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PUSH STRATEGY UPDATE COMMERCIAL LAND DEVELOPMENT

STRATEGIC AND SPATIAL PROPOSALS IN THE SOLENT LEP AREA

POLICY STATEMENT OF HAMPSHIRE CHAMBER OF COMMERCE FORMULATED BY ITS PLANNING & TRANSPORT COMMITTEE APRIL 2016

The current PUSH strategy is currently failing to deliver the rate of growth intended by both the Solent LE P and PUSH itself. Hampshire Chamber believes that this is because the local plans, based on the PUSH strategy, have not allocated enough of “the right land in the right place at the right time” as required by the NPPF. Consequently, the level of investment in modern commercial land and premises for local companies and incoming ones is below what it could be. These issues and the role of the Chamber in representing these views over the last 5 years are set out in a recent Note issued by the Chamber and shared with the Solent LEP and with PUSH.

As the PUSH strategy is now being updated and rolled forward, the Hampshire Chamber sees this as the time to address this problem.

One of the major shortcomings of the approach to the allocation of commercial land is that it is done on a district by district basis. As none of the South Hampshire local authority areas are self contained for economic (or any other) purposes, this approach narrows the view of the local economy to that of the Council Area, not how the wider LEP economy functions. No existing Strategy or policy fills this gap. What is needed is a spatial economic policy which looks across the LEP area to assess the best areas for the different types of commercial activity, especially that on which the prosperity and employment of the area depends.

This initiative of the Hampshire Chamber, on behalf of its members, addresses the issue of commercial land allocation in the LEP on a strategic basis and to help PUSH strengthen the spatial element in its emerging Strategy.

The Chamber’s objectives are as follows;

- Identify locations where there is land suitable for larger users and/or for clusters to be formed.
- Respond to specific local commercial demand
 - Logistics
 - Science park
 - Composites
- Exploit the potential of existing infrastructure for increased use. Correct the current imbalance in the strategic employment sites between the east of the LEP area and the West.

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In carrying out this exercise the Chamber, of course, accepts the key planning principles of sustainability as set out in the NPPF.

Some of the best commercial opportunities lie within the “gaps” around Southampton, but these have to be weighed against other considerations; Eastleigh has shown the way forward in making drastic revisions to the Southampton Eastleigh gap with Test Valley’s agreement.

Hampshire Chamber is well aware of the shortage of public finance for infrastructure and of the competitive nature of schemes and the consequent uncertainty for forward planning. The Chamber considers that the best local response to this is to make use first of those locations which can be developed without the need for major infrastructure works and public involvement and which can be financed by the development itself.

The Chamber’s approach to site identification:

1. Avoiding
 - a. Key landscapes(National parks)
 - b. Ecologically sensitive areas
 - c. Flood risk areas
2. Identifying
 - a. Adequate service infrastructure, especially transport
 - b. Close to population
 - c. Larger flatter sites
3. Other factors for example
 - a. Land ownerships
 - b. Costs of development
 - c. Market demand
 - d. Potential for development in 1 to 5 years
 - e. Whether in competition for housing

A. The Sites:

These are currently identified as locations for more detailed study;

1. M27: Junction 2: North and south of M27 and east and west of A36

Area available: large (over 25 ha.)

Proximity to population: good.

Proximity to other commercial: Testwood farm

Transport Infrastructure;

Strategic Roads: excellent

Local Roads: excellent

Rail: no

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Potential for non car access: good

Major obstacles/costs to development: none immediately apparent.

Suitability for housing: poor

Land ownership: unknown

Development in 1 to 5 years: possible but unlikely

Other comments:

A complex site in need of further investigation but with high potential, especially for logistics.

2. Marchwood : between Totton and Marchwood West of A 326

Area available: large (over 25 ha.)

Proximity to population: excellent.

Proximity to other commercial: Marchwood power station site and Military port

Transport Infrastructure;

Strategic Roads: moderate

Local Roads: excellent

Rail: potential (Waterside Line)

Potential for non car access: excellent

Major obstacles/costs to development: none immediately apparent.

Suitability for housing: good

Land ownership: Barker Mill

Development in 1 to 5 years: possible

Other comments: A large area of flat land in need of further investigation but with clear development potential.

3. Adanac: adjacent to M271

Area available: large (over 25 ha.)

Proximity to population: excellent.

Proximity to other commercial: Adanac; Nursling

Transport Infrastructure;

Strategic Roads: excellent

Local Roads: excellent

Rail: none

Potential for non car access: excellent

Major obstacles/costs to development: planning policy only.

Suitability for housing: good

Land ownership: Barker Mill

Development in 1 to 5 years: yes

Other comments: Suitable for all types of development especially logistics. Ready for planning consent, subject to change in planning policy.

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4. North of M27 Junction 3; East and West of M 271: west of A 3057

Area available: large (over 50 ha.)

Proximity to population: excellent.

Proximity to other commercial: Adanac; Nursling

Transport Infrastructure;

Strategic Roads: excellent

Local Roads: excellent

Rail: yes: exceptional

Potential for non car access: excellent

Major obstacles to development: none apparent

Suitability for housing: poor

Land ownership: multiple including Barker Mill and Broadlands

Development in 1 to 5 years: yes

Other comments: Unique opportunity in Solent LEP for strategic rail freight, making use of recently upgraded rail, but high cost of rail infrastructure. Suitable for all types of commercial development especially logistics.

5. South of Romsey: N of Hoe lane

Area available: large (over 25 ha.)

Proximity to population: excellent.

Proximity to other commercial: Luzborough lane Industrial estate and 5ha zoned

Transport Infrastructure;

Strategic Roads: moderate

Local Roads: limited

Rail: no

Potential for non car access: excellent

Major obstacles/costs to development: possible improvement of A 3057.

Suitability for housing: poor.

Land ownership: Broadlands and others

Development in 1 to 5 years: possible

Other comments:

A large area of flat land in need of further investigation but with clear development potential.

6. S of Castle Lane east and west of Mistlebrook lane to Velmore Farm

Area available: large (over 50 ha.)

Proximity to population: excellent.

Proximity to other commercial: Chandlers Ford Industrial Estate, Chilworth Science park etc

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Transport Infrastructure;

Strategic Roads: moderate

Local Roads: good but congested

Rail: no

Potential for non car access: excellent

Major obstacles/costs to development: local road improvements

Suitability for housing: poor.

Land ownership: multiple

Development in 1 to 5 years: possible

Other comments:

A large and complex area, undeveloped but in multiple ownership; clear development potential for most types of development, e.g. for Science or business Park.

7. South and west of Horton Heath, north and west of Hedge End.

Area available: large (over 50 ha.)

Proximity to population: excellent.

Proximity to other commercial: Hedge End Industrial Estate, Berrywood and Chalcroft Business parks; plus 8 ha allocation

Transport Infrastructure;

Strategic Roads: moderate

Local Roads: good but congested

Rail: yes (Hedge End Station)

Potential for non car access: excellent

Major obstacles/costs to development: local road improvements

Suitability for housing: good.

Land ownership: multiple

Development in 1 to 5 years: possible

Other comments:

A complex area, undeveloped but in multiple ownership; clear development potential for most types of development.

8. Old Netley: North and south of A 3024, west of Hamble Lane

Area available: large (over 25 ha.)

Proximity to population: excellent.

Proximity to other commercial: Hamble Lane Superstore

Transport Infrastructure;

Strategic Roads: excellent

Local Roads: excellent but congested

Rail: no

Potential for non car access: excellent

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Major obstacles/costs to development: local road improvements

Suitability for housing: good.

Land ownership: multiple

Development in 1 to 5 years: possible

Other comments:

A complex area, undeveloped but in multiple ownership; clear development potential for most types of development.

9. Land to S and east of Botley Railway Station

Area available: large (over 25 ha.)

Proximity to population: excellent and major new housing.

Proximity to other commercial: Hillings Industrial Estate and Bury farm

Transport Infrastructure;

Strategic Roads: moderate

Local Roads: good but congested; major improvements scheduled and proposed

Rail: yes (Botley Station)

Potential for non car access: excellent

Major obstacles/costs to development: road improvements and Botley by pass

Suitability for housing: poor.

Land ownership: multiple

Development in 1 to 5 years: possible

Other comments:

A complex area, undeveloped but in multiple ownership; development potential for smaller scale firms and varied commercial.

10. and 11. Daedalus Enterprise Zone and Dunsbury Hill Farm: these two strategic sites are both now in active development and appear to satisfy the immediate development needs of the eastern part of the Solent LEP.

In addition further commercial land is designated at **Welborne (12)**, although its start is likely to be delayed beyond the 5 year horizon

B. Key Sectors for LEP economy with special locational requirements:

- a. **Marine:** Waterside sites to be protected in accordance with the report commissioned and endorsed by Solent LEP: "Maritime Futures: Solent Waterfront sites" 6th Aug 2015 based on Solent Waterside Strategy.
- b. **Logistics:** large sites close to motorway, suitable for 24 hour operation; for vehicle parking, open storage and warehousing.
- c. **Rail freight:** supports Government policy and for national network focussed on major ports. Large site, close to Southampton port and adjacent to upgraded rail line, with potential for large warehouse buildings.



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- d. **Composites:** locational requirements to be further investigated.
- e. **Science park:** locational requirements to be further investigated.

C. Types of Employment Locations encouraged by Government policy:

- Railway stations e.g., Fareham; Knowle (?); Botley; Hedge End; Swanwick; Hamble; Netley
- Rail freight: as under B above

D. Existing proposals :

The Hampshire Chamber notes that in addition to the two sites in the eastern sector, Chickenhall/ Barton Farm/ Southampton Airport/ Fords in the western sector is identified for development and redevelopment. This site remains in the Chamber's view a long term prospect dependent on major government funding. There is no agreed vision for this complex of sites. Alternative provision for the multiple existing users would be required.

E. Conclusion:

There is a strategic requirement for a range of large sites for the South Hampshire economy for the coming period. As this is a spatial strategy, a plan is required which identifies key proposals and the larger sites, together with their preferred sectoral uses to deliver the economic strategy. The spatial plan should be adopted both by PUSH and/or by the Solent LEP as the lead body for the economy.

The cluster of sites in the north west and west of Southampton (Test Valley and New Forest) reflects the advantages of this area for logistics and the difficulties of Eastleigh, which is more heavily developed, in providing this type of land on a sufficiently large scale. Further commercial development in Eastleigh and Winchester district is better suited to other types of firm.

This note identifies more land than is needed and calls for further study of the sites identified.

The Chamber's preliminary view of sites 1 to 9 is that priority should be given to the promotion of 3, 4, 7 and 9, followed by 2, 6 and 8.

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