient volunteers and major contributions from a small group of individuals whose long-term involvement is by no means guaranteed. Therefore, there will

undoubtedly be operational challenges ahead but there are grounds for a degree of confidence that they will be successfully managed, and no additional work considered as part of the Parish Plan.

All Saints Church

For many years, the upkeep of the building has been funded from the sale proceeds of Pitt Church. That fund is now exhausted but it is understood that there is donor funding for future works. The major issue now is making the church more relevant in the face of a shrinking congregation. This effectively means encouraging its use for a variety of secular purposes. This is already happening; there is a monthly breakfast, The Hursley Hub which is a popular addition to the village. The church has also been used to host two large-scale commemorative dinners. The community now needs to come together to develop other ideas and uses. The provision of a grand piano, for example could open up its use as a performance venue. The building's presence could also be enhanced by the installation of floodlighting.

The working group believed more could and ideally should be done in tackling issues of isolation where they can be identified and improving participation in parish life for those that want it. They thought that if volunteers would step forward to set up and run them the following types of activity could help:

- A hub where people who require help with issues such as doctor's appointments, etc. can access volunteers
- Access to transport for occasional outings
- A local network for those who work from home
- A parish produce and gardens week (or similar)
- Tapping into the stories of long term residents in order to build a greater sense of identity and participation in the past
- An exchange of reusable items across the parish

This was by no means an exhaustive list and it was recognised that these and similar types of activity could emerge if and when individual parishioners have the energy and passion to organise them

Communication can always be improved. It was clear however from survey responses that people did not all have access to or were not taking in relevant information. The working group thought that if the right leader(s) can be found they could:

- Work with current communication stewards/owners identifying gaps and ways to improve coherence including appropriate use of email addresses
- Improve the capability of parishioners to access digital communications
- Explore ways to stimulate more localised (more immediate neighbours) getting together
- Build and develop local representation roles
- Ensure wider participation of current residents in welcoming events

Again, this was not an exhaustive list but solving the issues of communication will require individual parishioners to step forward.

The nature of community isolation & participation and parish communications can be very fluid and since the working group identified potential improvements that could be taken forward a couple of things in particular have happened that are worthy of note. The future of any Hursley Village Community Association (HVCA) and the communication assets that have been acquired and used in the wake of the COVID 19 pandemic

HVCA

Founding figures behind the HVCA have contributed a lot to the fabric of the community over many years and now wish to step aside. In setting a plan consideration needs to be given to replacing the work of the Hursley Village Community Association, either by restarting it or by finding alternative organisations in the parish that can take over its previous functions or similar.

Help for elderly, and vulnerable residents

The community's reaction to the COVID-19 pandemic demonstrated the reality of providing a high level of support. During the lockdown period a proportion of the population were instructed to remain at home, and this applied to around 50 households across the parish and there were others self-isolating for a variety of reasons. Hursley Parish Council coordinated various kinds of support, for example, ensuring the over 70s had support mechanisms in place and assembling a group of 75 volunteers.

Up until that point, the shop had been developing a strong role in providing this kind of support. In addition, there was the trialling of a help number provision where vulnerable residents are given a mobile telephone number to ring if they need help. This was put in place just before the flooding in January 2020 and has been maintained since, proving useful during COVID-19. A WhatsApp group was also set up for people volunteering to help should residents need, for example, to move furniture if flood water appeared in houses and was also joined by those who feared that they might be flooded, and that too was continued and modified to deal with later events.

Objective

Protect and improve the use of key parish amenities and build on a sense of community, in particular to reduce any sense of isolation

Next Steps

Hursley Parish Council is recommended to establish a subcommittee and to invite representatives of parish businesses, churches and other amenities to work together to strengthen and develop the parish's amenities and sense of community.

Volunteer leaders for specific projects to be sought using some form of register for ideas and required help

2. Conclusions & Recommendations

It is recommended that the overall responsibility for implementation of the plan should fall on Hursley Parish Council. This is largely because the existence of the parish council is a given and many of the actions that come out of the plan fall squarely within its terms of reference (to improve facilities and services for local people). However, this does not and nor should it preclude the continuation of a Parish Plan Steering Committee and/or a number of action groups that form to pursue particular initiatives. This will also be vital. However, the ongoing responsibility for promoting the need for and enabling any such groups is also recommended to fall to Hursley Parish Council.

The Action Plan (Appendix 2) sets out actions under each of the headings with to be agreed dates for completion. Hursley Parish Council should report on progress at each parish council meeting and provide an annual summary at the Hursley Parish Council AGM.

The objective of the Parish Plan is to make a material difference by building a stronger community and dealing effectively with outstanding issues. For example, there is a long history of concern about traffic, and general dissatisfaction with how it is being handled. There is a view that 'someone' ought to be doing 'something' about it, but who or what is not clear. The Parish Plan process means that we have discovered what might be done and what can't be done, and will, when finalised set out what you the parishioners want to happen. If it something doesn't happen, or if it takes too long, then the reasons should be clearly communicated a body needs to be accountable. If not the Parish Council, then who?

So, what will the parish be like in the future? A resolution of speeding and parking issues, a clear consensus on the built environment, consensus and clarity and on how we want buildings to look through a village design statement. A clear message to planners and developers about the kind and scale of development that the community will support that influences future thinking about proposals for development in the parish. More neighbourliness, more community activities and more support for those in the parish who need it.

This Parish Plan provides a clear agenda for Hursley Parish Council under the knowledge that they have broad support for that agenda across the parish and a mandate for action. However, none of this will happen without the continued support of the parish community. Many people have already contributed to the Parish Plan, but successful implementation of the plan will require sustained effort by a significant number of parishioners.

Finally, the Parish Plan is not a static document set in stone. This process started over 3 years ago and it will continue to evolve. This foundation publication is simply a milestone along the way and a tremendous starting point providing a clear target for immediate action. The process has already generated a stream of benefits giving us the connectivity that we needed to save the village shop and the resilience to endure the impact of COVID-19. The Parish Plan will provide us a living

roadmap as we continue to build a stronger and more resilient community across the Parish of Hursley.

Appendix 1 – Parish Plan Implementation

A plan has to be more than a list of the recommendations from the different sections contained in the report; this is due to the high degree of overlap and interplay between them. Moving to the implementation of an effective plan requires actions, accountability, milestones/dates and prioritisation.

The Parish Plan falls into two broad categories:

1. proposals that require external permissions, implementation or funding, and
2. those that the community can implement independently

One way of dealing with the former category would be to ask Winchester City and Hampshire County officers for guidance on certain proposals. This collaborative approach could help foster support for proposals that require lobbying, campaigning or negotiation. Therefore, we propose that part of the action plan is to is to continue to build the case and influencing strategy for those items that require external support. This exercise should be carried out by Hursley Parish Council which has the necessary authority and access for issues such as:

- Installation of average speed cameras
- Implementation of Hamilton-Baillie proposals
- Ensuring that road markings are not reinstated when the road through the village is next re-surfaced
- Installing new speed limit sings adjacent to Keble Close signage
- Establishing a 20mph zone in parts of the village
- Creating a 40mph buffer zone to the south and east of the village
- Regular road sign maintenance.

The sort of actions that fall into the second category, those which parishioners or Hursley Parish Council with the support of parishioners can implement without external authority are as follows:

- Devising a strategy for using the precept plus reserves in order to fund improvements such as the Hamilton-Baillie proposals
- Begin discussions with residents whose parking practices currently obstruct the pavements
- Carry out a review of signage and explore the feasibility of creating of gateways to the village on the north and south approaches and on Poles Lane
- Send letters annually to local businesses asking them to ensure that their vehicles are driven safely through the village
- Carry out a survey of the village to identify spaces that could be used for parking without loss of amenity. Systematically review the parking provision with the village in order to make sure that all space currently used for parking is used with maximum efficiency.
- Maintain a discussion with neighbouring parishes about the desirability of cooperating to produce a Neighbourhood Plan
- Prepare a Village Design Statement
- Establish a representative group that seeks to preserve and develop parish amenities and the sense of community

- Set up a register of specific works for which people can volunteer

Parish Plan Template (example)

To be completed following parish review of Findings & Next Steps document

Category	Action	Account-able	Target Date	Priority	Status (for tracking)
Parking	Complete discussions with residents whose parking practices currently obstruct the pavements	HPC	1/9/2020	High	Not started
Road Safety	Carry out a review of signage and explore the feasibility of creating of gateways to the village on the north and south approaches and on Poles Lane	HPC/WCC	30/9/2020	Medium	In progress

.

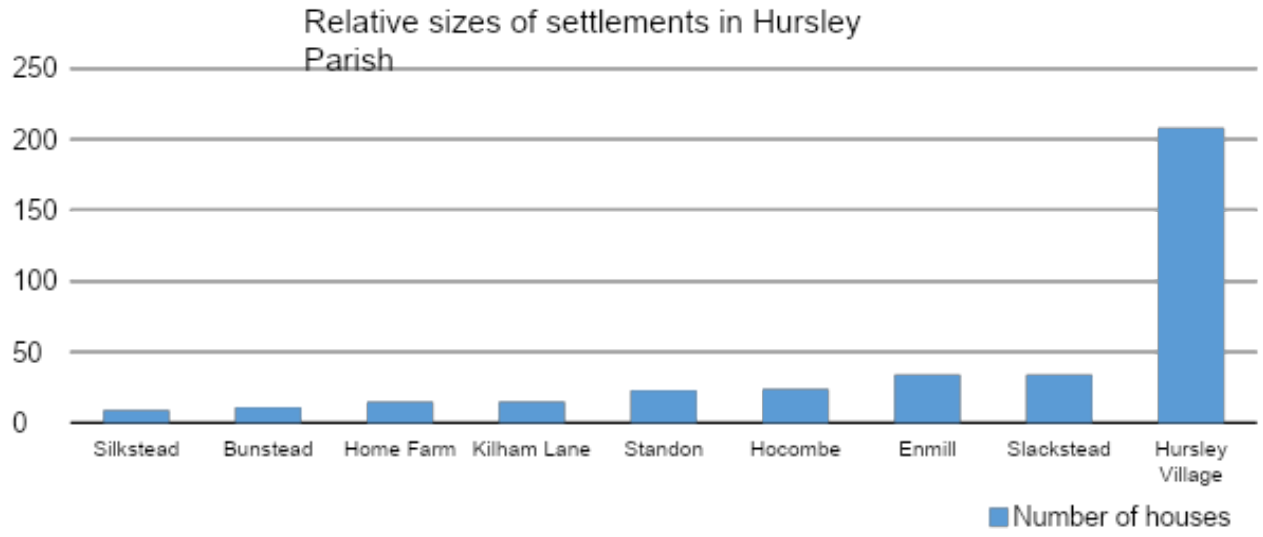
EXAMPLE

Appendix 2 – Additional Survey Data

Basic Facts and Figures

Population	1,020
Number of Households	370
Area	6,950 acres
Number of farms	13
Acreage of farmland	5,950 (86%)
Number of School Places	210
Bus Services	2 (66 & 46)
Miles of Road	A Roads: 4.3 miles B Roads: 0.5 miles Country Lanes: 19.2 miles

The Parish of Hursley comprises 6,950 acres, made up of mainly agricultural land held by a small group of large landowners, the village of Hursley and a number of smaller settlements:



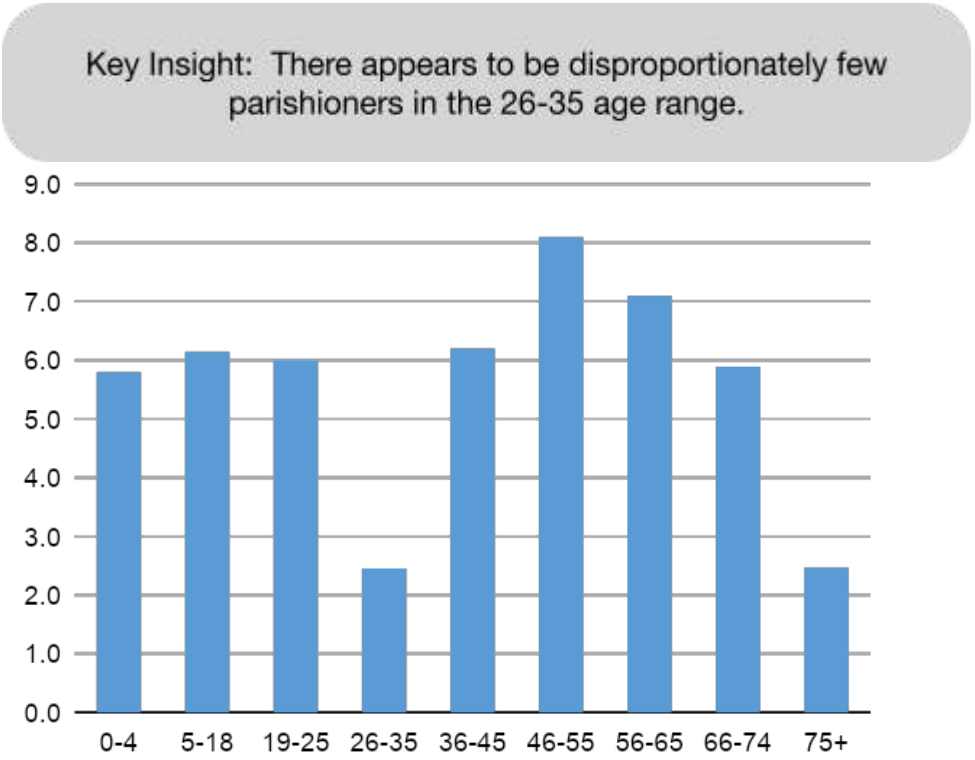
Respondents' place of work:

Home	21%
In the parish	10%
Elsewhere in Hampshire	48%
Outside Hampshire	20%

A high proportion work at home, suggesting opportunities for mutual support.

The Survey asked, 'How many years has your household lived in the Parish of Hursley?' The average figure was 17 years, 55% of respondents have lived in the parish for more than 10 years and 33% have done so for more than 20 years.

Age composition of households:



The chart doesn't show the total numbers of people in each group because that would be difficult to compare since, for example, there are only five years covered by the 0-4 age group whereas fourteen are covered by the 5-18 group. In order to make the data comparable, the total number in the group has been divided by the number of years covered by the group to give a rough idea of how many individuals there are of each age.

The striking feature of this chart is that it shows how few of Hursley's residents are in the 26-35 age range. It is interesting to see that the low number of residents in the 26-35 age group has not produced a corresponding dearth of younger children. Although these results are borne out by simple observation of the parishes' population, it must be acknowledged that individuals in this age group may have been less likely to respond to the survey.

For 96% of respondents, their Hursley address was their main residence from which one might deduce that there is not a significant number of holiday homes. Reasons people gave for living in / moving to the parish were

Born here	4%
Work	23%
Family connection	6%
Wanted to live in a rural/village setting	48%
Other	19%

The fact that nearly half of the people living in the parish came here specifically because they wanted to live in a rural or village setting is important because many of the issues that arise in the parish plan are concerned with the preservation of Hursley's rural setting and the characteristics of the villages and hamlets.

Which means of transport do you and/or your household use, and how often do you use them?
92% of respondents travel by car or van more than once a week, whereas only 14% use the bus more than once a week (excluding school buses). Nearly one in five respondents never uses the bus. This reliance on cars, undoubtedly mostly a count of people driving their own cars (only 4% of respondents car share more than once a week), is very significant for the Parish Plan. It helps to explain why there are parking issues and raises interesting issues around whether we can legitimately complain about traffic through the parish, particularly traffic volumes, when we are all drivers ourselves, contributing to the traffic through Hursley and other parishes as well.

We asked whether respondents would be interested in a shared lift scheme. 93% said no.

For bus users only, how would you rate the quality of local bus services?

	Good	Fair	Poor
Timetable	49%	40%	11%
Routes	40%	47%	13%
Value for Money	24%	44%	32%
Reliability	42%	49%	9%
School Bus Services	63%	33%	4%

If the bus timetables better reflected your working, training, study and social needs, would you make greater use of the services?

The questionnaire suggested various times of the day when there might be more buses and in general less than a quarter of respondents said that they would use the bus more. The only exception was that around a third would take more bus journeys if there were more buses after 10pm.

On a scale of 1 to 10 (1=no problems, 10=major concern), how much of a problem is the speed and volume of the traffic locally to you and your household?

	1	1 - 3	4 - 7	8-10	10
Speed	5%	15%	24%	61%	31%
Volume	8%	20%	39%	41%	13%

On a scale of 1 to 10 (1=no problems, 10=major concern), how much of a problem is the speed of the traffic in particular areas?

	1	1 - 3	4 - 7	8-10	10
Pitt	14%	29%	34%	37%	14%
Standon	20%	34%	34%	32%	9%
Ladwell	16%	33%	30%	37%	14%
Slackstead	29%	47%	32%	21%	6%
Sarum Road	18%	34%	45%	21%	8%
Poles Lane / Silkstead	13%	30%	34%	36%	16%
Hursley north of the Kings Head	9%	18%	29%	53%	23%
Hursley south of the Kings Head	9%	18%	28%	54%	24%
Near John Keble school	8%	20%	24%	56%	31%

These results are very different for different parts of the parish. The problem of speed is most strongly perceived within Hursley Village with particular emphasis on the area around the school.

On a scale of 1 to 10 (1=never, 10=frequently), please indicate how much you have experienced the following problems near where you live?

	1	1 - 3	4 - 7	8-10	10
Safety Concerns	20%	33%	27%	40%	19%
Vibration of footpaths or buildings	54%	69%	14%	17%	9%
Being soaked by passing vehicles	43%	63%	21%	16%	7%
Pollution	41%	60%	25%	15%	6%
Excessive noise	26%	43%	27%	30%	13%
Detriment to ambience	30%	48%	27%	25%	10%

On a scale of 1 to 10 (1 = no problems, 10 = major concern), how much of a problem is parking in your immediate vicinity?

1	1 - 3	4 - 7	8-10	10
43%	55%	24%	21%	8%

How many more years would your household like to live in the Parish of Hursley?

	Village	Wider Parish
0-5 years	13%	15%
5-10 years	21%	15%
10-15 years	11%	11%
15-20 years	13%	14%
20+ years	32%	32%

Do you own your property in the Parish of Hursley?

74% said yes, 26% said no. Those who do not own their own property occupy a mixture of local authority accommodation, tied agricultural properties and premises rented from private landlords. It is estimated that the latter category only accounts for 10% of households.

Respondents were asked to respond to a number of statements (1= disagree 10 = agree) which are listed below with their average scores.

The character of Hursley Village is important to me.	8.9
The character of Hursley Parish is important to me	8.7
There are too many road signs	4.6
We need more street lighting in my locality	3.5

Finally, the questionnaire asked about the extent to which fly tipping was a problem in the respondents' immediate vicinity. (1 = no problem, 10 = serious problem)

	1	**1 - 3**	**4 - 7**	**8-10**	**10**
Respondents living in Hursley Village	43%	69%	17%	14%	4%
Respondents living outside Hursley Village	28%	39%	22%	39%	20%

Appendix 3 – History of Hursley Parish

The history of the Parish is relevant to the Parish Plan in so far as it highlights some of the parish's idiosyncrasies. Whilst having a more ancient history, its more recent history saw Hursley developed as an estate village to accommodate the workers of the Hursley Estate. Until the Second World War it was an almost completely self-contained and self-sufficient community, almost an independent state, controlled by the owners of the estate.

It grew, produced and retailed its own food through the agency of the two bakers, the grocers and the butchers. It had a primary school which was entirely sufficient for its educational needs together with a doctor, a nurse, a policeman and a vicar. It also had a courthouse, a laundry, a workhouse and a post office. Traditionally and essentially it had a saddlery, a blacksmith and then in recognition of the twentieth century a motor repair business which was established in the King's Head's old stables. What is striking is how little things have changed. Certainly, some of the old businesses have gone but nothing new has come to take their place. Apart from IBM, the institutions of the post-war era all sit outside the boundaries of the parish. The significance of this is to underscore the deeply rural nature of the parish. It also says something about the priorities of the people who have chosen to live here.

One way of looking at the history of the village in relation to the Parish Plan is by looking at the chronology of the buildings which shows how the village has developed:

All Saint's Church tower c1350
78 Main Road (including shop and post office) pre-1520
Dolphin c1540
83-88 Main Road c1680
Audit House c1750
South End House (now demolished) 1780
Kings Head 1810
The Square 1828
John Keble School 1839
Lychgate Cottage 1848
The Cottage 1893
Keble Close 1961/2
South End Close 1974
Meredun Close 1987
The Old Saddlery c1470
Vine Cottage c1580
Home Close 1740
The Heathcote Mausoleum 1771
Culvers c1780
Old Vicarage 1824
Archie Heath Room 1833
All Saints Church (except tower) 1847
Church Lodge 1867
Tudor Cottages 1930
Pelican Court 1967
Heathcote Place 1979

Whereas the entries before 1960 are mostly single dwellings, each of the post-1960 developments comprise many dwellings.