



NOTICE OF MEETING

CABINET MEMBER FOR PLANNING, REGENERATION & ECONOMIC DEVELOPMENT

MONDAY, 25 NOVEMBER 2013 AT 12.00 PM

THE EXECUTIVE MEETING ROOM - THIRD FLOOR, THE GUILDHALL

Telephone enquiries to Lucy Wingham 02392 834662
Email: lucy.wingham@portsmouthcc.gov.uk

CABINET MEMBER FOR PLANNING, REGENERATION & ECONOMIC DEVELOPMENT
Councillor Mike Hancock CBE MP (Liberal Democrat)

Group Spokespersons

Councillor Aiden Gray, Labour
Councillor Frank Jonas, Conservative

(NB This Agenda should be retained for future reference with the minutes of this meeting.)

Please note that the agenda, minutes and non-exempt reports are available to view online on the Portsmouth City Council website: www.portsmouth.gov.uk

Deputations by members of the public may be made on any item where a decision is going to be taken. The request should be made in writing to the contact officer (above) by 12 noon of the working day before the meeting, and must include the purpose of the deputation (for example, for or against the recommendations). Email requests are accepted.

AGENDA

- 1 Declarations of Members' Interest**

- 2 Parking Standards SPD - Draft for consultation (Pages 1 - 38)**

Purpose

The purpose of this report is to seek PRED approval to publish the draft Parking Standards Supplementary Planning Document (SPD) for public

consultation.

Recommendations

It is recommended that the Cabinet Member for Planning, Regeneration and Economic Development;

- 1. Approves the draft Parking Standards SPD for public consultation;**
- 2. Authorises the City Development Manager to make editorial amendments to the draft SPD prior to publishing it, so long as they do not alter the meaning of the document. Any amendments are to be agreed by the Cabinet Member for Planning, Regeneration and Economic Development.**

A report by the City Development Manager is attached.

3 Annual Monitoring Report 2012/13 (Pages 39 - 86)

Purpose

To set out the results of the ninth Annual Monitoring Report (AMR) for Portsmouth City Council.

Recommendations

The Cabinet Member is recommended to:

- 1. Approve the AMR for publication on the council's website;**
- 2. Authorise the City Development Manager to make editorial amendments to the AMR prior to publication, in consultation with the Cabinet Member for Planning, Regeneration and Economic Development.**

A report by the City Development Manager is attached.

4 Strategic Housing Land Availability Assessment 2013 update (Pages 87 - 270)

Purpose

Section 159 of the National Planning Policy Framework (NPPF), published in March 2012, requires local planning authorities to have a robust evidence base which details the supply of housing land for residential development. This must be done through a Strategic Housing Land Availability Assessment (SHLAA). The purpose of this report is to seek approval to publish the SHLAA 2013 update.

Recommendations

The Cabinet Member is recommended to:

- 1. Approve the Strategic Housing Land Availability Assessment 2013**

update (attached as Appendix A of this report) and the study's appendix 1 for publication.

2. Authorise the City Development Manager to develop and publish appendix 2 (site viability assessments) in consultation with the Cabinet Member for Planning, Regeneration and Economic Development.
3. Authorise the City Development Manager to make editorial amendments to the study and its appendix (attached as Appendix A) prior to publication, in consultation with the Cabinet Member for Planning, Regeneration and Economic Development. These amendments shall be restricted to correcting errors and formatting text and shall not alter the meaning of the statement.

A report by the City Development Manager is attached.

5 Portsmouth and the Visitor Economy (Pages 271 - 312)

Purpose

The report provides an overview of recent marketing activity undertaken to promote Portsmouth and outlines plans for the next 18 months activity.

Recommendations

The Cabinet Member for Planning, Regeneration and Economic Development to:

1. Note the achievements in marketing in Portsmouth over the last 12 months.
2. Note the increase in jobs related to the Visitor Economy
3. Agree the planned activity in the Action Plan 2013-15.

A report by the Head of City Development and Cultural Services is attached.

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Agenda Item 2



Portsmouth
CITY COUNCIL

Agenda item:

Decision maker: PRED 25th November 2013

Subject: Parking Standards SPD - Draft for consultation

Report by: City Development Manager

Wards affected: All

Key decision (over £250k):

1. Purpose of report

1.1 The purpose of this report is to seek PRED approval to publish the draft Parking Standards Supplementary Planning Document (SPD) for public consultation.

2. Recommendations

It is recommended that the Cabinet Member for Planning, Regeneration and Economic Development

- 1. Approves the draft Parking Standards SPD for public consultation;**
- 2. Authorises the City Development Manager to make editorial amendments to the draft SPD prior to publishing it, so long as they do not alter the meaning of the document. Any amendments are to be agreed by the Cabinet Member for Planning, Regeneration and Economic Development.**

3. Background

3.1 The city council has for many years published parking standards that it expects to be met in new development. The latest standards were in Appendix 9 of the 2001-2011 Local Plan, and the standards for residential development had been updated in 2008 in a Residential Parking Standards SPD.

3.2 As most of the Local Plan is no longer relevant since the Portsmouth Plan has been adopted, there is now a need to include all the standards in an up-to-date SPD.

4. Overview of Draft SPD

4.1 The draft SPD sets out for consultation:

- Portsmouth City Council's standards and design principles for car parking in residential and commercial developments;
- guidance on when transport assessments and travel plans will be required to address the transport impacts of developments; and
- Standards and design guidance for cycle parking provision.

4.2 The full draft SPD is attached at Appendix 1. Once adopted, this document will sit alongside the Portsmouth Plan and will be a material consideration in the determination of planning applications.

5. Proposed Consultation Arrangements

5.1 It is anticipated that consultation on the draft SPD will take place during December 2013 / January 2014 for six weeks. During the consultation period, the draft SPD will be available to view online and at the civic offices. Any interested parties will be able to comment on the document in writing, submitted to the city council by post or e-mail.

5.2 After the consultation, the results will be reported to the Cabinet Member together with any revisions which are proposed for the SPD before adoption.

6. Reasons for recommendations

6.1 There is a need to bring the parking standards into an up-to-date document.

7. Equality impact assessment (EIA)

7.1 A preliminary EIA has been completed which shows that there will not be a disproportionate impact on any equality group as a result of the proposals and so a full EIA is not necessary

8. Legal Implications

8.1 The process by which the City Council prepares supplementary planning documents, including public consultation, is regulated by the provisions of The Town and Country Planning (Local Planning) (England) Regulations 2012 ("the Regulations").

8.2 Publication, consultation with appropriate stakeholders, and receiving and considering relevant representations are necessary steps towards adoption, and the report and recommendation support compliance with the Council's statutory obligations as LPA.

9. Finance comments

9.1 There are no financial implications that arise as a result of approving the recommendation to consult on the draft Parking Standards Supplementary Planning Document. Any costs arising from the process of consultation will be met from existing cash limited budgets.

.....
Signed by:
City Development Manager

Appendix: Draft Parking Standards SPD

Background list of documents: Section 100D of the Local Government Act 1972

The following documents disclose facts or matters, which have been relied upon to a material extent by the author in preparing this report:

Title of document	Location

The recommendation(s) set out above were approved/ approved as amended/ deferred/ rejected by on

.....
Signed by:

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Parking standards

Draft for consultation

www.portsmouth.gov.uk



Parking standards
Supplementary Planning Document

Approved for consultation
by the Cabinet Member for Planning, Regeneration and Economic Development
on 25th November 2013

Consultation Arrangements

Comments are invited on this draft SPD by 17th January 2013. Please send them in writing to planningpolicy@portsmouthcc.gov.uk, or

City Development (Planning Policy)
Portsmouth City Council
Civic Offices
Guildhall Square
Portsmouth
PO1 2AU

If you have any questions about this consultation, please call the planning policy team on (023) 8268 8633.

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Section 1: The need for parking standards

Introduction

- 1.1 This draft Supplementary Planning Document (SPD) sets out for consultation:
 - Portsmouth City Council's standards and design principles for car parking in residential and commercial developments;
 - Guidance on assessing and dealing with the transport impacts of development through transport assessments and travel plans; and
 - standards and design guidance for cycle parking provision.
- 1.2 Once adopted, this document will sit alongside the Portsmouth Plan¹ and will be a material consideration when planning applications are determined. The SPD also forms part of the city's wider Parking Strategy, which deals with parking issues more comprehensively, looking beyond new development to existing parking provision, park & ride, residents parking schemes etc.
- 1.3 The standards in this SPD supersede those in the Residential Parking Standards SPD² adopted in 2008, and those in Appendix 9 of the City Local Plan 2001-2011³.

Policy, Guidance, Research and the Local Context

- 1.4 The publication of Manual for Streets⁴ in 2007 highlighted how accommodating parked vehicles is a key function of many streets, especially in residential areas. Car parking and its location has an impact upon the quality of the urban environment – how it looks, how it functions and how safe it is for road users – and has influences on the choices people make when travelling. Manual for Streets advises providing car parking at residential developments at realistic but not excessive levels, including providing parking on-street where appropriate.
- 1.5 Research by CABA⁵ has found that car parking remains a significant issue for residents and house buyers; many feel that designs for new developments should accommodate parking to reflect typical levels of car ownership. Attempts to curb car ownership through restricting parking were considered unrealistic, and had little impact on the number of cars a household would require and acquire.
- 1.6 The National Planning Policy Framework (NPPF)⁶ requires that, if setting local parking standards for development, local planning authorities should take into account:
 - the accessibility of the development;
 - the type, mix and use of development;
 - the availability of and opportunities for public transport;
 - local car ownership levels; and
 - an overall need to reduce the use of high-emission vehicles.

¹ The Portsmouth Plan: <http://www.portsmouth.gov.uk/living/7923.html>

² Residential Parking Standards SPD: <http://www.portsmouth.gov.uk/living/13599.html>

³ The City Local Plan 2001-2011: <http://www.portsmouth.gov.uk/living/7688.html>

⁴ Manual for Streets: <http://www.manualforstreets.org.uk/>

⁵ CABA – <http://www.caba.org.uk>

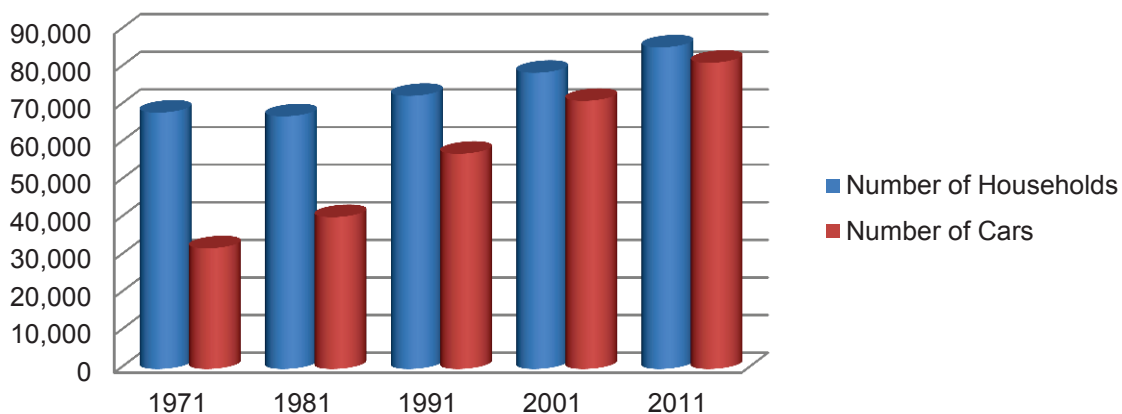
⁶ National Planning Policy Framework (NPPF):

https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/6077/2116950.pdf

- 1.7 In accordance with national policy, it is important to ensure that Portsmouth's parking standards reflect local circumstances and strike the right balance between providing a sufficient number of car parking spaces, promoting good design and using land efficiently.
- 1.8 Availability of developable land is extremely limited in Portsmouth, and most of the city is characterised by a dense network of terraced streets built before the rise of mass private car ownership. Housing was built without the car in mind, so on-site parking is rare, and residents are forced to park on-street.
- 1.9 By the same token large parts of the city are highly accessible, being close to multiple bus routes and a train station, and a variety of shops and services on residents' doorsteps. The city lends itself well to modes of transport other than the car. Portsmouth is a flat and compact city, making cycling and walking genuine alternatives to using a car.
- 1.10 Nevertheless, over time the number of households in the city has increased, and each household is now far more likely to own or have access to a car. While in the 1970s, the number of cars in the city was less than half of the number of households, there are now almost the same number of cars as there are households (see graph below). This has greatly increased the pressure for parking on residential streets and in many areas there is therefore a mismatch between the desire to own a car and the ability to park it close to home. Requiring new development to provide parking can ease the additional pressure that new development can put on the demand for on street parking.

**Figure 1:
Growth in Households and Cars
in Portsmouth 1971-2011**

Source: Census



- 1.11 Traffic in Portsmouth is likely to grow as a result of further increases in car ownership and significant housing and employment growth. A multi-faceted and integrated transport strategy which improves access by sustainable modes, addresses highway capacity issues at key locations, and considers future demand for parking, is therefore essential for the future growth of Portsmouth.
- 1.12 The Portsmouth Plan contains a policy on Transport (PCS17), which sets out the council's aim to deliver a strategy that will reduce the need to travel and provide a sustainable and integrated transport network. This includes setting local parking standards.

1.13 The city council is producing a Parking Strategy, which covers all aspects of parking in the city. This SPD forms part of that strategy.

Figure 2: Overview of Portsmouth's Parking Strategy



Section 2: Guiding Principles for Local Standards

- 2.1 The city council is developing a parking strategy, which contributes to:
- safeguarding and providing adequate and safe parking for residents, businesses and visitors
 - ensuring transport provision within Portsmouth is able to cater for future demand and support the vitality and growth of the city;
 - managing car use for trips to and within the city and encouraging use of more sustainable transport modes, which will reduce congestion and deliver environmental benefits (e.g. improved air quality and a reduction in greenhouse gas emissions)
- 2.2 It does so by bringing together policies for on- and off-street parking, Park & Ride, workplace travel plans, residents' parking schemes and the standards in new development contained within this SPD. One of the key strands of these policies is to limit parking in the city centre.
- 2.3 Overall, the city council's aim is to encourage alternative modes to the car, especially for shorter journeys, while at the same time recognising that the majority of residents want to own a car and park it close to where they live. The parking standards in this document support these aims. They are designed to provide adequate parking for residents' needs in new residential development (by setting an expected standard), and limit the level of parking at journey destinations. Developers will be expected to consider the specific circumstances of their development, and justify their parking provision accordingly.
- 2.4 Residential standards are related to the 2011 Census information on average levels of car ownership in different sizes of dwelling:

Figure 3: Dwelling Sizes and Number of Vehicles

Habitable Rooms	Assumed No of Bedrooms	Average No of vehicles	Proposed Parking Standards
1-3 rooms	Studio / 1 bedroom	1.19	1.0 space / dwelling
4 rooms	2 bedrooms	1.25	1.5 spaces / dwelling
5 rooms	3 bedrooms	1.37	1.5 spaces / dwelling
6+ rooms	4 bedrooms	1.54	2.0 spaces / dwelling

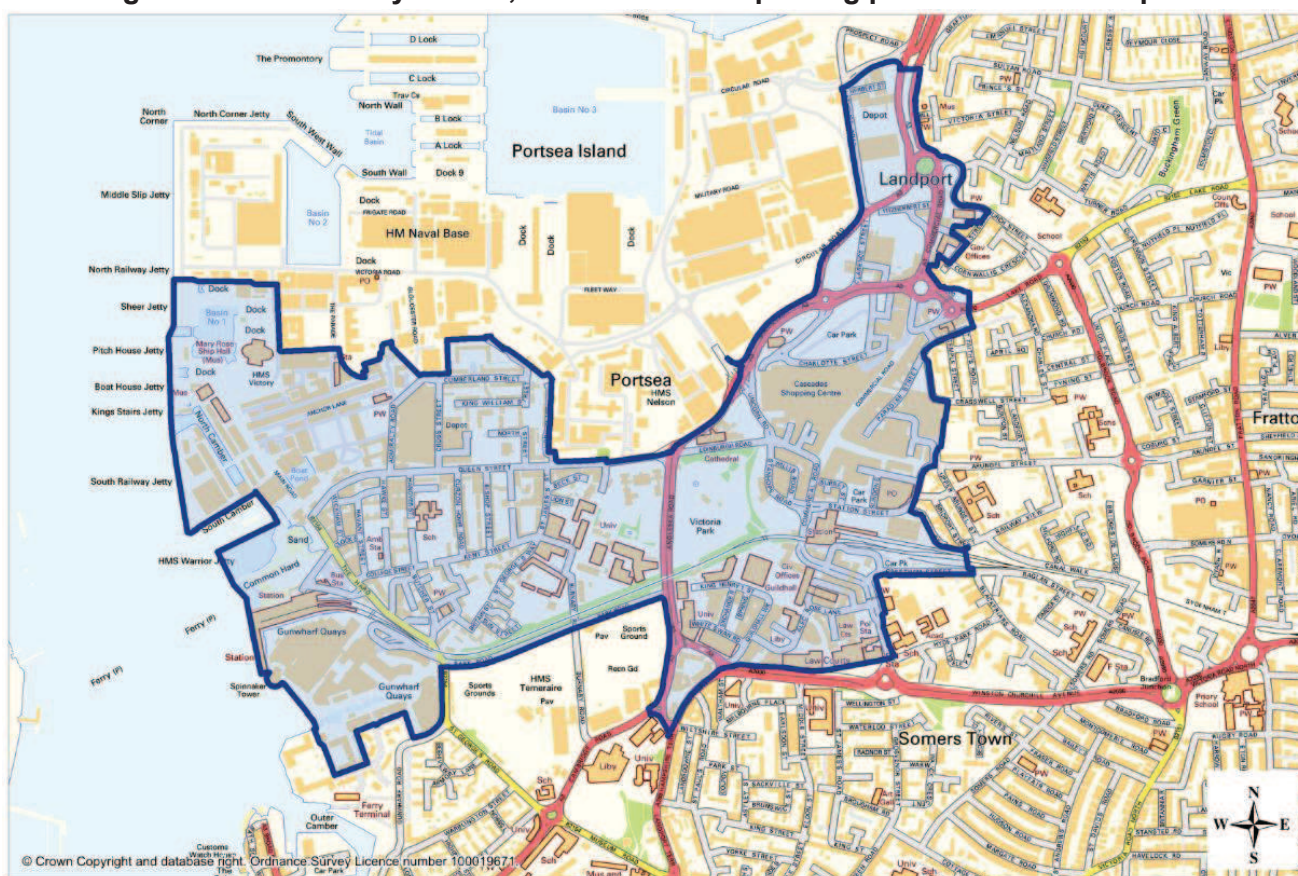
Source: Census 2011

- 2.5 There is neither a minimum nor maximum residential parking standard, because the city council believes that there may be reasons why developers want to provide more or less parking in their scheme. The city council wants to support development and recognises that a rigid set of standards is unlikely to suit all types of development in all locations. If a developer has good reason to believe that the homes in that particular development should have less or more parking than the expected standard, the city council will consider these proposals. However, the starting point will be the city council's expected standard, and it will be for the developer to substantiate any deviation from the expected standard with robust evidence that takes into account, as a minimum

- how readily residents will have access to shops, services, workplaces and sustainable transport, and
- the current parking situation in the area and the impact their development will have on parking.

2.6 The Parking Strategy adopts a city wide approach to balancing price, journey time, quality and convenience for users (commuters, businesses, shoppers and visitors). This includes carefully managing the level of parking in the city centre. The city council will therefore expect parking provision in commercial development in the city centre (the area as defined by Portsmouth Plan policy PCS4) to be significantly lower than in other areas of the city. Developers for residential schemes in this area should also consider lower levels of parking than set out in section 3.

Figure 4: Defined City Centre, where lower car parking provision will be expected



Section 3: Residential Development

Residential Car Parking Provision

Principles

- 3.1 Developers are expected to provide adequate and safe parking which is appropriate to the scale, location and character of the development.
- 3.2 The relevant car parking standards below are expected to be met in all residential development, except in the defined city centre, where the council encourages levels of parking to be significantly lower. Cycle standards will apply across the whole city, including the city centre.

Figure 5: Portsmouth Residential Parking Standards

Type	Details	No of parking spaces	No of long stay cycle spaces
C3 General Residential	Studio or 1 bedroom	1 space / dwelling	1 space / dwelling
C3 General Residential and C4 HMOs	2 or 3 bedrooms	1.5 spaces / dwelling	2 spaces / dwelling
C3 General Residential and <i>sui generis</i> HMOs	4+ bedrooms	2 spaces / dwelling	4 spaces / dwelling
C3 Active elderly / sheltered accommodation		1 space / 2 units	1 space / 2 units*
C1 Purpose Built Student Accommodation		Transport Assessment (to include consideration of use outside of term time)	At least 50% of the number of bedrooms

* Developers of accommodation for the active elderly are encouraged to design their cycle provision in such a way that it can also be used flexibly for mobility scooters, as residents will have differing mobility needs, and the needs of individual residents are also likely to change over time.

In addition to the standards above, visitor cycle spaces will be expected at 10% of the long stay spaces in developments of 10 units or more. Other developments should also consider the need for visitor cycle parking.

If the sum of parking requirements results in part spaces, the provision should be rounded up to the nearest whole number.

Where the proposal is for conversion, extension or redevelopment of an existing residential use (excluding rest and care homes and similar uses) the standards will apply to the net additional amount of residential accommodation. But where a residential development involves a change of land use (e.g. conversion from or redevelopment of commercial premises), the parking standards will apply to the whole development.

- 3.3 In any case, even where the number of spaces equates to the expected standard, the suitability of the proposed parking solution, in terms of its location, design and layout will be assessed as part of the application.

Evidence to support proposed levels of parking

- 3.4 While there is a presumption that the parking standards above will be met in each residential development, the city council recognises that, given the nature of available development sites in the city, it will not always be physically possible to accommodate the expected standard on site. In some cases, it may not be possible or appropriate to provide any on-site parking at all. Equally, some developers may wish to exceed the standard in certain types of residential development.
- 3.5 Where the parking standard is not met or is exceeded, applicants will be required to provide a robust justification for the amount and nature of parking provision proposed for their site.
- 3.6 Where reduced provision is sought, in all cases, the applicant must consider:
- the accessibility of the site by other modes of transport and in relation to shops and services; and
 - the availability of alternative parking opportunities (car parks, on street capacity etc).
- 3.7 Kerbside parking surveys evidenced with data and photographs can be an effective way of assessing levels of available parking. The Lambeth Model⁸ is a good one to follow. Applicants should note that in many areas of Portsmouth, in particular those dominated by terraced houses and/or where a heavily subscribed Residents' Parking Zone (RPZ) is in place, it is unlikely that there will be sufficient on-street capacity to meet the needs of additional development.
- 3.8 Where the location and accessibility of a site are cited as reasons for a reduced standard, this should be done by reference to the proximity of defined town centres, bus corridors and train stations in relation to the site. A plan showing what areas the city council considers this applies to at the time of writing (July 2013) is shown in the Appendix. The mapping does not take account of the quality of routes, nor the fact that the position regarding bus routes will change over time. The map should therefore not be taken as a definitive guide to accessibility, and applicants should explore this issue in more detail in their assessments.
- 3.9 In any case, location alone will rarely be an acceptable reason to argue a reduced parking provision, with other factors, in particular availability of parking in the surrounding area, being equally important.
- 3.10 Other considerations that may be relevant to the level of parking provision, whether higher or lower than the expected standard, include:
- the size of the development site or other physical characteristics of the site;
 - the expected profile of the residents of the site;
 - the availability of a car club on site or other proposed mitigation measures such as travel plans
 - consideration of conservation, design & street scene
- 3.11 It will not be acceptable for potential parking opportunities to be 'designed out' of a development as a mechanism to increase development density or to avoid parking provision.

⁸ Croydon Council have published a guidance document on how to do Parking Pressure Surveys according to the Lambeth model: http://planning.croydon.gov.uk/DocOnline/47440_6.pdf

Mixed use developments

- 3.12 Where development includes both residential and other uses, consideration should be given to how parking spaces can be shared between uses, particularly where the non-residential use is more likely to attract the need for parking during the day. Applicants will be required to demonstrate how these shared spaces will be managed to ensure that the needs of all uses on the site will be met, for example by preparing a car park management plan.

Allocated or shared spaces

- 3.13 Allocated parking spaces include any spaces within the curtilage of a property (e.g. garage or driveway parking) and any spaces in communal areas where the space is reserved for one particular property. Unallocated parking often takes the form of shared parking areas, or is on-street provision.
- 3.14 Where sufficient parking to meet each dwelling's needs is to be provided, allocated parking can be a desirable solution, guaranteeing residents their own space or spaces, which will always be available to them. Allocated spaces should be as close to the dwelling to which they are allocated as possible, for convenience, but also to encourage ownership of the space and to reduce the opportunity for vehicle crime.
- 3.15 It is acknowledged that shared parking facilities are more flexible and make more efficient use of available space. On smaller development sites allocated parking may not be achievable, particularly if the development includes flats. Accordingly, on sites which cannot readily provide the full amount expected by the council, it may be necessary to provide a lesser number of spaces in parking courts for shared use. These should be carefully designed to have natural surveillance for security and crime prevention.
- 3.16 On many sites, a mixture of allocated and unallocated spaces works well. For example, a developer could provide one allocated space per dwelling and meet the remainder of the requirement in an unallocated shared parking court. Particularly successful schemes tend to be those that provide a mixture of parking types, for example some in-curtilage parking, some small parking courts and some on-street. The proportion of each type of parking will be an important consideration when developing the site layout and design.

Visitor spaces in residential development

- 3.17 Additional parking will usually be expected for visitors to the development. Usually, this should be an additional 10% of the total parking on the site.
- 3.18 In some areas of the city it may be acceptable for visitors to park on street or in nearby public car parks. Applicants will be expected to demonstrate that this is an appropriate solution for their site.

Disabled Spaces

- 3.19 The council will not as a matter of course expect specifically marked disabled bays in residential development, although developers are of course free to include them if they think this beneficial.
- 3.20 If a development includes housing designed specifically as wheelchair friendly /accessible accommodation, adequate numbers of suitably designed parking spaces for disabled

people will be required. This will apply even on sites which may otherwise have reduced car parking provision.

Motorcycle parking

- 3.21 Most residential development will not require specific motorcycle parking provisions, but in developments with shared parking courts for 25 cars or more, motorcycle spaces should be provided at a ratio of 1 space per 25 car parking spaces.

Electric Vehicle (EV) Charging Points

- 3.22 Developers are encouraged to consider the provision of charging points for electric vehicles, or to design their site in such a way as to make retrofitting such facilities at a later stage easy. This could be achieved by routing an empty cable conduit under one end of parking bays in rows, ensuring this conduit connects to the mains supply so that at a future date above ground charging points can be installed with minimal disruption.

Car Clubs

- 3.23 On larger developments, it may be feasible to consider a car club for the site, which will help reduce the need for residents to own their own vehicles. Arrangements for parking of the vehicles and management of the car club will be considered in determining the suitability of relying on a car club in lieu of some of the parking provision on site.

Loss of Parking

- 3.24 Where development proposals, such as to extend a property, or to convert a garage into living accommodation, would cause the available parking to drop below the expected standard, this will be resisted.
- 3.25 The city council may remove permitted development rights to control the future loss of garages, car ports and other parking spaces provided in new development.

Design Principles in Residential Car Parking

- 3.26 For design guidance on cycle parking, please see section 6 of this document.
- 3.27 The suitability of the proposed parking solution, in terms of its number of spaces, location, design and layout will be assessed as part of the application. To count towards meeting the site's parking requirement, car parking spaces must meet the minimum size requirements in the table below. Applications should be accompanied by scaled plans (at a minimum scale of 1:500) to show how the car parking would be accommodated and accessed within the site.

Figure 6: Residential Car Parking Size Standards

Type of Parking	Required Dimensions of parking space (m)*	Other requirements / notes
Parallel Parking Bays	2 x 6	3m width required between aisles / for manoeuvring access
Perpendicular Bays (90 degrees to approach)	2.4 x 5	6m width required between aisles / for manoeuvring access
Echelon Bays (60 degrees to approach)	2.4 x 5	Resulting depth of line of bays will be 5.4m. 4.2m width required between aisles / for

		manoeuvring access; bays should be arranged to encourage revers parking
Echelon Bays (45 degrees to approach)	2.4 x 5	Resulting depth of line of bays will be 5.1m. 3.6m width required between aisles / for manoeuvring access; bays should be arranged to encourage revers parking
Garage	3 x 6	Size is measured to allow for both parking and storage; Measurements are internal and should be shown on scaled plans; minimum door width 2.3m. Conditions will be used to ensure the garage is maintained for parking in perpetuity Where garage is to be used for cycle storage as well as car parking, the dimensions should be increased to 7m x 3m; positioning of the garage must allow doors to be opened and closed without any overhang onto the footway or carriageway
Double Garage	6 x 6	Size is measured to allow for both parking and storage; Measurements are internal and should be shown on scaled plans; minimum door width 4.2m; Where garage is to be used for cycle storage as well as car parking, the dimensions should be increased to 7m x 3m; positioning of the garage must allow doors to be opened and closed without any overhang onto the footway or carriageway
Parking in front of property (at 90 degrees to property)	3 x 5	No part of the vehicle to overhand the footway or carriageway. If parking is in front of a garage, 6m length is required to allow for garage doors to be opened and closed with a vehicle positioned in the driveway, avoiding overhang onto the footway or carriageway. Where there are entrance gates, the driveway should be at least 7m in length. Where the area is shared for pedestrian access to the property, additional width is required, to allow access to the front door, and for moving bins, bikes etc
Parking in front of property (parallel to property)	6 x 3	No part of the vehicle to overhand the footway or carriageway.
Car port and / or undercroft parking	2.9 x 5.5	If there is to be parking in front of the car port, enough space must be left to park a car (at least 5m length) to avoid overhang onto the footway or carriageway. In shared car ports it will not be appropriate to plan for additional parking in front of cars parked in the port.
Disabled Spaces	2.4 x 5	Additional space either side of the bay to allow doors to be opened fully. 1.2m clearance either side and at the rear is recommended; no more than 50m from the entrance of the building
Garage for use by disabled person	6 x 3.3	Minimum door width of 2.8m

* Widths or lengths of spaces may need to be increased where they are next to walls, other built obstructions or footways. Access widths may be able to be reduced if bay sizes are increased.

3.28 The following key principles should be followed when considering the design and location of car parking:

- Vehicles should not dominate parking areas, particularly in residential development. Parking areas should not merely be 'car parks', but places that have parking in them. The city council will expect attractive landscaping in parking areas.
- There is no single best solution to providing car parking - a combination of on-plot, off-plot and on-street can work, and designers should consider the best solution(s) for their particular development.
- The safety of all users is important - road and parking layouts on development sites must meet highways safety requirements and enable emergency, refuse and delivery vehicles to travel safely through the site. The safety of people walking in the car park after they have left their cars must also be considered.
- Car parking needs to be designed with security in mind - parking areas should always be well overlooked by adjoining buildings and ideally located on the side where people enter the buildings.
- Permeable surfaces should be used wherever possible to reduce surface water runoff and achieve sustainable drainage.

Section 4: Non-Residential Development

Non-Residential Car Parking Provision

Principles

- 4.1 It is considered that journey destinations have the greatest influence on the mode of transport people choose to use. The government expects the planning system to encourage solutions which support reductions in greenhouse gas emissions and reduce congestion.⁹ For these reasons, the city council will expect non-residential developers to demonstrate how users of the site will be encouraged to travel by sustainable modes of transport. The city council will expect parking for non-residential development in the city centre to be significantly lower than might be acceptable in other locations, reflecting the high accessibility of this area by public transport, and in line with the city's parking strategy.
- 4.2 The city council has not set standards for acceptable levels of parking in non-residential development anywhere in the city. This is because the council considers that developers should engage actively with the parking needs of each individual site and land use, and demonstrate why the proposed parking solution is the right one for that particular development. Reference should be made to the accessibility of the site by other modes; existing parking opportunities in the area (car parks, on street capacity etc); the characteristics of the site and the expected profile of its users; and any other relevant considerations.
- 4.3 Excessive or insufficient levels of parking for the particular circumstances of the development will not be acceptable. As no standards are being set, the city council will expect greater levels of robust evidence where apparently very high or very low levels of parking are being proposed.
- 4.4 Importantly, parking provision should always be considered in the context of measures proposed for the site which encourage travel on foot, cycle or by public transport. Larger developments should demonstrate how their travel plans or physical measures to encourage walking, cycling and public transport use will be used to reduce the need for high levels of parking in the site. Section 5 of this document provides further guidance on the kinds of measure which may be considered. Conditions on planning permissions or legal agreements may be used to ensure the measures referred to at the application stage are provided.

Disabled Spaces

- 4.5 Disabled persons parking spaces should be provided at 5% of the parking standards on the site.
- 4.6 Disabled spaces should:
- Be easily identifiable with clear and consistent directional signage;
 - Have designated accessible parking bays as close to the entrance as possible;
 - Be level and next to firm, even and slip-resistant pedestrian surfaces;
 - Have dropped kerbs to give access to adjacent pavements;
 - Be well lit.

⁹ National Planning Policy Framework (NPPF):
https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/6077/2116950.pdf

4.7 Part M of Building Regulations also covers disabled car parking provision, and further guidance is available in and BSI 8300.

Parent & Toddler Spaces

4.8 It is recommended that parent and toddler spaces are provided at health establishments, retail and leisure developments to the following standard: for car parks with an overall capacity of up to 200 spaces, 2 parent & toddler spaces or 4% of total capacity is recommended, whichever is the greater. For car parks with a capacity greater than 200, this rises to 3 spaces, or 3% of total capacity, whichever is greater.

4.9 Parent & toddler spaces should:

- Be easily identifiable with clear and consistent directional signage;
- Have designated accessible parking bays as close to the entrance as possible;
- Be level and next to firm, even and slip-resistant pedestrian surfaces;
- Have dropped kerbs to give access to adjacent pavements;
- Be well lit.

Motorcycle Spaces

4.10 As a general rule, 1 motorcycle space should be provided per every 25 car parking spaces on the site.

4.11 Parking facilities for powered two wheelers should be well lit and close to pedestrian access points. Secure anchor points should be provided, either as ground level anchor points that remain underground until a user raises a loop to lock the bike, or in the form of a horizontal bar 400 to 600mm high, generally at the edge of the carriageway.

Drop off spaces

4.12 While there are no set standards for drop-off spaces, applicants should consider the likely need for drop-off spaces near the development. This will be particularly important for uses that are likely to create a large amount for drop-off traffic, such as transport interchanges, health establishments, hotels and leisure uses.

Deliveries and commercial vehicles

4.13 Many non-residential uses will require servicing or have regular deliveries. Commercial occupiers may also have their own lorries or vans. The management of loading and unloading and the parking needs of all such vehicles must be considered in the design of the site, and the council will expect applications to demonstrate how these needs will be satisfactorily met, with a particular focus on highways safety.

Electric Vehicle Charging Points

4.14 Developers are encouraged to consider the provision of charging points for electric vehicles, or to design their site in such a way as to make retrofitting such facilities at a later stage easy. This could be achieved by routing an empty cable conduit under one end of parking bays in rows, ensuring this conduit connects to the mains supply so that at a future date above ground charging points can be installed with minimal disruption. Suitable venues for EV charging points are locations where people will be for a few hours, eg offices, shopping or leisure centres.

Design Principles in Non-Residential Car Parking

- 4.15 For design guidance on cycle parking, please see section 6 of this document.
- 4.16 The suitability of the proposed car parking solution, in terms of its number of spaces, location, design and layout will be assessed as part of the application.
- 4.17 To count towards meeting the site's parking requirement, car parking spaces must meet the minimum size requirements in the table below. Applications should be accompanied by scaled plans (at a minimum scale of 1:500) to show how the car parking would be accommodated and accessed within the site.

Figure 7: Non-Residential Car Parking Size Standards

Type of Parking	Required Dimensions of parking space (m)*	Other requirements / notes
Parallel Parking Bays	2 x 6	3m width required between aisles / for manoeuvring access
Perpendicular Bays (90 degrees to approach)	2.4 x 5	6m width required between aisles / for manoeuvring access
Echelon Bays (60 degrees to approach)	2.4 x 5	Resulting depth of line of bays will be 5.4m. 4.2m width required between aisles / for manoeuvring access; bays should be arranged to encourage revers parking
Echelon Bays (45 degrees to approach)	2.4 x 5	Resulting depth of line of bays will be 5.1m. 3.6m width required between aisles / for manoeuvring access; bays should be arranged to encourage revers parking
Disabled Spaces	2.4 x 5	Additional space either side of the bay to allow doors to be opened fully. 1.2m clearance either side and at the rear is recommended; no more than 50m from the entrance of the building
Parent and Toddler Spaces	2.4 x 5	Additional space either side of the bay to allow doors to be opened fully. 1.2m clearance either side is recommended; no more than 75m from the entrance of the building

* Widths or lengths of spaces may need to be increased where they are next to walls, other built obstructions or footways. Access widths may be able to be reduced if bay sizes are increased.

- 4.18 The following key principles should be followed when considering the design and location of car parking:
- Parking areas should not merely be 'car parks', but places that have parking in them. The city council will expect attractive landscaping in parking areas.
 - There is no single best solution to providing car parking - a combination of on-plot, off-plot and on-street can work, and designers should consider the best solution(s) for their particular development.

- The safety of all users is important - road and parking layouts on development sites must meet highways safety requirements and enable emergency, refuse and delivery vehicles to travel safely through the site. The safety of people walking in the car park after they have left their cars must also be considered - pedestrian walkways can be appropriate in some types of parking area.
- Car parking needs to be designed with security in mind - parking areas should always be well overlooked by adjoining buildings and ideally located on the side where people enter the buildings.
- Permeable surfaces should be used wherever possible to reduce surface water runoff and achieve sustainable drainage.

Section 5: Assessing and Dealing with the Transport Impacts of Development

Assessing Transport Impacts

- 5.1 A transport assessment (TA) is a comprehensive and systematic process that sets out the transport issues relating to a proposed development. TAs identify measures which will be taken to deal with the anticipated transport impacts of a scheme. Generally, transport impacts are likely to be greater for larger schemes, and therefore, a transport assessment must be submitted with all planning applications exceeding the thresholds in Figure 8.
- 5.2 The NPPF states that all developments which generate significant numbers of movement should be required to produce a travel plan. Major developments should make proposals that discourage the unnecessary use of cars and facilitate and promote other means of travel. Travel plans will therefore be expected from all developments exceeding the thresholds set out in the table below. These should be informed by a transport assessment.
- 5.3 For medium size developments, a transport statement rather than a full assessment will usually be sufficient. It should, however, be noted that the sizes given below are not absolute thresholds, and discussions between the developer and the council will determine whether transport assessments or transport statements and/or travel plans will be required for developments smaller than the threshold. In any size of development, where no or very low levels of parking are proposed outside of the highly accessible city centre, applicants should expect to be asked for an action plan detailing suitable measures and targets for reducing the reliance of site users on private cars.
- 5.4 Developments above the thresholds set out below will be expected to assess and address their transport impacts:

Figure 8: Threshold for Transport Assessments, Transport Statements & Travel Plans

Land Use	Size threshold for Transport Statement & Physical Measures	Size Threshold for Transport Assessment & Travel Plan
Residential	case by case	50 units
Commercial: B1 & B2	500 m ²	2,500 m ²
Commercial: B8	1,000 m ²	5,000 m ²
Retail	500 m ²	1,000 m ²
Education	All	2,500 m ²
Health Establishments	500 m ²	2,500 m ²
Care Establishments	500 m ² or 5 bedrooms	2,500 m ²
Hotels	75 bedrooms	100 bedrooms
Leisure: general	500 m ²	1,000 m ²
Leisure: Stadia, Ice Rink	All	All (1,500+ seats)
Miscellaneous Commercial	500 m ²	2,500 m ²

Travel Plans

- 5.5 Travel plans address the transport impacts of development by promoting sustainable travel. There are numerous measures and facilities that may be considered in travel plans. Below are some examples, but of course measures should be chosen to fit the particular circumstances of the site:
- **Walking and Cycling:** Cycle parking; lockers and changing facilities; incentives and discounts such as subsidised equipment such as locks, helmets, lights; pool bikes; electric bikes; cycle training; cycle monitoring systems; financial schemes to reduce the cost of bike purchase
 - **Car sharing:** Subscription to a car sharing database; Priority parking spaces; Providing a car club vehicle as pool car
 - **Public transport:** Shuttle buses;; financial schemes to reduce the cost of travel on public transport; bus passes for business travel; discounts
 - **Alternative fuel vehicles:** Charging points; Green fuelled vehicles; Conversions to LP
 - **Smarter working/other:** Home/remote working technology; Promotional materials; Smarter driving training; flexible working
- 5.6 Hampshire County Council have issued guidance on the preparation of workplace travel plans at <http://www3.hants.gov.uk/workplacetravel> and residential travel plans http://www3.hants.gov.uk/workplacetravel/information_for_developers/residentialtravelplans.htm.

Travel Plan Monitoring

- 5.7 Monitoring the travel plan is an essential part of the whole process. Monitoring involves regularly checking and reviewing the progress towards the targets in the travel plan with activities such as staff travel surveys or vehicle counts. This will help establish whether travel plan initiatives are having the desired effect on people's travel behaviour.
- 5.8 The travel plan document itself should include a remedial strategy, so that all interested parties are clear what action will be taken if the targets are not achieved, or if it looks unlikely that they will be achieved. The remedial strategy should include specific ideas for actions or measures that will be triggered in the event that the travel plan is failing to meet the agreed targets.
- 5.9 The responsibility for monitoring lies with the developer or occupier, although the city council will assess whether the monitoring is being carried out effectively. For travel plans that form part of planning applications, the city council will place a requirement for monitoring reports to be submitted to the council at certain predetermined intervals, and will also seek a financial contribution towards assessing the monitoring of the plan.

Section 6: Cycle Parking Standards

- 6.1 Every residential development will be expected to provide long stay, secure (overnight) parking for residents. The level of expected long stay cycle parking at residential development is shown in the parking standards table in section 3. In larger developments (schemes of 10 or more dwellings), short-term visitor parking will be expected at 10% of the long term cycle parking standard. Cycle parking for short-term visitors should also be considered in smaller schemes, wherever the street scene in and around the development can satisfactorily accommodate it.
- 6.2 Non-residential development will be expected to provide both long and short stay cycle parking, so as to meet the needs of those who are likely to be at the property for extended periods, such as staff, and those who might only remain for a few minutes or hours, such as visitors and customers. The minimum amount of cycle parking acceptable to the city council will be the level needed to achieve 2 BREEAM credits for the development. This is consistent with advice given in the council's Sustainable Design and Construction SPD (paragraph 4.12 on p.23 of that SPD).¹⁰
- 6.3 Developers are of course encouraged to provide additional cycle parking if it suits the needs of their development and its users.

Design Principles in Cycle Parking

- 6.4 Providing well-located, safe, and secure cycle parking helps to encourage increased numbers of people to cycle. Inadequate cycle parking and storage facilities, conversely, can act as a barrier to the uptake of cycling. Consequently it is expected that all cycle parking should be both convenient and safe, by virtue of being:
- conveniently located for users, at least as convenient and easy to use as the car parking for the site
 - easily accessible from roads and/or cycle routes;
 - located so that it does not obstruct pedestrian and/or cycle routes
 - located in an actively used area, well lit and overlooked;
 - made of vandal resistant materials
- 6.5 In some developments, as well as these design principles CCTV may be desirable.
- 6.6 All commercial developments should aim to make cycling an attractive and convenient travel option for their staff. This extends beyond the provision of cycle parking to making available facilities such as changing rooms, showers and lockers. While all employers should consider how they can encourage cycling, the city council accepts that it will not always be possible for businesses with small premises to provide the full range of facilities for their cycling members of staff. Cyclist facilities will, however, always be expected in major development of more than 500sqm.
- 6.7 In designing cycle parking facilities, it is important to differentiate between long and short stay provision. Long stay parking is generally intended for residents and/or staff at a site. Long stay cycle parking is defined as covered and enclosed cycle parking that is suitable for leaving bikes in all day and/or overnight, affording weather protection, and providing

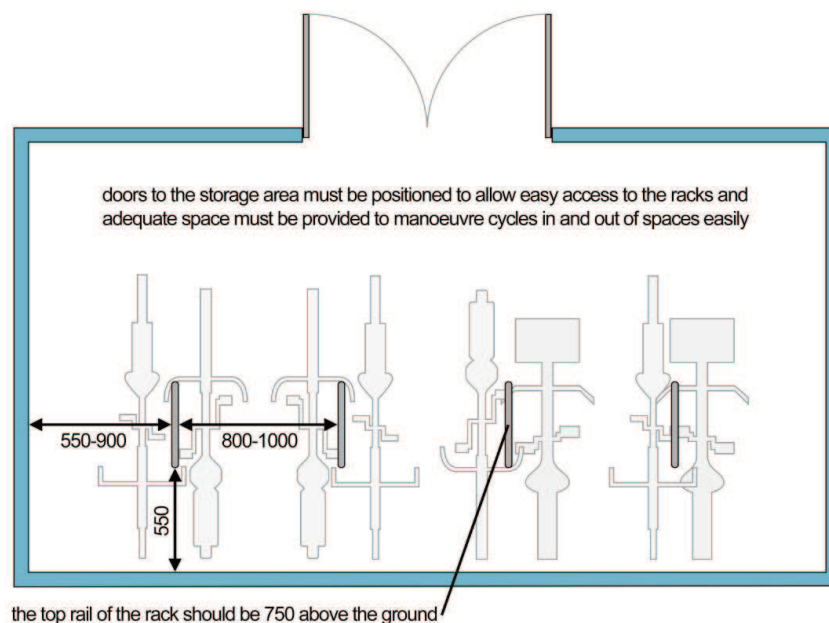
¹⁰ Portsmouth City Council: Sustainable Design and Construction SPD (2013) <http://www.portsmouth.gov.uk/living/23686.html>

security against theft or vandalism. Short stay parking is generally intended for visitors to shops, offices and other facilities and therefore does not need to be as secure as long stay facilities. Design guidance for both is set out below.

Long Stay Cycle Parking (shared)

- 6.8 For cycle parking in shared buildings (anything other than individual family homes) to be considered 'secure' bikes should be protected by a lockable door; security door (eg swipe card); be stored within an individual bike locker; or be stored in an arrangement which restricts access to cycle parking to authorised persons only.
- 6.9 Where cycle parking is provided within the building, it needs to be conveniently located, close to the main point of access. If parking is to be located on upper floors, adequately-sized lifts need to be provided. Cycle parking for flats can sometimes be located in communal areas, such as in hallways or under stairs, but if so, it needs to be properly designed so that it is secure and prevents parked cycles becoming a nuisance for other residents.
- 6.10 While provision within the main building is the preferred option, communal cycle-parking can also be provided in secure facilities such as in underground car parks, in purpose-designed buildings or in extensions to buildings. Where cycle parking is to be provided within a separate building, such as a detached garage or other outbuildings, that building will need to be secure, of solid construction and with a watertight roof, with secure lockable doors, and designed for easy access.

Figure 9: Shared Cycle Store



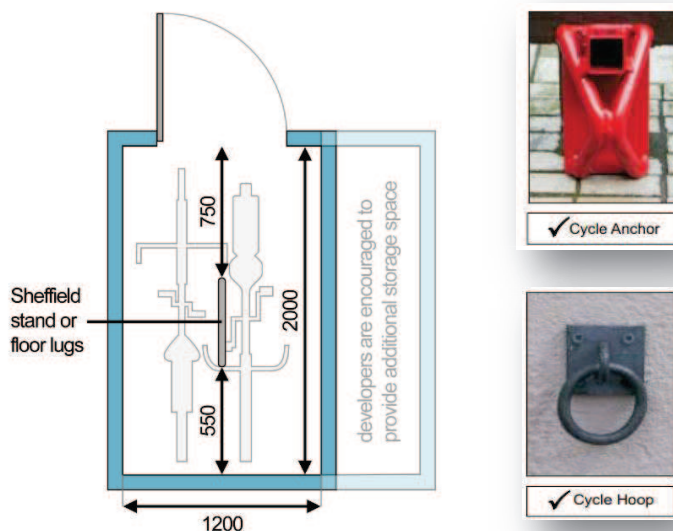
- 6.11 In stores for more than two bicycles, the preferred spacing of cycle stands is about 900-1000mm, so that two cycles can be stored in the space. Where space is limited, an absolute minimum spacing of 800mm may be used, although this will make it more difficult for cycles with baskets and panniers to be stored.
- 6.12 The outermost stands should be no closer than 550mm to a parallel wall, but preferably should allow more space than this (550 - 900mm). In addition, there should be at least 550

mm clear space between the ends of individual stands and any wall. The same applies where cycle parking is provided in a building, as illustrated in the diagram above.

- 6.13 Storage should allow for cycles that are 1.8m in length. The top rail of the rack should be 750mm above the ground. Adequate space must be provided to manoeuvre cycles in and out of spaces easily. Doors to the storage area must be positioned to allow easy access to racks.
- 6.14 It is recognised that two-tier hanging racks or systems that store bicycles on end can be more space efficient, but these are difficult to use for some cyclists. However, they may be acceptable as solution in some types of development, where users are likely to be able to cope with such a system.

Long Stay Cycle Parking (individual dwellings)

- 6.15 For individual dwelling houses, a store within the curtilage of the dwelling is often the most appropriate option.



- 6.16 Such stores must be weatherproof and secure. This means having a watertight roof, and for solid enclosed structures (of solid construction, with a concrete floor and solid doors) the store must have a secure entrance lock or secure fixings. For non-solid structures, such as sheds, the store must have a secure entrance lock and secure fixings.
- 6.17 Secure fixings within the store can be in the form of a Sheffield stand, inverted U shape frames anchored to the ground, to allow users to affix cycles either side. However, this solution restricts usability of the store for other purposes. To make the space more flexible, anchors or hoops secured to a concrete floor or a brick wall can be a suitable alternative. Security features should be to 'Sold Secure' Silver Standard.
- 6.18 The size of the building should be able to easily accommodate the expected number of bicycles, as well as providing some additional storage space in the garden. As a guideline, an individual household store for two bicycles should be a minimum of 1.2 x 2m (internal measurements), with additional space for storage wherever possible. For measurements for larger stores please see the section on shared cycle parking.

- 6.19 In flatted development storage within individual flats may be an option instead of shared facilities, but it will need to be expressly considered in the design, and it will be important to ensure that cycles can be brought into the building easily and quickly. Sufficient space must be provided in the dwelling (over and above the size required in the council's space standards), and adequately-sized lifts need to be provided to make this solution acceptable for upper floor flats.

Short Stay Cycle Parking

- 6.20 Short stay parking is generally intended for visitors to shops, offices and other facilities and, as such, should be conveniently located close to the entrance of the building. It is best provided in well-overlooked, actively used areas, which may often be the street itself. CCTV coverage is recommended but not essential.



✓ Sheffield Stand



X Butterfly Stand

- 6.21 Short stay cycle parking need not be to the same standard as long stay parking. Sheffield stands are a popular and suitable choice for visitor cycle parking. They allow both the frame and the wheels of the bike to be locked to the stand. Some bespoke or older designs are not so convenient or safe, for example they may not allow both wheels to be easily locked to the stand.
- 6.22 It is desirable, though not absolutely necessary for visitor cycle parking to be covered to afford some weather protection.
- 6.23 Cycle stands need to be located clear of pedestrian desire lines, and generally closer to the carriageway than to buildings. They should be detectable by blind or partially sighted people. A ground level tapping rail at either end of a run of stands should be provided.
- 6.24 Some places may expect visitors to leave their bikes for longer than for very short stays. This would be the case, for example at park & ride facilities and transport interchanges, or hotels. Here, visitors are likely to leave their bikes for a period of several hours or a whole day. In these circumstances, more secure options, more akin to those for long-stay users, such as individual lockers, are likely to be preferable to open racks or stands.

Further Design guidance

- 6.25 Developers are expected to meet the design standards above. They are largely designed to ensure minimum space and security standards so that cycle parking is useable and safe. However, cycle parking can come in many different forms, and good design is encouraged here as much as for other parts of development. The city council is producing a best practice design guide for cycle parking, which developers are encouraged to refer to.

Section 7: Useful Contacts

Planning Applications - Development Management

Please contact the case officer for your application, or for general pre-application enquiries, contact planningpreapps@portsmouthcc.gov.uk or call 023 9283 4334.

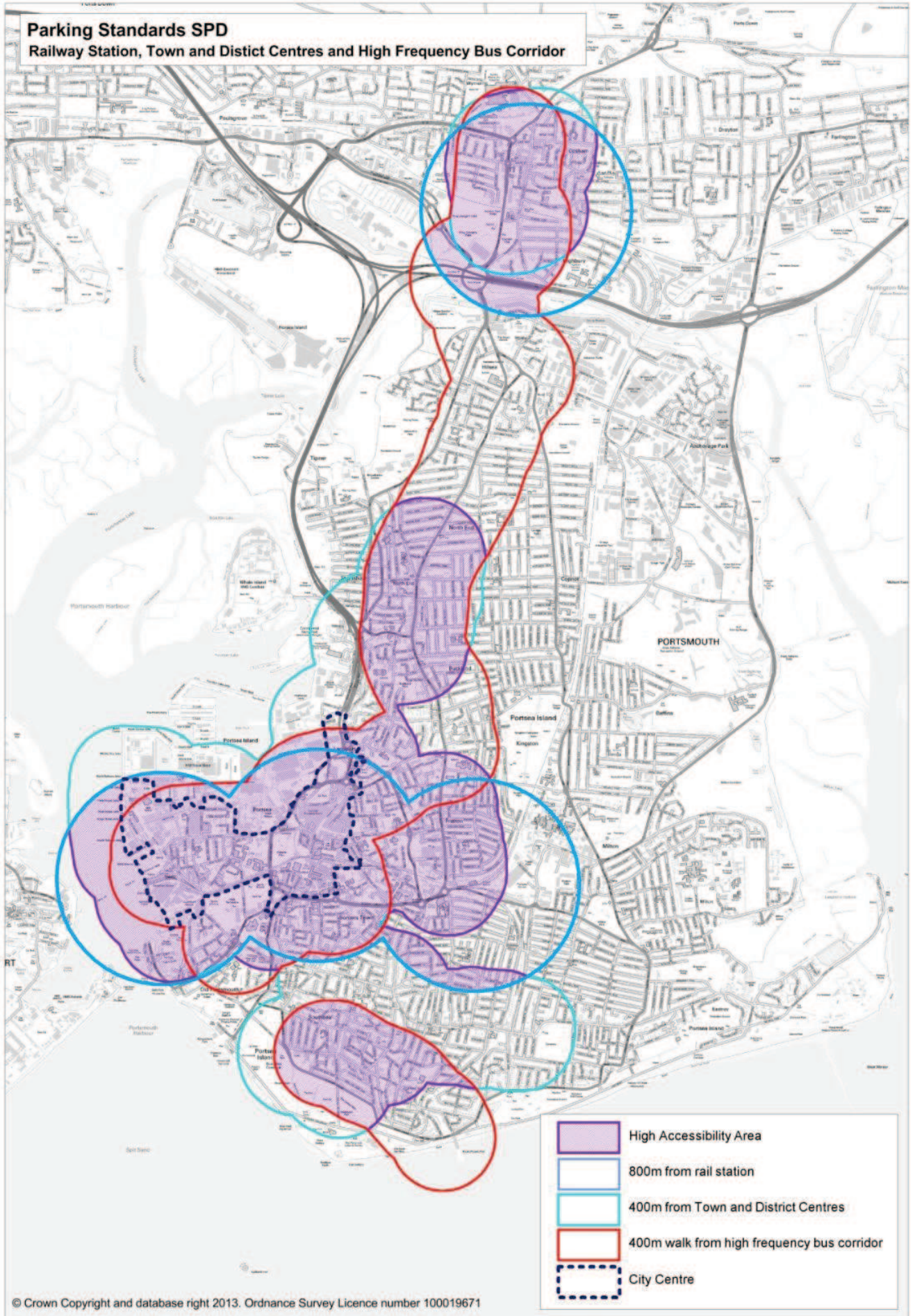
Policy

For general enquiries about this document, not relating to a specific site, the Planning Policy Team can be contacted on planningpolicy@portsmouthcc.gov.uk or 023 9268 8633.

Appendix: Accessibility Map

- A.1 To be considered high accessibility, the city council will usually expect a site to lie within an area where two out of three of the following apply:
- 400m of a town centre (as defined in the Portsmouth Plan)
 - 400m of a high frequency bus corridor (3 or more routes with at least 4 buses per hour each)
 - 800m of a train station (main station Portsmouth Harbour, Portsmouth & Southsea, Fratton and Cosham).
- A.2 The map overleaf shows the areas that the city council considers to be high accessibility based on these criteria, at the time of writing (July 2013).
- A.3 Please note this map is not intended to be a definitive guide to accessibility.**
- A.4 For ease of mapping, distances are taken 'as the crow flies'. In reality, the quality of routes must also be considered in any assessment of the accessibility of a site. For example, if a walking route to a station involves overcoming barriers to safe and easy pedestrian movement, such as major road crossings, bridges / underpasses, or routes that may feel unsafe at night, this may not be considered high accessibility.
- A.5 The plan also shows, with a dotted outline, the defined city centre, where lower parking provision will be expected than in other areas of the city (see also section 2, where more information and a more detailed plan can be found).

Parking Standards SPD
Railway Station, Town and District Centres and High Frequency Bus Corridor



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Agenda Item 3



Portsmouth
CITY COUNCIL

Agenda item:

Title of meeting: PRED 25th November 2013

Subject: Annual Monitoring Report 2012/13

Report by: City Development Manager

Wards affected: All

Key decision (over £250k): No

Full Council Decision No

1. Purpose of report

1.1 To set out the results of the ninth Annual Monitoring Report (AMR) for Portsmouth City Council.

2. Recommendations

2.1 The Cabinet Member is recommended to:

1. **approve the AMR for publication on the council's website;**
2. **authorise the City Development Manager to make editorial amendments to the AMR prior to publication, in consultation with the Cabinet Member for Planning, Regeneration and Economic Development.**

3. Background

3.1 Section 35 of the Planning and Compulsory Purchase Act 2004 requires all local planning authorities (LPAs) to publish an annual monitoring report covering the period 1 April – 31 March of the preceding year. The 2013 report covers the period from 1 April 2012 to 31 March 2013.

4. Findings

4.1 The full AMR is attached at Appendix 1.

4.2 Elements that can be highlighted as particularly positive are:

- Following the adoption of the Portsmouth Plan, the city council has made further progress towards updating its policy framework, with the adoption of a number of topic and area based SPDs designed to guide development.

- Significant progress has also made on a number of the key regeneration sites during this monitoring period. Most notably the clean-up operation at Tipner has begun and work is progressing well on the M275 junction.
- We can demonstrate a five year housing land supply from 1 April 2014, as well as the additional 5% buffer required by the NPPF.
- Local policies on C4 HMOs are working well, providing a robust basis for decision making, and standing up well at appeal.
- Vacancy rates in the City Centre and in Southsea Town Centre are low and the level of A1 shopping uses remains relatively stable
- The Community Infrastructure Levy was introduced at the beginning of this monitoring period and around half a million pounds were collected in its first year.

4.3 There are some policy areas, where indicators show a difficult picture, but where there are strong indications that the situation will improve:

- The number of housing completions is significantly below the annual target, but the city council is confident that as the economy continues to recover, further sites will come forward and be built out.
- Commercial developments have largely met the requirement for BREEAM Excellent. There has been some difficulty in residential development meeting the sustainable design standards, but negotiations have generally led to developments including the maximum feasible on their sites.
- A study had found that new development is likely to have an impact on protected bird populations on the coast. While this presents a significant challenge, the council and its partners are working on an interim planning and legal framework and detailed mitigation plan, in order to ensure that development can continue to go ahead.
- There have been some losses of employment land, but the figures are much lower than in previous years.

4.4 Some indicators will need to be monitored carefully in future to ensure they improve. The city council should consider the following:

- The delivery of large family homes is falling short of the city's needs and of the target of 40% set in the Portsmouth Plan. Particular care will be needed in decisions on individual planning applications, but also in policy making. Negotiations with developers must be firm in ensuring that wherever possible family homes are delivered. In addition, in allocating sites for development, the city council will have to consider whether it would be appropriate to allocate some sites specifically for family dwellings.
- Many of the required infrastructure projects are progressing well. Others have seen little or no progress. The Infrastructure Delivery Plan is now some years old. The city

council will need to update its IDP to inform its site allocations work, and also ensure that ongoing monitoring and integration with the planning process is improve.

5. Reasons for recommendations

5.1 The city council is required to publish an annual monitoring report

6. Equality impact assessment (EIA)

6.1 An EIA has not been carried out on the AMR as the report monitors adopted policies and progress towards targets. The development plan documents and supplementary planning documents which make up the LDF have been, or will be, subject to EIA.

7. Legal Comments

7.1 The Planning and Compulsory Purchase Act 2004 established the current process of devising and maintaining the development plan in the Local Development Framework. At the same time, the Act introduced the requirement for the annual monitoring report which is referred to the Cabinet Member by this report.

7.2 The Town and Country Planning (Local Planning) (England) Regulations 2012 make provision in respect of the content of the annual monitoring report to be submitted by the Council to the Secretary of State.

7.3 The AMR gives useful information for developers and their agents, and for residents and community stakeholders, and to inform their future development proposals or to formulate a response to them.

8. Finance Comments

8.1 This report is recommending that the Annual Monitoring Report (AMR) be published. The AMR reports progress made by Portsmouth City Council as the Local Planning Authority against the Portsmouth City Local Plan and the emerging Portsmouth Local Development Framework. This being so, there are no financial implications in approving the recommendations contained within this report.

.....
Signed by:

City Development Manager

Appendices:

Appendix 1 – Annual Monitoring Report

Background list of documents: Section 100D of the Local Government Act 1972

The following documents disclose facts or matters, which have been relied upon to a material extent by the author in preparing this report:

Title of document	Location

The recommendation(s) set out above were approved/ approved as amended/ deferred/ rejected by on

.....
Signed by:

Annual Monitoring Report 2013

Covering the period 1 April 2012 - 31 March 2013

www.portsmouth.gov.uk



Annual Monitoring Report 2013

Covering the period 1st April 2012 - 31st March 2013

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1. INTRODUCTION

- 1.1 This is the eighth Annual Monitoring Report (AMR), covering the monitoring period of 1st April 2012 to 31st March 2013.
- 1.2 The aim of the report is to show how the council's planning policies are contributing towards regenerating the city and bringing forward sustainable development, while safeguarding the environment. It sets out what progress we have made in putting together a policy framework for decisions on planning applications, and reviews what effect policies are having on the delivery of priorities for the city.
- 1.3 Planning policy has the potential to contribute greatly towards many of the council's priorities, namely increasing the availability and affordability of homes, regenerating the city, making the city cleaner and greener, and reducing crime and the fear of crime and making it easier for people to access shops and services close to where they live. Therefore it is important to assess whether the policies are delivering what they set out to do, or whether they need to be changed to work better towards achieving council priorities.

Monitoring Framework

- 1.4 A new set of indicators was introduced to monitor the Portsmouth Plan when it was adopted in January 2012. These can be found in Appendix 1. It should be noted that not all indicators will be reported on each year to keep the monitoring report interesting, informative and useful. Instead a selection of indicators will be chosen, which show remarkable facts or trends, or which are key to the delivery of the city's future development.

Structure of the monitoring report

- 1.5 The first part of this report considers the council's current progress on and future programme for producing policy documents.
- 1.6 The second part monitors the effectiveness of the council's planning policies under the following headings:
- Regeneration Sites & Areas
 - Design & Heritage
 - Homes for Everyone
 - The Natural Environment
 - The Economy & access to shops, jobs and services
 - Infrastructure & Community Benefit
- 1.7 The last part of the monitoring report contains overall conclusions and recommendations to ensure that performance in some policy areas is improved.

Strategy for the Future of Portsmouth – taken from the Portsmouth Plan

Portsmouth's aim is for the successful regeneration of the city. To achieve this new housing is needed to accommodate the city's growing population and to house those on the council's housing register. Commercial development is needed to help the city grow by improving its economy and providing jobs. Additional retail and tourism development is also needed to boost the city's image, increase visitors to the city and improve the economy. The levels of growth needed to help satisfy the demands of a growing population and help regenerate the city are in the region of 420-490 homes per year, 243,000m² of new employment floor space and 50,000m² net of retail floorspace, together with the necessary associated facilities and services, up to 2027.

A main element of the strategy is to locate the additional development at key development sites, around the town centres and public transport hubs and routes to reduce reliance on the private car and to encourage residents, employees and visitors to access everyday services on foot, cycle or by public transport.

The level of growth achieved in the city will be dependent on the provision of infrastructure. A number of the main development sites in the city rely on a significant amount of new transport infrastructure to provide access and create sustainable transport routes. If the transport infrastructure is not provided then these sites will only be able to accommodate lower levels of housing.

As a council we need to ensure that the city can grow and regenerate in a sustainable manner ensuring that the quality of the environment is improved for our residents, businesses and visitors. This will be done through requiring sustainable design of buildings, greening the city, protecting open space, encouraging high quality design and improving public transport, cycling and walking. It will also be important to:

- Create and sustain integrated communities, where facilities and services are considered when planning housing development. This will mean including such facilities on larger sites, in particular the strategic sites of Tipner, Port Solent and Horsea Island, and ensuring that smaller development sites are located where people have good access to services;
- Ensure services are located where people can get to them, including a network of local shopping opportunities across the city; and
- Applying parking standards to residential development.

In producing the Portsmouth Plan, the city council has considered ways to avoid and / or mitigate impacts on important sites and species. Continued work on protecting and enhancing the city's "green infrastructure" will be just as important as ensuring that the other infrastructure needs of the city are met.

2. PROGRESS ON PREPARING A PLANNING POLICY FRAMEWORK

KEY MONITORING NEWS IN THIS SECTION

The city council continues to build on its up-to-date planning framework, by adding detail to the adopted Portsmouth Plan in the form of site allocations, masterplans and supplementary planning documents.

The joint Hampshire Minerals and Waste Plan has been completed.

Adopting its Charging Schedule as one of the first authorities in the country, the city council has been collecting developer contributions through its Community Infrastructure Levy for a whole year.

- 2.1 The city council adopted the Portsmouth Plan in January 2012. This sets the direction of development planning for the city until the year 2027 meaning that the city now has in place an up to date framework for planning in the city.
- 2.2 Building on this strong basis, we have been focussing during this monitoring period on allocating smaller non-strategic sites for development in order to implement the strategic plan for the city. The first round of consultation on the site allocations plan took place at the end of this monitoring period, and work continues to bring forward the next version of this plan.
- 2.3 The council is also keen to ensure that development is of the highest quality and contributes to the regeneration of the city. For this reason, policy work has focussed on a number of supplementary planning documents and masterplans in this monitoring period. We have adopted:
 - City Centre masterplan
 - Sustainable design and construction SDP
 - Seafront masterplan
 - Housing Standards SPD
- 2.4 Shortly after the end of this monitoring period, a positive inspector's report was received following the examination of the Minerals & Waste. The plan was prepared jointly by Hampshire County Council, Portsmouth and Southampton City Councils and the New Forest and the South Downs National Park Authorities, and at the time of writing (October 2013), the plan has been adopted by all partners as part of their development plan. A separate AMR for the Minerals and Waste Plan is produced jointly by the partner authorities and will be available from <http://www.hants.gov.uk/>
- 2.5 The city council's Community Infrastructure Levy (CIL) Charging Schedule came into effect on 1 April 2012. This AMR reviews the first year of CIL collection (see Infrastructure & Community Benefit section 3.6)

3. EFFECTIVENESS OF PORTSMOUTH PLANNING POLICIES

- 3.1 This chapter forms the body of the monitoring report, focusing on assessing the implementation of the city's adopted planning policies. A set of indicators is used to assess policy effectiveness. In the interest of keeping this document short and useful, not all indicators will be reported on each year, and instead a selection will be chosen that highlight interesting facts or show important trends.
- 3.2 This chapter is divided into the following sections:
- Progress towards the development of major regeneration sites in the city
 - Design & Heritage
 - Homes for Everyone
 - The Natural Environment
 - The Economy & access to shops, jobs and services
 - Infrastructure & Community Benefit

3.1 Progress towards the development of major regeneration sites

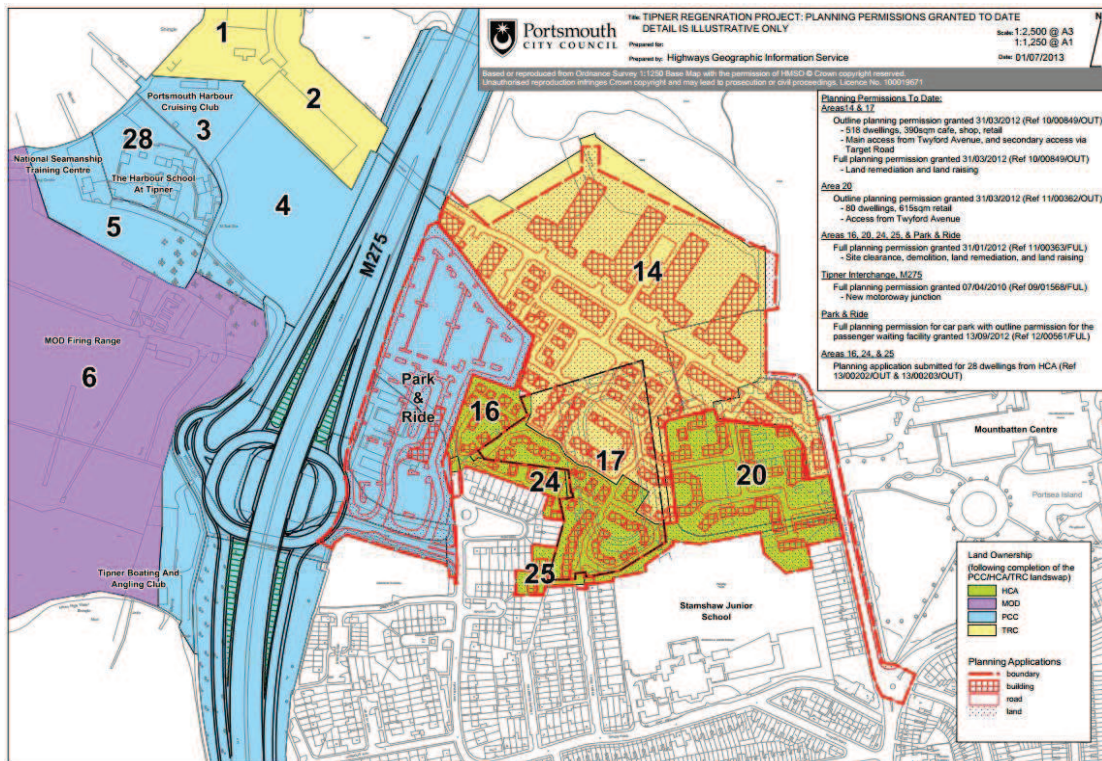
KEY MONITORING NEWS IN THIS SECTION

- Work is progressing in the clean-up of the Tipner site prior to development commencing on the east side of the M275
- Work is well underway on a new junction on the M275, which will enable a Park & Ride site at Tipner, and opens up the possibility of development on the west side
- A planning application is expected for development at Port Solent
- The city council has adopted a masterplan to guide investment in Portsmouth City Centre
- The city council continues to liaise with Centros, the prospective developer of the Northern Quarter site. It is expected that a new outline planning application for the site will be submitted in 2014
- The city council is finalising the detailed road design and layout for an improved city centre road scheme and a planning application will be submitted in early 2014
- Development is progressing at Lakeside, North Harbour and the site continues to be marketed to potential office occupiers by the owners
- A planning application is expected for a Tesco superstore on land adjacent to Fratton Park, which is intended to fund improvements to the stadium
- Works is progressing well on the 'Somerstown Central' community hub, which is due to open in the summer of 2014
- A masterplan to guide investment in the Seafront has been adopted

Tipner (Policy PCS1)

- 3.1.1 Plans to transform Tipner with new homes, jobs and green space have taken further steps forward in this monitoring period.
- 3.1.2 Three initial planning applications for the area were approved in the previous monitoring period for developing the land east of the M275 (see plan below): The HCA owns some of the land here and has conditional outline permission to build up to 80 homes and 615 square metres of commercial space. Work began in June 2012 when the HCA's contractor Tamdown began preparing the site for future development. The biggest part of this work is cleaning the land on the former PD Fuels site which was contaminated through various past industrial uses, the clean-up

has been completed and house building is planned to start in autumn 2014. The Tipner Regeneration Company (TRC) has permission for up to 518 homes after cleaning up their Tipner East site which includes the greyhound stadium. The clean-up work is expected to begin in the latter half of 2014.



3.1.3 In December 2011 (the previous monitoring period) the government announced almost £20m of funding for a council project to build a new junction for Tipner off the M275 motorway, along with a 663-space park and ride facility. The Portsmouth park-and-ride is vital to the city's ongoing regeneration, as it will provide sustainable transport, catering for increasing numbers of visitors generated by a redeveloped city centre and seafront, as well as for commuters and major events in the city. Work began in January 2013 and is on time and on budget, it is due to be completed by May 2014.

3.1.4 As well as providing access to the park & ride, the motorway junction opens up the possibility of developing land on the western side of the motorway referred to as Tipner West. The council is working to secure funding to address the barriers to development that include; land contamination, flood risk and the provision of public utilities.

3.1.5 A web page has been set up for up-to-date information on progress with this development: <http://www.portsmouth.gov.uk/living/8781.html>

Port Solent & Horsea Island (policies PCS2 and PCS3)

3.1.6 Policies for this area were agreed as part of the adoption of the Portsmouth Plan in 2012. A large amount of background work was done during the development of that plan to assess the viability and infrastructure needs of development on these sites.

The city council is expecting a planning application from the land owners in the near future.

- 3.1.7 Veolia are working closely with the Environment Agency on their Closure Plan for the landfill site. Veolia have yet to complete the landscaping that will provide the structure planting for the Country Park and includes over 50,000 trees, wild flower meadows, footpaths and a cycle route.

Portsmouth City Centre (policy PCS4)

- 3.1.8 In January 2013, the city council adopted a City Centre Masterplan. The goal of the masterplan is to boost the prosperity of the city centre and the overall regeneration of the city. It identifies a number of opportunity sites for development and key public realm opportunities for the Commercial Road, North of Market Way, Station Square and Station Street and Guildhall localities, as set out in the Portsmouth Plan. The masterplan will now guide future investment in the city centre, particularly by private sector developers and landowners, as well as steer the allocation of public-sector funds. It will give developers a clear framework to work with and help the city council determine planning applications. The whole masterplan can be found here: <http://www.portsmouth.gov.uk/living/28409.html>
- 3.1.9 The city council continues to liaise with Centros, the prospective developer of the Northern Quarter site. It is expected that a new outline planning application for the site will be submitted in 2014, for a maximum amount of floorspace, a range of land uses and some detail on how the floorspace and uses must be laid out in the detailed scheme. This will be followed by a reserved matters application on the detail of the scheme. At present, Centros expect to begin construction in 2017, with the scheme opening in 2018. Further information from Centros can be found at <http://northernquarter.info/index.html>
- 3.1.10 Improvements to Portsmouth's city centre road network are necessary to ensure it operates efficiently and can cope with the level of future development and growth that is planned throughout the whole of the city over the next 20 years. The current road layout is already nearing capacity, causing delays to drivers and the improvements to the road would incorporate a new public transport route on Marketway which would link to the new park-and-ride on the M275.
- 3.1.11 The city council itself continues to work on the proposed new city centre highway network, which is set out in policies PCS4 and PCS17 of the Portsmouth Plan. Residents were consulted on proposals as part of the preparation for the Portsmouth Plan and City Centre Masterplan. We are now finalising the detailed road design and layout and a planning application will be submitted in early 2014. A decision on the planning application is expected later that year. If the development is granted planning permission, construction work is likely to commence in 2016 and will be completed by end of 2018, lining up with the timescales for the Northern Quarter Development.
- 3.1.12 Details on these proposals can be found at http://www.portsmouth.gov.uk/media/PCCRoadsLeaflet_web.pdf

Lakeside Business Park (Policy PCS5)

- 3.1.13 Permission was granted in an earlier monitoring period for the redevelopment of this site to a B1a office campus with 69,000sqm of B1a Office and associated shops and services. Highway works and development of Phase A began in 2011/12. To date, a Porsche car dealership (3846sqm), two retail units (840sqm) and a crèche (250sqm) have been completed. The hotel site has been sold to De Vere Village Hotels, and the site owners continue to market opportunities for the remainder of the site:
<http://www.lakesidenorthharbour.com/>

Southsea Town Centre (Area Action Plan)

- 3.1.14 Southsea Town Centre continues to function well, with high levels of A1 shops, low vacancy rates and busy markets and events throughout the year.
- 3.1.15 Little has changed from the last monitoring period with regard to the opportunity sites identified in the Area Action Plan (AAP). Two of the sites were included in the AAP in the anticipation that operators would be vacating the sites, but in fact they continue to operate successfully from these sites, so these have not become available for redevelopment or reuse. Another site has the benefit of planning permission:
- STC15 - Knight and Lee: John Lewis continues to occupy the store. Plans for John Lewis to move into a new store in the city centre have not been progressed as the Northern Quarter plans are revised.
 - STC16 - Grosvenor Casino: the casino is still operating from this site.
 - STC17 - 14 to 18 Osborne Road units:
 - No 14 and No 16 form part of a scheme granted planning permission in May 2010, to convert the adjacent Queens Hotel to a mixed use development comprising a health centre/retail unit at ground floor with 30 flats and a hotel above. Nos 14 and 16 have now been demolished, but no further progress was made on the scheme during this monitoring period.

Fratton Park (Policy PCS7)

- 3.1.16 The Portsmouth Plan includes a policy for Fratton Park, to guide development should Portsmouth Football club make further plans for a new stadium. The Pompey Supporters Trust took over ownership of the club during the monitoring period and property developer Point Estates owns surrounding land. At the time of writing the city council is expecting a planning application for a 5,500 sqm Tesco superstore on Fratton Way, which developers say will help fund improvement works to the stadium.

Somerstown & North Southsea (Policy PCS6 & Area Action Plan)

- 3.1.17 During 2012/13 a number of projects within the Somerstown and North Southsea Regeneration Area advanced:
- 3.1.18 A number of new affordable housing schemes have been built and occupied in the area in the past few years. The latest, at Wellington Street, opened in January 2013,

making available 10 three-bedroom houses and 12 two-bedroom flats with two ground floor retail units

- 3.1.19 The centrepiece, named 'Somersetown Central' in a community competition, which will house a community centre, health centre, youth centre and area housing office to replace ageing facilities in Somersetown received planning permission on 9 November 2011. The development has progressed well during the monitoring period. It is due to open in the summer of 2014. A time lapse construction video is available at: <http://vimeo.com/77511572>

The Seafront

- 3.1.20 In order to maximise the potential of the Seafront, the city council has drawn up a masterplan for this area, which sets out how the area could be improved, enhanced and protected over the next 15 years. This plan was adopted as an SPD on 10th April 2013.
- 3.1.21 The Seafront masterplan will provide landowners and developers with guidance about what type of development is appropriate and how planning applications will be assessed. It will also act as a guide for future council investment in the area and provide a framework for funding bids.
- 3.1.22 The full masterplan is available here: <http://www.portsmouth.gov.uk/living/25964.html>

3.2 Design and Heritage

KEY MONITORING NEWS IN THIS SECTION

- **Two Supplementary Planning Documents have been adopted, which set out standards for new development in the city, ensuring that new housing and other development is sustainable**
- **Commercial developments have largely met the requirement for BREEAM Excellent**
- **There has been some difficulty in residential development meeting the sustainable design standards, but negotiations have generally led to developments including the maximum feasible on their sites**

Sustainable Design and Construction

- 3.2.1 The NPPF (paragraph 93) is clear that “planning plays a key role in helping shape places to secure radical reductions in greenhouse gas emissions, minimising vulnerability and providing resilience to the impacts of climate change and supporting the delivery of renewable and low carbon energy and associated infrastructure. This is central to the economic, social and environmental dimensions of sustainable development”
- 3.2.2 The Portsmouth Plan contains a policy (PCS15) on sustainable design and construction. In order to provide further guidance and make the process more effective, a detailed SPD was produced and adopted on 28th January 2013.
- 3.2.3 The SPD explains the council's standards for sustainable design and construction, how they can be complied with and sets out what information will need to be submitted with planning applications.
- 3.2.4 In putting together the guidance, the city council worked closely with Radian Housing, PMC Construction & Development Services Ltd, SRE Ltd and MH Architects, ensuring that the lessons these partners learned in recent schemes have been considered, to make the standards more deliverable in the future.
- 3.2.5 Since the adoption of the policy, all residential permissions and all commercial permissions which involve the construction of more than 500m² of floorspace have had to reach specific sustainability standards. A large number of developments which are currently under construction are being built to these standards, however none are yet completed. As schemes become complete, the AMR will highlight the number of homes built to specific Code levels and the amount of commercial floorspace built to specific BREEAM levels.
- 3.2.6 Commercial developments have largely met the requirement for BREEAM Excellent or achieved scores which are just below the threshold at design stage. The

Portsmouth Plan's sustainable design and construction policy will ensure that the first Premier Inn to achieve BREEAM Excellent will be in Portsmouth's City Centre.

- 3.2.7 Nonetheless, there has been more difficulty in residential development being able to meet the sustainable design standards. Whilst the requirement to meet Code for Sustainable Homes Level 4 is generally met with relative ease, the requirement to achieve the equivalent of level 5 in energy is often not feasible in developments. This is likely to be due to the fact that a large number of sites in the city are smaller brownfield sites which are inherently more difficult to achieve the standards on. As a result, the focus has been on negotiating a position whereby the scheme achieves the maximum possible sustainable design standards feasible, even where the full policy requirement cannot be met.

Housing Standards

- 3.2.8 With changing demographics and a large demand for housing, the Portsmouth Plan has set a delivery target of around 450 new homes each year until 2027, with many of these being affordable.
- 3.2.9 The Housing Standards SPD provides guidance on how to implement the housing policies in the Portsmouth Plan, ensuring that the homes which are delivered are of an adequate size and mix to support our residents' diverse requirements. It gives details on topics such as the size which new housing should be, the mix of houses and flats on development sites and the open space provision which will be required from larger schemes.
- 3.2.10 The SPD was adopted on 28 January 2013. It will support developers and the city council in working together to achieve the National Planning Policy Framework's objective to 'deliver a wide choice of high quality homes, widen opportunities for home ownership and create sustainable, inclusive and mixed communities.'

3.3 Homes for Everyone

KEY MONITORING NEWS IN THIS SECTION

- During the 2012/13 monitoring period, 379 net additional dwellings were delivered, which is a sizeable increase on the previous year and is the highest level of completions in the city since the downturn in the market.
- Although the completion figure is still short of the average 584 net additional dwellings which are required per year over the 21 year plan period, the city council is confident that as the economy continues to recover, further sites will come forward and be built out.
- Portsmouth can demonstrate a five year housing land supply from 1 April 2014. It can also show the additional 5% buffer required by the NPPF.
- 32% of the net number of dwellings completed during the monitoring period were affordable.
- The delivery of large family homes is falling short of the city's needs and of the target of 40% set in the Portsmouth Plan.
- The density of development remains very high in the city
- All applications for mixed use C3/C4 in existing C4 HMOs were permitted by the council, allowing landlords the flexibility to switch between renting to families or unrelated individuals.
- By contrast only a little more than half of all applications to introduce C4 use to existing single dwelling houses were allowed. The policy and SPD give a strong basis for decision making, with only one appeal being allowed.

Housing Delivery

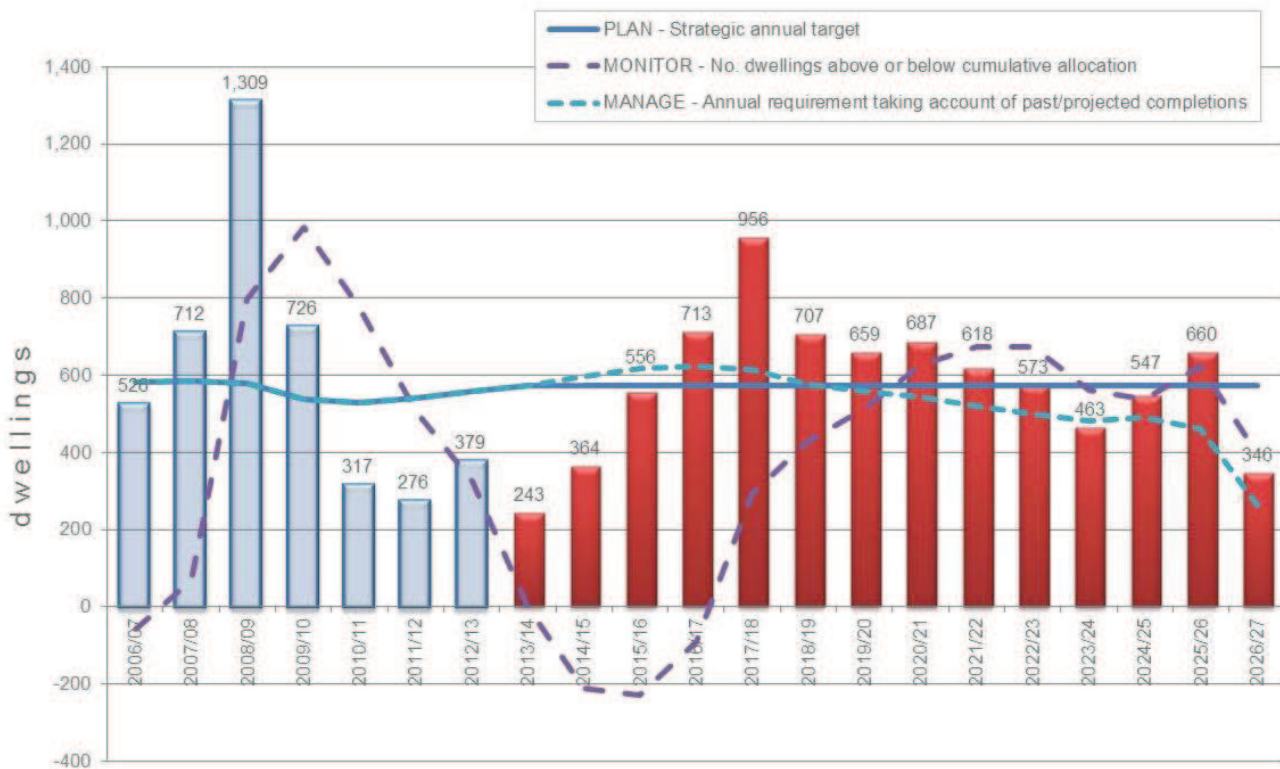
3.3.1 The Portsmouth Plan was adopted on 24th January 2012. As a result, it now forms the most robust and up to date housing target for the city. The plan states that 12,254 net additional dwellings could be provided between 2006/7 and 2026/7. This equates to an average of 584 homes per year over the 21 years. The annual target is reassessed each year, based on previous completions. This will ensure that any over-delivery or under-delivery is compensated for later in the plan period, if necessary.

3.3.2 The revised annual target, based on recent completion levels, will be 573 net additional dwellings a year as shown in figure 8 of the SHLAA 2013 update, which is reproduced below.

previous completions	
2006/07 completions	526
2007/08 completions	712
2008/09 completions	1,309
2009/10 completions	726
2010/11 completions	317
2011/12 completions	276
2012/13 completions	379
Total completions between 2006/07 and 2012/13	4,245
Total requirement	12,254
Remaining requirement (2013/14 - 2026/27)	8,009
Resultant annual target for remaining 14 years	573
requirement for each period of delivery	
Year 0 2013/14	573
1-5 years 2014/15 - 2018/19	2,865
6-10 years 2019/20 - 2023/24	2,865
11-13 years 2024/25 - 2026/27	1,719

- 3.3.3 During the 2012/13 monitoring period, 379 net additional dwellings were delivered, which is a sizeable increase on the previous year and is the highest level of completions in the city since the downturn. Nonetheless, it is still some way short of the overall average 584 net additional dwellings which are required per year over the 21 year plan period. This is a reflection of the challenging current economic conditions and availability of development finance.
- 3.3.4 The city council remains confident that as the economy continues to recover, further sites will come forward and be built out. At the end of the monitoring period, a total of 2,154 net additional dwellings had planning permission but had not yet been completed, which in itself represents over 3.5 years' worth of housing supply.
- 3.3.5 The Strategic Housing Land Availability Assessment has been reviewed to ensure that the city has a sufficient supply of housing land moving forward. The results of the study show that Portsmouth is able to fulfil its housing requirements for the first 10 years of delivery. In total the city will likely provide 566 dwellings more than required. Taking into account the 11-13 year supply, there will be a surplus of 400 net additional dwellings.
- 3.3.6 The study also demonstrates that Portsmouth has a five year housing land supply from 01 April 2014. There is a surplus of 431 dwellings in the first five years. These results are summarised in figure 14 of the study and the housing trajectory which are reproduced below.

Phase of delivery	Net delivery of dwellings	Portsmouth Plan target	Difference to Portsmouth Plan target	Running difference to Portsmouth Plan target
1-5 years	3,296	2,865	431	431
6-10 years	3,000	2,865	135	566
11-15 years	1,553	1,719	-166	400
TOTAL: 7,849				



3.3.7 Whilst the city has a five year housing land supply, the NPPF also requires that local planning authorities identify an additional buffer of 5% of the target. This increases the five year target to 3,008 dwellings. As 3,296 homes are likely to be delivered in this period, the city has a surplus of 288 homes compared to the 5 year target with the 5% buffer.

3.3.8 For all the details of the sites that have been assumed to come forward in the future, please see the 2013 SHLAA update on the city council's website.

Affordable Housing Provision

3.3.9 A total of 123 net affordable units were completed over the monitoring period. This equates to 32% of the net number of dwellings completed during the monitoring period. It is a similar number to previous monitoring periods (130 in 2010/11 and 111

in 2011/12).

3.3.10 The policy on affordable housing provision in new developments appears to be working fine, with 95% of developments meeting the requirements of the policy.

Supply of Family Homes & Internal Size of Dwellings

3.3.11 A new policy was introduced in the Portsmouth Plan requiring 40% of dwellings in new development to be 3 bedroom family homes. It is acknowledged that it would not be appropriate in all types of development to seek to achieve this standard, whereas in others the percentage of family homes could be higher. In monitoring the effectiveness of the policy, it is therefore useful to review the overall delivery of larger dwellings. In 2012/13, there was a net gain of only 15 dwellings of 3 bedrooms or more, representing less than 4% of the overall net gain of dwellings. In the previous monitoring period there were slightly more, both in absolute numbers as well as as a percentage of overall housing completions (21 dwellings or 8% of the completions).

3.3.12 As an emerging Housing Needs Assessment is showing that need for larger dwellings remains high, this is a trend that is cause for some concern.

3.3.13 Looking at permission (rather than completion) figures for the monitoring period gives a more positive picture, with around a quarter of net permissions were for houses of 3 bedrooms or more. This compares well with the completion figures, and may be partly due to the policy beginning to take effect, but it must also be noted that in a city such as Portsmouth, where many developments take place on small constrained sites, the figures are prone to vary significantly each year, depending on which sites come forward. For, example, this year's permission figures are boosted significantly by one particular development, the former Westfield Junior School on Jubilee Avenue, which contained 52 units of the 81 net additional family units.

3.3.14 Going forwards, the city council will have to assess carefully the ability of each site that comes forward to accommodate family dwellings. This applies to discussions with individual developers at pre-application and application stage, but also is extremely relevant to the site allocations work, which is ongoing. A review of sites should establish which are the most likely sites to be able to accommodate family size dwellings, and it may be advisable to clearly signpost this in the allocation for those sites.

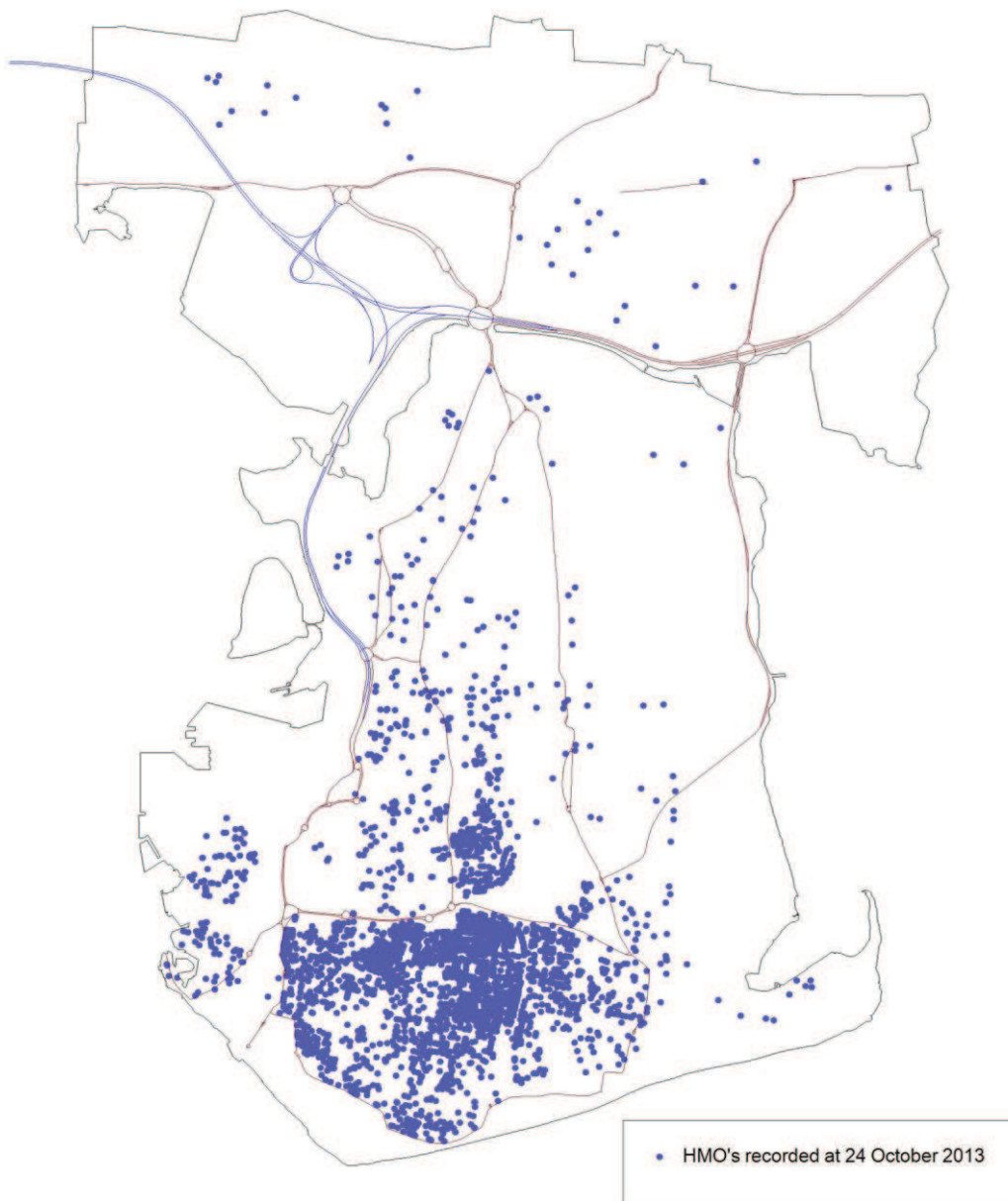
3.3.15 The housing standards SPD was adopted in January 2013, therefore in the coming years it will be important to monitor not only the number of bedrooms, but also whether development is meeting the size standards expected.

Density of new residential development

3.3.16 While lower than in previous years, density of development remains very high in Portsmouth, with density averaging 88dph in developments across the city. This is much higher than the local minimum requirement of 40dph. In high density areas, policy PCS21 expects densities of 100dph and above, and average densities in new development in these areas were 107dph.

Houses in Multiple Occupation

- 3.3.17 The city council introduced Policy PCS20 (HMOs: ensuring mixed and balanced communities) as part of the Portsmouth Plan. It seeks to avoid situations where existing communities become unbalanced by the narrowing of household types towards domination by a particular type, such as shared housing (HMOs).
- 3.3.18 Planning permission is required in Portsmouth for changes of use from Class C3 dwelling houses to Class C4 HMOs for 3-6 unrelated people, following the making of an Article 4 direction.
- 3.3.19 In order to determine such applications effectively and fairly, the council has produced a Supplementary Planning Document, which sets out the approach that will be taken. The council also keeps a database of existing HMOs to help determine how many are already in a given area.
- 3.3.20 In the last monitoring report a figure of over 4300 HMOs was quoted, and it was assumed at the time that this represented an underestimate of the true figure, as HMOs continued to be identified. However, at November 2013, the figure on the database has reduced by more than 500 to 3771. This is because the council has been working to refine the database by checking the accuracy of the entries. So while during the monitoring period, 201 additional HMOs were registered, a far larger number has been removed through this checking process.
- 3.3.21 The map overleaf shows the distribution of the registered HMOs as at October 2013. Although the numbers of the database have changed, the pattern of distribution remains the same as previously: A significant proportion of these properties are in Southsea (in the wards of Central Southsea, St Jude and St Thomas), with a cluster in Fratton. They are within close proximity to the university, local shops and nightlife, both within the city centre and other centres such as Albert Road / Elm Grove. A much sparser concentration runs northwards following the line of the A2407 (Fratton Road / London Road) and the location of local centres at Kingston Road, London Road (North and South) and Cosham (district centre). There are smaller numbers to the west of the university around the areas of Portsea, where the number of council owned properties constrain supply, and Old Portsmouth where house prices are less attractive to prospective landlords.
- 3.3.22 A review of applications for C4 HMOs shows that the majority of these applications were for existing C4 HMOs to become mixed C3/C4. Landlords are applying for this type of mixed use, as it means that a property can be let to families or unrelated people alternately, without the need to apply for planning permission each time the property's use changes from Class C3 to C4. All applications of this type were approved in the monitoring period, reflecting the fact that these units were already in HMO use when they applied, and a mixed use would not have any greater impact.
- 3.3.23 By contrast, 47% of applications for new C3/C4 HMO uses in existing single family dwellings were refused by the council, referring to the council's adopted policy and SPD. Only one of the 8 refusals appealed was allowed by the Planning Inspectorate, indicating that the policy is working effectively.



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3.3.24 The following table shows the pattern of applications in this monitoring period:

Use before application made	Application for change of use to	Applications determined	No. permitted by PCC	No. refused by PCC
C3 dwellinghouse	Mixed C3/C4	97	51	46*
C4 HMO	Mixed C3/C4	154	154	0
ALL:		251	205	46

* 8 of these refusals were appealed, only 1 of which was allowed by the Planning Inspectorate.

HMO Applications received 1.4.2012 to 31.3.2013

3.4 The Natural Environment

KEY MONITORING NEWS IN THIS SECTION

- **Together with other authorities and nature conservation bodies, an extensive study into the effect on birds of additional people using the coast for recreation has been completed. It was found that new development will exacerbate the negative impacts. In order to ensure that development can continue to go ahead, the partners are working on an interim planning and legal framework and detailed mitigation plan.**
- **No planning permissions were granted on protected open spaces during the monitoring period.**
- **Developments have provided public open space on their site when required to do so.**

Sites of nature conservation value

- 3.4.1 The network of nationally and internationally significant nature conservation sites makes up 30% of Portsmouth's administrative area. Langstone and Portsmouth Harbours are Sites of Special Scientific Interest (SSSIs), Ramsar Sites and Special Protection Areas. In addition, Langstone Harbour forms part of the Solent Maritime Special Area of Conservation and sections of Portsdown Hill are a designated SSSI.
- 3.4.2 The Habitats Regulations legally require local planning authorities to ensure that new development will not cause a decline in the bird populations of the SPAs along the Solent. New development leads to increased human activity on the coast. Dog walking in particular can disturb birds, meaning that they expend more energy and can be unable to feed enough to return their summer breeding grounds. As a result of concern over the possible impact additional development could have on the birds in the harbours, the Solent Disturbance and Mitigation Project (SDMP)¹ was initiated in 2007 to research the issue of recreational disturbance locally. The study reached its conclusions during the monitoring period and a way forward is now being agreed.
- 3.4.3 The study involved desktop and local, primary research into bird disturbance and recreational activity together with computer modelling. It has shown that recreational pressure has a negative impact on the bird populations of these SPAs and this will be exacerbated by new development.
- 3.4.4 Natural England issued a position statement on 31st May 2013 confirming that the results of the SDMP are the best available evidence on the issue and demonstrate that there will be an impact on the bird populations as a result of recreation caused by new development. Mitigation measures will be needed to remove this impact. The

¹http://www.solentforum.org/forum/sub_groups/Natural_Environment_Group/Disturbance_and_Mitigation_Project/

suggested measures are a team of wardens and a variety of access management measures. New parks and green spaces have far higher capital and revenue costs involved and Natural England have advised that they may not be necessary.

- 3.4.5 Natural England has suggested that a simple, interim planning framework be set up in the short term whilst a full legal framework and detailed mitigation plan are established over the next year. This would ensure development can lawfully continue to go ahead and avoid having to refuse any schemes purely because of recreational impact on SPAs.
- 3.4.6 The city council accepts that mitigation measures are required in order for development in the city to comply with the Habitats Regulations and to enable the growth and development set out in the Portsmouth Plan to take place. As such, the city council is committed to working in collaboration with its neighbours along the Solent to set up a pragmatic and cost-effective framework for developer contributions which can give the development industry the certainty they need to move forward with schemes.

Open Space

Areas of protected open space

- 3.4.7 Protecting the city's parks and open spaces from development has been a longstanding policy in Portsmouth. Policy PCS13 of the Portsmouth Plan maintains this approach by stating clearly that planning permission should be refused for proposals which would result in the net loss of existing open space. No planning permissions were granted on protected open spaces during the monitoring period.
- 3.4.8 Policy PCS13 sets the expectation that developments of 50 units or more will provide opens space as part of their development. Two applications were expected to do this during this monitoring period - these were at the former Westfield Junior School at Jubilee Avenue (12/00329/FUL and 12/00417/FUL) and at the former Hilsea Bus Depot (12/01310/FUL), albeit that the bus depot development includes significantly less space than the policy requires.

3.5 The Economy & Access to Shops, Jobs and Services

KEY MONITORING NEWS IN THIS SECTION

- There have been some losses of employment land, but the figures are much lower than in previous years.
- Vacancy rates on the city's industrial estates appear to be down
- Vacancy rates in the City Centre and in Southsea are low, especially compared to the national average, and the mix of uses remains relatively stable
- Vacancy rates are low in the city's district centres, with the exception of Fratton, where rates have been higher than the national average for a number of years.
- The level of A1 shop uses in all the district centres is also relatively stable around the level envisaged by the policy in the Portsmouth Plan.

Employment land

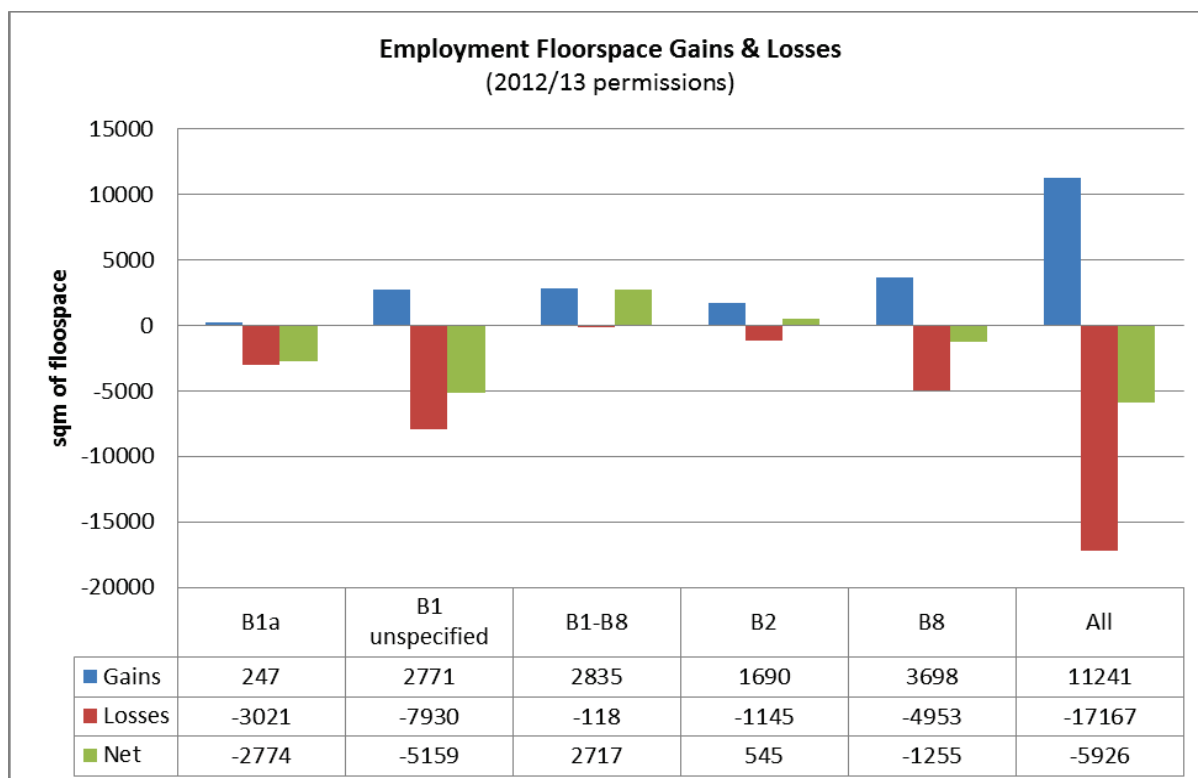
Employment floorspace gains and losses

3.5.1 The graph below shows total floorspace gains and losses for employment uses permitted in Portsmouth during the 2012/13 monitoring period.

3.5.2 In this monitoring period, there has been a net loss of around 6000 square metres of employment floorspace. Losses are particularly notable in the B1a office and B1 unspecified categories. However, reviewing the figures more closely shows that a large proportion of this floorspace was lost in two schemes to change the use to a school and a hotel, both contributing to local infrastructure needs.

3.5.3 There have been net gains in permissions for new B1-B8 employment floorspace, though around half of the figure is from an existing B8 site.

3.5.4 As in previous years, the employment floorspace gains and losses show a large extent of changes of use between types of employment uses.



3.5.5 In the last monitoring period, the loss of employment floorspace was highlighted as a cause for concern. This year's figures show a more positive picture, with overall losses down and notable losses being explained by a few significant buildings changing to other uses that meet specific local needs.

3.5.6 In addition, a review of the city's industrial estates has shown that occupancy rates appear to have gone up, with far fewer vacancies being evident. The full results of this review will be set out in an update to the city's Employment Land Review (ELR), which is due to be published in 2014.

Portsmouth City Centre

Amount of key town centre use floorspace (new shopping (A1), employment and hotel) provided in the city centre

3.5.7 The Portsmouth Plan envisages major improvements to Portsmouth City Centre and the city council continues to work with its development partner to achieve this (see section 3.1).

3.5.8 In the meantime, very few permissions have been granted for development or changes of use in this area, as the table overleaf shows:

Use	Amount	Details of Applications
A1 shops	262 sqm	12/00382/FUL - Catherine Booth House, 32 Queen Street, CoU of ground floors from office to retail.
A3, A4, A5 Food & Drink	344sqm	12/00386/FUL - 148 Commercial Road, CoU from retail (a1) to coffee shop (mixed A1/A3).
Hotel	185 beds	12/01301/FUL - 15-16 The Hard, Conversion to Form Hotel - 15 beds; 12/00405/FUL- Europa House - change of use from office (Class B1) to hotel (Class C1) of levels 6 to 18 - 170 beds

3.5.9 Notable are the hotel permissions, as they follow the aims of PCS4 and the Hard Supplementary Planning Document, which both direct hotels to The Hard to take advantage of its waterfront location and accessibility.

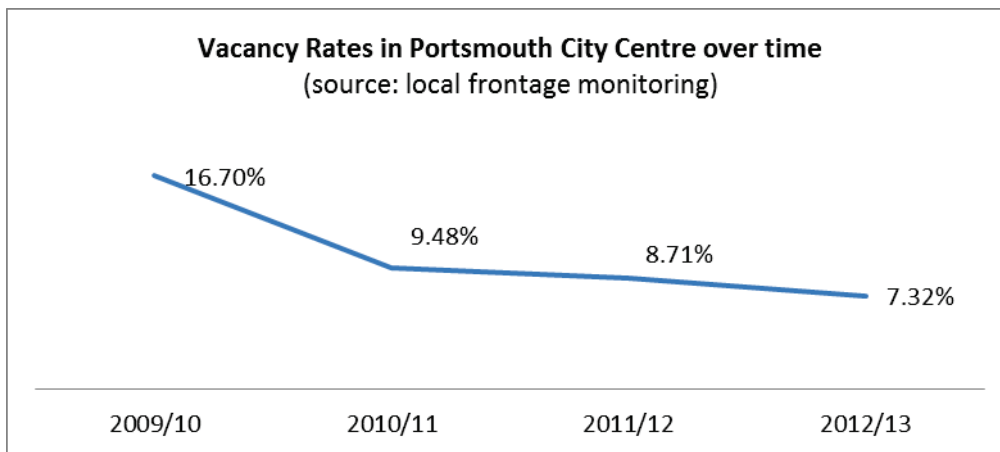
Shopping and vacant frontage in the Commercial Road shopping area

3.5.10 Policy PCS4 of the Portsmouth Plan requires that at least 75% of the frontage of the Commercial Road shopping area remains in A1 (shopping) use. The level of A1 in the city centre at the end of the monitoring period is set out in the table below.

Level of A1 shops in Portsmouth City Centre at the end of the monitoring period		
75% of the frontage is	1834.47m	75.00%
Current level of A1 (incl vacant units)	1789.68m	73.17%
Additional non-A1 frontage which can be accommodated	-44.85m	-1.83%

3.5.11 In the monitoring period the A1 frontage in Commercial Road made a gain of 0.6% from 72.57% although, the amount of A1 retail frontage remains below the target level of 75%. As a result, further loss of A1 frontage would generally not be supported by the city council. The city council keeps a 'live' record of gains and losses of A1 frontage in the city centre and so applicants are encouraged to enquire as to what the current level is prior to making an application.

3.5.12 Since 2009 the vacancy rate in Commercial Road has been reducing, with a continuing downwards trend in 2013 to 7.32%. This is well below the national town centre vacancy rate of 14.1% (Local Data Company, June 2013), which although not a directly comparable figure, is positive for the centre. Vacant units are concentrated on the periphery, with the main shopping frontage in the central section of Commercial Road showing almost complete occupancy.



Southsea Town Centre

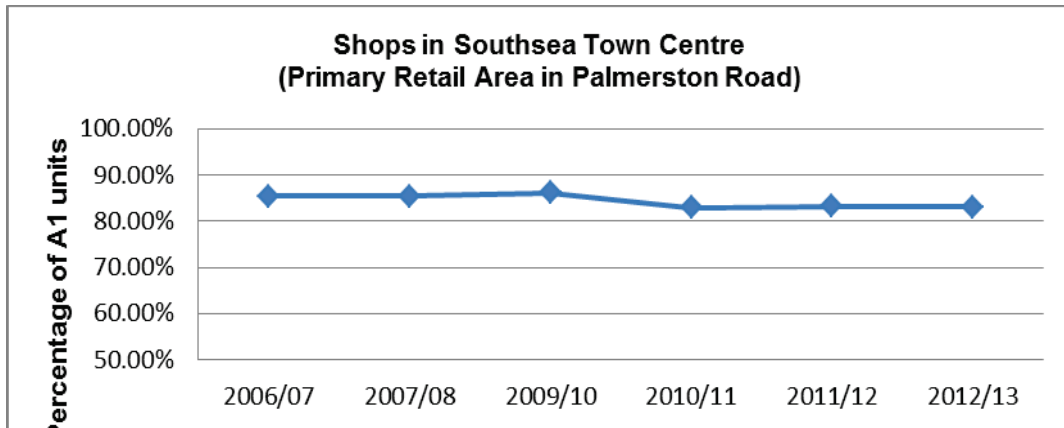
3.5.13 There are two strands to the policy framework for Southsea Town Centre: one is a focus on maintaining a healthy level of retail shops in the primary shopping area around Palmerston Road, the other is to create a restaurant / café quarter in the southern part of Palmerston Road and Osborne Road and also limit the number of drinking establishments and hot food takeaways in the areas around the main pedestrianised area.

Protection of Shops in Southsea

3.5.14 The below figures shows frontage uses within the Southsea Town Centre Primary Area. During the monitoring period, the level of A1 uses in the Southsea Town Centre Primary Area fell by 1.23% from 83.26%.

Current mix of uses in Southsea Town Centre Primary Area (Ground Floor Level)			
Land use class	Frontage (m)	Percentage	
A1	Shops	647.035	82.03%
A2	Financial Institutions	83.6	10.60%
A3	Restaurants and Cafés	28.145	3.57%
A4	Drinking Establishments	10.69	1.36%
A5	Hot Food Takeaways	0	0.00%
B1a	Office	0	0.00%
C1	Hotels	0	0.00%
C3	Residential	0	0.00%
D1	Non-residential institutions	12.42	1.57%
D2	Assembly & Leisure	0	0.00%
SG	Uses without use classes	6.87	0.87%
Current Vacancy Rate		17.76	2.25%

3.5.15 Over the last five years, there has been a slight reduction in the level of A1 frontage, however that figure has largely stabilised in the last few years and is still well above the 75% threshold set in policy STC3 of the Southsea Town Centre Area Action Plan.

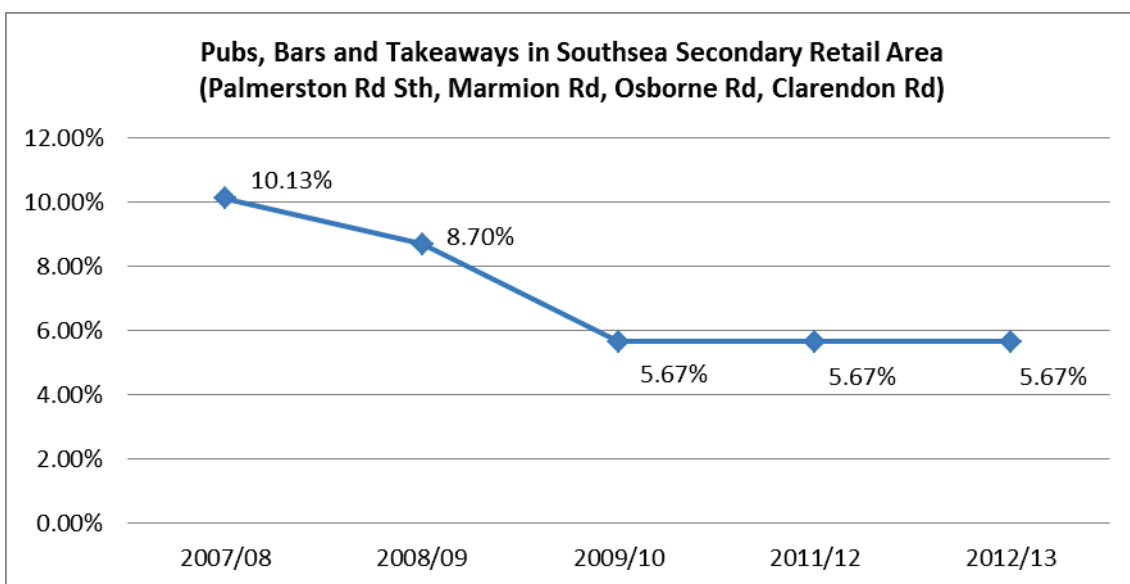


3.5.16 Vacancy rates are very low in Southsea, only at 2.25% in the primary area, and 5.75% in the secondary area, meaning very low levels across the centre as whole, especially when compared to a national average of 14.1%, indicate a strong centre.

Percentage of A4/A5 in the Southsea secondary frontage

3.5.17 Policy STC5 states that no more than 8% of secondary frontage can be in A4/A5 use to ensure bars and takeaways do not adversely affect residential amenity through increased noise, disturbance and anti-social behaviour.

3.5.18 The graph below shows the current level of A4/A5 uses in the secondary frontage over time to 2013. There was a decrease in the percentage of A4/A5 uses to below the target in 2010/11 and the percentage has remained at this same low level in this monitoring period, indicating that the policy has been effective in achieving its aims.



Number of A3 units in the Southsea secondary frontage

3.5.19 Cafés and restaurants are encouraged to locate within Osborne Road and Palmerston Road South through implementation of policy STC4. The council aims to improve the vitality of the centre and to create a restaurant quarter that utilises the existing concentration of restaurants and cafés in the area.

3.5.20 As shown in the table below, restaurants and cafés (A3) frontage in the secondary area of Southsea has been roughly stable, with a very light upwards trend over the last five years, including in this monitoring period.

Percentage of A3 frontage					
Southsea secondary frontage	2008/09	2009/10	2010/11	2011/12	2012/13
	19.65%	19.65%	20.11%	20.11%	20.60%

Markets and Events

3.5.21 Policy STC6 of the Southsea Town Centre Area Action Plan promotes the existing Farmers' Markets and encourages proposals for any additional markets and events in the Palmerston Road precinct.

3.5.22 The pedestrian precinct, which has been subject to an environmental improvement programme over the past years, now hosts a variety of markets and festivals throughout the year. Most notably the monthly Hampshire Farmers Market, the annual Southsea Food Festival, and numerous international and craft markets attract shoppers and visitors.

Programme of improvements to the precinct

3.5.23 Policies STC12 & 13 commit the council to an improvement programme for the precinct and the wider centre. Building on successful work that has been done so far, in June 2012 the south end of Palmerston Road was pedestrianised to improve the experience of those visiting the area.

3.5.24 Concern has been raised by local residents and traders about increased levels of noise and anti-social behaviour and on the impacts of the pedestrianisation on retail businesses. The city council will continue to monitor the outcomes of the works, to assess whether it has been successful in achieving its aims.

District centres

3.5.25 The Portsmouth Plan designates four areas as district centres: Albert Road & Elm Grove, Cosham, Fratton and North End.

Vacancies

3.5.26 The table below compares vacancy rates for two years only, as the data is for boundaries of the centres defined in the Portsmouth Plan adopted in 2012.

Vacancy Rates in the District Centres		
	2011/12	2012/13
Albert Road & Elm Grove	7.16%	5.43%
Cosham	8.84%	6.71%
North End	6.07%	3.76%
Fratton	17.25%	17.41%

3.5.27 The national vacancy rate at the end of the monitoring period was 14.1%, although this is measured using a slightly different methodology. Nevertheless, this figure serves as an indicator to show that most of the city's district centres have relatively low vacancy rates. They have also all gone down since the last monitoring period. This is with the exception of Fratton, which for some time has been struggling to keep its shop units occupied.

Albert Road & Elm Grove

3.5.28 This is a long, linear centre which runs east-west through Southsea. The centre is listed very low in the national retail centre rankings. However the retail centre ranking methodology does not take into account some of the big draws to the centre. In particular, one of the criteria which boosts a centre's rank is the presence of multiple retailers whereas here it is the variety of independent, niche retailers and food and drink outlets which draws people to the centre, and makes it a popular and successful destination locally.

3.5.29 The policy contains a number of requirements which guide the mix of uses in the centre to balance its complementary roles and its proximity to people's homes.

Policy proposal	Current frontage	Current percentage	Policy percentage
How much of the Albert Rd primary frontage is A1?	672.77m	48.76%	50.00%
How much of the Elm Grove primary frontage is A1?	209.88m	54.21%	50.00%
What is the total A3, A4 and A5 in the centre?	616.40m	23.65%	23.00%
What is the total A3, A4 and A5 in the west of Albert Road?	303.49m	35.26%	35.00%

3.5.30 Three of the four policy requirements are currently breached. Most have remained unchanged since the previous monitoring period, but the level of A3, A4 and A5 uses in the centre as a whole has reduced slightly, heading towards the level envisaged by the policy.

Cosham

3.5.31 Cosham is the only district centre in Portsmouth on the mainland and is partly pedestrianised. Over the longer term, Cosham has largely retained a retail centre

ranking of around 500, which represents a credible, healthy district centre. PCS4 requires at least 55% of the primary frontage to be used as shops to preserve the centre's role.

Level of A1 shops in Cosham district centre at the end of the monitoring period		
55% of the frontage is	557.85	55.00%
Current level of A1 (incl vacant units)	573.80	56.57%
Additional non-A1 frontage which can be accommodated	15.95	1.57%

3.5.32 Cosham is currently performing well, has a healthy level of shops and a relatively low vacancy rate. There has been a very small reduction in A1 frontage (down from 56.95% in 2011/12), but there have been no notable developments in Cosham during the monitoring period.

Fratton

3.5.33 Fratton is only 1km to the east of the city centre and consists of a shopping centre with a large supermarket and a number of smaller shops on Fratton Road. The centre does not have a ranking which shows it is outside the top 1,500 centres in the country. To ensure that the centre does not continue to slip further, Policy PCS8 requires that at least 55% of the primary frontage remain as shops.

3.5.34 The level of shops in Fratton is above the policy threshold and relatively high, compared to North End and Albert Road & Elm Grove. However the vacancy rate is the highest of any of the district centres. Furthermore, all of the 15 vacant units are A1 shops. As a result, only around half of the primary frontage comprises shops that are trading. There have not been any notable developments in Fratton during the monitoring period. Applications to change the use of vacant shop units to non-shopping uses will continue to be looked on favourably in Fratton to try and reduce the vacancy rate, bring empty shops back into use and improve the vitality and viability of the centre.

Level of A1 shops in Fratton district centre at the end of the monitoring period		
55% of the frontage is	424.36	55.00%
Current level of A1 (incl vacant units)	539.97	69.98%
Additional non-A1 frontage which can be accommodated	115.60	14.98%

North End

3.5.35 North End is a fairly linear centre, focussed on London Road. It serves the immediate area with a supermarket and a variety of comparison goods stores. North End's retail rank has fallen somewhat in recent years from c500 to c800. Policy PCS4 requires that 65% of the primary frontage be used as shops to help to address this issue.

Level of A1 shops in North End district centre at the end of the monitoring period		
65% of the frontage is	478.86	65.00%
Current level of A1 (incl vacant units)	474.76	64.44%
Additional non-A1 frontage which can be accommodated	-4.11	-0.56%

3.5.36 The current level of A1 is just below the level expected by the policy (an increase of a few A1 units since last year's monitoring report). The centre also has a vacancy rate of only 6.07%. Overall, it is considered that North End is performing well.

Access to Local Shops and Services

3.5.37 As well as protecting our the vitality and viability of the designated town and district centres, the council is also keen to ensure that people have access to shops and services near to where they live.

3.5.38 The council has designated a number of local centres across the city. These are small parades of shops, often including a small convenience store, some takeaways and a collection of other small businesses.

3.5.39 Local Centres have been designated at:

- Allaway Avenue
- Locksway Road
- Castle Road
- London Road (North) & (South)
- Copnor Road (North) & (South)
- Portsmouth Road
- Eastney Road
- St James's Road
- Fawcett Road
- Tangier Road
- Havant Road, Drayton
- Tregaron Avenue
- Kingston Road
- Winter Road
- Leith Avenue

3.5.40 Monitoring of these centres show very little change over the past few years. It is therefore not considered a priority to monitor the make-up of these centres closely, although if any noteworthy change emerges in the future, this will be reported in future monitoring reports.

3.6 Infrastructure & Community Benefit

KEY MONITORING NEWS IN THIS SECTION

- **The Community Infrastructure Levy was introduced at the beginning of this monitoring period and around half a million pounds were collected in its first year.**
- **Many of the required infrastructure projects are progressing well. Others have seen little or no progress. The Infrastructure Delivery Plan is now some years old and needs to be updated, and ongoing monitoring and integration with the planning process need to be improved.**

Provision of infrastructure

3.6.1 Through Policy PCS16 of the new Portsmouth Plan, the council has committed to working with its partners to bring forward infrastructure projects that are required as a result of its development strategy. The table below is taken from Appendix 2 of the Portsmouth Plan, and sets out the key infrastructure projects that are needed to support development in the city.

Category	Project	Portsmouth Plan policy	Estimated Timescale	Progress towards this project made during monitoring period
Community and Cultural Infrastructure	Community Hub in Somerstown	PCS5	2011 - 2016	Planning Permission granted; Construction progressed well during 2012/13, and is due to be completed in the summer of 2014.
Education	Primary School Places	PCS1 & 9	ongoing - when needed for development	The city council continues to carefully monitor the need for school places. It is very likely that additional places will be needed and the council is working up options for delivery.
Flood Risk Management	Surface and Foul water separation	PCS12	2011 - 2016	PCC is providing ongoing support to Southern Water's team delivering schemes (ongoing to 2015)
	New pumping station and out-fall along the south-coast of the city	PCS12	2016 - 2021	nothing to report
	Link from western to eastern interceptor sewer	PCS2, 3 & 12	2011 - 2016	Preferred options have been investigated, but schemes have not been progressed during this monitoring period.
	Portsea Island Coastal Defence Strategy	PCS12	2011 - 2016	Scheme development for flood cells 1 & 4 is progressing and grant funding will be sought.

Category	Project	Portsmouth Plan policy	Estimated Timescale	Progress towards this project made during monitoring period
	Portchester Castle to Emsworth Coastal Flood and Erosion Risk Management Strategy	PCS12	2016 - 2021	The Environment Agency have signed off the Strategy, and work is moving on to the project design phase.
Green infrastructure (GI)	Southsea Common & the Seafront	PCS9 & 13	Seafront strategy action plan splits actions into short term (1yr), medium term (2-5 yrs), long term (6-16yrs)	The Seafront Masterplan was adopted during the monitoring period and will now guide investment in this area.
	Paulsgrove Country Park	PCS3 & 13	2011 - 2016	Veolia have yet to complete the landscaping.
	Pocket parks for Portsmouth	PCS13	ongoing - when needed for development	See open space section
	New and improved green infrastructure in Somerstown	PCS5 & 13	2011 - 2016	Phase 1 of the regeneration project is underway – this will include the reconfiguration of some of the open space around the Community Hub and the provision of a multi-use games area.
	Open Space enhancements at Port Solent	PCS2 & 13	2016 - 2021	not yet needed
Health	Additional GPs	PCS1 & 14	2011 - 2016	Permission was granted for a health centre as part of the former Hilsea Bus Depot development.
Transport and Access	Bridge Link Tipner - Port Solent	PCS1, 3 & 17	2016 - 2021	The city council continues to explore funding opportunities
	M275 junction and P& R at Tipner	PCS1	2011 - 2016	Works for the M275 junctions are progressing on time and on budget, which enables the P&R and opens up the possibility of development west of the motorway.
	City Centre North Road Improvements	PCS4 & 6	2016 - 2021	A planning application is expected in 2014.
	Highway and access improvements to link Lakeside to Cosham	PCS5	2011 - 2016	Development and highway improvements are underway
	The Hard Interchange	PCS4 & 17	2011 - 2016	nothing to report
	Station Square Interchange	PCS7 & 17	2016 - 2021	nothing to report
Utilities	Electricity Sub-station for Tipner & Port	PCS1, 2 & 3	2016 - 2021	not yet needed

Category	Project	Portsmouth Plan policy	Estimated Timescale	Progress towards this project made during monitoring period
	Solent			
	Water Supply Pipeline for Tipner West	PCS1	at same time as Tipner junction	The city council continues to explore funding opportunities for development at Tipner West, as well as the required infrastructure
Waste Management	Waste Water at Lakeside	PCS5	2011 - 2016	Development has commenced

3.6.2 While many of the required infrastructure projects are progressing well, no progress has been made on others. More careful monitoring of progress and better integration with the planning process are needed. The Infrastructure Delivery Plan is now some years old and needs to be updated.

Developer contributions towards infrastructure

3.6.3 The council is clear that new development should only be permitted where appropriate and timely provision has been made or can be made for the necessary infrastructure to serve the development, and to not put undue pressure on existing infrastructure.

3.6.4 As well as direct provision as part of development schemes where this is considered necessary and practical, since 2005 this took the form of tariff style contributions towards open space, sustainable transport, education and environmental improvements in the city centre.

3.6.5 The introduction of the Community Infrastructure Levy (CIL) on 1 April 2012 changed the way developer contributions are collected. CIL takes the form of a charge per square metre. The monies raised are collected into a central pot, which the city council must use to bring forward infrastructure projects to support the development of the area.

3.6.6 In the monitoring period, the first year of operation of the levy, £517,500 was collected. While the two are very different collection and spending systems, which cannot be directly paralleled, the question is often asked how the levels of contributions compare. Interestingly, in the first year of CIL, the total amount collected is very similar to the amount collected on average of the seven year tariff style S106 contributions were in place (£516,000).

3.6.7 At the end of the monitoring period, none of the CIL collected had been spent. Going forward, the capital programme for 2013/14 budgets all the CIL contributions collected towards the Tipner Motorway Junction & Park & Ride.

4. CONCLUSIONS AND RECOMMENDATIONS

4.1 This is the ninth Annual Monitoring Report charting the city's progress against its planning policy framework and wider regeneration aims.

4.2 Overall, there have been a number of positive developments during this monitoring period, and only a few areas for concern:

4.3 Elements that can be highlighted as particularly positive are:

- Following the adoption of the Portsmouth Plan, the city council has made further progress towards updating its policy framework, with the adoption of a number of topic and area based SPDs designed to guide development.
- Significant progress has also made on a number of the key regeneration sites during this monitoring period. Most notably the clean-up operation at Tipner has begun and work is progressing well on the M275 junction.
- We can demonstrate a five year housing land supply from 1 April 2014, as well as the additional 5% buffer required by the NPPF.
- Local policies on C4 HMOs are working well, providing a robust basis for decision making, and standing up well at appeal.
- Vacancy rates in the City Centre and in Southsea Town Centre are low and the level of A1 shopping uses remains relatively stable
- The Community Infrastructure Levy was introduced at the beginning of this monitoring period and around half a million pounds were collected in its first year.

4.4 There are some policy areas, where indicators show a difficult picture, but where there are strong indications that the situation will improve:

- The number of housing completions is significantly below the annual target, but the city council is confident that as the economy continues to recover, further sites will come forward and be built out.
- Commercial developments have largely met the requirement for BREEAM Excellent. There has been some difficulty in residential development meeting the sustainable design standards, but negotiations have generally led to developments including the maximum feasible on their sites.
- A study had found that new development have an impact on protected bird populations on the coast. While this presents a significant challenge, the council and its partners are working on an interim planning and legal framework and detailed mitigation plan, in order to ensure that development can continue to go ahead.
- There have been some losses of employment land, but the figures are much lower than in previous years.

4.5 Some indicators will need to be monitored carefully in future to ensure they improve. The city council should consider the following:

- The delivery of large family homes is falling short of the city's needs and of the target of 40% set in the Portsmouth Plan. Particular care will be needed in decisions on individual planning applications, but also in policy making. Negotiations with developers must be firm in ensuring that wherever possible family homes are delivered. In addition, in allocating sites for development, the city council will have to consider whether it would be appropriate to allocate some sites specifically for family dwellings.
- Many of the required infrastructure projects are progressing well. Others have seen little or no progress. The Infrastructure Delivery Plan is now some years old. The city council will need to update its IDP to inform its site allocations work, and also ensure that ongoing monitoring and integration with the planning process is improved.

Appendix 1: Monitoring Framework

Heading in AMR	Policy	Indicators
Progress on Planning Policy	All	
Regeneration sites & areas	PCS1 Tipner PCS2 Port Solent & PCS3 Horsea Island PCS4 Portsmouth City Centre PCS5 Lakeside Business Park PCS6 Somerstown & North Southsea PCS7 Fratton Park & the South Side of Rodney Road PCS9 The seafront	<p>Tipner</p> <ul style="list-style-type: none"> Progress towards delivery of the site (information on funding for the transport interchange, provision of infrastructure and progress of any planning applications) Amount of new housing delivered at Tipner (480 - 1,250 by 2027) Amount of new employment floorspace delivered at Tipner (25,000m² employment) <p>Port Solent & Horsea Island</p> <ul style="list-style-type: none"> Progress towards delivery of the site (information on funding for the bridge, provision of infrastructure, transport improvements and progress of any planning applications) Amount of new housing delivered at Port Solent & Horsea Island (500 - 1000 by 2027) <p>Lakeside</p> <ul style="list-style-type: none"> Progress towards development at Lakeside (assess against timescales set out in planning application) Amount of new employment floorspace delivered at Lakeside Business Park (69,000m² by 2027) <p>Fratton Park</p> <ul style="list-style-type: none"> Progress towards delivery of the site (information on funding for the stadium, provision of employment space, transport improvements and progress of any planning applications). <p>Portsmouth City Centre</p> <ul style="list-style-type: none"> Visitor footfall to the city centre Amount of hotel (C1) development in the city centre Progress on public realm improvement projects Retail ranking of the city centre Progress towards delivery of key sites identified in SPDs Funding for the road <p>Somerstown & North Southsea</p> <ul style="list-style-type: none"> Adoption of the area action plan Funding sources identified and secured Amount of housing delivered (539 up to 2027) Provision of a new community hub

		<p>Seafront</p> <ul style="list-style-type: none"> ▪ Adoption of the seafront masterplan ▪ Number of new developments coming forward in the seafront area ▪ Development at the key opportunity areas - South Parade Pier, Clarence Pier, Canoe Lake and Southsea Castle Area. ▪ Visitor numbers to the seafront
Homes for everyone	<p>PCS10 Housing Delivery</p> <p>PCS19 Housing mix, size & the provision of affordable housing</p> <p>PCS20 HMOs – mixed and balanced communities</p> <p>PCS21 Housing density</p> <p>PCS22 Gypsy, traveller & travelling showpeople accommodation</p>	<p>Housing Delivery</p> <ul style="list-style-type: none"> ▪ Net additional dwellings (420 per annum) ▪ Progress towards the overall housing requirement ▪ Update of housing trajectory <p>Housing Mix</p> <ul style="list-style-type: none"> ▪ Gross affordable housing delivered per year ▪ Number of new 3 bedroom family homes (on average 40% of total dwellings delivered per year) ▪ Average internal size of new dwellings ▪ Percentage of qualifying applications providing affordable housing <p>HMOs</p> <ul style="list-style-type: none"> ▪ Change in number of homeless (particularly the 25 - 34 year old age group who will be affected by changes to the Local Housing Allowance which will mean they can no longer afford to rent whole properties and will increasingly turn to HMOs) ▪ Changes in the concentration of HMOs across the city ▪ Number of planning applications received for HMOs and whether approved or refused ▪ Any appeal decision relating to HMOs <p>Housing density</p> <ul style="list-style-type: none"> ▪ Average density of housing (at least 40dph) ▪ Average density of housing developments in high density areas <p>Gypsy, traveller & travelling showpeople accommodation</p> <ul style="list-style-type: none"> • Number of applications for gypsy, traveller and travelling showpeople accommodation
Design & Heritage	<p>PCS23 Design & Conservation</p> <p>PCS24 Tall Buildings</p> <p>PCS15 Sustainable Design & Construction</p>	<p>Design & Conservation</p> <ul style="list-style-type: none"> ▪ Percentage of people satisfied with their local area as a place to live ▪ Improvements in design quality of new development ▪ New developments meeting Buildings for Life standards ▪ Area of the city designated as conservation areas

		<p>Tall Buildings</p> <ul style="list-style-type: none"> ▪ Number of tall buildings developed in identified areas of opportunity ▪ Design awards for tall buildings <p>Sustainable Design & Construction</p> <ul style="list-style-type: none"> ▪ Number of new homes meeting Code for Sustainable Homes and / or BREEAM standards ▪ Number of new non-domestic developments meeting BREEAM standards ▪ 30% reduction in the carbon footprint of the city council from 2010/2011 by 2016/2017
The Natural Environment	<p>PCS12 Flood Risk</p> <p>PCS13 A Greener Portsmouth</p>	<p>Flood Risk</p> <ul style="list-style-type: none"> ▪ Number of dwellings at risk from flooding ▪ Percentage of the city's coastline protected to a 1 in 200 and 1 in 1000 flood year event standard ▪ New flood risk management measures installed ▪ Number of sustainable urban drainage schemes <p>Greener Portsmouth</p> <ul style="list-style-type: none"> ▪ Amount of open space in the city ▪ Condition of SSSIs ▪ Access to open space ▪ Area of the city covered by local nature conservation designations ▪ Progress towards delivery of the country park ▪ Open space provision complied with on sites of more than 50 dwellings
The Economy & Access to shops, jobs and services	<p>PCS4 Portsmouth City Centre</p> <p>Southsea Town Centre AAP</p> <p>PCS8 District Centres</p> <p>PCS18 Local Shops & Services</p> <p>PCS11 Employment Land</p> <p>PCS14 A Healthy City</p> <p>PCS17 Transport</p>	<p>Portsmouth City Centre</p> <ul style="list-style-type: none"> • Amount of new shopping (A1) floorspace provided in the Commercial Road shopping area • Amount of new employment floorspace provided in the city centre • Percentage of A1, A3-A5 and vacant frontage in the Commercial Road shopping area • Amount of food and drink (A3, A4 and A5) development in the city centre • Quantitative and qualitative assessment of development in each locality <p>Southsea Town Centre</p> <ul style="list-style-type: none"> • Percentage of A1 frontage in the centre • Percentage A4/A5 frontage in the centre (more specifically in the secondary frontage as per STC5) • Percentage of vacant units in the centre (detail as percentage of primary and secondary frontages) • Number of A3 units in the secondary frontage (Osborne Road and Palmerston Road South

		<p>as per STC4)</p> <ul style="list-style-type: none"> • Number of markets, festivals and similar events held in the • the Palmerston Road precinct • Implementation of improvements to the precinct in accordance with the adopted programme • Progress towards the development of opportunity sites (Knight and Lee, Grosvenor Casino, 14-18 Osborne Road) <p>District Centres</p> <ul style="list-style-type: none"> ▪ Total amount of A1 frontage in each town centre ▪ Retail ranking of each centre ▪ Total amount of A3, A4 and A5 frontage within each centre ▪ Total number of vacant frontage in each centre ▪ Total floorspace for town centre uses (A1, A2, B1a and D2) across town centres ▪ Number of complaints received regarding antisocial behaviour <p>Local Centres</p> <ul style="list-style-type: none"> ▪ Total amount of A1 frontage in each local centre ▪ Total amount of A3, A4 and A5 frontage in each local centre ▪ Total amount of vacant shop frontage in each local centre ▪ Mix of uses within each local centre <p>Employment Land</p> <ul style="list-style-type: none"> ▪ Total amount of additional employment floorspace by type ▪ Employment land available by type ▪ Development of the key sites ▪ Number of existing employment sites lost <p>A Healthy city</p> <ul style="list-style-type: none"> ▪ Gap in life expectancy between worst quintile and rest of PCT ▪ Obesity in reception year children ▪ Proportion of households within 10 minutes by walking / public transport of health services ▪ Number of new healthcare facilities provided <p>Transport</p> <ul style="list-style-type: none"> ▪ Peak Period Traffic Flow ▪ Proportion of trips made by non car modes ▪ Non residential development in high accessibility zones
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		<ul style="list-style-type: none"> ▪ Percentage of new residential development within 10 minutes walk / public transport of a school and major retail centre ▪ Progress towards transport proposals
Infrastructure & Community Benefit	PCS16 Infrastructure & Community Benefit PCS17 Transport	<p>Transport</p> <ul style="list-style-type: none"> ▪ Short term (within 5 years) - junction improvements at Tipner and Port Solent, all elements of the Tipner major scheme bid, pedestrian and cycle schemes between QA Hospital and the City Centre. ▪ Medium - long term (5 years and beyond) - provision of the Tipner - Horsea bridge, provision of 2 new 'Zip' bus routes, local bus service improvement, new bus only link road between Port Solent and Horsea Island, improvements specifically for Lakeside, improvements for the wider Western Corridor, smarter choices to support the preferred strategy <p>Infrastructure & Community Benefit</p> <ul style="list-style-type: none"> ▪ Provision of critical infrastructure as set out in Appendix 2 of the Portsmouth Plan ▪ Level of CIL collected towards critical infrastructure projects ▪ Funding identified and secured for infrastructure projects

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Agenda item:

Decision maker: Cabinet Member for Planning, Regeneration and Economic Development, 25 November 2013
Subject: Strategic Housing Land Availability Assessment 2013 update
Report by: City Development Manager
Wards affected: All
Key decision (over £250k): No

1. Purpose of report

- 1.1 Section 159 of the National Planning Policy Framework (NPPF), published in March 2012, requires local planning authorities to have a robust evidence base which details the supply of housing land for residential development. This must be done through a Strategic Housing Land Availability Assessment (SHLAA).
- 1.2 The purpose of this report is to seek approval to publish the SHLAA 2013 update.

2. Recommendations

The Cabinet Member is recommended to:

1. **Approve the Strategic Housing Land Availability Assessment 2013 update (attached as Appendix A of this report) and the study's appendix 1 for publication.**
2. **Authorise the City Development Manager to develop and publish appendix 2 (site viability assessments) in consultation with the Cabinet Member for Planning, Regeneration and Economic Development.**
3. **Authorise the City Development Manager to make editorial amendments to the study and its appendix (attached as Appendix A) prior to publication, in consultation with the Cabinet Member for Planning, Regeneration and Economic Development. These amendments shall be restricted to correcting errors and formatting text and shall not alter the meaning of the statement.**

3. Background

- 3.1 The NPPF requires local planning authorities to have a robust evidence base which details the supply of land for residential development. This must be done through a SHLAA.

- 3.2 Portsmouth City Council published a SHLAA in September 2009. This was produced following a methodology supplied by the Government's Department for Communities and Local Government (CLG), with a small number of modifications to ensure it was locally specific. The study was then updated in 2010, 2011 and 2012, as per Government guidance, to show a rolling supply of housing land.
- 3.3 The NPPF requires that the SHLAA be updated every year, so that it can show the rolling supply of housing land in each year, giving the opportunity to respond appropriately to changes as they occur.
- 3.4 The SHLAA will also form a key part of the evidence base for the Site Allocations Plan, which itself will form part of the Local Plan. However policy decisions will be made through the relevant part of the Local Plan, not in the SHLAA. When investigating a site's potential for housing, it is the Site Allocations Plan which developers will refer to rather than the SHLAA.
- 3.5 **Nothing in the SHLAA should be understood to pre-determine the outcome of planning applications for specific sites or proposals.**
- 3.6 A number of changes have or will be made to the study as part of the 2013 update:
- completions that took place in the year 2012/13 have been included
 - the sites in the planning system have been updated to include those which were granted permission in 2012/13 and remove completions which took place in the last financial year and applications which expired.
 - following a reassessment of each potential housing site, some have had their yields and/or phasing revised
 - residual appraisals will be carried out for all potential housing sites phased for delivery in the first five years to ensure that they can be viably delivered. This will form appendix 2 of the study
- 3.10 If the Cabinet Member approves the 2013 SHLAA update, it will be published on the city council's website only.

Results of the study

- 3.11 The results in section 4 of the study, summarised in figure A below, show that Portsmouth is able to fulfil its housing supply requirements.
- 3.12 In total the city will likely provide 566 dwellings more than required over the next ten years. Taking into account the 11-13 year supply, there will be a surplus of 400 net additional dwellings.

Phase of delivery	Net delivery of dwellings	Portsmouth Plan target	Difference to Portsmouth Plan target	Running difference to Portsmouth Plan target
1-5 years	3,296	2,865	431	431
6-10 years	3,000	2,865	135	566
11-13 years	1,553	1,719	-166	400
TOTAL: 7,849				

Figure A

The phasing of Portsmouth's housing supply, cross-referenced with the annualised housing target.

- 3.13 The study also demonstrates that Portsmouth has a five year housing land supply from 01 April 2013 with a surplus of 431 dwellings.
- 3.14 However, the NPPF also requires the city council to identify an additional buffer of 5% of the target to ensure choice and competition in the market for land. It goes on to state that where there has been a record of persistent under delivery of housing, local planning authorities should increase the buffer to 20% to provide a realistic prospect of achieving the planned supply. Since 1997/98, there has been an average delivery of 589 homes per year and only seven years where delivery was below the 583 annualised target for the city between 2006/07 and 2026/27 whilst three of those years were during the recent downturn. Portsmouth has been consistently delivering the required level of housing to meet the needs of the city's growing population and as a result the 5% buffer has been applied. Including the 5% buffer, the city's five year housing target would be 3,008. As 3,296 dwellings should be provided in the first five years, this exceeds the 5% buffer by 288.
- 3.15 In addition to this, the funding of the motorway interchange at Tipner has the effect of increasing the overall housing target for the city, although it is excellent news as it will unlock the full potential of the site. Tipner is a site which requires extensive remediation, land raising and other work before construction can even begin. Hence, although parts of the site benefit from planning permission for residential development and are being implemented, completion of new homes will mostly take place in the 6-10 year period. This situation has a dampening effect on the city's five year supply and the 5% buffer.

4. Reasons for recommendations

- 4.1 The city council is required under the NPPF to assess whether Portsmouth has a five year housing land supply through a SHLAA.
- 4.2 The study assesses the urban capacity of the city and helps to demonstrate the level of development that could theoretically be achieved over the lifetime of the

Portsmouth Plan. As a result it forms one of the main pieces of evidence for the Site Allocations DPD.

5. Equality impact assessment (EIA)

5.1 A preliminary EIA has been completed. This concluded that a full EIA was not necessary.

6. Head of legal services' comments

6.1 There are no immediate legal implications arising from the recommendations. References to specific sites in the SHLAA should not be relied on by any person to indicate the Council's conclusions or decisions regarding the appropriate development on any particular site or in any particular location.

7. Head of finance's comments

7.1 There are no financial implications associated with the approval of the recommendations contained within this report. The update of the SHLAA is a core function of the Planning Service and is funded through the revenue budget allocated to the Service.

.....
Signed by City Development Manager:

Appendices

Appendix A - Strategic Housing Land Availability Assessment 2013 update and its two appendices.

Background list of documents: Section 100D of the Local Government Act 1972

The following documents disclose facts or matters, which have been relied upon to a material extent by the author in preparing this report:

Title of document	Location
None.	

The recommendation(s) set out above were approved/ approved as amended/ deferred/ rejected by on

.....
Signed by:

Appendix 1

Site specific reports

November 2013

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calling 023 9268 8633.**

Site 3
City centre

Description of the site

The city centre, as defined in the Portsmouth Plan, is located towards the south-west of Portsea Island. In all, the city centre stretches from Victory Retail Park at its most north eastern extent to Gunwharf Quays at its far south western extent. The city centre contains a wide range of uses including retail, offices, leisure, facilities for the visitor economy, education establishments as well as a large residential element.

Planning History:

In the recent past, the city centre has seen an increase in tall buildings containing one and two bedroom flats. The Portsmouth Plan is seeking to build on this by designating the city centre as being suitable for tall buildings and capable of accommodating 1600 additional dwellings. Delivery of these homes will be aided by the SPD for The Hard and the City Centre Masterplan.

Gross area of site (ha): 131.52

Suitability

The city centre is capable of accommodating a large proportion of the city's additional housing need over the next 20 years. There is significant scope to maximise the development opportunities in the city centre in order to make the most of this sustainable location.

The city centre is very well connected both to other parts of the city and elsewhere. The area contains two rail stations, two bus interchanges and water links to Gosport and the Isle of Wight. The site is closest to M27/M275 screen line junction onto the SRN. Traffic flow at this junction is expected to increase by 17% between 2006 and 2026. Development in the city centre would have a low immediate impact on biodiversity and brent goose feeding sites. In addition, the area includes the largest retail centre in the city as well as health and education facilities ensuring that residents would not have to be reliant on the private car. However, large sections of the city centre are at risk of flooding.

Overall, the area is earmarked for a great deal of development and for high densities where this fits well with other considerations.

Contamination:

Due to the large size of sites in the city centre, their contaminative status should be established early in the design stage of any development. Pre-application discussions with the city council's contaminated land team would be strongly recommended in order that any contamination issues are identified and the appropriate remediation strategy is put in place. Desk study and site investigation should be carried out as a minimum, and the results discussed with the city council during pre-application discussions and submitted with any planning application.

Site 3
City centre

Availability

Much of the area, particularly around Guildhall Square, is owned by the city council. Discussions are also underway with a great many of the other land owners in the city centre in order to facilitate development. However some of the sites could require site assembly.

Achievability

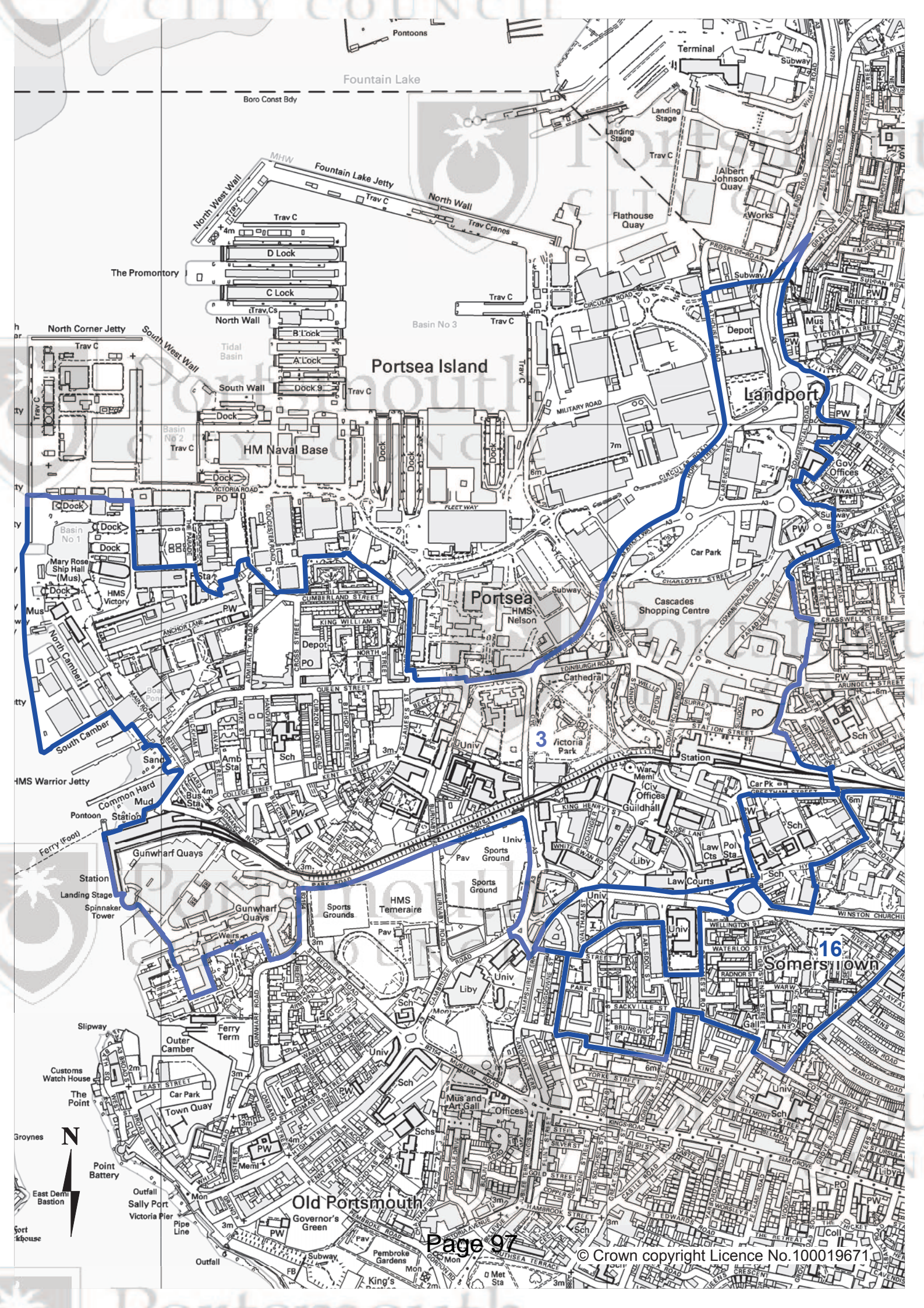
Recent developments in the area have been aimed towards the premium housing market with a focus on city centre and waterfront living. Whilst it is considered that a waterfront location will continue to be an asset in the future, the housing market has shifted away from city centre apartments recently. As a result, the likely yield from the city centre has been reduced compared to the 2009 SHLAA and the draft Portsmouth Plan and its phasing moved further back with the majority of development taking place in the 6-15 year period. Nonetheless, the potential remains for the city centre to deliver a large quantum of housing during the plan period.

Conclusions

It is seen that the city centre will provide a large amount of the city's future housing supply. However many of the individual sites in this area are anticipated to be large scale developments which would involve complex issues and would thus need a great deal of time to come to fruition. Consequently, the timeframe for delivery spans the entire Portsmouth Plan period.

Net Yield: 1600

Timeframe for delivery: 1-13 years



Fountain Lake

Boro Const Bdy

Portsea Island

Landport

Portsea

16 Somers' town

Old Portsmouth

Site 5**Cosham Cinema, High street****Description of the Site and Planning History**

The site consists of the vacant cinema at 80 High Street and the associated land to the rear. Planning history: An application was received in 2007 (07/01197/FUL) for 58 flats in two buildings. This application was later withdrawn.

Gross area of site (ha): 0.20

Net developable area (ha): 0.19

Suitability

Current flood zone: In Flood Zone 1

Distance to Local Centre: < 5 mins walk

SFRA hazard level: Low

Conservation Area: No

Listed building: No

2115 flood zone: Partially or wholly in Zone 3

TPO: No

AQMA: No

Is residential compatible? Active ground floor

Distance to GP: <10 mins walk

Distance to Secondary School: >10 mins walk

Distance to Bus Stop: < 5 mins walk

Distance to Major Centre: <5 mins walk

Distance to Station: <10 mins walk

SRN Junction: Hilsea Roundabout

Traffic flow at this junction is expected to increase by 22% between 2006 and 2026.

If the site contains undesignated green space, what is its importance? None

Site specific constraints and potential solutions: The site is on the primary frontage of Cosham District Centre in the Portsmouth Plan. As a result, town centre uses would be required on the ground floor of any development. It is also a high density area and so any scheme should be above 100dph.

What form could the development take? Flats over 4 storeys

Contamination:

Any contamination issues on the site will have to be addressed prior to development taking place.

Availability

Ownership status: The site's owner is known through a recent planning application.

Is the site currently in use? Site not in use

Achievability

Strength of housing market: Medium-high strength housing market

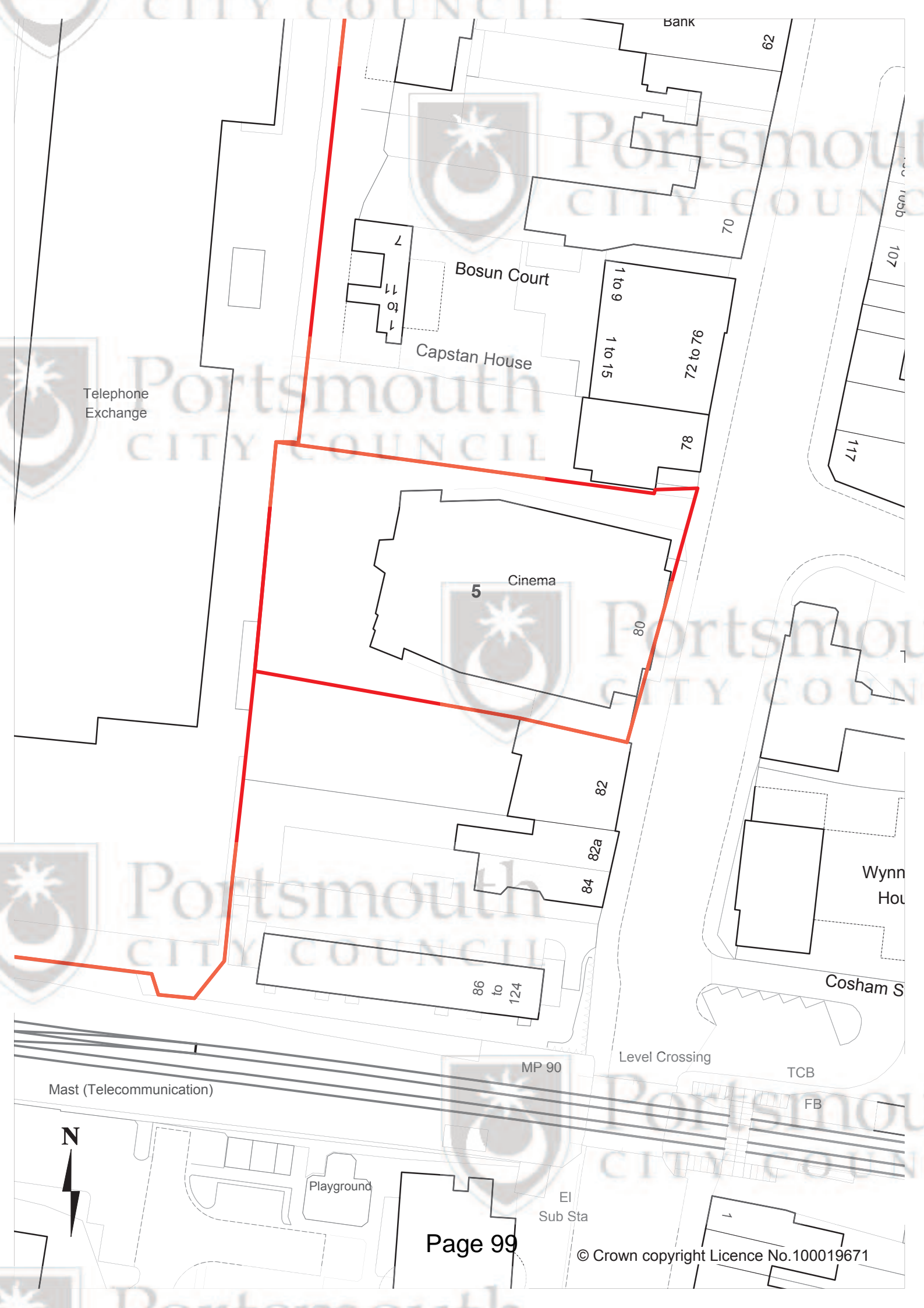
There is interest in developing the site, expressed through a recent planning application. Subsequently, there is a reasonable probability that housing can be provided on the site in the first five years.

Conclusions

Gross Yield: 50 **Existing Units on Site:** 0 **Net Yield:** 50 **Anticipated Density (dph):** 250

Timeframe for delivery: 1-5 years

Site status: Potential Housing Site



Telephone Exchange

Bosun Court

Capstan House

5 Cinema

Level Crossing

TCB

FB

MP 90

EI Sub Sta

Playground

Page 99

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Site 10**Land west of Homeheights House****Description of the Site and Planning History**

Part car park for the Queens Hotel, part vacant site. Planning history: Allocated in the last Local Plan for housing (SJ1), and was included in the Draft Site Allocations Plan. Permission was granted in 2012 (10/01247/FUL) for 38 apartments in an 8 storey building.

Gross area of site (ha): 0.18

Net developable area (ha): 0.17

Suitability

Current flood zone: Partially or wholly in Zone 2

Distance to Local Centre: < 5 mins walk

SFRA hazard level: Low

Conservation Area: Yes **Listed building:** No

2115 flood zone: Partially or wholly in Zone 3

TPO: No **AQMA:** No

Is residential compatible? Yes

Distance to GP: <10 mins walk

Distance to Secondary School: >10 mins walk

Distance to Bus Stop: < 5 mins walk

Distance to Major Centre: <5 mins walk

Distance to Station: >20 mins walk

SRN Junction: M27/M275 Screenline

Traffic flow at this junction is expected to increase by 17% between 2006 and 2026.

If the site contains undesignated green space, what is its importance? Low

Site specific constraints and potential solutions: Permission has been granted for a development of 38 flats on this site, but this permission has not yet been implemented.

What form could the development take? New build flats

Contamination:

Any contamination issues on the site will have to be addressed prior to development taking place.

Availability

Ownership status: The site's owner is known to the city council.

Is the site currently in use? Site not in use

Achievability

Strength of housing market: Medium strength housing market

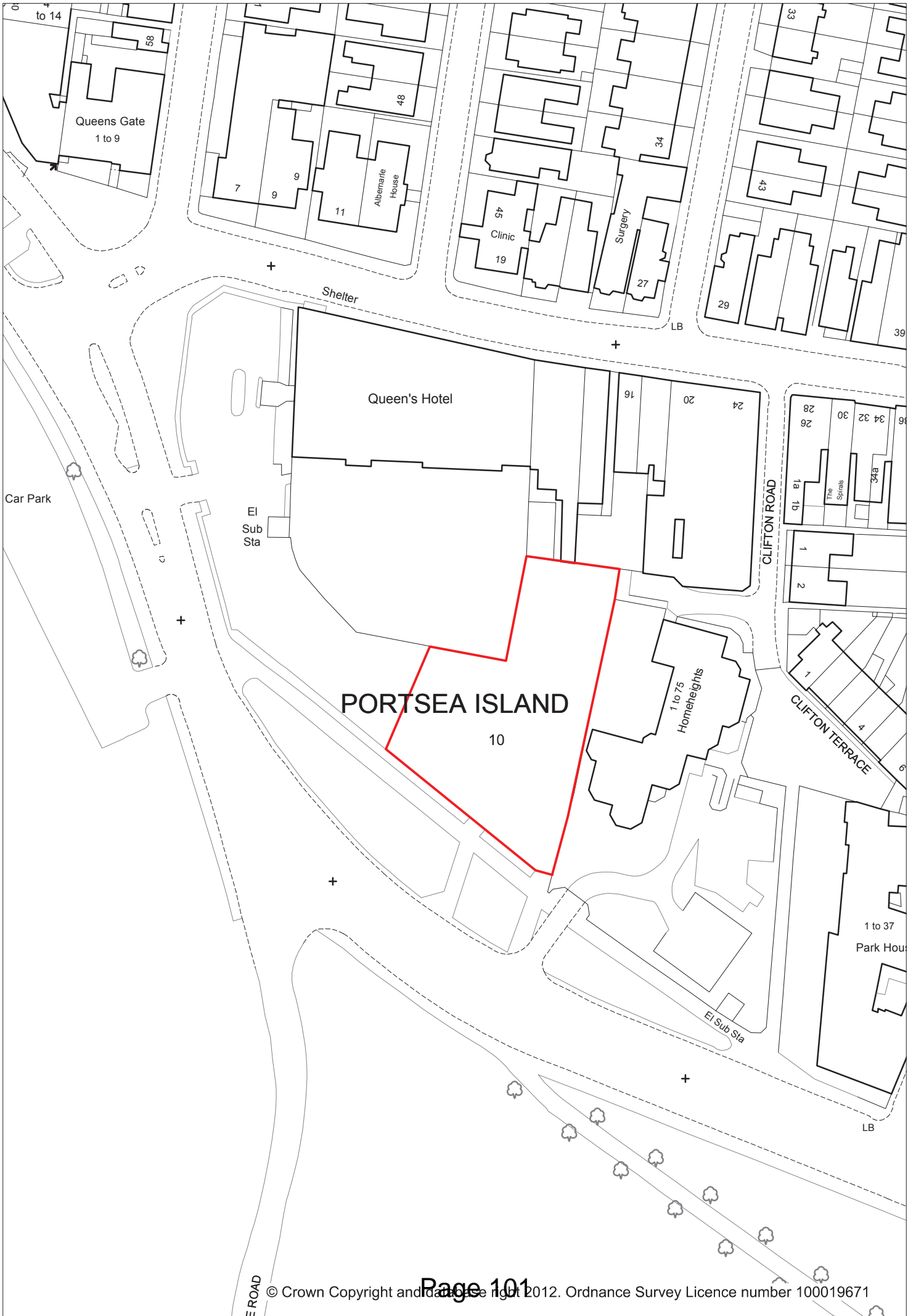
The site has planning permission. Thus it is anticipated that residential development could be provided on the site in the first five years.

Conclusions

Gross Yield: 38 **Existing Units on Site:** 0 **Net Yield:** 38 **Anticipated Density (dph):** 211

Timeframe for delivery: 1-5 years

Site status: Full Planning Permission - Not Started



Site 16

Somerstown and North Southsea

Description of the site

The site sits immediately south and east of the city centre and is bordered to the north largely by the railway and Winston Churchill Avenue, to the west by St Pauls Road, to the south by Kings Road and to the east by Somers Road. The area is dominated by 1950s and 60s social rented accommodation, most of which is flats. The area has higher than average levels of deprivation, crime and unemployment and is in need of regeneration.

Planning History:

The site has been earmarked by the city council as a focus of regeneration efforts. The Somerstown and North Southsea Area Action Plan was adopted in July 2012 and is available at <http://www.portsmouth.gov.uk/living/15057.html>.

Gross area of site (ha): 33.76

Suitability

The Somerstown and North Southsea area is in close proximity to the city centre, both rail and bus connections, employment, education facilities and local shops. Consequently, the area is suitable for higher densities although this should not come at the expense of creating a high quality urban environment or achieving the other aims of the Area Action Plan. In addition, the area is at a low risk of flooding, which will remain the case over the next century. The site is closest to M27/M275 screen line junction onto the SRN. Traffic flow at this junction is expected to increase by 17% between 2006 and 2026.

Nonetheless, since the Second World War, the area has been subject to a range of piecemeal and infill developments that have resulted in it becoming increasingly impermeable. Comprehensive redevelopment of the area could both help to meet the city's need for additional housing and provide the basis for positive and lasting change.

Contamination:

Due to the large size of many of the sites, their contaminative status should be established early in the design stage of any development. Pre-application discussions with the city council's contaminated land team would be strongly recommended in order that any contamination issues are identified and the appropriate remediation strategy is put in place. Desk study and site investigation should be carried out as a minimum, and the results discussed with the city council during pre-application discussions and submitted with any planning application.

Site 16

Somerstown and North Southsea

Availability

The area is the subject of an adopted Area Action Plan. This will provide the basis for future land assembly including the use of compulsory purchase powers. However, the city council already owns a significant amount of the land in the area.

Achievability

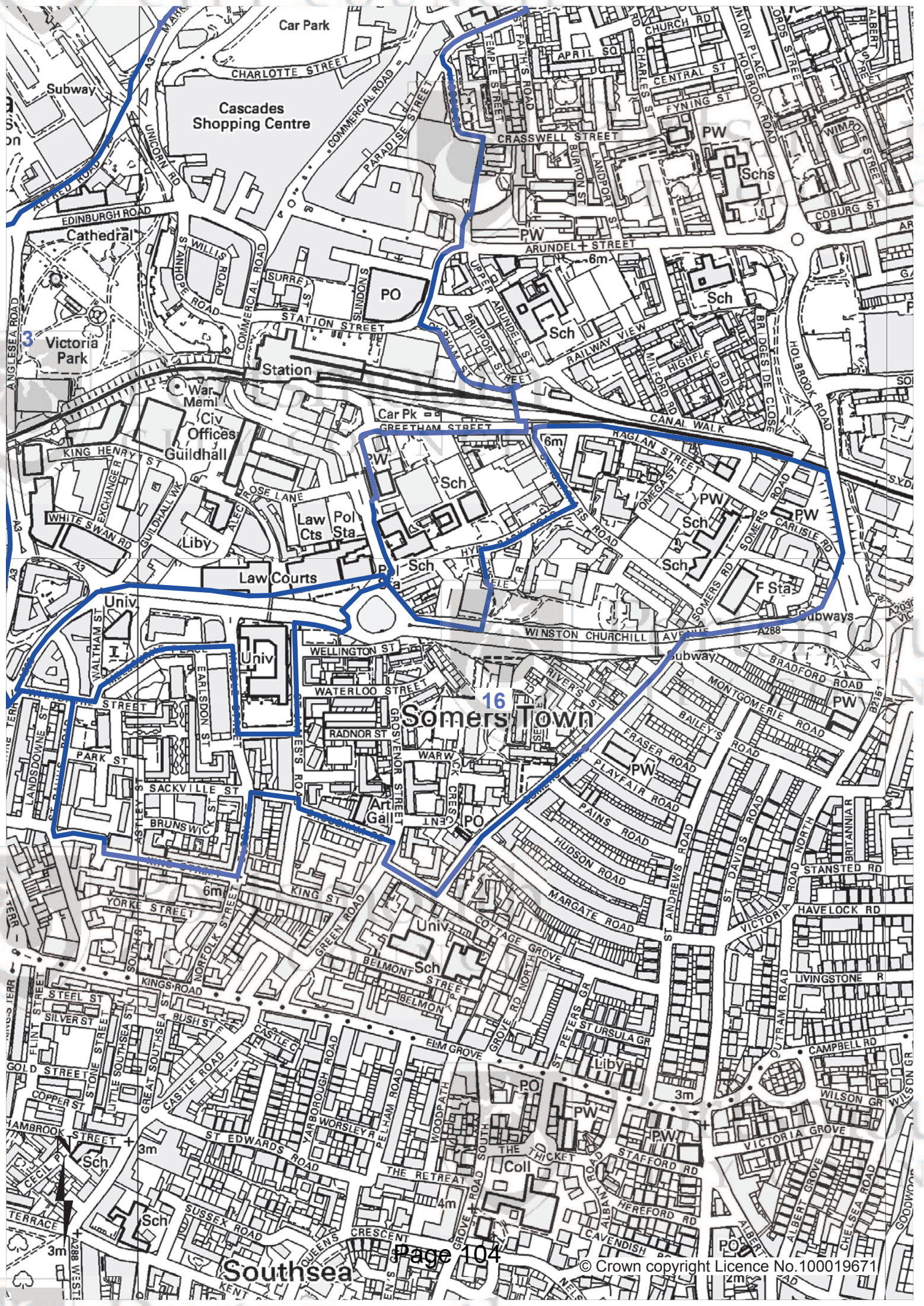
An Area Action Plan has been adopted for the Somerstown and North Southsea Area which will facilitate and guide future development.

Conclusions

The Area Action Plan aims to prevent 'ad hoc' development and instead seeks to deliver the comprehensive restructuring of the area. Redeveloping significant parts of the area may involve issues such as the decanting of council tenants and compulsory purchase. The timeframe for the delivery reflects this by spanning the plan period.

Net Yield: 486

Timeframe for delivery: 1-13 years



16 Somers Town

Site 23
22-30 Fratton Road

Description of the Site and Planning History

The site includes 22-30 Fratton Road, which are in retail use, as well as the service yard to the rear which fronts onto Cornwall Road. Planning history: No relevant applications.

Gross area of site (ha): 0.10

Net developable area (ha): 0.10

Suitability

Current flood zone: In Flood Zone 1	Distance to Local Centre: 5-10 mins walk	
SFRA hazard level: Not applicable	Conservation Area: No	Listed building: No
2115 flood zone: In Flood Zone 1	TPO: No	AQMA: Yes
Is residential compatible? Yes	Distance to GP: <10 mins walk	
Distance to Secondary School: <10 mins walk	Distance to Bus Stop: < 5 mins walk	
Distance to Major Centre: <5 mins walk	Distance to Station: <10 mins walk	
SRN Junction: M27/M275 Screenline Traffic flow at this junction is expected to increase by 17% between 2006 and 2026.		

If the site contains undesignated green space, what is its importance? None

Site specific constraints and potential solutions: Although the site is within the Fratton district centre, there is scope to provide residential development above and to the rear of a ground floor retail unit. It is also in a high density area and so a scheme of above 100dph would be required.

What form could the development take? Flats over 2-3 storeys

Contamination:

Any contamination issues on the site will have to be addressed prior to development taking place.

Availability

Ownership status: As the site has not been promoted to the council, the owner cannot be published.

Is the site currently in use? Intensively Used

Achievability

Strength of housing market: Medium-low strength housing market

As the site is not being promoted at this time, it is not expected to come forward in the first five years.

Conclusions

Gross Yield: 15 **Existing Units on Site:** 0 **Net Yield:** 15 **Anticipated Density (dph):** 150

Timeframe for delivery: 6-10 years **Site status:** Potential Housing Site



PW
PH 55
47
43
37

Institute
33 35
31
25
13 15
7b
79b
79a

Club
96
Signal Gantry
Fratton Bridge

Magpie Court
1 to 9
73
62
56
52 54
50
48
46
44
32

22 to 30
23
3 5
1 to 4

Joseph Smithman Court
11
1
2
18 16
8
6 4 2
2b
7
Bank
2 3 4
9
13

46 to 62
44
30
to 36
14
to 20
2
to 8
99
to 62

Playground

Selbourne
1 to 16
2
10
9
2 1
1

CLAREMONT ROAD

KINGSDOWN PLACE

SELBOURNE TERRACE

Site 29
City Records Office

Description of the Site and Planning History

City Records Office building with surrounding land to the east of the listed City Museum; set in leafy grounds. Planning history: No relevant applications.

Gross area of site (ha): 0.35

Net developable area (ha): 0.33

Suitability

Current flood zone: In Flood Zone 1	Distance to Local Centre: 5-10 mins walk	
SFRA hazard level: Not applicable	Conservation Area: Yes	Listed building: Listed
2115 flood zone: Partially or wholly in Zone 3	TPO: No	AQMA: No
Is residential compatible? Yes	Distance to GP: <10 mins walk	
Distance to Secondary School: >10 mins walk	Distance to Bus Stop: < 5 mins walk	
Distance to Major Centre: 10-20 mins walk	Distance to Station: 10-15 mins walk	

SRN Junction: M27/M275 Screenline
Traffic flow at this junction is expected to increase by 17% between 2006 and 2026.

If the site contains undesignated green space, what is its importance? High

Site specific constraints and potential solutions: There is an opportunity here for a prominent, high-quality development of 5 or more storeys which respects the character of the Conservation Area and the adjacent City Museum. The site's TPO trees would also need to be considered.

What form could the development take? Based on a conversion to flats as well as an extension

Contamination:

Any contamination issues on the site will have to be addressed prior to development taking place.

Availability

Ownership status: The city council own the site.

Is the site currently in use? Intensively Used

Achievability

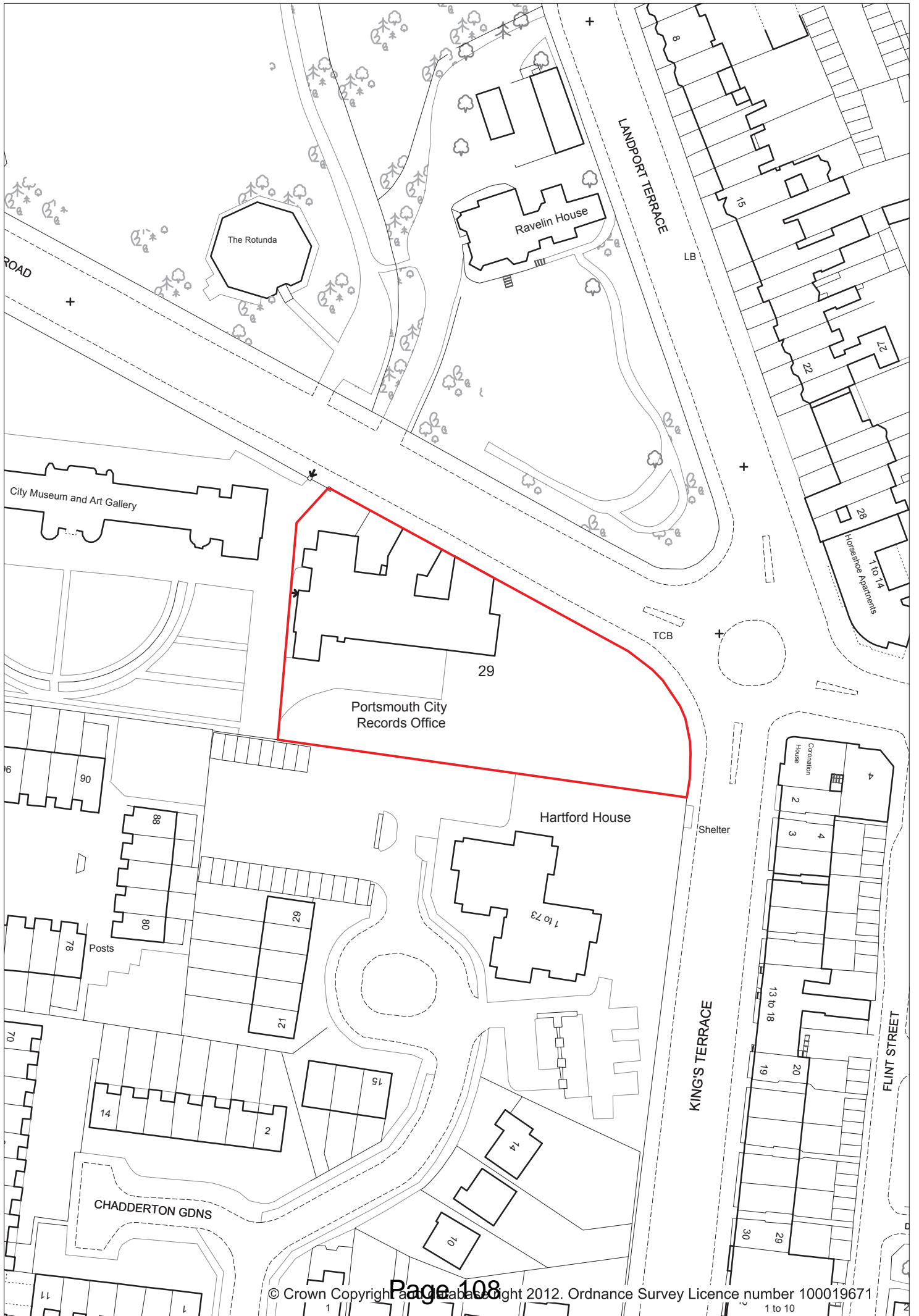
Strength of housing market: Medium strength housing market

As the site is not being promoted at this time, it is unlikely to come forward in the first five years.

Conclusions

Gross Yield: 75 **Existing Units on Site:** 0 **Net Yield:** 75 **Anticipated Density (dph):** 214

Timeframe for delivery: 11-13 years **Site status:** Potential Housing Site



Site 33
North End Kwiksave

Description of the Site and Planning History

Former 2-storey retail store with rear carpark and small forecourt. Generally flat site with access from Stubbington Avenue. Currently a vacant retail unit. Planning history: No relevant applications.

Gross area of site (ha): 0.18

Net developable area (ha): 0.17

Suitability

Current flood zone: In Flood Zone 1	Distance to Local Centre: 5-10 mins walk	
SFRA hazard level: Not applicable	Conservation Area: No	Listed building: No
2115 flood zone: In Flood Zone 1	TPO: No	AQMA: No
Is residential compatible? Yes	Distance to GP: <10 mins walk	
Distance to Secondary School: >10 mins walk	Distance to Bus Stop: < 5 mins walk	
Distance to Major Centre: <5 mins walk	Distance to Station: >20 mins walk	

SRN Junction: M27/M275 Screenline
Traffic flow at this junction is expected to increase by 17% between 2006 and 2026.

If the site contains undesignated green space, what is its importance? None

Site specific constraints and potential solutions: As this retail unit has been vacant for a number of years it is appropriate for residential redevelopment, in which case demolition of the existing building would be required.

What form could the development take? Flats over 2-3 storeys

Contamination:

As a result of the site's previous use, there is likely to be contamination present. An initial desk study and site investigation should be carried out as a minimum and the results discussed with the city council during pre-application discussions, and submitted with any planning application. It is recommended that the scope of site investigation is discussed with the city council's contaminated land team prior to undertaking the works.

Availability

Ownership status: As the site has not been promoted to the council, the owner cannot be published.

Is the site currently in use? Site not in use

Achievability

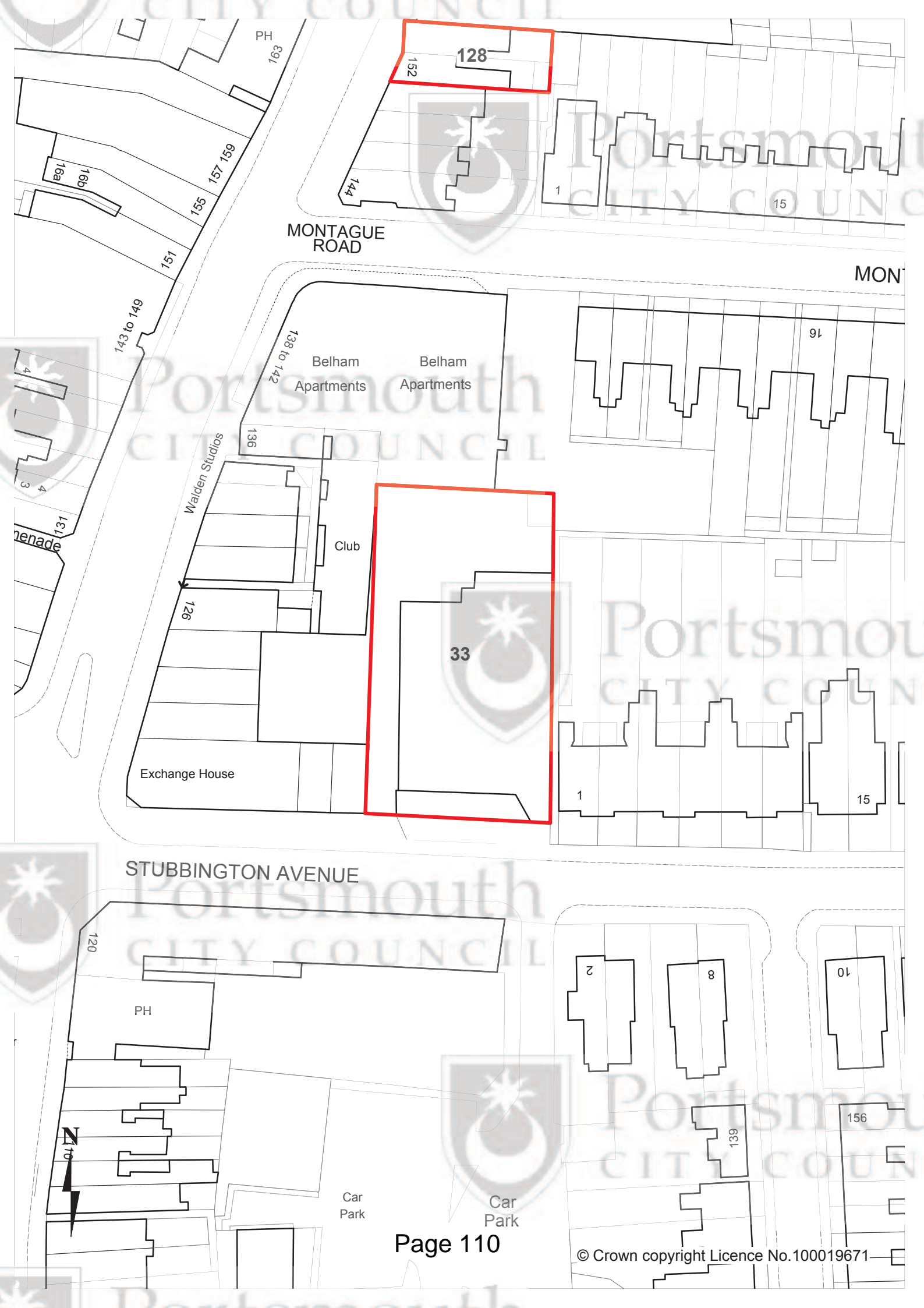
Strength of housing market: Medium-low strength housing market

As the site is not being promoted at this time, it is not expected to come forward in the first five years.

Conclusions

Gross Yield: 20 **Existing Units on Site:** 0 **Net Yield:** 20 **Anticipated Density (dph):** 111

Timeframe for delivery: 11-13 years **Site status:** Potential Housing Site



128

152

MONTAGUE ROAD

Belham Apartments

Walden Studios

Club

33

Exchange House

STUBBINGTON AVENUE

PH

Car Park

Car Park

Site 38
Horsea Island

Description of the Site and Planning History

The site itself is located towards the south of Horsea Island. Specifically, it consists of land to the east of the Torpedo Lake as well as a strip immediately to the north. Currently the site is used by the Ministry of Defence. Planning history: The site is allocated in the Portsmouth Plan for 500 new homes. However this is conditional on the delivery of the Tipner motorway interchange and the Tipner - Horsea Island bridge.

Gross area of site (ha): 18.49

Net developable area (ha): 12.94

Suitability

Current flood zone: In Flood Zone 1	Distance to Local Centre: >15 mins walk	
SFRA hazard level: Low	Conservation Area: No	Listed building: No
2115 flood zone: In Flood Zone 1	TPO: No	AQMA: No
Is residential compatible? Yes	Distance to GP: >10 mins walk	
Distance to Secondary School: >10 mins walk	Distance to Bus Stop: > 5 mins walk	
Distance to Major Centre: >20 mins walk	Distance to Station: >20 mins	

SRN Junction:

Access to the SRN would be via the Tipner-Horsea bridge and the Tipner interchange.

If the site contains undesignated green space, what is its importance? High

Site specific constraints and potential solutions: Provision of the Tipner - Horsea bridge link would allow access to the site. The site is in proximity to the Portsmouth Harbour SPA and Ramsar site and the Portsmouth SSSI extends inland close to the site. The site is also in proximity to an important Brent Goose site and several important high tide wader roosts. Improvements would be required to nearby flood defences and the capacity of the sewer network. More detail on the required infrastructure can be found in section 5 of the IDP.

What form could the development take? A mix of flats and houses

Contamination:

This site is located immediately adjacent to (and possibly partly on) a dilute and disperse landfill which received household, commercial and industrial waste. In addition, a large part of the site was historically reclaimed from the sea by the MoD towards the end of the 19th century. Since reclamation, a number of potentially contaminative usages have been located on the island. As a result, there are a number of potential issues which would need to be considered early in the design stage of any development, including (but not restricted to): landfill gas/vapours; differential subsidence; protection of groundwater; implications of any proposed development works on the adjacent Harbour (SPA status);+++++. Pre-application discussions with the city council's contaminated land team and with the Environment Agency would be strongly recommended, in particular as they will hold information relating to the history of the landfill. Desk study and proposals for site investigation should be submitted to the city council and the Environment Agency, prior to any site investigation being undertaken. The results of both desk study and site investigation should be discussed with the city council and the Environment Agency during pre-application discussions and submitted with any planning application.

Availability

Ownership status: The site's owner is known to the city council.

Is the site currently in use? Site not in use

Achievability

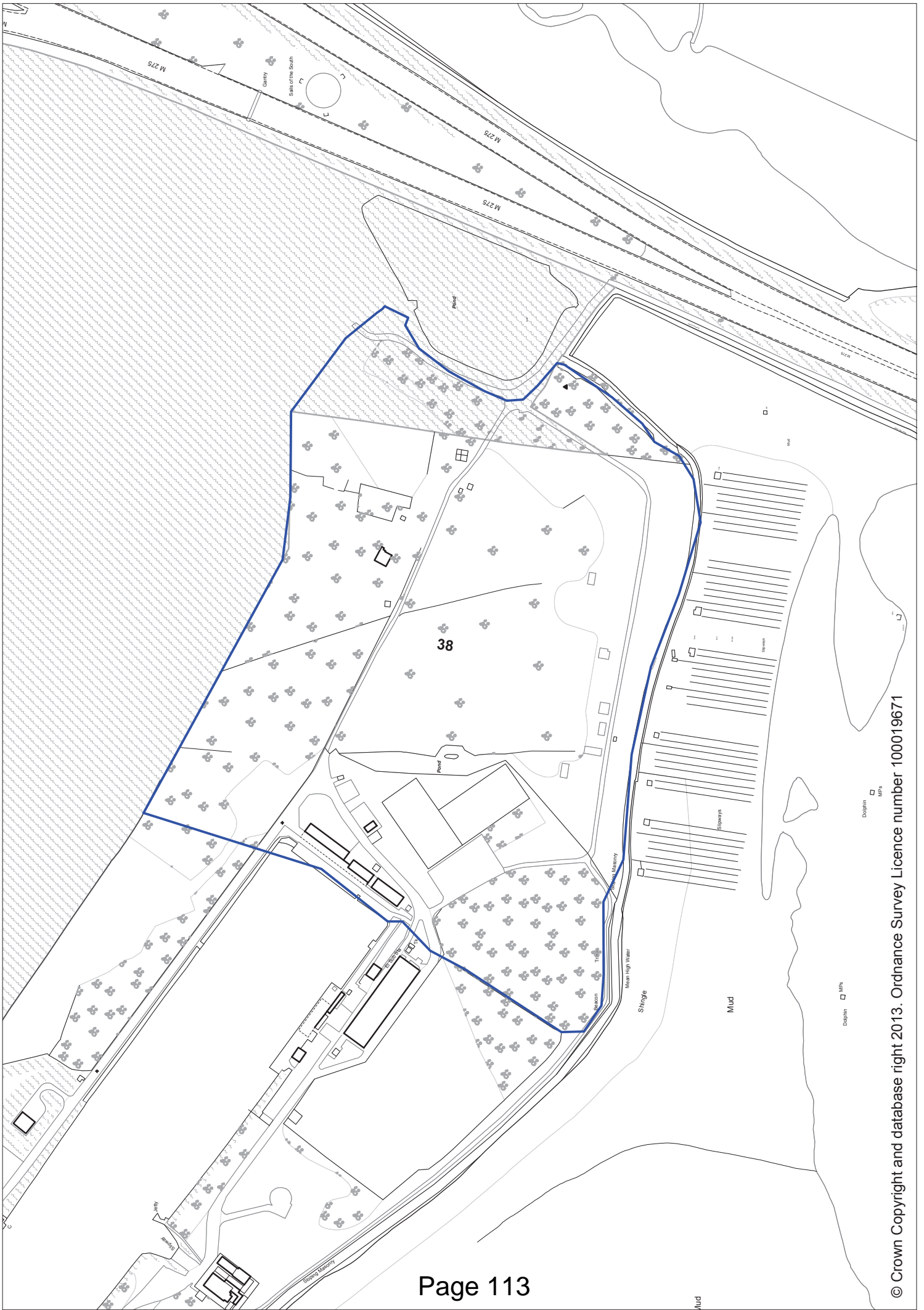
Strength of housing market: Medium-low strength housing market

The site would only be suitable for development if a bridge link is provided to Tipner to access the Tipner interchange. As funding for the bridge is not certain it cannot be guaranteed that any development can be achieved. However, if access is provided the site could yield up to 500 dwellings.

Site 38
Horsea Island

Conclusions

Gross Yield: 0	Existing Units on Site: 0	Net Yield: 0	Anticipated Density (dph): 0
Timeframe for delivery: 11-13 years		Site status: Strategic Site	



**Site 43
Port Solent**

Description of the Site and Planning History

The site is located at the south western corner of the Port Solent development. Currently, the area is used for boat storage with boat servicing facilities. Planning history: The site is allocated in the Portsmouth Plan for approximately 500 new homes.

Gross area of site (ha): 10.56

Net developable area (ha): 7.39

Suitability

Current flood zone: In Flood Zone 1	Distance to Local Centre: < 5 mins walk	
SFRA hazard level: Not applicable	Conservation Area: No	Listed building: No
2115 flood zone: In Flood Zone 1	TPO: No	AQMA: No
Is residential compatible? Yes	Distance to GP: >10 mins walk	
Distance to Secondary School: >10 mins walk	Distance to Bus Stop: > 5 mins walk	
Distance to Major Centre: >20 mins walk	Distance to Station: >20 mins	
SRN Junction: M27/A27 Intersection Traffic flow at this junction is expected to increase by 25% between 2006 and 2026.		

If the site contains undesignated green space, what is its importance? None

Site specific constraints and potential solutions: access improvements may be needed prior to development taking place. The site is adjacent to the Portsmouth Harbour SPA, Ramsar and SSSI site. The site is also in proximity to an important Brent Goose site south of Marina Keep and several sites nearby are important wader roosts. Improvements would also be needed to the capacity of the sewage network.

What form could the development take? A mixture of flats and houses

Contamination:

This site is located upon a dilute and disperse landfill which received household, commercial and industrial waste. As a result, there are a number of potential issues which would need to be considered early in the design stage of any development, including (but not restricted to): landfill gas/vapours; differential settlement; protection of groundwater; implications of any proposed development works on the adjacent Harbour (SPA status); implications of any proposed development works on existing gas protection measures. Pre-application discussions with the city council's contaminated land team and with the Environment Agency would be strongly recommended, in particular as they will hold information relating to the history of the landfill and gas protection measures to the existing development and infrastructure. Desk study and proposals for site investigation should be submitted to the city council and the Environment Agency, prior to any site investigation being undertaken. The results of both desk study and site investigation should be discussed with the city council and the Environment Agency during pre-application discussions and submitted with any planning application. Due to the nature of the site, it should not be assumed at this stage (without additional information) that this site is viable for residential development.

Availability

Ownership status: The site has a variety of land owners.

Is the site currently in use? Part of the site in intensive use

Achievability

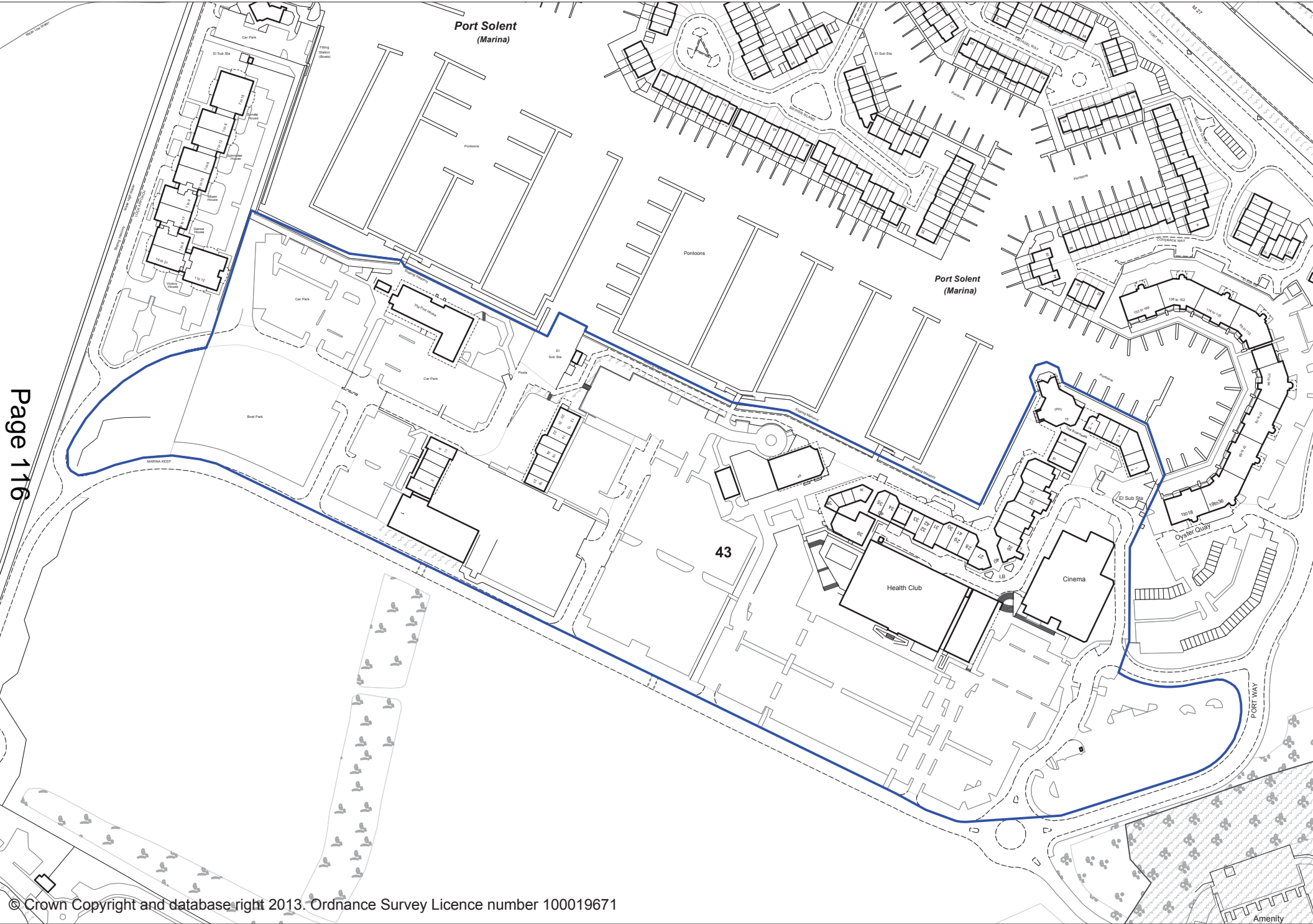
Strength of housing market: Medium strength housing market

The site is seen as available through discussions which are taking place with a potential developer. However given the size and complexity of the site, development is phased across the first ten years

**Site 43
Port Solent**

Conclusions

Gross Yield: 500	Existing Units on Site: 0	Net Yield: 500	Anticipated Density (dph): 47
Timeframe for delivery: 1-10 years		Site status: Strategic Site	



Site 44**Land north of Southampton Road****Description of the Site and Planning History**

Rear gardens to properties fronting Southampton Road. Planning history: An application for 25 houses (11/01241/OUT) was withdrawn in 2011. A subsequent application for 31 houses is currently being considered.

Gross area of site (ha): 0.87

Net developable area (ha): 0.70

Suitability

Current flood zone: In Flood Zone 1

Distance to Local Centre: 10-15 mins walk

SFRA hazard level: Not applicable

Conservation Area: No

Listed building: No

2115 flood zone: Partially or wholly in Zone 3

TPO: No

AQMA: No

Is residential compatible? Yes

Distance to GP: <10 mins walk

Distance to Secondary School: >10 mins walk

Distance to Bus Stop: > 5 mins walk

Distance to Major Centre: 10-20 mins walk

Distance to Station: >20 mins walk

SRN Junction: M27/A27 Intersection

Traffic flow at this junction is expected to increase by 25% between 2006 and 2026.

If the site contains undesignated green space, what is its importance? Low

Site specific constraints and potential solutions: As the site consists of residential gardens, it is classified as greenfield. Given that an application is currently being considered, the site is seen as deliverable.

What form could the development take? Houses

Contamination:

Availability

Ownership status: Site assembly will be required.

Is the site currently in use? Unintensively Used

Achievability

Strength of housing market: Medium strength housing market

As an application is being considered for part of the site, it could come forward in part in the first five years.

Conclusions

Gross Yield:32

Existing Units on Site:1

Net Yield:31

Anticipated Density (dph):

Timeframe for delivery: 1-5 years

Site status: Potential Housing Site



Site 47**Scottish and Southern Energy Depot****Description of the Site and Planning History**

Vacant site - former Southern Electric Headquarters. The site has been cleared. Planning history: An outline application for 162 dwellings was withdrawn in 2009 (09/00450/OUT).

Gross area of site (ha): 3.73

Net developable area (ha): 2.61

Suitability

Current flood zone: Partially or wholly in Zone 3

Distance to Local Centre: 5-10 mins walk

SFRA hazard level: High

Conservation Area: No

Listed building: No

2115 flood zone: Partially or wholly in Zone 3

TPO: No

AQMA: No

Is residential compatible? Yes

Distance to GP: >10 mins walk

Distance to Secondary School: >10 mins walk

Distance to Bus Stop: > 5 mins walk

Distance to Major Centre: >20 mins walk

Distance to Station: 15-20 mins walk

SRN Junction: A27 & A2030

Traffic flow at this junction is expected to increase by 9% between 2006 and 2026.

If the site contains undesignated green space, what is its importance? None

Site specific constraints and potential solutions: Any development proposals will need to ensure that the site will be safe from flooding for the lifetime of the development. It will be necessary to address this jointly with the nearby site 48 to ensure that an effective solution is found.

What form could the development take? Houses

Contamination:

As a result of the site's previous use, there is likely to be contamination present. An initial desk study and site investigation should be carried out as a minimum and the results discussed with the city council during pre-application discussions, and submitted with any planning application. It is recommended that the scope of site investigation is discussed with the city council's contaminated land team prior to undertaking the works.

Availability

Ownership status: The site's owner is known through a current planning application.

Is the site currently in use? Site not in use

Achievability

Strength of housing market: Medium strength housing market

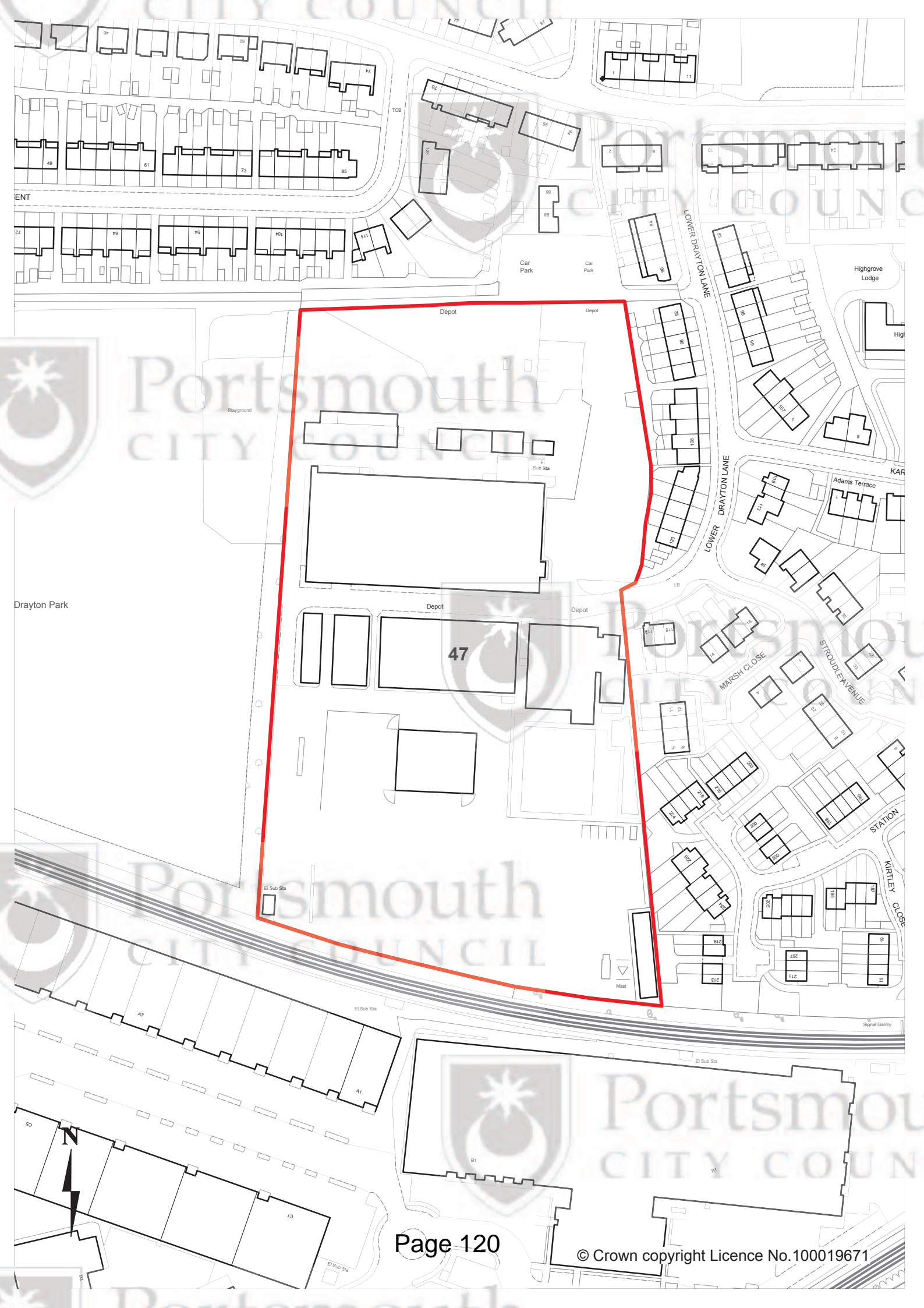
There is interest in developing the site, expressed through a recent planning application. Given the constraints to be overcome it is not anticipated that development is achievable before the end of the first five years, stretching into the 6-10 year period

Conclusions

Gross Yield: 150 **Existing Units on Site:** 0 **Net Yield:** 150 **Anticipated Density (dph):** 40

Timeframe for delivery: 1-5 years

Site status: Potential Housing Site



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**Site 48
Drayton Dairy**

Description of the Site and Planning History

Former Southern Dairy depot. Currently a vacant site. Planning History: An application for up to 150 dwellings (07/02454/OUT) was refused in 2007.

Gross area of site (ha): 2.53

Net developable area (ha): 2.02

Suitability

Current flood zone: Partially or wholly in Zone 3	Distance to Local Centre: 10-15 mins walk	
SFRA hazard level: High	Conservation Area: No	Listed building: No
2115 flood zone: Partially or wholly in Zone 3	TPO: No	AQMA: No
Is residential compatible? Yes	Distance to GP: <10 mins walk	
Distance to Secondary School: <10 mins walk	Distance to Bus Stop: < 5 mins walk	
Distance to Major Centre: >20 mins walk	Distance to Station: >20 mins walk	

SRN Junction: A27 & A2030
Traffic flow at this junction is expected to increase by 9% between 2006 and 2026.

If the site contains undesignated green space, what is its importance? None

Site specific constraints and potential solutions: Any development proposals will need to ensure that the site will be safe from flooding for the lifetime of the development. It will be necessary to address this jointly with the nearby site 149 to ensure that an effective solution is found.

What form could the development take? Houses

Contamination:

As a result of the site's previous use, there is likely to be contamination present. An initial desk study and site investigation should be carried out as a minimum and the results discussed with the city council during pre-application discussions, and submitted with any planning application. It is recommended that the scope of site investigation is discussed with the city council's contaminated land team prior to undertaking the works.

Availability

Ownership status: The site owner is known through a recent planning application.

Is the site currently in use? Intensively Used

Achievability

Strength of housing market: Medium strength housing market

There is interest in developing the site, expressed through a recent planning application, though it is felt that a more modest scheme might be able to overcome some of the issues associated with the previous application. Given the constraints to be overcome it is not anticipated that development is achievable before the end of the first five years, stretching into the 6-10 year period

Conclusions

Gross Yield: 125 **Existing Units on Site:** 0 **Net Yield:** 125 **Anticipated Density (dph):** 49

Timeframe for delivery: 1-10 years **Site status:** Potential Housing Site



GROVE ROAD

KAREN AVENUE

KAREN AVENUE

WAINWRIGHT CLOSE

Works

48

STATION ROAD

STRODE AVENUE

STATION ROAD

KIRTLEY CLOSE

Signal Gantry

El Sub Sta

Farlington Junction

El Sub Sta

Pumping Station

El Sub Sta

Works

The Bungalow

N

Site 49**Southsea Debenhams, Palmerston Road****Description of the Site and Planning History**

The site constitutes 44-66 Palmerston Road, Southsea, a prominent location within Southsea town centre. The site is currently used as a department store. Planning history: No relevant applications.

Gross area of site (ha): 0.44

Net developable area (ha): 0.35

Suitability

Current flood zone: Partially or wholly in Zone 3

Distance to Local Centre: 5-10 mins walk

SFRA hazard level: Low

Conservation Area: Yes **Listed building:** No

2115 flood zone: Partially or wholly in Zone 3

TPO: No

AQMA: No

Is residential compatible? Partially

Distance to GP: >10 mins walk

Distance to Secondary School: >10 mins walk

Distance to Bus Stop: < 5 mins walk

Distance to Major Centre: >20 mins walk

Distance to Station: >20 mins walk

SRN Junction: M27/M275 Screenline

Traffic flow at this junction is expected to increase by 17% between 2006 and 2026.

If the site contains undesignated green space, what is its importance? None

Site specific constraints and potential solutions: The site occupies a prominent place in Southsea Town Centre and would be suitable for a mix of retail at ground and first floor with community and residential development above that (as per policy STC15 of the Southsea Town Centre Area Action Plan).

What form could the development take? A mixed-use development.

Contamination:

Any contamination issues on the site will have to be addressed prior to development taking place.

Availability

Ownership status: As the site has not been promoted, its owner cannot be published.

Is the site currently in use? Part of the site in intensive use

Achievability

Strength of housing market: Medium-high strength housing market

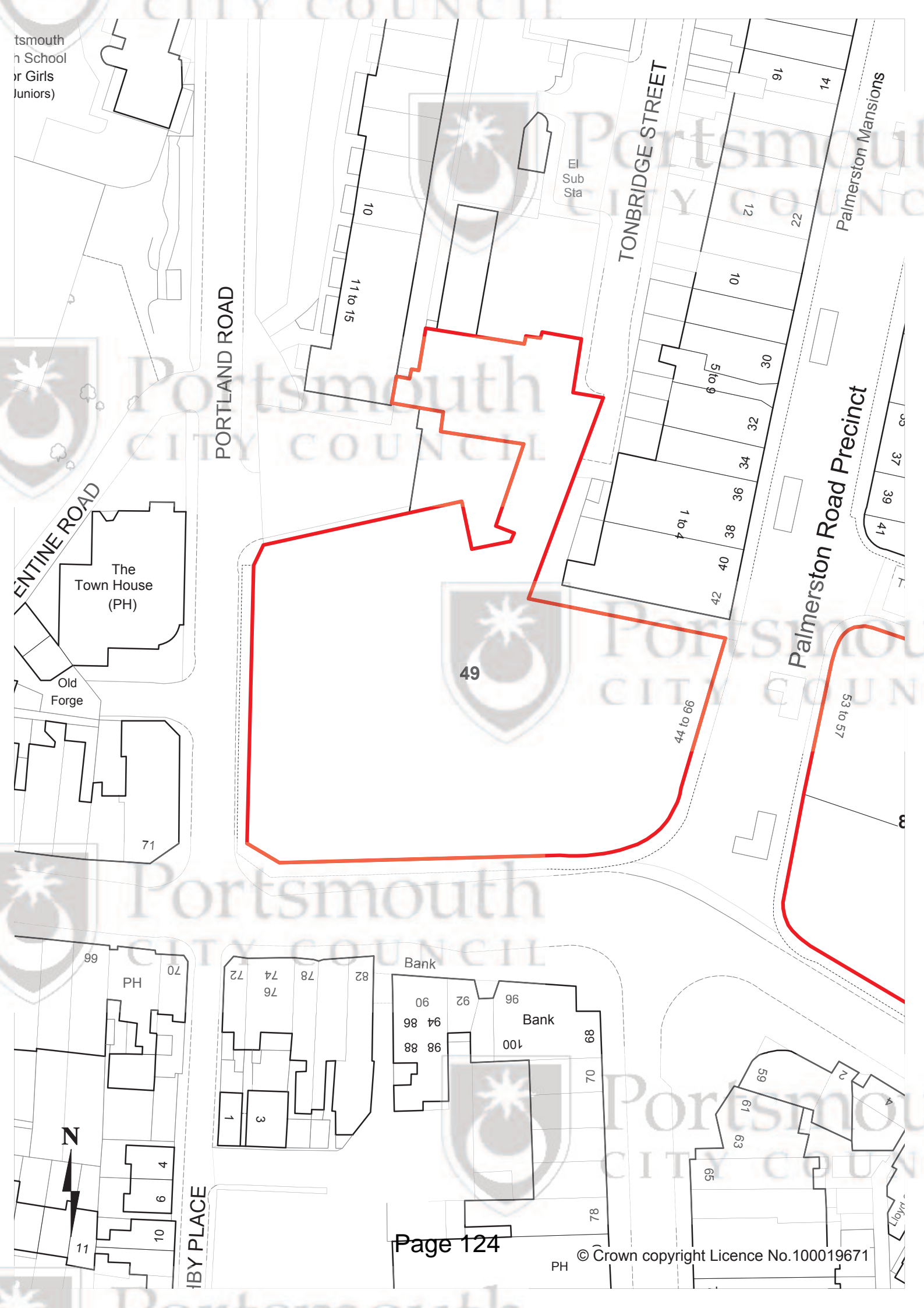
As the site is not being promoted at this time, it is not expected to come forward in the first five years.

Conclusions

Gross Yield: 50 **Existing Units on Site:** 0 **Net Yield:** 50 **Anticipated Density (dph):** 114

Timeframe for delivery: 11-13 years

Site status: Potential Housing Site



tsmouth
h School
or Girls
(Juniors)

ENTINE ROAD

The
Town House
(PH)

Old
Forge

PORTLAND ROAD

TONBRIDGE STREET

Sub
Sta

Palmerston Road Precinct

Palmerston Mansions

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Portsmouth
CITY COUNCIL

Portsmouth
CITY COUNCIL

Portsmouth
CITY COUNCIL

BY PLACE



10
11 to 15

49

99 to 44

1 to 4

16
14
12
22
10
30
32
42
93
83
04
24

53 to 57

PH

82
78
76
74
72
1
3

Bank
96
100
89
02
82
98
88
98
88
94
86
90
92

59
61
63
65

Site 50**St Mary's Hospital West Wing****Description of the Site and Planning History**

A large site previously used as the west wing of St Mary's Hospital. Planning history: The site has outline permission for 191 new homes and a care home (11/00250/OUT).

Gross area of site (ha): 6.31

Net developable area (ha): 4.41

Suitability

Current flood zone: In Flood Zone 1

Distance to Local Centre: 10-15 mins walk

SFRA hazard level: Not applicable

Conservation Area: No **Listed building:** No

2115 flood zone: In Flood Zone 1

TPO: No **AQMA:** No

Is residential compatible? Mixed use scheme

Distance to GP: <10 mins walk

Distance to Secondary School: <10 mins walk

Distance to Bus Stop: < 5 mins walk

Distance to Major Centre: 10-20 mins walk

Distance to Station: 15-20 mins walk

SRN Junction: M27/M275 Screenline

Traffic flow at this junction is expected to increase by 9% between 2006 and 2026.

If the site contains undesignated green space, what is its importance? Low

Site specific constraints and potential solutions: Development would involve the demolition of the existing hospital buildings and construction of new homes. Given the mix of surrounding uses, care will need to be taken to ensure that any impact on the amenity of future residents is minimised.

What form could the development take? Mostly houses

Contamination:

Any contamination issues on the site will have to be addressed prior to development taking place.

Availability

Ownership status: The site's owner is known through a recent planning application.

Is the site currently in use? Site not in use

Achievability

Strength of housing market: Medium-low strength housing market

Given that there is outline approval for new homes, it is anticipated that development could come forward within the first five years.

Conclusions

Gross Yield: 191 **Existing Units on Site:** 0 **Net Yield:** 191 **Anticipated Density (dph):** 30

Timeframe for delivery: 1-5 years

Site status: Full Planning Permission - Not Started

Site 51
Tipner

Description of the site

The site is located towards the west of the city and straddles the M275 as it crosses Tipner Lake onto Portsea Island. Overall, the site is unintensively used. There are a variety of small industrial units, an aggregates wharf, a former scrapyard and a greyhound stadium. However a great deal of the area is vacant.

Planning History:

The Portsmouth Plan allocates the Tipner area for development of up to 1,250 dwellings. There is planning permission for 598 dwellings at Tipner, following remediation. Permission has also been granted for a new motorway junction, sliproads and a roundabout on Tipner Lane (09/01568/FUL).

Gross area of site (ha): 25.01

Suitability

Although the site is capable of accommodating a great deal of development, there are many complex issues facing it. The access to the site is poor and so a new junction from the M275 would be needed to facilitate comprehensive regeneration of the site and help facilitate a park and ride. However 480 dwellings could be developed with an access from Tw ford Avenue. Other infrastructure improvements would include improved flood defences, increasing the capacity of the sewage network. There are also listed buildings on the site which would need to be retained and any development could not have an adverse impact on the setting of Portchester Castle (listed and Scheduled Ancient Monument). In addition, the site is adjacent to Portsmouth Harbour SSSI, SPA and Ramsar sites and adjacent to an identified feeding ground for Brent Geese at Tipner Range. As a result, avoidance and mitigation measures would be needed in all likelihood. The site is identified for high density development in the Portsmouth Plan and so the scheme should be above 100dph. Furthermore, it is identified as an area of opportunity and so tall buildings may be suitable on the site if there was no interruption to bird sight lines.

Contamination:

Due to the large size of this site, it has an extremely mixed history, including a number of potentially contaminative historic uses, including chemical works, MoD landfill, bulk fuel storage and ship-breaking yard. The city council's contaminated land team hold substantial information relating to the site, including desk study and preliminary site investigation reports. Pre-application discussions with the city council's contaminated land team and with the Environment Agency would be strongly recommended, together with a comprehensive review of information already available. Proposals for supplementary site investigation should be submitted to the city council and the Environment Agency, prior to any site investigation being undertaken. The results of the site investigation should be discussed with the city council and the Environment Agency during pre-application discussions and submitted with any planning application. Due to the nature of the site, it should not be assumed at this stage (without additional information) that this site is viable for residential development.

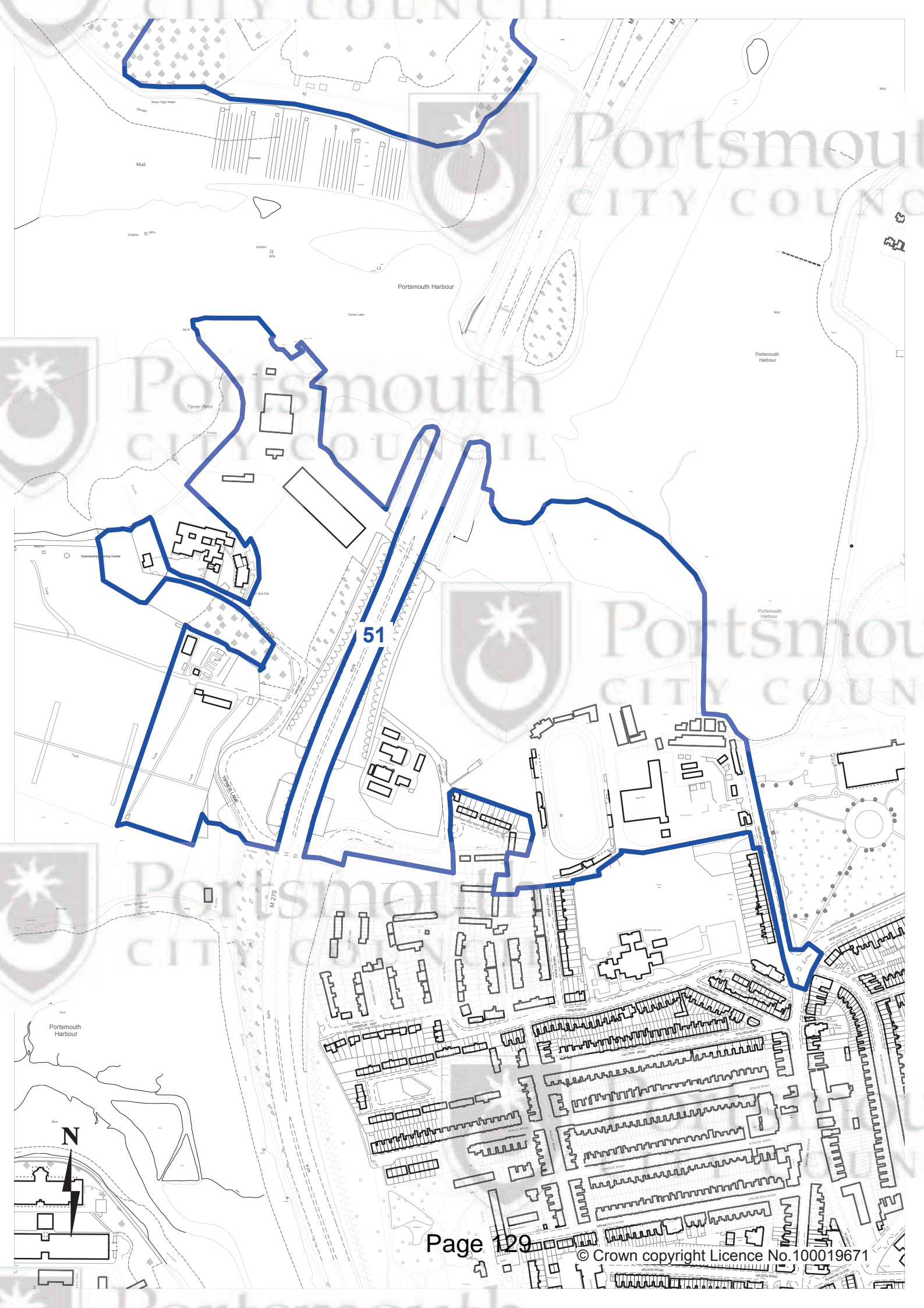
Site 51

Tipner

Conclusions

Gross Yield:1,250 Existing Units on Site: 0 Net Yield:1,250

Timeframe for delivery: 1-13 years Site status: Strategic Site



Portsmouth Harbour

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51

Portsmouth Harbour

N

Site 53**Unity Hall and Deaf Centre****Description of the Site and Planning History**

A hall used by the Labour Club and the Portsmouth Deaf Centre. Surface level car parking adjacent to the roundabout and section of Coburg Street and small garage court. Small landscaped area adjacent to roundabout containing trees and hedgerow. Planning History: the site is the subject of a current outline application (A*38940/AA) for the construction of 72 flats over 8 stories.

Gross area of site (ha): 0.20

Net developable area (ha): 0.19

Suitability

Current flood zone: In Flood Zone 1

Distance to Local Centre: 10-15 mins walk

SFRA hazard level: Not applicable

Conservation Area: No

Listed building: No

2115 flood zone: In Flood Zone 1

TPO: No

AQMA: No

Is residential compatible? Yes

Distance to GP: <10 mins walk

Distance to Secondary School: <10 mins walk

Distance to Bus Stop: < 5 mins walk

Distance to Major Centre: <5 mins walk

Distance to Station: <10 mins walk

SRN Junction: M27/M275 Screenline

Traffic flow at this junction is expected to increase by 17% between 2006 and 2026

If the site contains undesignated green space, what is its importance? None

Site specific constraints and potential solutions: The site is split over two smaller sites and redevelopment could happen on both or either of the sites, however the Portsmouth Deaf Centre may need to be reprovided. A development would be expected to take advantage of the landmark potential of the site.

What form could the development take? Flats

Contamination:

Any contamination issues on the site will have to be addressed prior to development taking place.

Availability

Ownership status: The site owner is known to the city council.

Is the site currently in use? Intensively Used

Achievability

Strength of housing market: Low strength housing market

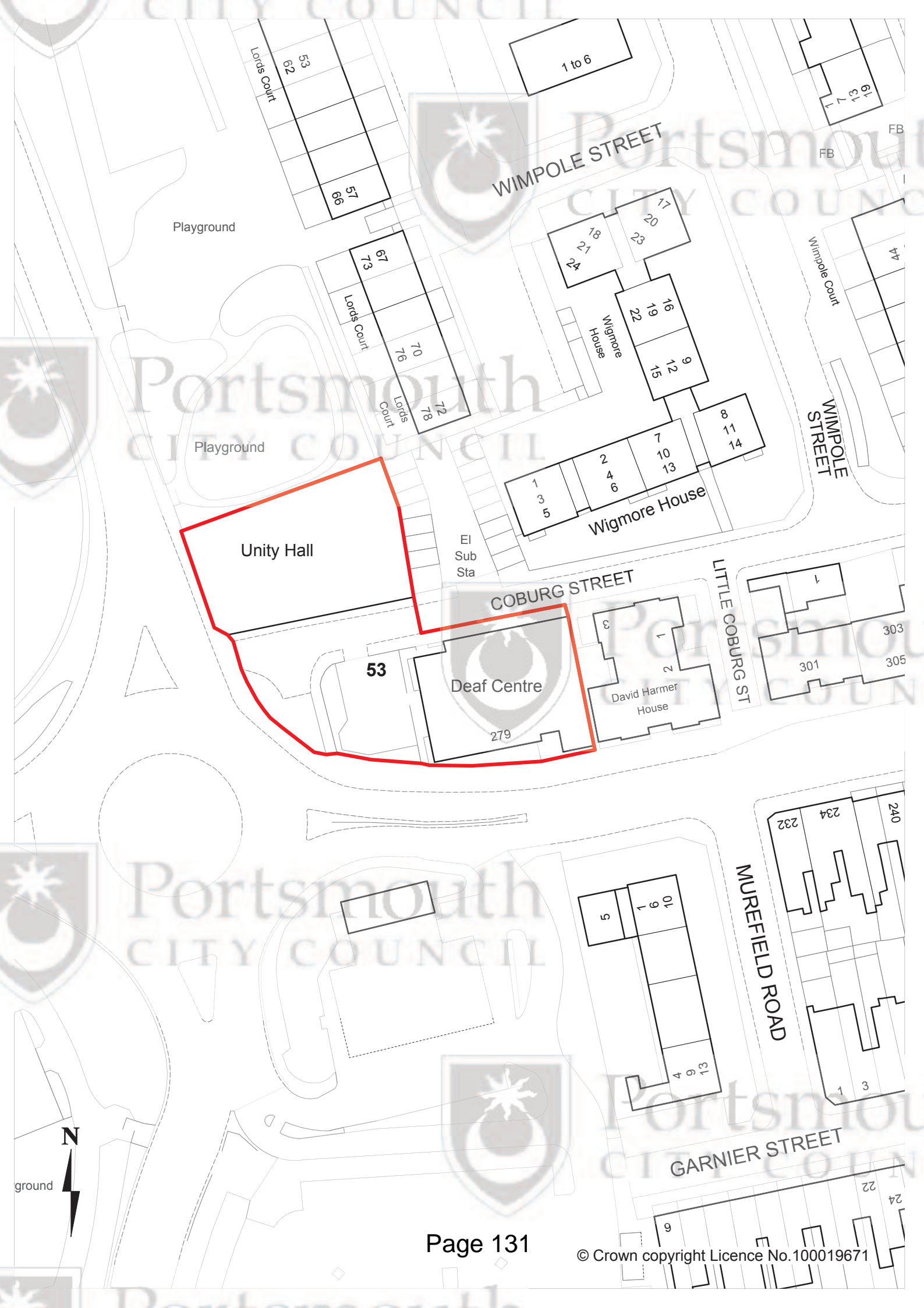
An application has been received for residential development on the site but has yet to be determined due to on-going issues with land assembly. Consequently although there is clear interest in developing the site and the site is available, it is not seen as being achievable in the first five years.

Conclusions

Gross Yield: 70 **Existing Units on Site:** 0 **Net Yield:** 70 **Anticipated Density (dph):** 350

Timeframe for delivery: 11-13 years

Site status: Potential Housing Site



Playground

Playground

Unity Hall

53

Deaf Centre

279

El
Sub
Sta

1 to 6

WIMPOLE STREET

FB

Wimpole Court

WIMPOLE STREET

COBURG STREET

LITTLE COBURG ST

David Harmer House

MUREFIELD ROAD

GARNIER STREET

N

ground

Site 60**115-127 Fratton Road (Former Fratton Cinema)****Description of the Site and Planning History**

The site consists of the former Fratton cinema, which is in A1 use and a vacant two-storey building immediately to the south. Planning history: No relevant applications.

Gross area of site (ha): 0.22

Net developable area (ha): 0.20

Suitability

Current flood zone: In Flood Zone 1

Distance to Local Centre: 5-10 mins walk

SFRA hazard level: Not applicable

Conservation Area: No

Listed building: Locally L

2115 flood zone: In Flood Zone 1

TPO: No

AQMA: Yes

Is residential compatible? Yes

Distance to GP: <10 mins walk

Distance to Secondary School: <10 mins walk

Distance to Bus Stop: < 5 mins walk

Distance to Major Centre: <5 mins walk

Distance to Station: <10 mins walk

SRN Junction: M27/M275 Screenline

Traffic flow at this junction is expected to increase by 17% between 2006 and 2026.

If the site contains undesignated green space, what is its importance? None

Site specific constraints and potential solutions: As the site is within the proposed secondary frontage of the Fratton Road district centre, an active ground floor would be encouraged, whilst not required. It is also an identified high density area and so a scheme of at least 100dph would be expected. As well as this, any development will have to be respectful of the Grade II listed building immediately to the north of the site.

What form could the development take? A mix of flats and houses

Contamination:

Any contamination issues on the site will have to be addressed prior to development taking place.

Availability

Ownership status: As the site has not been promoted to the council, the owner cannot be published.

Is the site currently in use? Part of the site in intensive use

Achievability

Strength of housing market: Medium-high strength housing market

As the site is not being promoted at this time, it is not expected to come forward in the first five years.

Conclusions

Gross Yield: 24 **Existing Units on Site:** 0 **Net Yield:** 24 **Anticipated Density (dph):** 109

Timeframe for delivery: 6-10 years

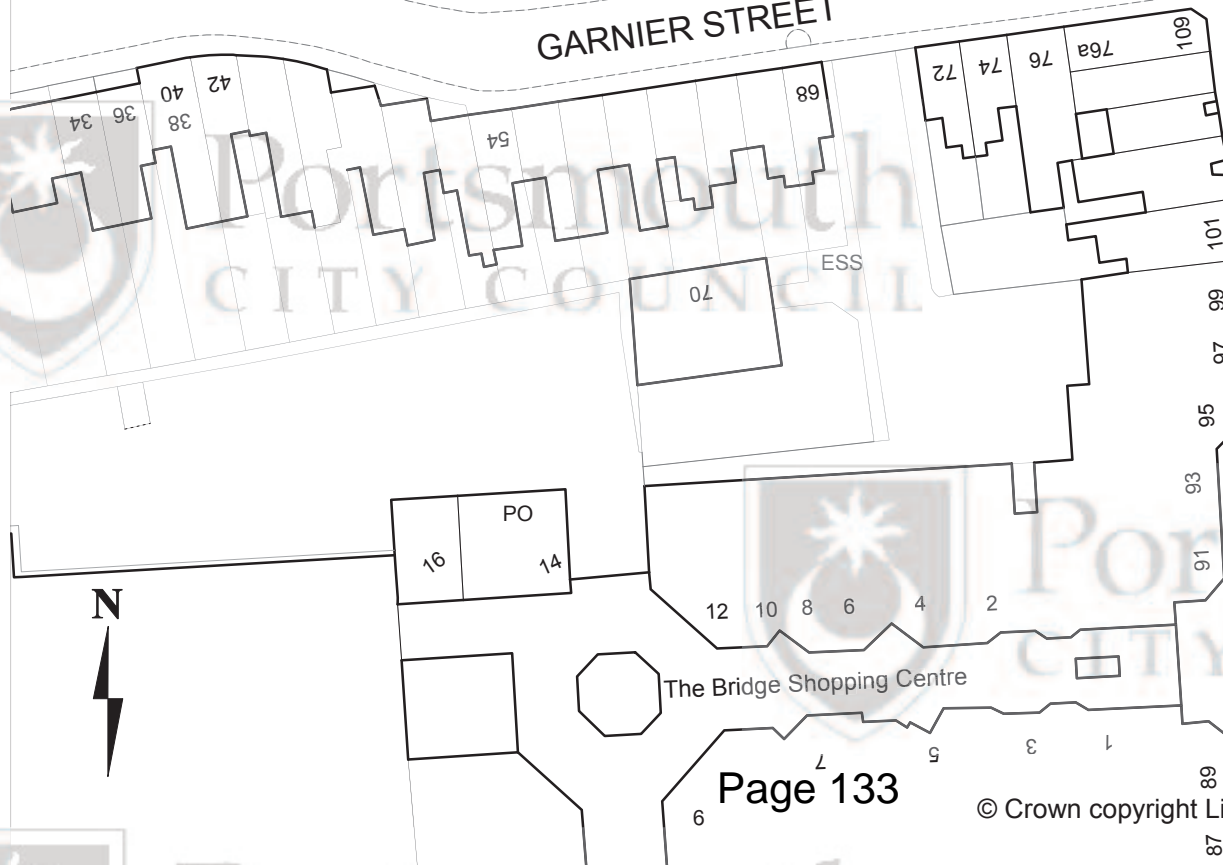
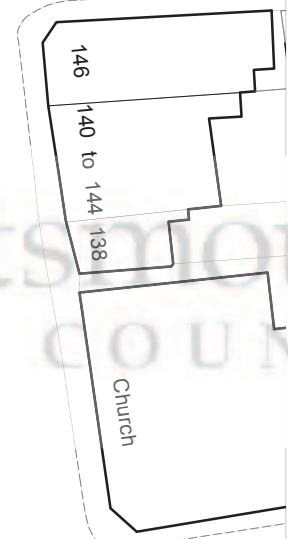
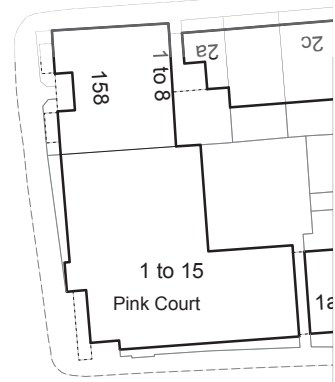
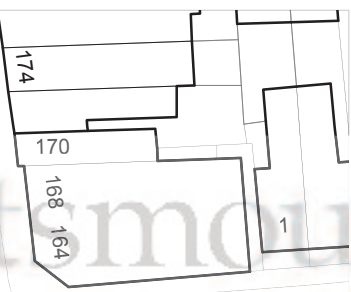
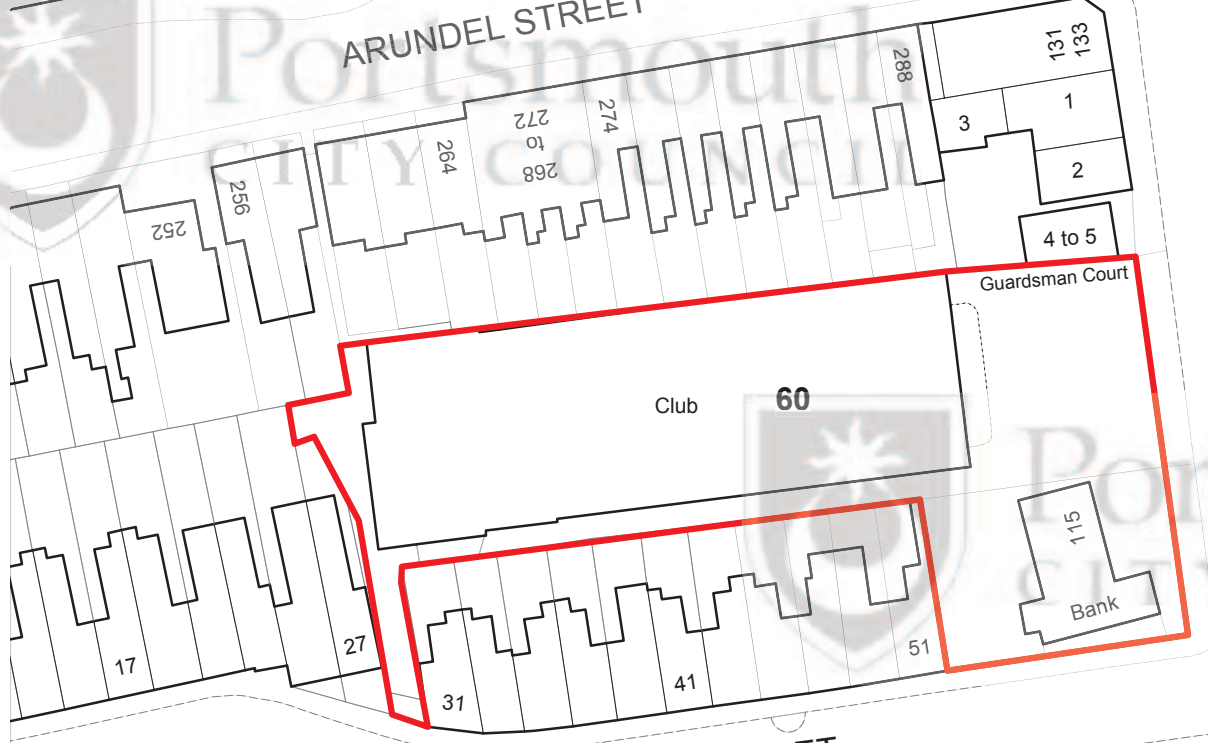
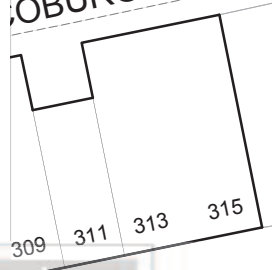
Site status: Potential Housing Site

BOBURG STREET

CLIFTON STREET

ARUNDEL STREET

GARNIER STREET



Site 69**Corner of Derby Road and London Road, North End****Description of the Site and Planning History**

The site is currently used as a retail unit and single storey post office. Planning history: No relevant applications.

Gross area of site (ha): 0.18

Net developable area (ha): 0.14

Suitability

Current flood zone: In Flood Zone 1

Distance to Local Centre: 5-10 mins walk

SFRA hazard level: Not applicable

Conservation Area: No

Listed building: No

2115 flood zone: In Flood Zone 1

TPO: No

AQMA: Yes

Is residential compatible? Active ground floor

Distance to GP: <10 mins walk

Distance to Secondary School: <10 mins walk

Distance to Bus Stop: < 5 mins walk

Distance to Major Centre: <5 mins walk

Distance to Station: >20 mins walk

SRN Junction: M27/M275 Screenline

Traffic flow at this junction is expected to increase by 17% between 2006 and 2026.

If the site contains undesignated green space, what is its importance? None

Site specific constraints and potential solutions: Access must be maintained to the telephone exchange to the north of the site. The site is in the North End District Centre and so an active ground floor and a density of more than 100dph would be expected.

What form could the development take? Flats over 3 stories

Contamination:

Any contamination issues on the site will have to be addressed prior to development taking place.

Availability

Ownership status: As the site has not been promoted to the council, the owner cannot be published.

Is the site currently in use? Intensively Used

Achievability

Strength of housing market: Medium-low strength housing market

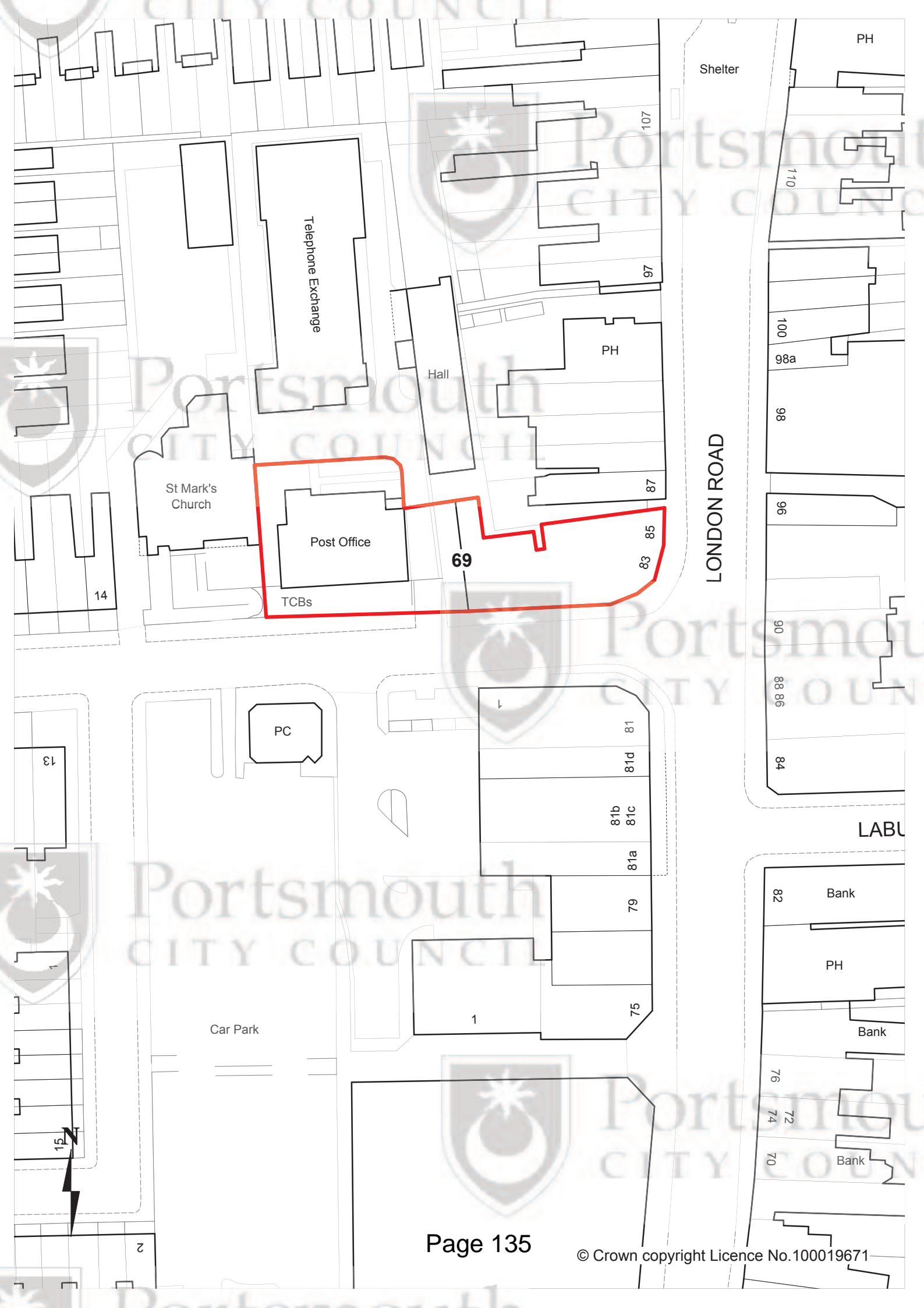
As the site is not being promoted at this time, it is not expected to come forward in the first five years.

Conclusions

Gross Yield: 18 **Existing Units on Site:** 0 **Net Yield:** 18 **Anticipated Density (dph):** 100

Timeframe for delivery: 11-13 years

Site status: Potential Housing Site



PH

Shelter

107

110

Telephone Exchange

97

PH

Hall

100

98a

98

St Mark's Church

87

Post Office

69

85

83

LONDON ROAD

14

TCBs

96

90

88 86

84

PC

1

81

81d

81b
81c

81a

79

LABU

Portsmouth CITY COUNCIL

82

Bank

PH

Bank

Car Park

1

75

76

72

74

70

Bank

15

2

Site 70**Corner of High Street (Cosham) and Havant Road****Description of the Site and Planning History**

The site includes 1-13 High Street and the surface level car park fronting Old Market Road. The site is currently used as a surface level car park and a series of single storey retail units. Planning history: No relevant applications.

Gross area of site (ha): 0.59

Net developable area (ha): 0.47

Suitability

Current flood zone: In Flood Zone 1

Distance to Local Centre: 10-15 mins walk

SFRA hazard level: Not applicable

Conservation Area: No

Listed building: No

2115 flood zone: In Flood Zone 1

TPO: No

AQMA: No

Is residential compatible? Mixed use scheme

Distance to GP: <10 mins walk

Distance to Secondary School: >10 mins walk

Distance to Bus Stop: < 5 mins walk

Distance to Major Centre: <5 mins walk

Distance to Station: <10 mins walk

SRN Junction: Hilsea Roundabout

Traffic flow at this junction is expected to increase by 22% between 2006 and 2026.

If the site contains undesignated green space, what is its importance? None

Site specific constraints and potential solutions: Development of the car park would result in a loss of shoppers' parking. Development of the retail units would have to include an active ground floor as they lie within the primary frontage of Cosham District Centre.

What form could the development take? A mixture of flats and houses

Contamination:

Any contamination issues on the site will have to be addressed prior to development taking place.

Availability

Ownership status: The site is owned by the city council.

Is the site currently in use? Part of the site in intensive use

Achievability

Strength of housing market: Medium strength housing market

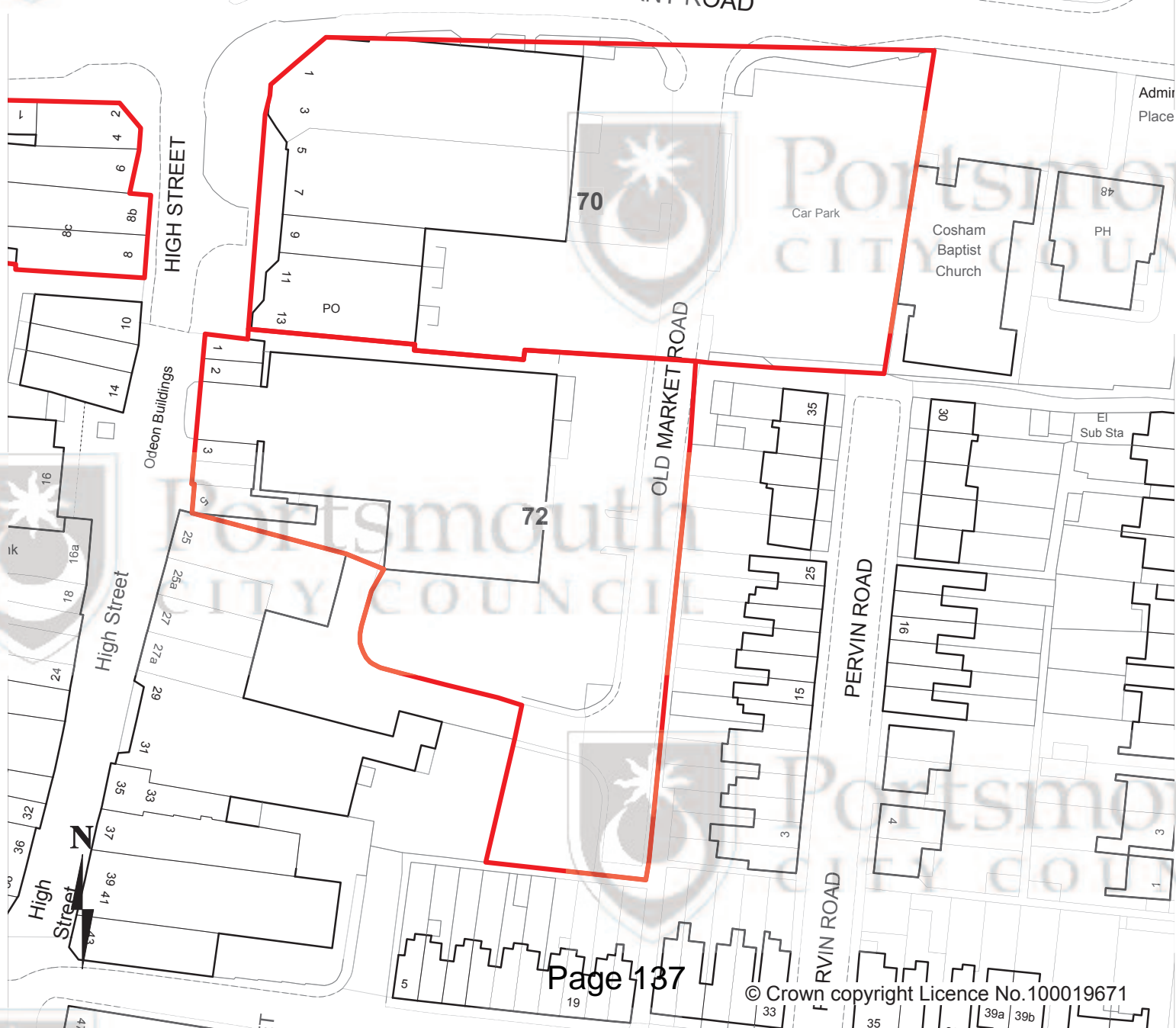
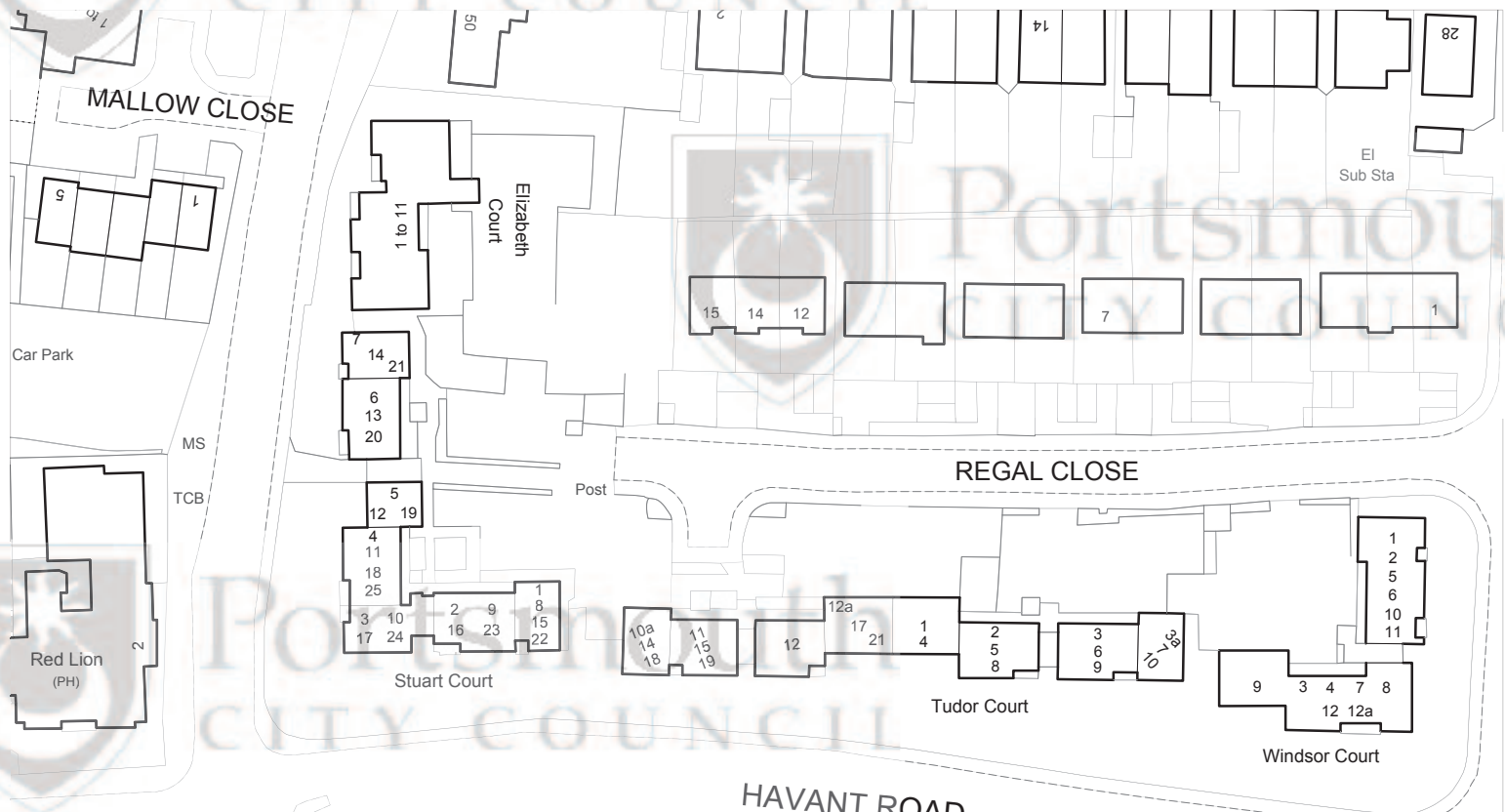
As the site is not being promoted at this time, it is not expected to come forward in the first five years.

Conclusions

Gross Yield: 50 **Existing Units on Site:** 0 **Net Yield:** 50 **Anticipated Density (dph):** 85

Timeframe for delivery: 11-13 years

Site status: Potential Housing Site



Site 71**Corner of Spur Road and Northern Road, Cosham****Description of the Site and Planning History**

5-25 Spur Road and 2-8 High Street, Cosham. The site currently accommodates a number of retail units, most of which are single storey and of relatively low quality. Planning history: No relevant applications.

Gross area of site (ha): 0.39

Net developable area (ha): 0.37

Suitability

Current flood zone: In Flood Zone 1

Distance to Local Centre: 5-10 mins walk

SFRA hazard level: Not applicable

Conservation Area: No

Listed building: No

2115 flood zone: In Flood Zone 1

TPO: No

AQMA: On Boundary

Is residential compatible? Mixed use scheme

Distance to GP: <10 mins walk

Distance to Secondary School: >10 mins walk

Distance to Bus Stop: < 5 mins walk

Distance to Major Centre: <5 mins walk

Distance to Station: <10 mins walk

SRN Junction: Hilsea Roundabout

Traffic flow at this junction is expected to increase by 22% between 2006 and 2026.

If the site contains undesignated green space, what is its importance? None

Site specific constraints and potential solutions: Given the site's proximity to a busy road, access will have to be carefully considered in any future development. Additionally, as the site lies partly in the primary and partly in the secondary frontage of Cosham district centre, the development will have to have an active ground floor.

What form could the development take? Flats over 3 storeys

Contamination:

Any contamination issues on the site will have to be addressed prior to development taking place.

Availability

Ownership status: As the site has not been promoted to the council, the owner cannot be published.

Is the site currently in use? Intensively Used

Achievability

Strength of housing market: Medium strength housing market

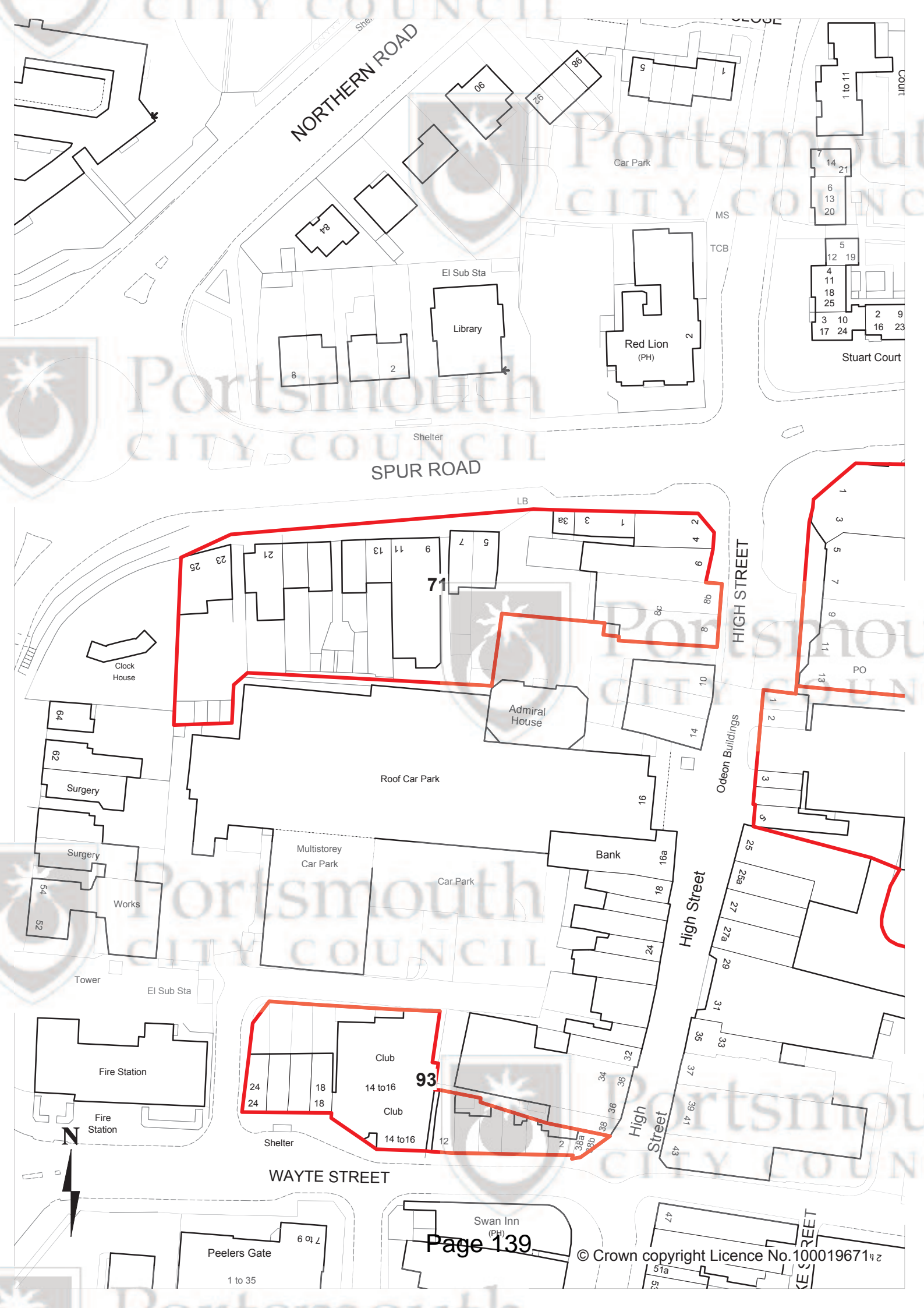
As the site is not being promoted at this time, it is not expected to come forward in the first five years.

Conclusions

Gross Yield: 38 **Existing Units on Site:** 10 **Net Yield:** 28 **Anticipated Density (dph):** 97

Timeframe for delivery: 6-10 years

Site status: Potential Housing Site



NORTHERN ROAD

SPUR ROAD

HIGH STREET

WAYTE STREET

Portsmouth
CITY COUNCIL

Portsmouth
CITY COUNCIL

Portsmouth
CITY COUNCIL

Portsmouth
CITY COUNCIL

Portsmouth
CITY COUNCIL

Portsmouth
CITY COUNCIL

Portsmouth
CITY COUNCIL

Portsmouth
CITY COUNCIL

Site 72**Cosham Bingo Hall, High Street****Description of the Site and Planning History**

The site is located between the High Street and Old Market Road in Cosham and includes 1-5 High Street. The site comprises 5 small retail units and a large bingo hall. Planning history: No relevant applications.

Gross area of site (ha): 0.49

Net developable area (ha): 0.39

Suitability

Current flood zone: In Flood Zone 1

Distance to Local Centre: 5-10 mins walk

SFRA hazard level: Not applicable

Conservation Area: No

Listed building: No

2115 flood zone: In Flood Zone 1

TPO: Yes

AQMA: No

Is residential compatible? Active ground floor

Distance to GP: <10 mins walk

Distance to Secondary School: >10 mins walk

Distance to Bus Stop: < 5 mins walk

Distance to Major Centre: <5 mins walk

Distance to Station: <10 mins walk

SRN Junction: Hilsea Roundabout

Traffic flow at this junction is expected to increase by 22% between 2006 and 2026.

If the site contains undesignated green space, what is its importance? None

Site specific constraints and potential solutions: As the site is located within the primary frontage of Cosham district centre, an active ground floor will have to be maintained fronting on to High Street. However given the size of the site, a significant amount of residential units could also be accommodated on the site.

What form could the development take? A mixture of houses and flats

Contamination:

Any contamination issues on the site will have to be addressed prior to development taking place.

Availability

Ownership status: As the site has not been promoted to the council, the owner cannot be published.

Is the site currently in use? Intensively Used

Achievability

Strength of housing market: Medium-high strength housing market

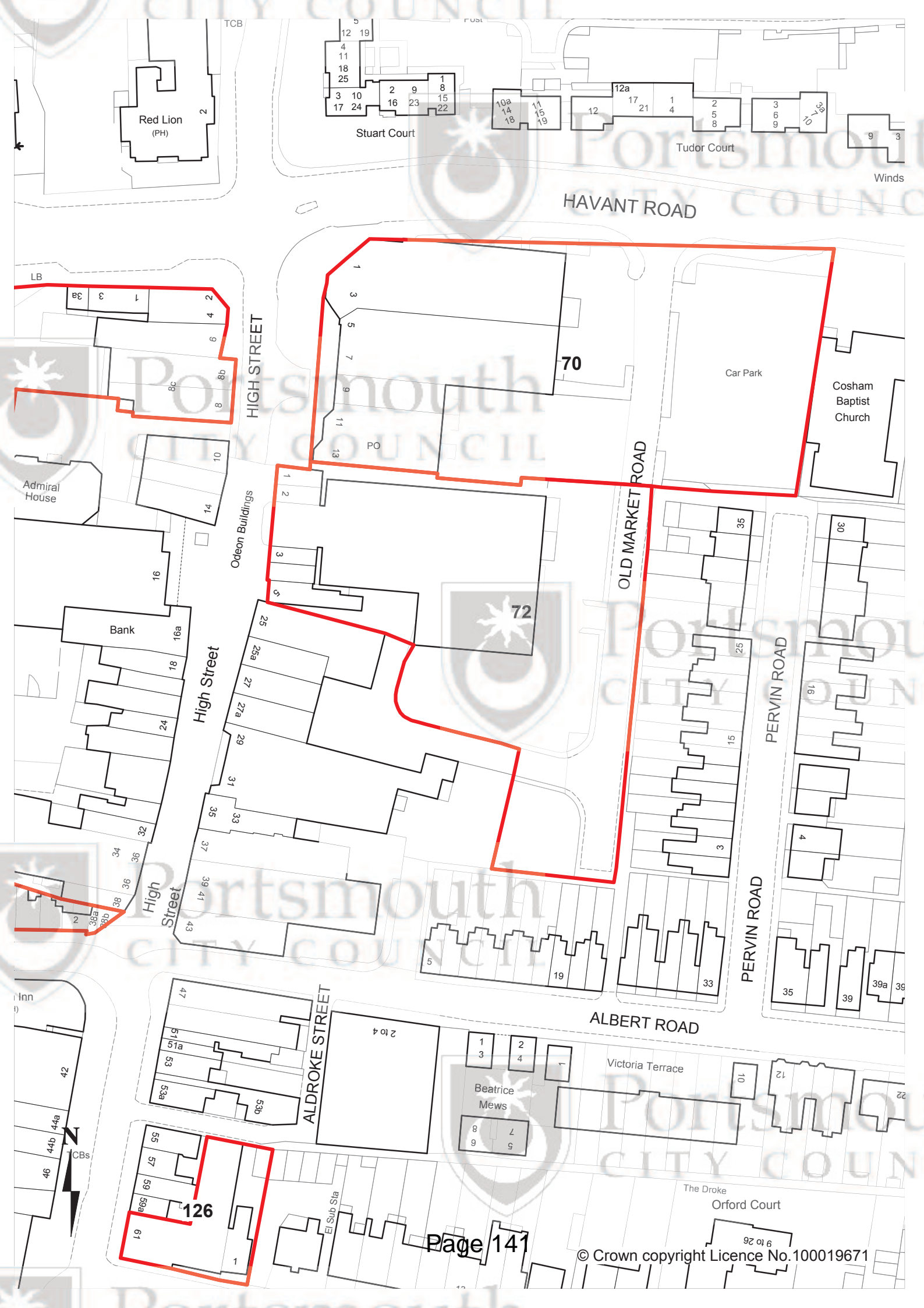
As the site is not being promoted at this time, it is not expected to come forward in the first five years.

Conclusions

Gross Yield: 60 **Existing Units on Site:** 0 **Net Yield:** 60 **Anticipated Density (dph):** 122

Timeframe for delivery: 11-13 years

Site status: Potential Housing Site



HAVANT ROAD

HIGH STREET

OLD MARKET ROAD

High Street

High Street

ALDROKE STREET

ALBERT ROAD

PERVIN ROAD

PERVIN ROAD

Victoria Terrace

The Droke
Orford Court

Red Lion
(PH)

Stuart Court

Tudor Court

LB

Admiral House

Bank

Odeon Buildings

Car Park

Cosham Baptist Church

Beatrice Mews

Site 76**East of Northern Road, Cosham****Description of the Site and Planning History**

The site is located to the north of the railway line in Cosham, immediately to the east of Northern Road and west of Wotton Street. The site includes Cosham health centre, Cosham community centre, the BT exchange and the car park to the north of the health centre. Planning history: No relevant applications.

Gross area of site (ha): 1.61

Net developable area (ha): 1.28

Suitability

Current flood zone: In Flood Zone 1

Distance to Local Centre: < 5 mins walk

SFRA hazard level: Low

Conservation Area: No

Listed building: No

2115 flood zone: Partially or wholly in Zone 3

TPO: Yes

AQMA: No

Is residential compatible? Partially

Distance to GP: <10 mins walk

Distance to Secondary School: >10 mins walk

Distance to Bus Stop: < 5 mins walk

Distance to Major Centre: <5 mins walk

Distance to Station: <10 mins walk

SRN Junction: Hilsea Roundabout

Traffic flow at this junction is expected to increase by 22% between 2006 and 2026.

If the site contains undesignated green space, what is its importance? Low

Site specific constraints and potential solutions: The site contains a variety of uses and multiple land owners, thus land assembly could be required. As the site is in the secondary frontage of the Cosham district centre, office uses would be particularly encouraged here, although any scheme could include an element of residential development. The public conveniences and footpaths currently found on the site should be reprovided in any redevelopment. Site layout and design will have to ensure that noise pollution from the adjacent busy road is minimised.

What form could the development take? A mixed use development

Contamination:

Any contamination issues on the site will have to be addressed prior to development taking place.

Availability

Ownership status: There are likely to be a number of land owners.

Is the site currently in use? Intensively Used

Achievability

Strength of housing market: Medium-high strength housing market

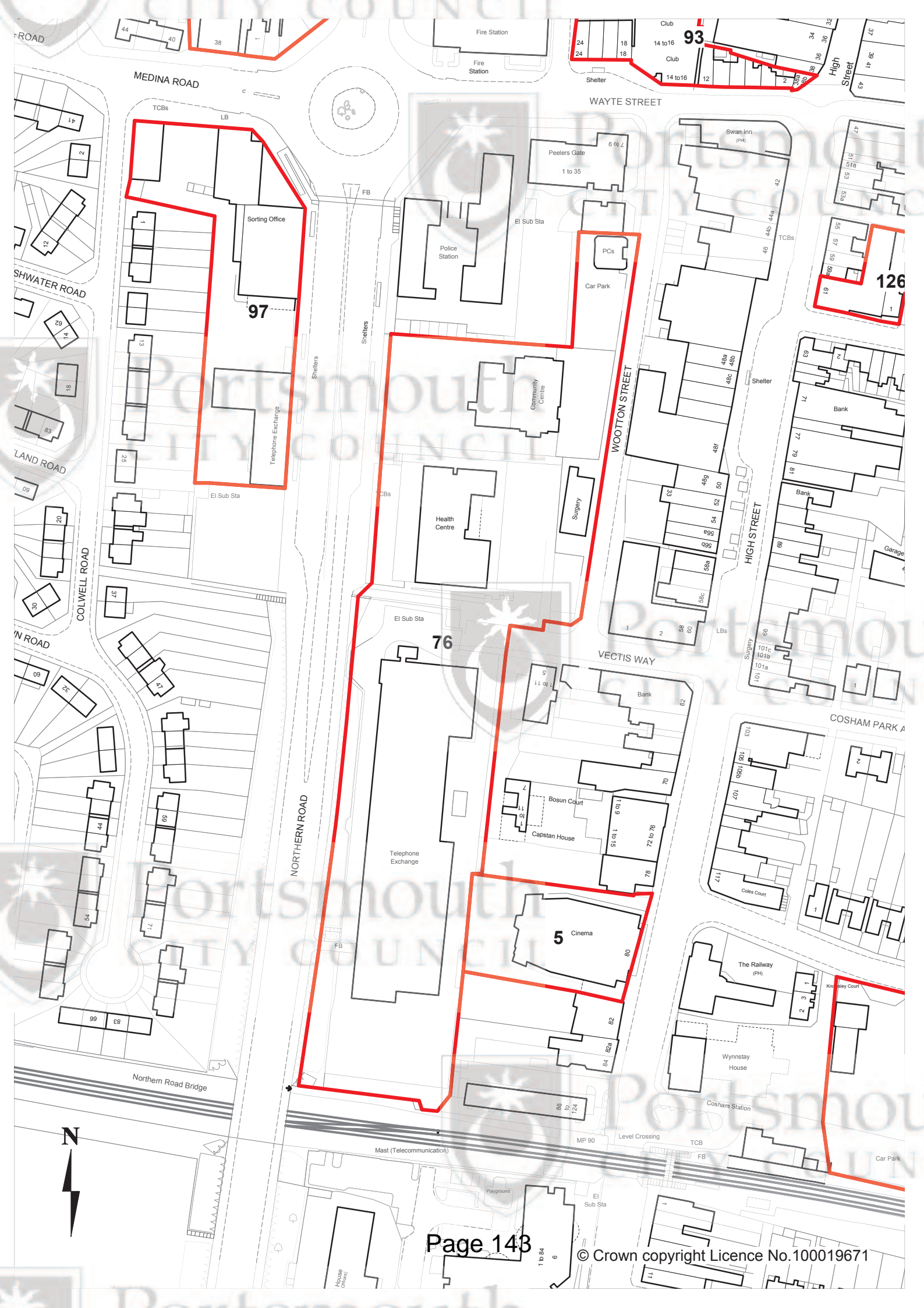
As the site is not being promoted at this time, it is not expected to come forward in the first five years.

Conclusions

Gross Yield: 80 **Existing Units on Site:** 0 **Net Yield:** 80 **Anticipated Density (dph):** 50

Timeframe for delivery: 11-13 years

Site status: Potential Housing Site



MEDINA ROAD

WAYTE STREET

SHWATER ROAD

LAND ROAD

N ROAD

COLWELL ROAD

NORTHERN ROAD

WOOTTON STREET

HIGH STREET

VECTIS WAY

COSHAM PARK A

Northern Road Bridge

Mast (Telecommunication)

MP 90

Level Crossing

TCB

FB

Car Park



97

76

5

93

126

Sorting Office

Telephone Exchange

Police Station

Peeters Gate

PCs

Car Park

Community Centre

Health Centre

Surgery

Telephone Exchange

Bosun Court

Capstan House

Bank

The Railway (PH)

Wynnslay House

Cosham Station

Site 85**Knight & Lee, Palmerston Road, Southsea****Description of the Site and Planning History**

The site lies at 53-57 Palmerston Road, a prominent location within Southsea Town Centre. The site is currently in use as a 3 storey department store. Planning history: No relevant applications.

Gross area of site (ha): 0.18

Net developable area (ha): 0.17

Suitability

Current flood zone: Partially or wholly in Zone 3

Distance to Local Centre: 5-10 mins walk

SFRA hazard level: Low

Conservation Area: No

Listed building: No

2115 flood zone: Partially or wholly in Zone 3

TPO: No

AQMA: No

Is residential compatible? Active ground floor

Distance to GP: <10 mins walk

Distance to Secondary School: >10 mins walk

Distance to Bus Stop: < 5 mins walk

Distance to Major Centre: <5 mins walk

Distance to Station: >20 mins walk

SRN Junction: M27/M275 Screenline

Traffic flow at this junction is expected to increase by 17% between 2006 and 2026.

If the site contains undesignated green space, what is its importance? None

Site specific constraints and potential solutions: The site occupies a prominent place in Southsea Town Centre and would be suitable for a mix of retail at ground and first floor with community and residential development above that (as per policies STC3 and STC15 of the Southsea Town Centre Area Action Plan). As the site is in a town centre, a high density scheme would be appropriate.

What form could the development take? A mixed use development

Contamination:

Any contamination issues on the site will have to be addressed prior to development taking place.

Availability

Ownership status: The site's owner is known to the city council.

Is the site currently in use? Intensively Used

Achievability

Strength of housing market: Medium-high strength housing market

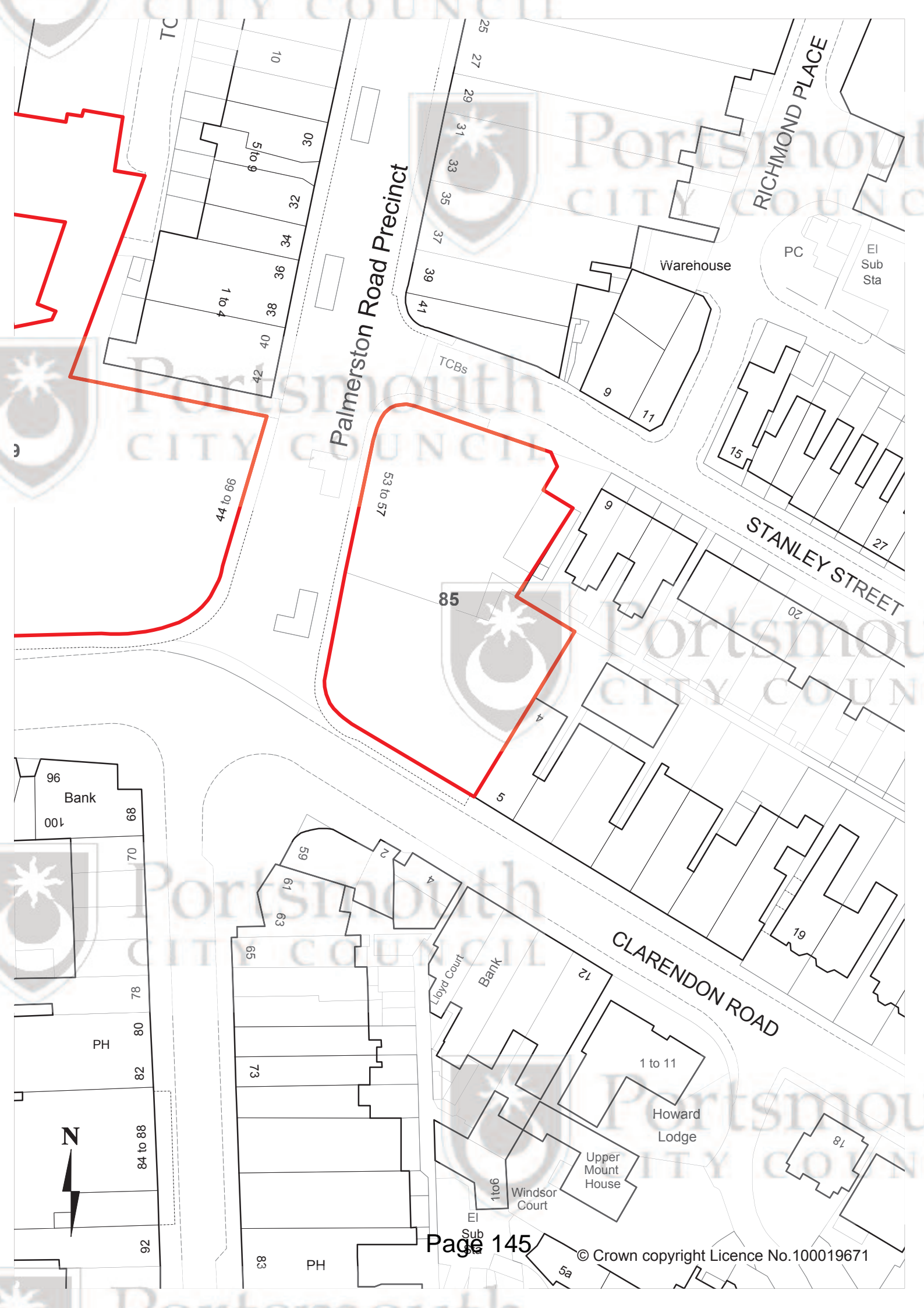
The site is scheduled to become available when John Lewis move to the Northern Quarter. Consequently, development is not expected in the first five years.

Conclusions

Gross Yield: 15 **Existing Units on Site:** 0 **Net Yield:** 15 **Anticipated Density (dph):** 83

Timeframe for delivery: 6-10 years

Site status: Potential Housing Site



Palmerston Road Precinct

RICHMOND PLACE

STANLEY STREET

CLARENDON ROAD

Warehouse

PC

El Sub Sta

TCBs

85

9

27

20

19

1 to 11

Howard Lodge

Upper Mount House

Windsor Court

9011

El Sub Sta

5a

10

5 to 9

30

32

34

36

38

40

42

44 to 66

53 to 57

5

4

9

2

4

59

61

63

65

73

87

80

82

88 to 98

96

96

Bank

100

89

02

PH

N

PH

83

Site 89**Alfa Romeo showroom, Havant Road****Description of the Site and Planning History**

This is a small rectangular site, fronting Havant Road, close to the Havant Road local centre. It is currently used as a car showroom. Planning history: The site was allocated in the last Local Plan (policy DF2) and was included in the Draft Site Allocations Plan.

Gross area of site (ha): 0.23

Net developable area (ha): 0.22

Suitability

Current flood zone: In Flood Zone 1

Distance to Local Centre: 5-10 mins walk

SFRA hazard level: Not applicable

Conservation Area: No

Listed building: No

2115 flood zone: In Flood Zone 1

TPO: Yes

AQMA: No

Is residential compatible? Yes

Distance to GP: <10 mins walk

Distance to Secondary School: <10 mins walk

Distance to Bus Stop: < 5 mins walk

Distance to Major Centre: 10-20 mins walk

Distance to Station: 10-15 mins walk

SRN Junction: Hilsea Roundabout

Traffic flow at this junction is expected to increase by 22% between 2006 and 2026.

If the site contains undesignated green space, what is its importance? None

Site specific constraints and potential solutions: Development would involve the demolition of the existing building and construction of 20 flats. As this is one of the more accessible sites in Drayton, close to the local centre and bus routes, a moderate density scheme would be appropriate.

What form could the development take? Flats

Contamination:

Any contamination issues on the site will have to be addressed prior to development taking place.

Availability

Ownership status: As the site has not been promoted to the council, the owner cannot be published.

Is the site currently in use? Intensively Used

Achievability

Strength of housing market: High strength housing market

The site is expected to come forward in the first five years.

Conclusions

Gross Yield: 20 **Existing Units on Site:** 0 **Net Yield:** 20 **Anticipated Density (dph):** 87

Timeframe for delivery: 1-5 years

Site status: Potential Housing Site



Garage 89
111
113
115

Orchard Gate
1 to 2
3 to 4
5
6
9
109 109a

Nightingale Court
156 to 160
1 to 36
162
164
164a
2
El Sub Sta

166
166b
168
1a 1b
1c 1d
1

Site 91**Northern corner of Northern Road and Medina Road****Description of the Site and Planning History**

The site lies on the northern side of Medina Road at its junction with Northern Road. It consists of the city council social services office, corner retail units, a petrol filling station and adjacent retail units to the north. Planning history: No relevant applications.

Gross area of site (ha): 0.50

Net developable area (ha): 0.4

Suitability

Current flood zone: In Flood Zone 1

Distance to Local Centre: 5-10 mins walk

SFRA hazard level: Not applicable

Conservation Area: No

Listed building: No

2115 flood zone: In Flood Zone 1

TPO: No

AQMA: Partially

Is residential compatible? Yes

Distance to GP: <10 mins walk

Distance to Secondary School: >10 mins walk

Distance to Bus Stop: > 5 mins walk

Distance to Major Centre: <5 mins walk

Distance to Station: <10 mins walk

SRN Junction: Hilsea Roundabout

Traffic flow at this junction is expected to increase by 22% between 2006 and 2026.

If the site contains undesignated green space, what is its importance? None

Site specific constraints and potential solutions: The site is located adjacent to the busy Northern Road, and so the issue of noise pollution will have to be carefully considered in any future development. In addition, the site lies within the secondary area of Cosham district centre and so an active ground floor would be encouraged, although not required. A scheme of at least 100dph would also be expected.

What form could the development take? A mixed use scheme

Contamination:

As a result of the site's previous use, there is likely to be contamination present. An initial desk study and site investigation should be carried out as a minimum and the results discussed with the city council during pre-application discussions, and submitted with any planning application. It is recommended that the scope of site investigation is discussed with the city council's contaminated land team prior to undertaking the works.

Availability

Ownership status: The site is owned by the city council.

Is the site currently in use? Intensively Used

Achievability

Strength of housing market: Medium-high strength housing market

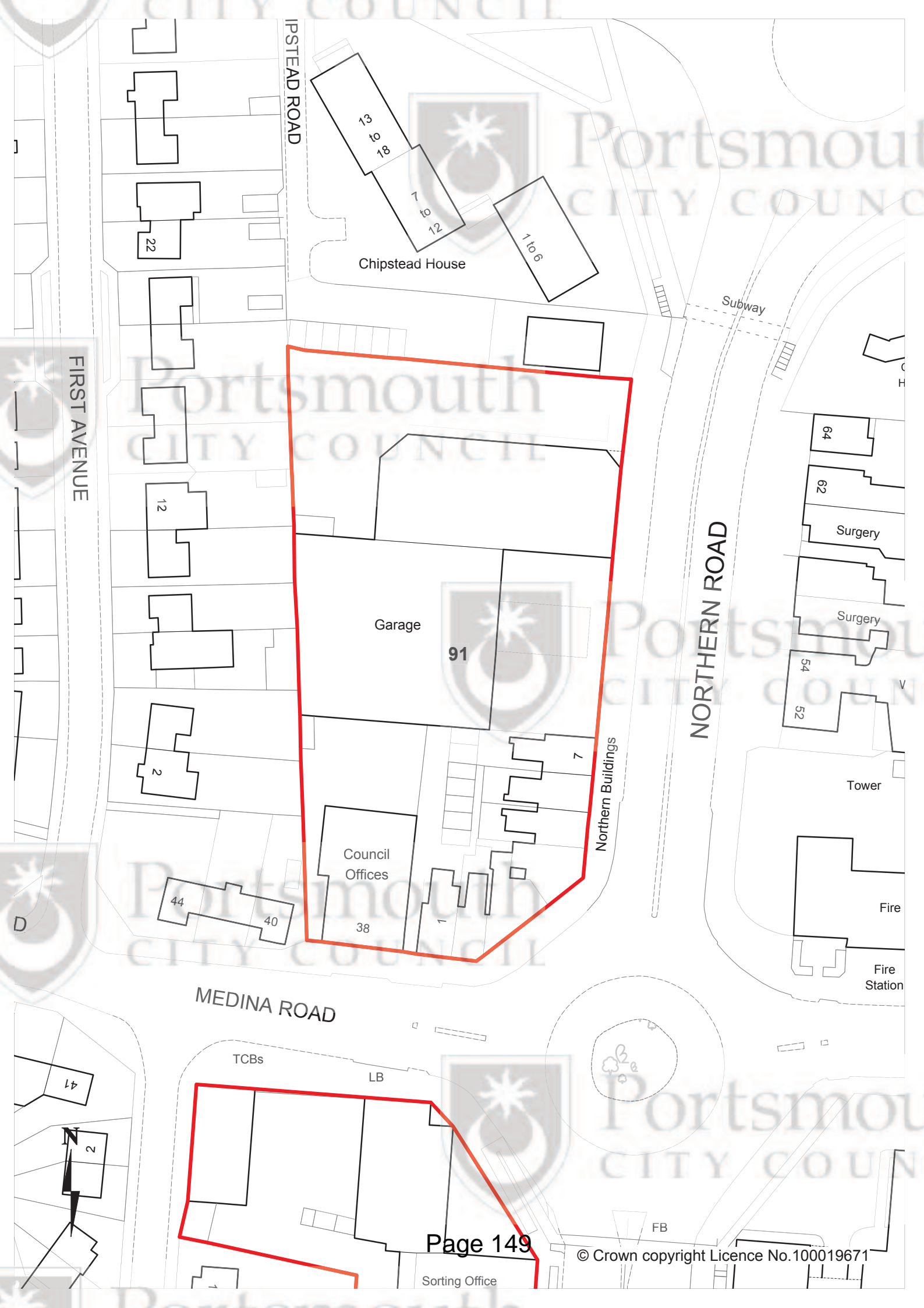
As the site is not being promoted at this time, it is not expected to come forward in the first five years.

Conclusions

Gross Yield: 50 **Existing Units on Site:** 5 **Net Yield:** 45 **Anticipated Density (dph):** 100

Timeframe for delivery: 11-13 years

Site status: Potential Housing Site



IPSTEAD ROAD

Chipstead House

Garage

Council Offices

Northern Buildings

NORTHERN ROAD

Subway

MEDINA ROAD

TCBs

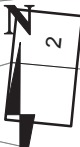
LB

FB

Sorting Office

FIRST AVENUE

D



Portsmouth CITY COUNCIL

Portsmouth CITY COUNCIL

Portsmouth CITY COUNCIL

Portsmouth CITY COUNCIL

Portsmouth CITY COUNCIL

13 to 18

7 to 12

1 to 6

22

12

2

44

40

38

91

7

1

64

62

Surgery

Surgery

54

52

Tower

Fire

Fire Station

41

2

Site 93**Portsmouth Trade Union Club, Wayte Street****Description of the Site and Planning History**

The site consists of 24 Wayte Street - 38a High Street, Cosham. The site includes the trade union club as well as the surrounding single storey retail units. Planning history: No relevant applications.

Gross area of site (ha): 0.18

Net developable area (ha): 0.14

Suitability

Current flood zone: In Flood Zone 1

Distance to Local Centre: 5-10 mins walk

SFRA hazard level: Not applicable

Conservation Area: No

Listed building: No

2115 flood zone: In Flood Zone 1

TPO: No

AQMA: No

Is residential compatible? Active ground floor

Distance to GP: <10 mins walk

Distance to Secondary School: <10 mins walk

Distance to Bus Stop: < 5 mins walk

Distance to Major Centre: <5 mins walk

Distance to Station: <10 mins walk

SRN Junction: Hilsea Roundabout

Traffic flow at this junction is expected to increase by 22% between 2006 and 2026.

If the site contains undesignated green space, what is its importance? None

Site specific constraints and potential solutions: As the site is within the proposed primary frontage for Cosham district centre. As a result, an active ground floor would be required and the scheme should be in excess of 100dph.

What form could the development take? Flats above retail unit.

Contamination:

Any contamination issues on the site will have to be addressed prior to development taking place.

Availability

Ownership status: As the site has not been promoted to the council, the owner cannot be published.

Is the site currently in use? Intensively Used

Achievability

Strength of housing market: Medium-high strength housing market

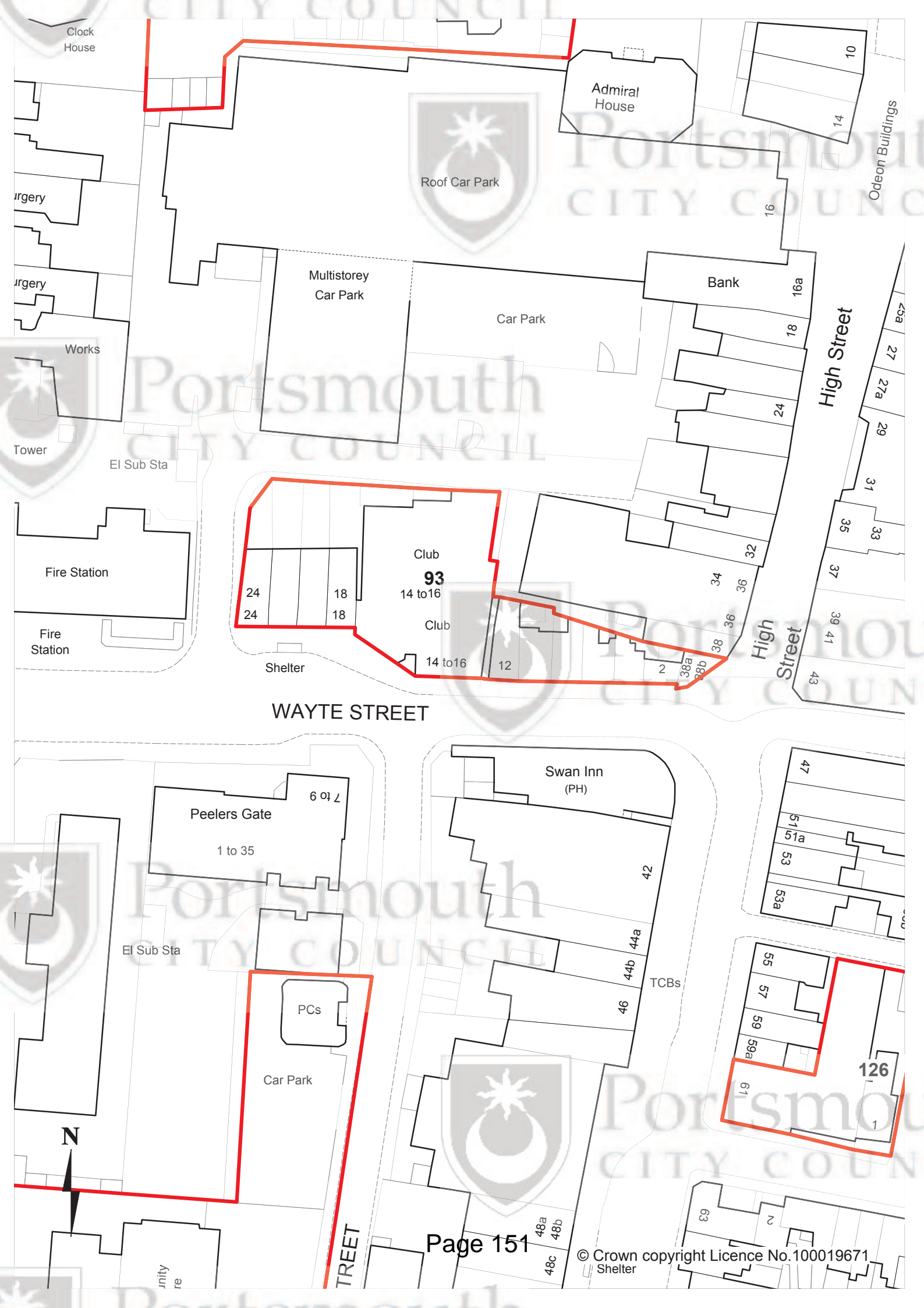
As the site is not being promoted at this time, it is not expected to come forward in the first five years.

Conclusions

Gross Yield: 18 **Existing Units on Site:** 0 **Net Yield:** 18 **Anticipated Density (dph):** 100

Timeframe for delivery: 6-10 years

Site status: Potential Housing Site



Clock House

Admiral House

Roof Car Park

Multistorey Car Park

Car Park

Bank

High Street

Odeon Buildings

urgery

urgery

Works

Tower

El Sub Sta

Fire Station

Fire Station

Shelter

Club

93

14 to 16

Club

14 to 16

12

WAYTE STREET

Swan Inn (PH)

Peelers Gate

1 to 35

PCs

Car Park

TCBs

126

N

Site 97**Southern corner of Northern Road and Medina Road****Description of the Site and Planning History**

The site consists of the offices and retail units located west of Northern Road on the corner of Medina Road in Cosham. The site consists of a telephone exchange, a post office and a large retail unit. Planning history: No relevant applications.

Gross area of site (ha): 0.42

Net developable area (ha): 0.34

Suitability

Current flood zone: In Flood Zone 1

Distance to Local Centre: 5-10 mins walk

SFRA hazard level: Low

Conservation Area: No

Listed building: No

2115 flood zone: Partially or wholly in Zone 3

TPO: No

AQMA: On Boundary

Is residential compatible? Yes

Distance to GP: <10 mins walk

Distance to Secondary School: >10 mins walk

Distance to Bus Stop: < 5 mins walk

Distance to Major Centre: <5 mins walk

Distance to Station: <10 mins walk

SRN Junction: Hilsea Roundabout

Traffic flow at this junction is expected to increase by 22% between 2006 and 2026.

If the site contains undesignated green space, what is its importance? None

Site specific constraints and potential solutions: The site lies close to the busy Northern Road and so the design of any future development will have to ensure adequate residential amenity as well as protection from noise pollution. Additionally, as the site lies within the secondary frontage of the Cosham district centre an active ground floor would be encouraged, though not required. The scheme should also be in excess of 100dph. Additionally, as it is in an area of opportunity, a tall building may well be suitable on the site.

What form could the development take? A mixed use scheme

Contamination:

Any contamination issues on the site will have to be addressed prior to development taking place.

Availability

Ownership status: As the site has not been promoted to the council, the owner cannot be published.

Is the site currently in use? Intensively Used

Achievability

Strength of housing market: Medium-high strength housing market

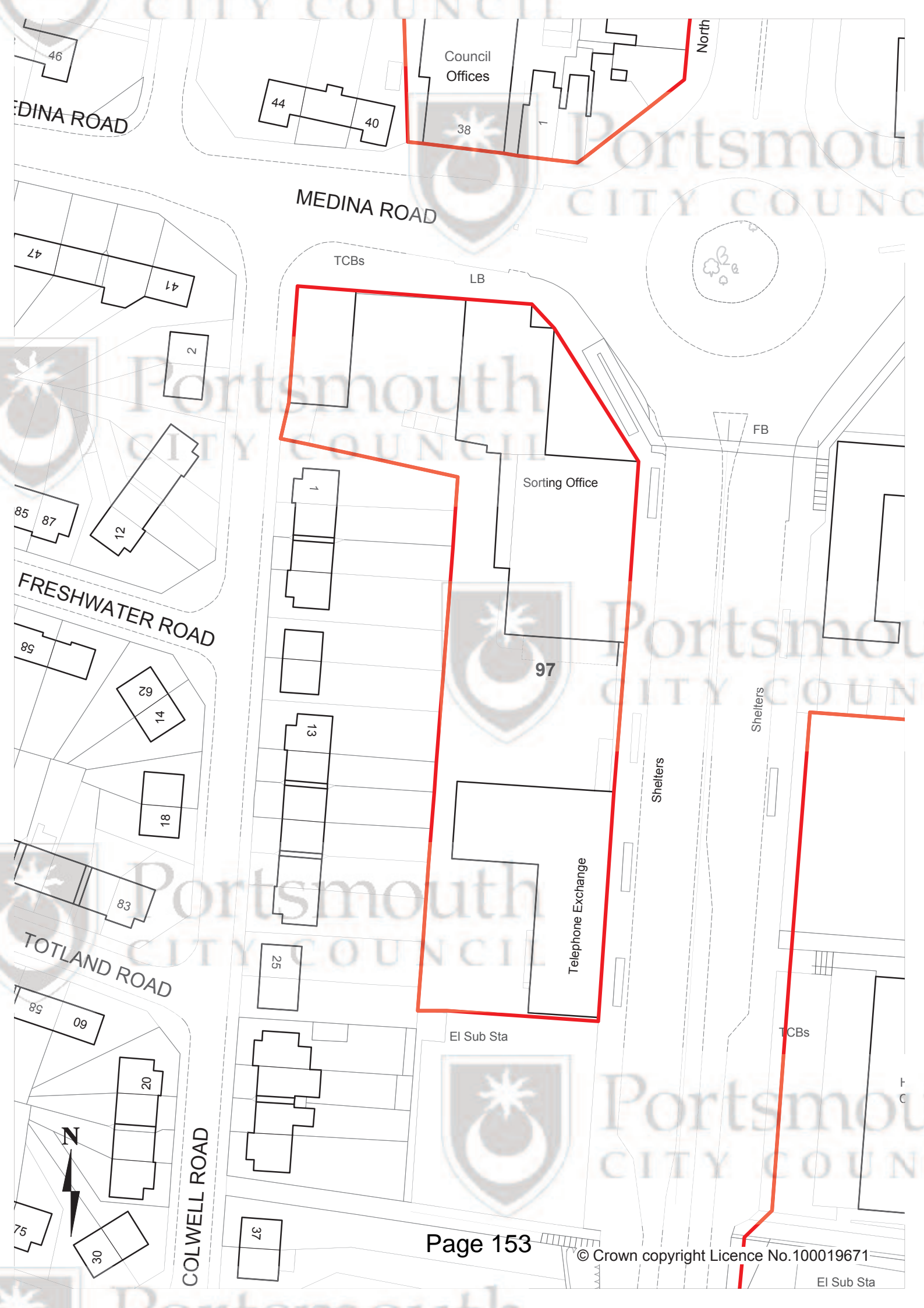
As the site is not being promoted at this time, it is not expected to come forward in the first five years.

Conclusions

Gross Yield: 45 **Existing Units on Site:** 0 **Net Yield:** 45 **Anticipated Density (dph):** 107

Timeframe for delivery: 11-13 years

Site status: Potential Housing Site



Site 101**Vauxhall showroom (London Road)****Description of the Site and Planning History**

Single storey showroom with car display forecourt. The site is part of a triangular wedge between two main roads, and is lined with trees on its western boundary. Planning history: No relevant applications.

Gross area of site (ha): 0.46

Net developable area (ha): 0.37

Suitability

Current flood zone: Partially or wholly in Zone 3

Distance to Local Centre: 10-15 mins walk

SFRA hazard level: Low

Conservation Area: No

Listed building: No

2115 flood zone: Partially or wholly in Zone 3

TPO: No

AQMA: On Boundary

Is residential compatible? Yes

Distance to GP: >10 mins walk

Distance to Secondary School: <10 mins walk

Distance to Bus Stop: < 5 mins walk

Distance to Major Centre: 10-20 mins walk

Distance to Station: 10-15 mins walk

SRN Junction: Hilsea Roundabout

Traffic flow at this junction is expected to increase by 22% between 2006 and 2026.

If the site contains undesignated green space, what is its importance? Low

Site specific constraints and potential solutions: Residential development on this site would need to consider potential noise and air quality issues from the adjacent main road. Any development proposals will need to ensure that the site will be safe from flooding for the lifetime of the development.

What form could the development take? Houses

Contamination:

As a result of the site's previous use, there is likely to be contamination present. An initial desk study and site investigation should be carried out as a minimum and the results discussed with the city council during pre-application discussions, and submitted with any planning application. It is recommended that the scope of site investigation is discussed with the city council's contaminated land team prior to undertaking the works.

Availability

Ownership status: As the site has not been promoted to the council, the owner cannot be published.

Is the site currently in use? Part of the site in intensive use

Achievability

Strength of housing market: Medium strength housing market

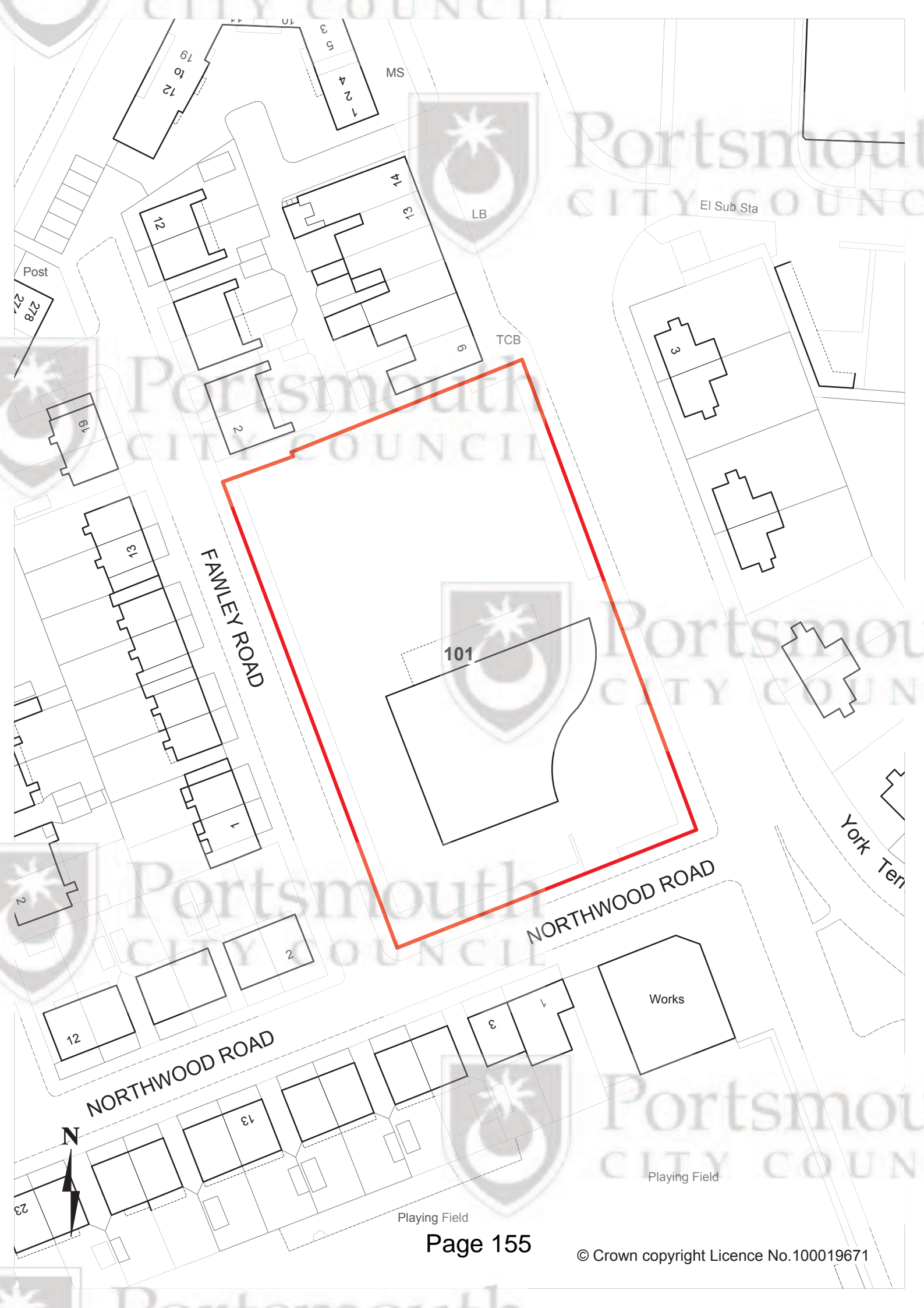
As the site is not being promoted at this time, it is not expected to come forward in the first five years.

Conclusions

Gross Yield: 40 **Existing Units on Site:** 0 **Net Yield:** 40 **Anticipated Density (dph):** 87

Timeframe for delivery: 6-10 years

Site status: Potential Housing Site



Site 102**Venture Tower, Fratton Road****Description of the Site and Planning History**

The site is located at the north-west corner of the junction of Somers Road North and Fratton Road. The site comprises an 8 storey tower containing a number of uses on the upper storeys of the building, with a bookmakers and a hot food take away at ground floor on the Fratton Road frontage. Planning history: No relevant applications.

Gross area of site (ha): 0.09

Net developable area (ha): 0.08

Suitability

Current flood zone: In Flood Zone 1

Distance to Local Centre: 5-10 mins walk

SFRA hazard level: Not applicable

Conservation Area: No

Listed building: No

2115 flood zone: In Flood Zone 1

TPO: No

AQMA: Yes

Is residential compatible? Active ground floor

Distance to GP: <10 mins walk

Distance to Secondary School: <10 mins walk

Distance to Bus Stop: < 5 mins walk

Distance to Major Centre: <5 mins walk

Distance to Station: <10 mins walk

SRN Junction: M27/M275 Screenline

Traffic flow at this junction is expected to increase by 17% between 2006 and 2026.

If the site contains undesignated green space, what is its importance? None

Site specific constraints and potential solutions: As the site is within the primary frontage for Fratton district centre, an active use would be required at ground floor level and a scheme of over 100dph would be expected. Also, as it is an area of opportunity, a tall building may well be suitable on the site.

What form could the development take? Flats over 5 storeys

Contamination:

Any contamination issues on the site will have to be addressed prior to development taking place.

Availability

Ownership status: As the site has not been promoted to the council, the owner cannot be published.

Is the site currently in use? Intensively Used

Achievability

Strength of housing market: Low strength housing market

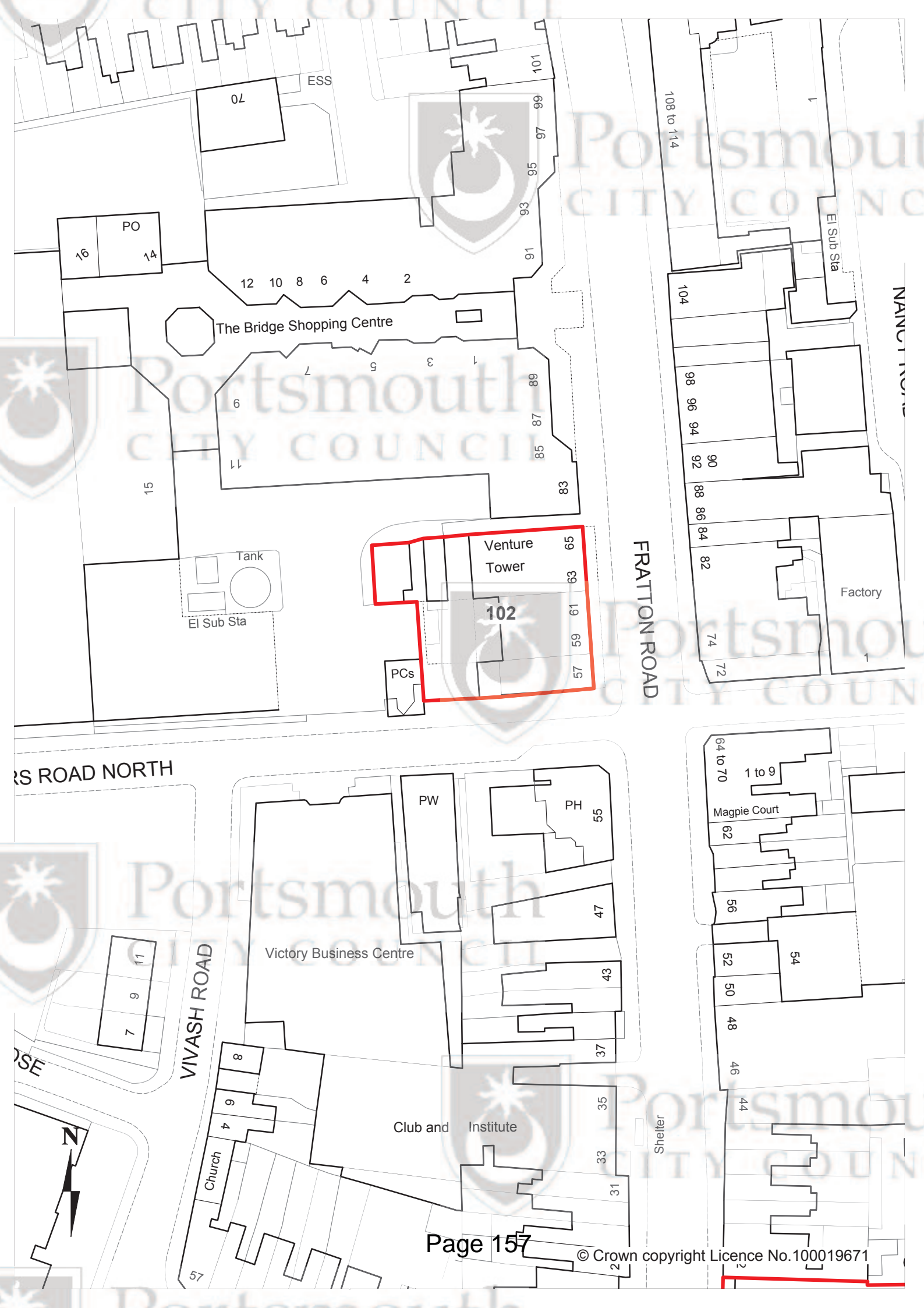
As the site is not being promoted at this time, it is not expected to come forward in the first five years.

Conclusions

Gross Yield: 19 **Existing Units on Site:** 0 **Net Yield:** 19 **Anticipated Density (dph):** 211

Timeframe for delivery: 6-10 years

Site status: Potential Housing Site



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The Bridge Shopping Centre

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Tank

El Sub Sta

Venture Tower

102

PCs

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59

57

FRATTON ROAD

108 to 114

El Sub Sta

104

98

96

94

92

90

88

86

84

82

74

72

Factory

RS ROAD NORTH

PW

PH

55

47

43

37

35

33

31

Victory Business Centre

Club and Institute

Shelter

64 to 70

1 to 9

Magpie Court

62

56

54

52

50

48

46

44

VIVASH ROAD

11

9

7

8

6

4

Church

57

Site 127**7-17 Palmerston Road****Description of the Site and Planning History**

The site is a group of terraced buildings to the north east of Palmerston Road. The buildings comprise commercial units on the ground floor with some residential above and a service yard to the rear. Planning history: Previous permissions have been given to extend the ground floor retail units and to form maisonettes on the upper floors (A*38603/AA and A*38603/AB).

Gross area of site (ha): 0.14

Net developable area (ha): 0.13

Suitability

Current flood zone: Partially or wholly in Zone 3

Distance to Local Centre: 5-10 mins walk

SFRA hazard level: Low

Conservation Area: No

Listed building: No

2115 flood zone: Partially or wholly in Zone 3

TPO: No

AQMA: No

Is residential compatible? Active ground floor

Distance to GP: <10 mins walk

Distance to Secondary School: >10 mins walk

Distance to Bus Stop: < 5 mins walk

Distance to Major Centre: <5 mins walk

Distance to Station: >20 mins walk

SRN Junction: M27/M275 Screenline

Traffic flow at this junction is expected to increase by 17% between 2006 and 2026

If the site contains undesignated green space, what is its importance? None

Site specific constraints and potential solutions: This is a constrained site located within Southsea Town Centre. As it is within the primary frontage of the town centre, active ground floors would be required. It is within flood zone 3, and any future development would need to preserve the setting of the Grade II listed St Jude's Church situated a short distance to the north.

What form could the development take? Flats

Contamination:

Any contamination issues on the site will have to be addressed prior to development taking place.

Availability

Ownership status: The owner of the site is known to the city council.

Is the site currently in use? Intensively Used

Achievability

Strength of housing market: Medium strength housing market

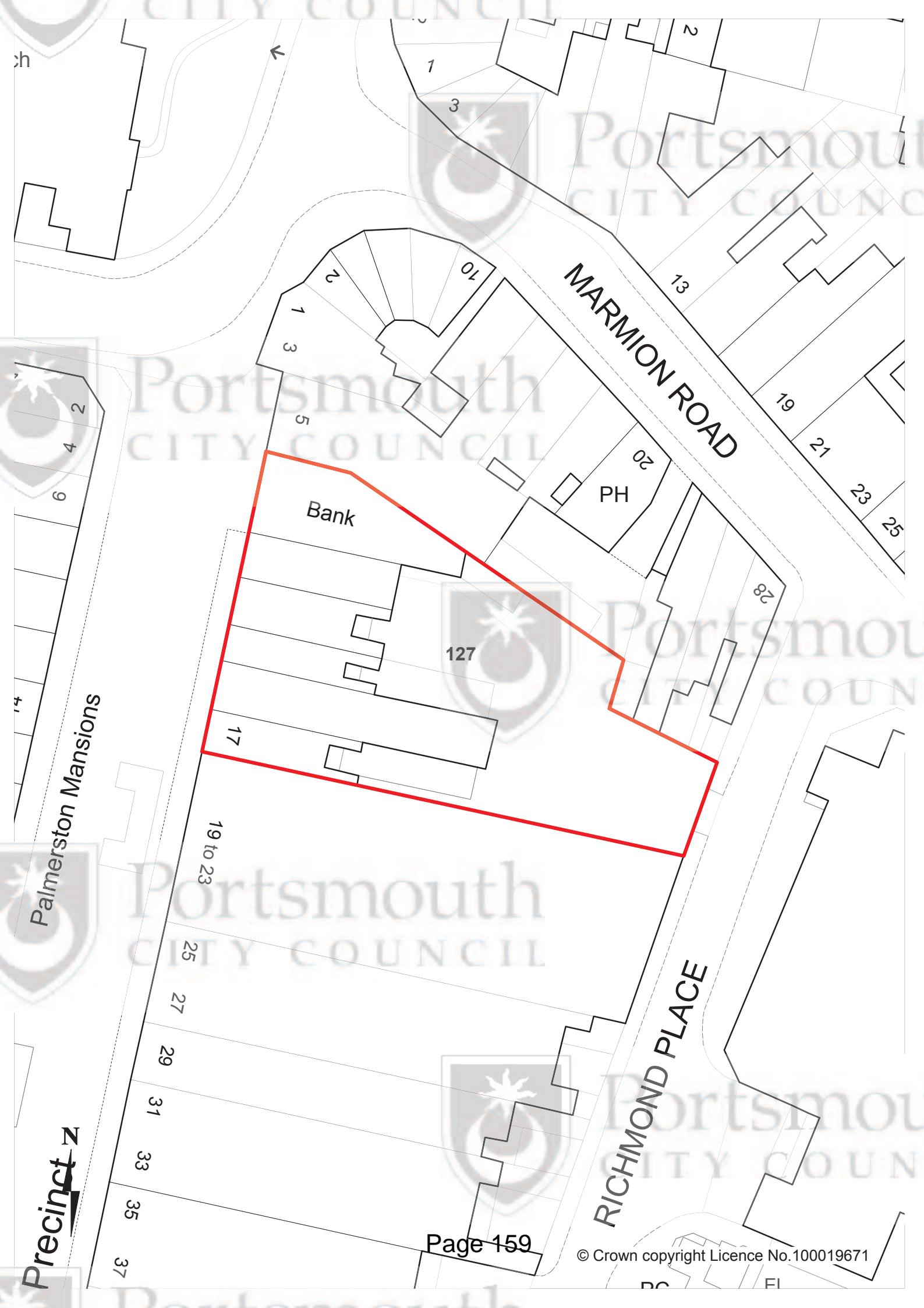
As the site is not being promoted to the city council it is not expected to come forward in the first five years.

Conclusions

Gross Yield: 15 **Existing Units on Site:** 5 **Net Yield:** 10 **Anticipated Density (dph):** 107

Timeframe for delivery: 11-13 years

Site status: Potential Housing Site



MARMION ROAD

Bank

PH

127

17

19 to 23

25

27

29

31

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35

37

Palmerston Mansions

RICHMOND PLACE

Precinct z

**Site 136
Darby House**

Description of the Site and Planning History

Large building formerly used for educational purposes. This is currently a vacant site. Planning history: The site has a resolution to grant planning permission for 8 new houses (13/00553/OUT).

Gross area of site (ha): 0.39

Net developable area (ha): 0.37

Suitability

Current flood zone: In Flood Zone 1

Distance to Local Centre: >15 mins walk

SFRA hazard level: Not applicable

Conservation Area: No

Listed building: No

2115 flood zone: In Flood Zone 1

TPO: Yes

AQMA: No

Is residential compatible? Active ground floor

Distance to GP: <10 mins walk

Distance to Secondary School: >10 mins walk

Distance to Bus Stop: < 5 mins walk

Distance to Major Centre: 5-10 mins walk

Distance to Station: 10-15 mins walk

SRN Junction: M27/M275 Screenline

Traffic flow at this junction is expected to increase by 17% between 2006 and 2026

If the site contains undesignated green space, what is its importance? Moderate

Site specific constraints and potential solutions: Development would involve demolition of the existing building and construction of new houses. The design will need to ensure that the amenity of current and future residents is preserved.

What form could the development take? Houses

Contamination:

Any contamination issues on the site will have to be addressed prior to development taking place.

Availability

Ownership status: The site is owned by the city council

Is the site currently in use? Site not in use

Achievability

Strength of housing market: Medium-low strength housing market

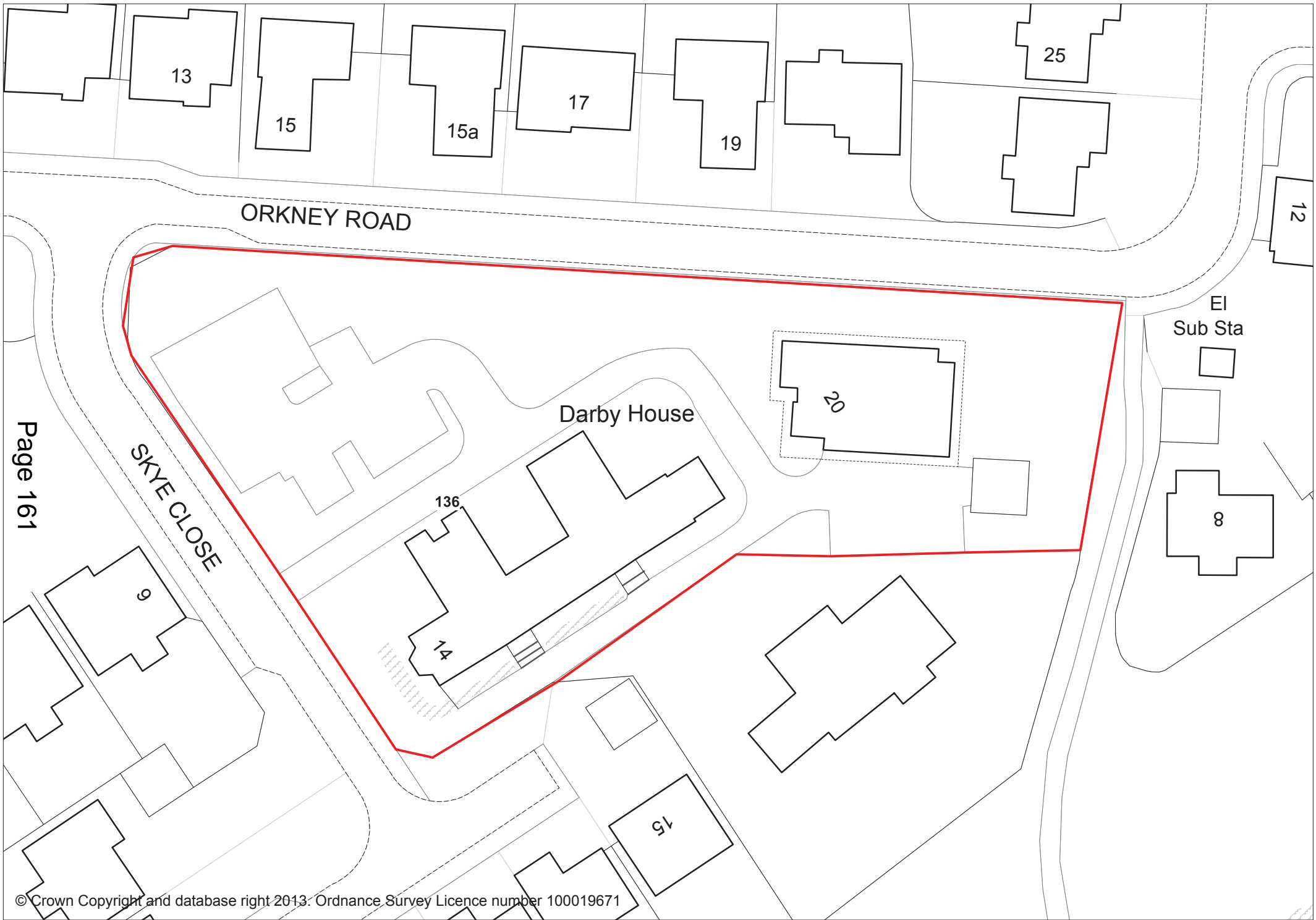
As there is a resolution to grant conditional outline approval, it is reasonable to conclude that development is possible in the first five years.

Conclusions

Gross Yield: 8 **Existing Units on Site:** 0 **Net Yield:** 8 **Anticipated Density (dph):** 21

Timeframe for delivery: 1-5 years

Site status: Potential Housing Site



**Site 137
Portland Hotel**

Description of the Site and Planning History

Former Portland Hotel: a Grade II listed Thomas Owen building. This is currently a vacant site. Planning history: Planning permission and listed building consent for the conversion of the upper floors to 22 flats (11/00605/LBC & 11/00078/FUL) were refused in 2011.

Gross area of site (ha): 0.12

Net developable area (ha): 0.11

Suitability

Current flood zone: In Flood Zone 1	Distance to Local Centre: 5-10 mins walk	
SFRA hazard level: Not applicable	Conservation Area: Yes	Listed building: Listed
2115 flood zone: Partially or wholly in Zone 3	TPO: Yes	AQMA: No
Is residential compatible? Yes	Distance to GP: <10 mins walk	
Distance to Secondary School: >10 mins walk	Distance to Bus Stop: < 5 mins walk	
Distance to Major Centre: <5 mins walk	Distance to Station: >20 mins walk	

SRN Junction: M27/M275 Screenline
Traffic flow at this junction is expected to increase by 17% between 2006 and 2026

If the site contains undesignated green space, what is its importance? None

Site specific constraints and potential solutions: The Portland Hotel is the end of Thomas Ellis Owen's Portland Terrace. It has been vacant for some time and would benefit from being brought back into use as a hotel, or through conversion to flats.

What form could the development take? Conversion to flats

Contamination:

Any contamination issues on the site will have to be addressed prior to development taking place.

Availability

Ownership status: The site's owner is known to the city council through a recent planning application

Is the site currently in use? Site not in use

Achievability

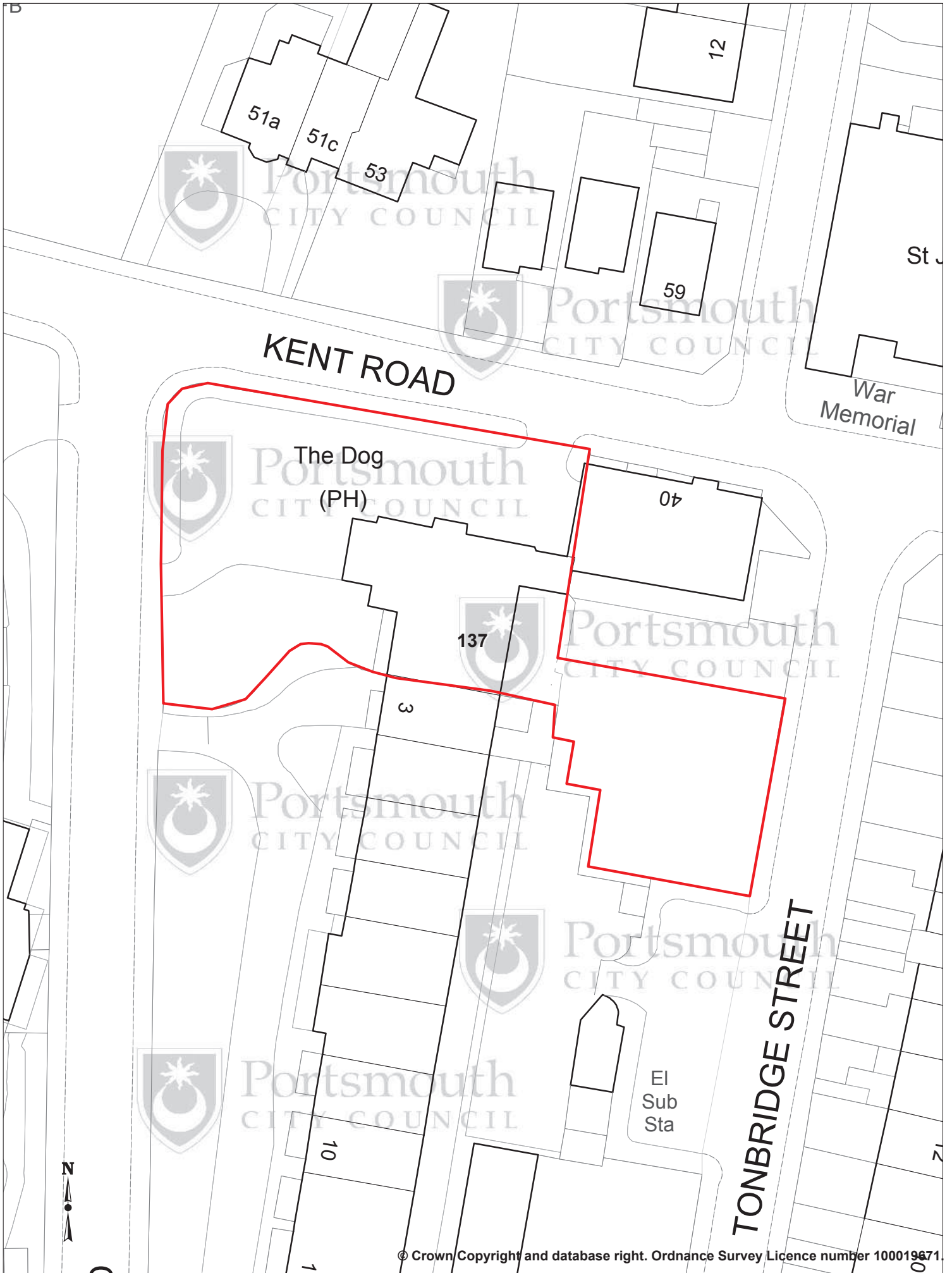
Strength of housing market: High strength housing market

There is clear development interest in the site. As a result, it is reasonable to conclude that development is possible, albeit less than is currently proposed, in the first five years.

Conclusions

Gross Yield: 10 **Existing Units on Site:** 0 **Net Yield:** 10 **Anticipated Density (dph):** 83

Timeframe for delivery: 1-5 years **Site status:** Potential Housing Site



KENT ROAD

The Dog
(PH)

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137

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St J

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Memorial

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TONBRIDGE STREET

Site 138**119 High Street, Cosham (former Railway public house)****Description of the Site and Planning History**

The site is located at the corner of High Street and Knowsley Road in Cosham. It is the site of the former Railway public house. The site is currently vacant. It was previously used as a public house. Planning history: The city council refused planning permission for 22 flats in a 2-5 storey building on the site in 2011(11/00829/FUL) and a subsequent appeal was dismissed. An application for 20 flats (12/01083/FUL) was granted planning permission in July 2013.

Gross area of site (ha): 0.10**Net developable area (ha):** 0.95**Suitability****Current flood zone:** In Flood Zone 1**Distance to Local Centre:** < 5 mins walk**SFRA hazard level:** Not applicable**Conservation Area:** No**Listed building:** No**2115 flood zone:** Partially or wholly in Zone 3**TPO:** No**AQMA:** No**Is residential compatible?** Yes**Distance to GP:** <10 mins walk**Distance to Secondary School:** <10 mins walk**Distance to Bus Stop:** < 5 mins walk**Distance to Major Centre:** <5 mins walk**Distance to Station:** <10 mins walk**SRN Junction:** Hilsea Roundabout

Traffic flow at this junction is expected to increase by 22% between 2006 and 2026

If the site contains undesignated green space, what is its importance? None

Site specific constraints and potential solutions: given the site's location on the primary frontage of Cosham district centre, an active ground floor should be provided.

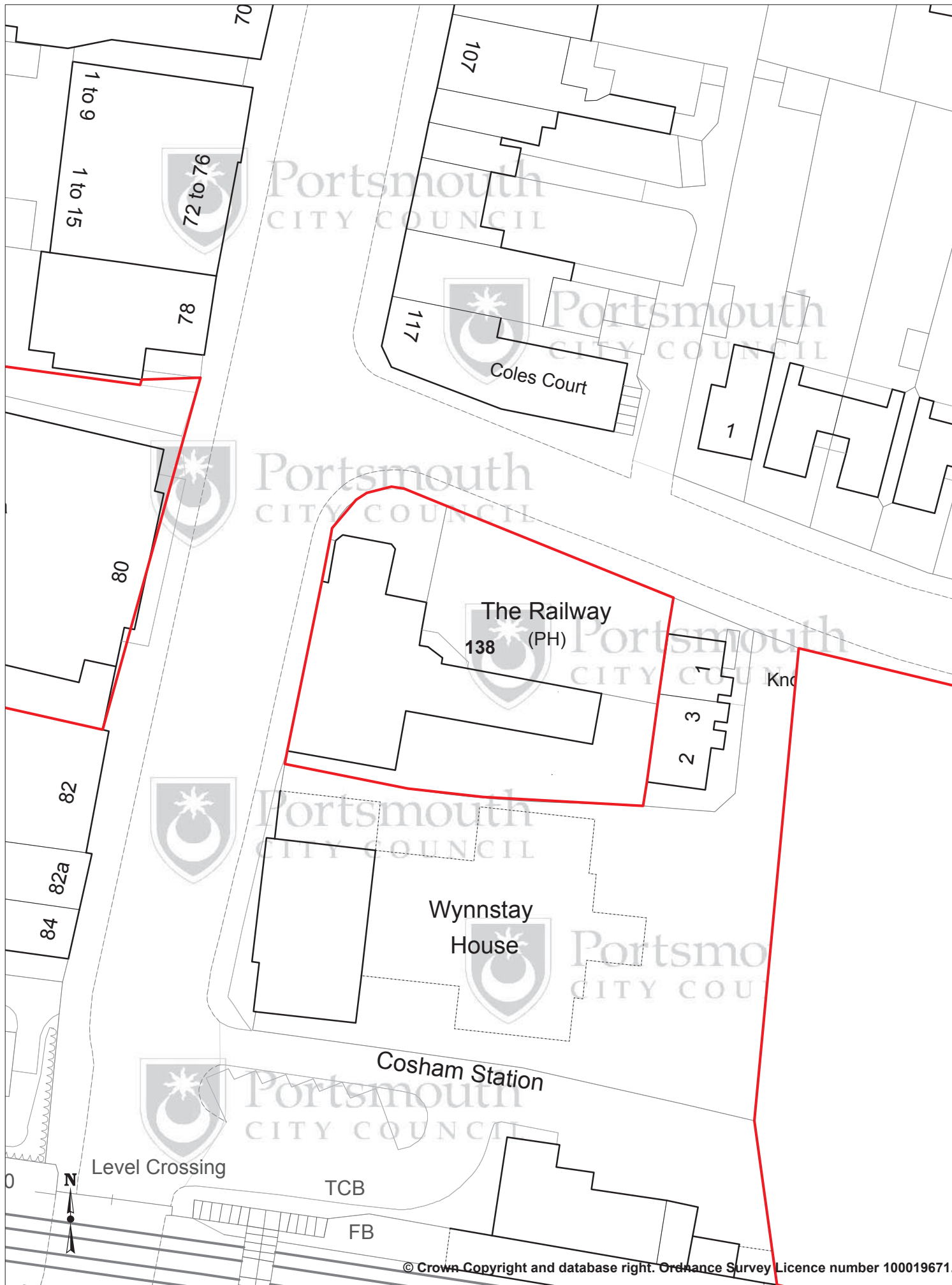
What form could the development take? Flats**Contamination:**

Any contamination issues on the site will have to be addressed prior to development taking place.

Availability**Ownership status:** The site's owner is known to the city council through a recent planning application**Is the site currently in use?** Site not in use**Achievability****Strength of housing market:** Medium-high strength housing market

As there is clear development interest in the site, it is reasonable to conclude that residential development is possible in the first five years.

Conclusions**Gross Yield:** 20 **Existing Units on Site:** 0 **Net Yield:** 20 **Anticipated Density (dph):** 200**Timeframe for delivery:** 1-5 years**Site status:** Potential Housing Site



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Site 143
Land at Halliday Crescent

Description of the Site and Planning History

3-storey blocks of former MoD accommodation set in open grounds with small parking areas. Currently in use as residential dwellings. Planning history: Planning permission has been granted for extensions to the blocks to form 48 new dwellings (11/00070/FUL).

Gross area of site (ha): 1.94

Net developable area (ha): 1.843

Suitability

Current flood zone: In Flood Zone 1

Distance to Local Centre: 10-15 mins walk

SFRA hazard level: Not applicable

Conservation Area: No **Listed building:** No

2115 flood zone: In Flood Zone 1

TPO: Yes **AQMA:** No

Is residential compatible? Yes

Distance to GP: >10 mins walk

Distance to Secondary School: >10 mins walk

Distance to Bus Stop: > 5 mins walk

Distance to Major Centre: >20 mins walk

Distance to Station: >20 mins walk

SRN Junction: A27 & A2030

Traffic flow at this junction is expected to increase by 9% between 2006 and 2026

If the site contains undesignated green space, what is its importance? Moderate

Site specific constraints and potential solutions: Development is likely to take the form of extensions to the existing blocks. These extensions will need to relate well to the existing buildings and ensure that the amenity of current and future residents is preserved.

What form could the development take? A mix of flats and houses

Contamination:

As a result of the site's previous use, there is likely to be contamination present. An initial desk study and site investigation should be carried out as a minimum and the results discussed with the city council during pre-application discussions, and submitted with any planning application. It is recommended that the scope of site investigation is discussed with the city council's contaminated land team prior to undertaking the works.

Availability

Ownership status: The site's owner is known to the city council through a recent planning application.

Is the site currently in use? Part of the site in intensive use

Achievability

Strength of housing market: Medium-high strength housing market

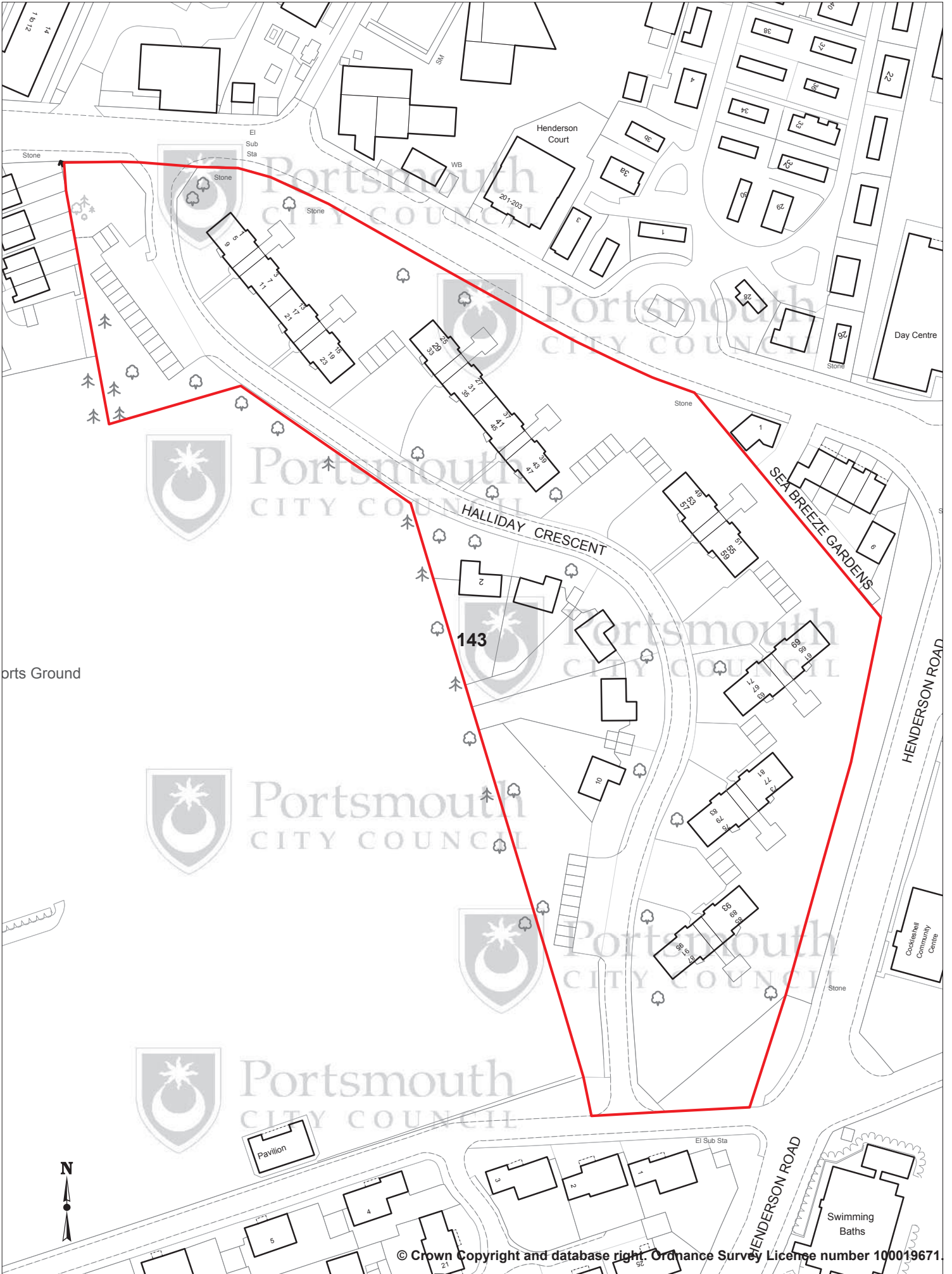
As the site has planning permission there is a reasonable probability that it can be developed for housing in the first five years.

Conclusions

Gross Yield: 40 **Existing Units on Site:** 0 **Net Yield:** 40 **Anticipated Density (dph):** 21

Timeframe for delivery: 1-5 years

Site status: Full Planning Permission - Not Started



Site 146**Clinic south of Alexandra Lodge****Description of the Site and Planning History**

1 and 2 storey linear buildings, mainly in the centre of the site. The site used to contain a PCT health clinic but is has since been cleared. Planning history: Former Alexandra Lodge site to immediate north has planning permission for 85 Extra Care units and re-ablement facility - 3/4 storey building. (11/01246/FUL)

Gross area of site (ha): 0.2

Net developable area (ha): 0.19

Suitability

Current flood zone: In Flood Zone 1

Distance to Local Centre: 5-10 mins walk

SFRA hazard level: Not applicable

Conservation Area: No

Listed building: No

2115 flood zone: In Flood Zone 1

TPO: No

AQMA: No

Is residential compatible? Mixed use scheme

Distance to GP: >10 mins walk

Distance to Secondary School: <10 mins walk

Distance to Bus Stop: < 5 mins walk

Distance to Major Centre: >20 mins walk

Distance to Station: 15-20 mins walk

SRN Junction: Hilsea Roundabout

Traffic flow at this junction is expected to increase by 22% between 2006 and 2026

If the site contains undesignated green space, what is its importance? Moderate

Site specific constraints and potential solutions: The site has been cleared and could be developed for 12 houses.

What form could the development take? Houses

Contamination:

Any contamination issues on the site will have to addressed prior to development taking place.

Availability

Ownership status: The site is owned by the city council

Is the site currently in use? Site not in use

Achievability

Strength of housing market: Medium strength housing market

The site is being actively disposed of. Thus, subject to achieving planning permission, it is reasonable to conclude that development is possible within 5 years.

Conclusions

Gross Yield: 12 **Existing Units on Site:** 0 **Net Yield:** 12 **Anticipated Density (dph):** 60

Timeframe for delivery: 1-5 years

Site status: Potential Housing Site

Site 150**Southsea police station****Description of the Site and Planning History**

Historic Police Station building fronting Highland Road. Planning history: No relevant applications

Gross area of site (ha): 0.25

Net developable area (ha): 0.24

Suitability

Current flood zone: In Flood Zone 1

Distance to Local Centre: 5-10 mins walk

SFRA hazard level: Not applicable

Conservation Area: No

Listed building: Locally L

2115 flood zone: In Flood Zone 1

TPO: No

AQMA: No

Is residential compatible? Yes

Distance to GP: <10 mins walk

Distance to Secondary School: >10 mins walk

Distance to Bus Stop: < 5 mins walk

Distance to Major Centre: 10-20 mins walk

Distance to Station: >20 mins walk

SRN Junction: A27 & A2030

Traffic flow at this junction is expected to increase by 9% between 2006 and 2026

If the site contains undesignated green space, what is its importance? None

Site specific constraints and potential solutions: Development of the site is likely to take the form of a conversion to flats of the existing police station building, with some additional new build possible to the rear.

What form could the development take? A mix of houses and flats

Contamination:

Any contamination issues on the site will have to be addressed prior to development taking place.

Availability

Ownership status: The site's owner is known to the city council.

Is the site currently in use? Unintensively Used

Achievability

Strength of housing market: Medium-high strength housing market

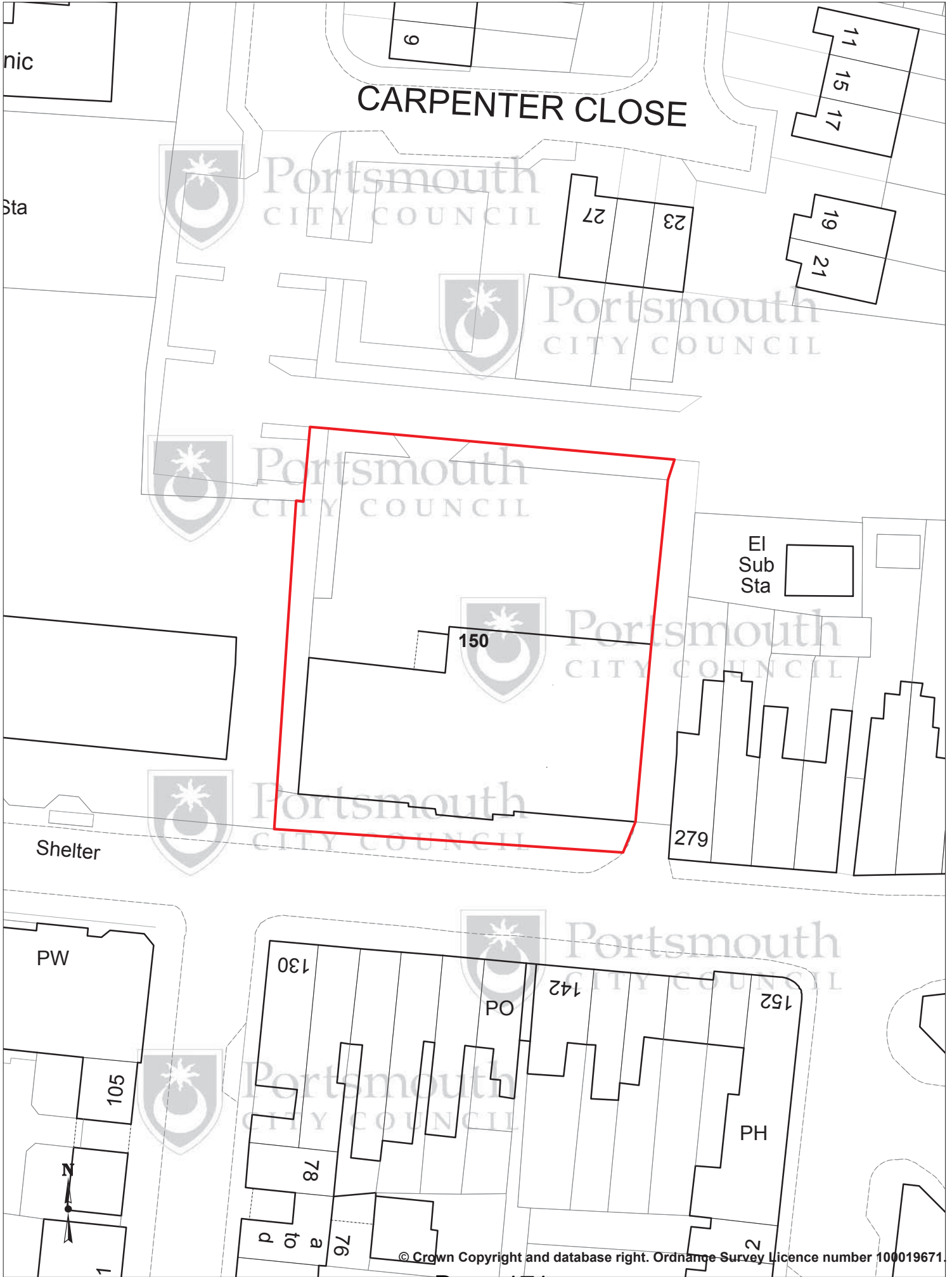
As the site is being disposed of, subject to planning permission, it is reasonable to conclude that development is possible in the first five years.

Conclusions

Gross Yield: 23 **Existing Units on Site:** 0 **Net Yield:** 23 **Anticipated Density (dph):** 92

Timeframe for delivery: 1-5 years

Site status: Potential Housing Site



CARPENTER CLOSE

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Site 151
Trafalgar Wharf

Description of the Site and Planning History

This is a large, prominent site at the north western extent of Portsmouth Harbour. Currently used for employment, though the site is underused. Planning history: an application was submitted in April 2007 for a 166 dwelling development. This was later withdrawn. An application for 163 dwellings as part of a mixed use scheme is currently being considered (12/00998/OUT).

Gross area of site (ha):

Net developable area (ha):

Suitability

Current flood zone: Partially or wholly in Zone 3	Distance to Local Centre: 10-15 mins walk	
SFRA hazard level: Very High	Conservation Area: No	Listed building: No
2115 flood zone: Partially or wholly in Zone 3	TPO: No	AQMA: No
Is residential compatible? Mixed use scheme	Distance to GP: <10 mins walk	
Distance to Secondary School: <10 mins walk	Distance to Bus Stop: < 5 mins walk	
Distance to Major Centre: >20 mins walk	Distance to Station: >20 mins walk	

SRN Junction: M27/M275 Screenline
Traffic flow at this junction is expected to increase by 17% between 2006 and 2026

If the site contains undesignated green space, what is its importance? None

Site specific issues and potential solutions: There are a number of issues facing development of the site which include flood risk, impact on nearby SPAs, land contamination and access.

What form could the development take? A mixed-use development

Contamination:

Due to the large size of the site, its contaminative status should be established early in the design stage of any development. Pre-application discussions with the city council's contaminated land team would be strongly recommended in order that any contamination issues are identified and the appropriate remediation strategy is put in place. Desk study and site investigation should be carried out as a minimum, and the results discussed with the city council during pre-application discussions and submitted with any planning application.

Availability

Ownership status: The site's owners are known to the city council

Is the site currently in use? Unintensively Used

Achievability

Strength of housing market: Medium-low strength housing market

The site is complex and there are constraints which need to be overcome before development can commence, however it is suitable for residential development. Hence, development could take place after the first five years.

Conclusions

Gross Yield: 160 **Existing Units on Site:** 0 **Net Yield:** 160 **Anticipated Density (dph):**

Timeframe for delivery: 6-10 years **Site status:** Potential Housing Site



Site 153**Parking area south of Sultan Road (east)****Description of the Site and Planning History**

This is one of two surface level car parks located between blocks of flats on the south side of Sultan Road. Planning History: No relevant applications.

Gross area of site (ha): 0.06

Net developable area (ha): 0.06

Suitability

Current flood zone: In Flood Zone 1

Distance to Local Centre: < 5 mins walk

SFRA hazard level: Not applicable

Conservation Area: No

Listed building: No

2115 flood zone: In Flood Zone 1

TPO: No

AQMA: No

Is residential compatible? Yes

Distance to GP: <10 mins walk

Distance to Secondary School: >10 mins walk

Distance to Bus Stop: < 5 mins walk

Distance to Major Centre: 10-20 mins walk

Distance to Station: 15-20 mins walk

SRN Junction: M27/M275 Screenline

Traffic flow at this junction is expected to increase by 17% between 2006 and 2026

If the site contains undesignated green space, what is its importance? None

Site specific constraints and potential solutions: This site could be developed alongside site 154. The site is adjacent to existing housing and so care will need to be taken to minimise any impact on the amenity of current or future residents.

What form could the development take? Flats

Contamination:

Any contamination issues on the site will have to be addressed prior to development taking place.

Availability

Ownership status: The site is owned by the city council.

Is the site currently in use? Unintensively Used

Achievability

Strength of housing market: Low strength housing market

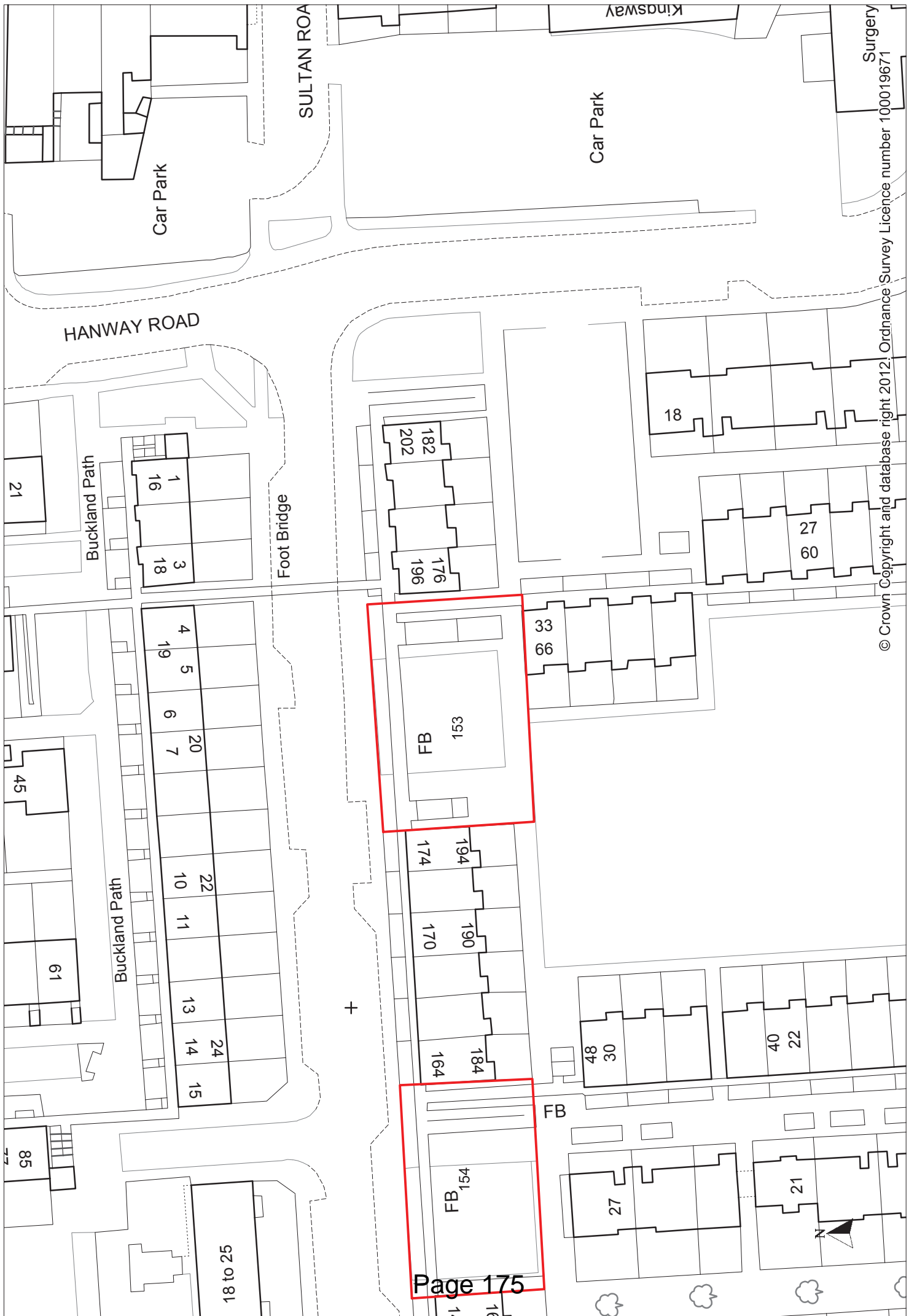
The site is expected to come forward in the first five years.

Conclusions

Gross Yield: 5 **Existing Units on Site:** 0 **Net Yield:** 5 **Anticipated Density (dph):** 83

Timeframe for delivery: 1-5 years

Site status: Potential Housing Site



Site 154**Parking area south of Sultan Road (west)****Description of the Site and Planning History**

This is one of two surface level car parks located between blocks of flats on the south side of Sultan Road. Planning History: No relevant applications.

Gross area of site (ha): 0.05

Net developable area (ha): 0.05

Suitability

Current flood zone: In Flood Zone 1

Distance to Local Centre: < 5 mins walk

SFRA hazard level: Not applicable

Conservation Area: No

Listed building: No

2115 flood zone: In Flood Zone 1

TPO: No

AQMA: No

Is residential compatible? Yes

Distance to GP: <10 mins walk

Distance to Secondary School: >10 mins walk

Distance to Bus Stop: < 5 mins walk

Distance to Major Centre: 10-20 mins walk

Distance to Station: 15-20 mins walk

SRN Junction: M27/M275 Screenline

Traffic flow at this junction is expected to increase by 17% between 2006 and 2026

If the site contains undesignated green space, what is its importance? None

Site specific constraints and potential solutions: This site could be developed alongside site 153. The site is adjacent to existing housing and so care will need to be taken to minimise any impact on the amenity of current or future residents.

What form could the development take? Flats

Contamination:

Any contamination issues on the site will have to be addressed prior to development taking place.

Availability

Ownership status: The site is owned by the city council

Is the site currently in use? Unintensively Used

Achievability

Strength of housing market: Low strength housing market

The site is expected to come forward in the first five years

Conclusions

Gross Yield: 5 **Existing Units on Site:** 0 **Net Yield:** 5 **Anticipated Density (dph):** 100

Timeframe for delivery: 1-5 years

Site status: Potential Housing Site

Site 155**University of Portsmouth - St George's Building****Description of the Site and Planning History**

5-6 storey University building fronting on the High Street with large rear carpark. The site is currently in use by the University of Portsmouth. Planning History: No relevant applications.

Gross area of site (ha): 0.21

Net developable area (ha): 0.20

Suitability

Current flood zone: In Flood Zone 1

Distance to Local Centre: 10-15 mins walk

SFRA hazard level: Not applicable

Conservation Area: Yes **Listed building:** No

2115 flood zone: Partially or wholly in Zone 2

TPO: No

AQMA: Yes

Is residential compatible? Yes

Distance to GP: <10 mins walk

Distance to Secondary School: >10 mins walk

Distance to Bus Stop: < 5 mins walk

Distance to Major Centre: 10-20 mins walk

Distance to Station: 10-15 mins walk

SRN Junction: M27/M275 Screenline

Traffic flow at this junction is expected to increase by 17% between 2006 and 2026

If the site contains undesignated green space, what is its importance? None

Site specific constraints and potential solutions: The site's prominent and accessible location and proximity to areas of interest would make it an ideal location for a hotel. Residential or education uses would also be appropriate. The character of the Conservation Area would also need to be considered.

What form could the development take? Houses and flats

Contamination:

Any contamination issues on the site will have to be addressed prior to development taking place.

Availability

Ownership status: The site's owner is known to the city council.

Is the site currently in use? Intensively Used

Achievability

Strength of housing market: Medium-high strength housing market

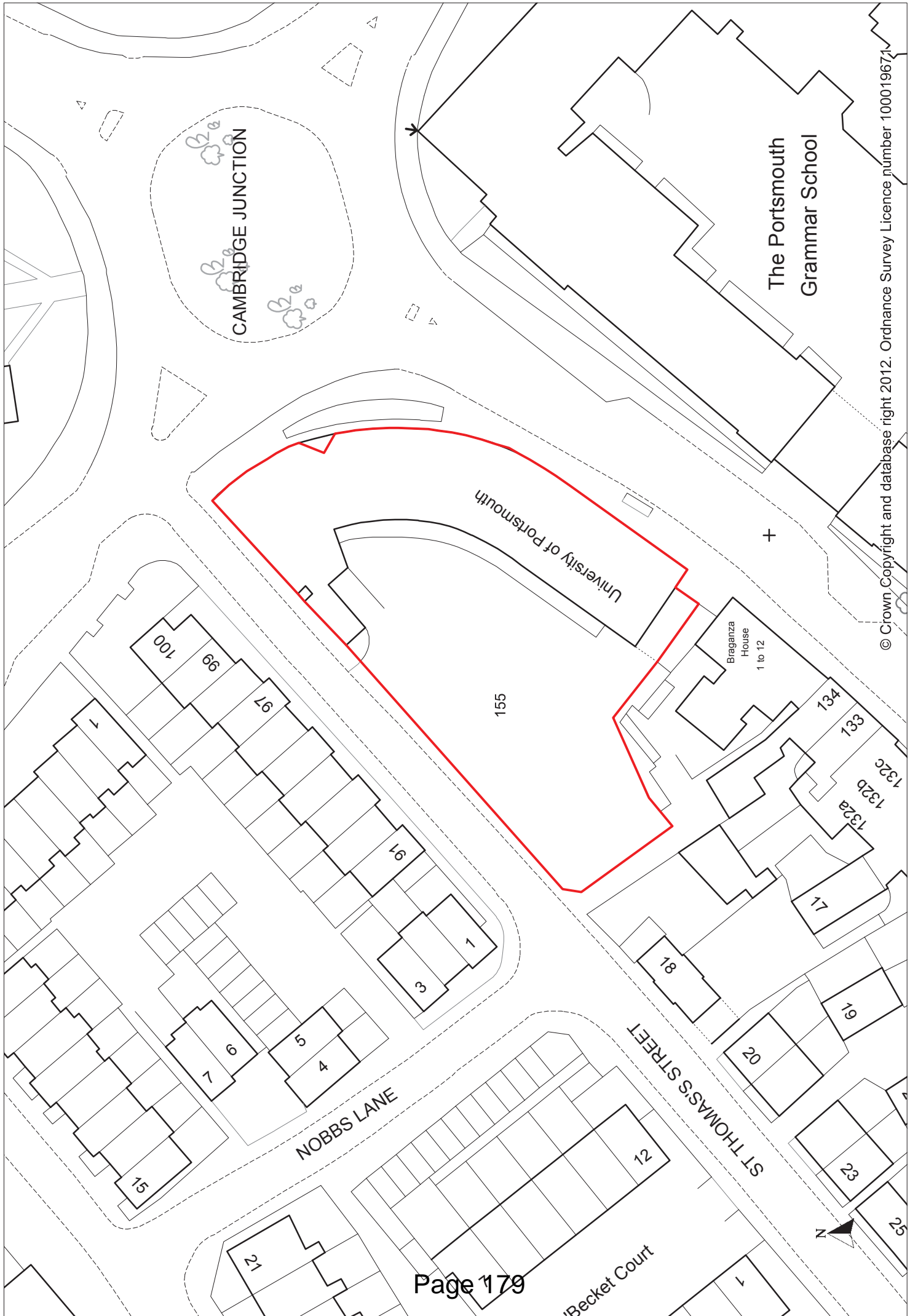
The site is expected to come forward in the first five years.

Conclusions

Gross Yield: 30 **Existing Units on Site:** 0 **Net Yield:** 30 **Anticipated Density (dph):** 143

Timeframe for delivery: 1-5 years

Site status: Potential Housing Site



CAMBRIDGE JUNCTION

The Portsmouth
Grammar School

University of Portsmouth

155

NOBBS LANE

ST THOMAS'S STREET

Braganza House
1 to 12

Site 156**Seymour Close parking area****Description of the Site and Planning History**

Surface level car parks to the north and south of Seymour Road. Planning History: No relevant applications.

Gross area of site (ha): 0.19

Net developable area (ha): 0.18

Suitability

Current flood zone: In Flood Zone 1

Distance to Local Centre: < 5 mins walk

SFRA hazard level: Not applicable

Conservation Area: No

Listed building: No

2115 flood zone: In Flood Zone 1

TPO: No

AQMA: No

Is residential compatible? Yes

Distance to GP: <10 mins walk

Distance to Secondary School: >10 mins walk

Distance to Bus Stop: < 5 mins walk

Distance to Major Centre: 10-20 mins walk

Distance to Station: 15-20 mins walk

SRN Junction: M27/M275 Screenline

Traffic flow at this junction is expected to increase by 17% between 2006 and 2026

If the site contains undesignated green space, what is its importance? None

Site specific constraints and potential solutions: The site is heavily overlooked and so care will need to be taken to minimise any impact on the amenity of current or future residents.

What form could the development take? Flats

Contamination:

Any contamination issues on the site will have to be addressed prior to development taking place.

Availability

Ownership status: The site is owned by the city council.

Is the site currently in use? Unintensively Used

Achievability

Strength of housing market: Low strength housing market

The site is expected to come forward in the first five years.

Conclusions

Gross Yield: 10 **Existing Units on Site:** 0 **Net Yield:** 10 **Anticipated Density (dph):** 53

Timeframe for delivery: 1-5 years

Site status: Potential Housing Site



**Site 158
Edinburgh House**

Description of the Site and Planning History

2 storey residential care home. Planning History: No relevant applications.

Gross area of site (ha): 0.47

Net developable area (ha): 0.38

Suitability

Current flood zone: In Flood Zone 1

Distance to Local Centre: >15 mins walk

SFRA hazard level: Not applicable

Conservation Area: No

Listed building: No

2115 flood zone: In Flood Zone 1

TPO: Yes

AQMA: No

Is residential compatible? Yes

Distance to GP: <10 mins walk

Distance to Secondary School: >10 mins walk

Distance to Bus Stop: < 5 mins walk

Distance to Major Centre: <5 mins walk

Distance to Station: <10 mins walk

SRN Junction: Hilsea Roundabout

Traffic flow at this junction is expected to increase by 22% between 2006 and 2026.

If the site contains undesignated green space, what is its importance? Moderate

Site specific constraints and potential solutions: Residential care home to be closed and re-provided at a new location. The site could be redeveloped for approximately 30 flats.

What form could the development take? Flats

Contamination:

Any contamination issues on the site will have to be addressed prior to development taking place.

Availability

Ownership status: The site is owned by the city council.

Is the site currently in use? Intensively Used

Achievability

Strength of housing market: Medium-low strength housing market

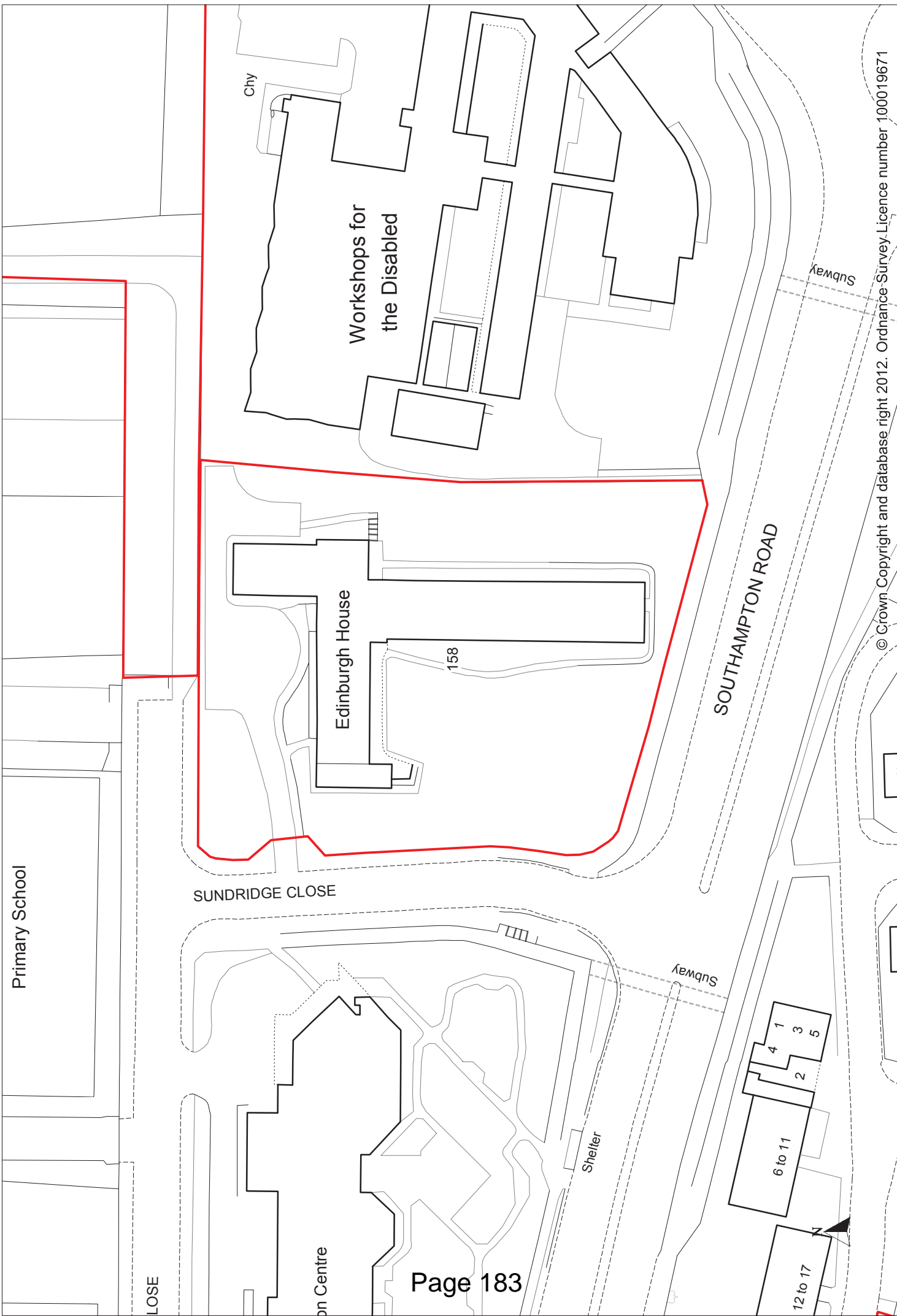
The site is surplus to requirements. As a result, it is reasonable to conclude that the site can be developed for housing in the first five years.

Conclusions

Gross Yield: 30 **Existing Units on Site:** 0 **Net Yield:** 30 **Anticipated Density (dph):** 64

Timeframe for delivery: 1-5 years

Site status: Potential Housing Site



Primary School

LOSE

on Centre

Edinburgh House

Workshops for the Disabled

SUNDRIDGE CLOSE

158

Shelter

Subway

SOUTHAMPTON ROAD

Subway

6 to 11

12 to 17

Site 159**TA Centre at Tudor Crescent****Description of the Site and Planning History**

A large two storey building and associated car park. The site is semi-circular in shape. Residential to the north, east and west. The M27/A27 is to the south. Planning History: No relevant applications.

Gross area of site (ha): 0.76

Net developable area (ha): 0.61

Suitability

Current flood zone: Partially or wholly in Zone 3	Distance to Local Centre: < 5 mins walk	
SFRA hazard level: High	Conservation Area: No	Listed building: No
2115 flood zone: Partially or wholly in Zone 3	TPO: No	AQMA: No
Is residential compatible? Yes	Distance to GP: <10 mins walk	
Distance to Secondary School: <10 mins walk	Distance to Bus Stop: < 5 mins walk	
Distance to Major Centre: <5 mins walk	Distance to Station: <10 mins walk	

SRN Junction: Hilsea Roundabout
Traffic flow at this junction is expected to increase by 22% between 2006 and 2026.

If the site contains undesignated green space, what is its importance? Low

Site specific constraints and potential solutions: Development of the site would involve demolition of the existing building and construction of 23 new houses and flats. Any proposals would need to consider mitigation of the noise from the adjacent M27/A27.

What form could the development take? Houses and flats

Contamination:

Any contamination issues on the site will have to be addressed prior to development taking place.

Availability

Ownership status: The site is owned by the Ministry of Defence.

Is the site currently in use? Intensively Used

Achievability

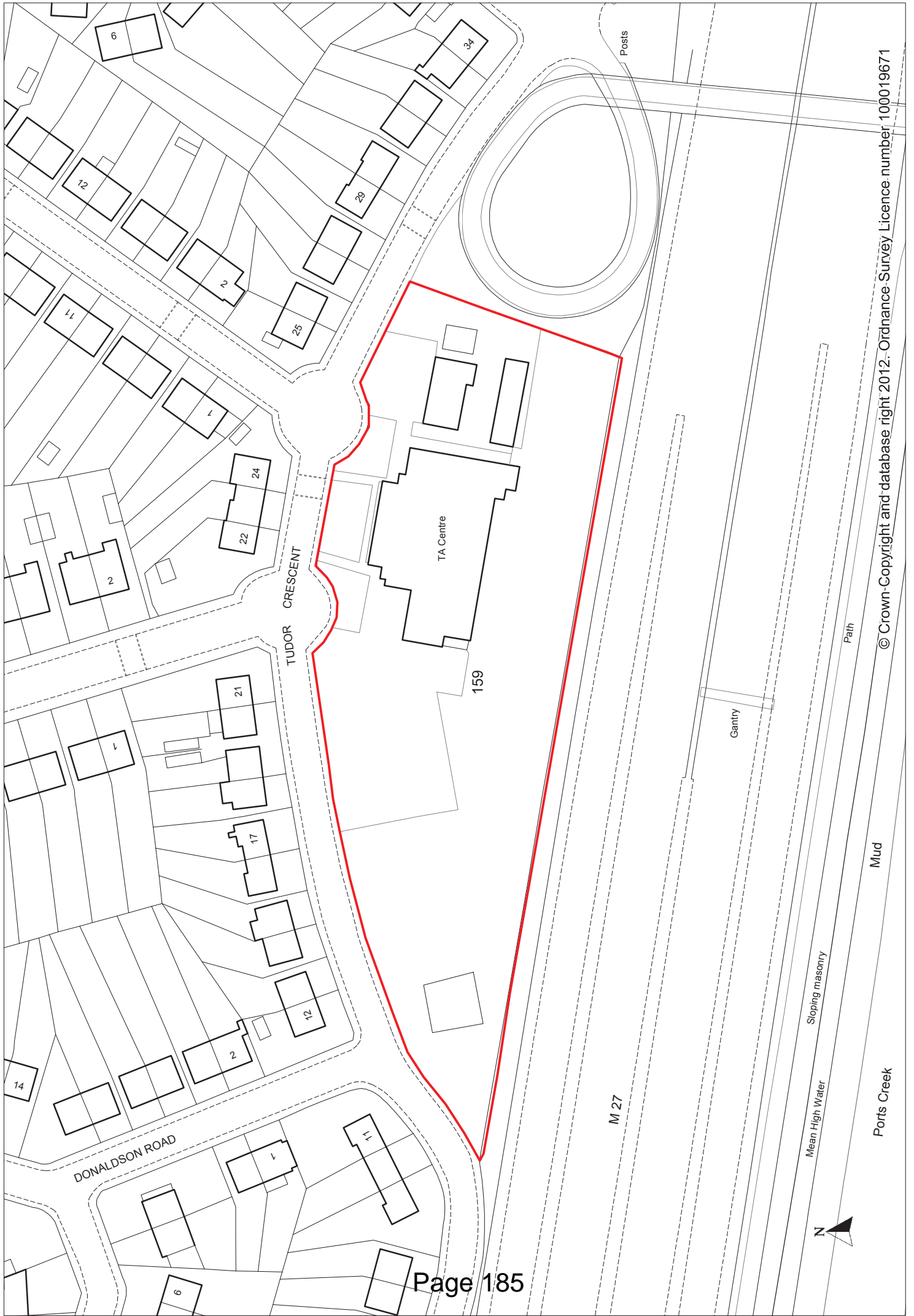
Strength of housing market: Medium strength housing market

The site is likely to come forward in the first five years.

Conclusions

Gross Yield: 23 **Existing Units on Site:** 0 **Net Yield:** 23 **Anticipated Density (dph):** 30

Timeframe for delivery: 1-5 years **Site status:** Potential Housing Site



**Site 160
Acorn Lodge**

Description of the Site and Planning History

The site contains an NHS buildings fronting Southampton Road. Planning History: No relevant applications.

Gross area of site (ha): 0.12

Net developable area (ha): 0.114

Suitability

Current flood zone: In Flood Zone 1

Distance to Local Centre: >15 mins walk

SFRA hazard level: Not applicable

Conservation Area: No **Listed building:** No

2115 flood zone: In Flood Zone 1

TPO: Yes **AQMA:** No

Is residential compatible? Yes

Distance to GP: <10 mins walk

Distance to Secondary School: >10 mins walk

Distance to Bus Stop: < 5 mins walk

Distance to Major Centre: 5-10 mins walk

Distance to Station: <10 mins walk

SRN Junction: Hilsea Roundabout

Traffic flow at this junction is expected to increase by 22% between 2006 and 2026.

If the site contains undesignated green space, what is its importance? Moderate

Site specific constraints and potential solutions: Development here would involve demolition of the existing building and new build containing approximately 8 flats.

What form could the development take? Flats

Contamination:

Any contamination issues on the site will have to addressed prior to development taking place.

Availability

Ownership status: The site is owned by the NHS.

Is the site currently in use? Intensively Used

Achievability

Strength of housing market: Medium-low strength housing market

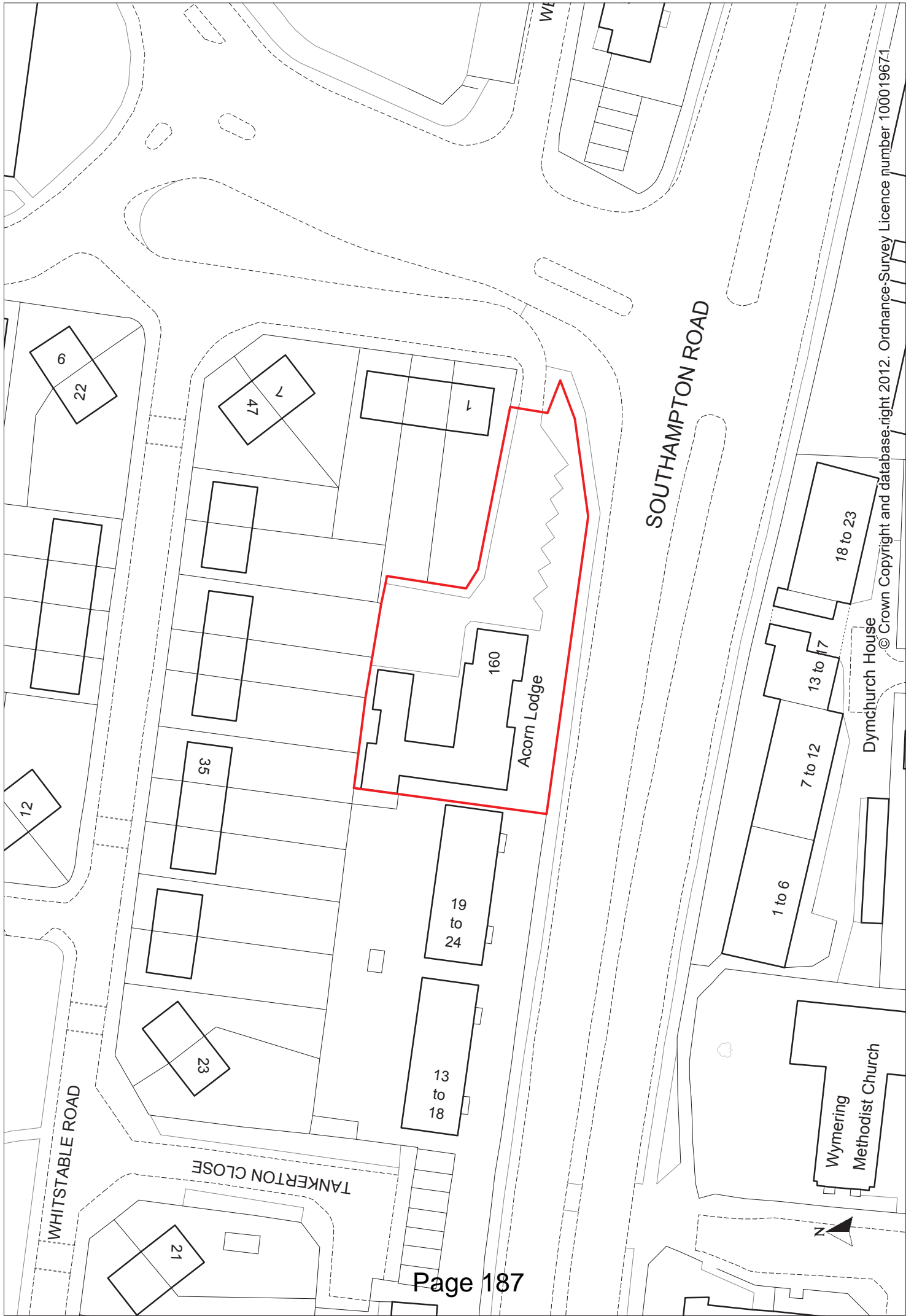
The is likely to come forward in the first five years.

Conclusions

Gross Yield: 8 **Existing Units on Site:** 0 **Net Yield:** 8 **Anticipated Density (dph):** 67

Timeframe for delivery: 1-5 years

Site status: Potential Housing Site



Site 163
Site of Savoy Buildings

Description of the Site and Planning History

A prominent seafront location. Vacant site. Planning History: Planning permission was granted on appeal in 2007 for a 4-6 building with 92 apartments with ground floor commercial uses (06/00497/FUL).

Gross area of site (ha): 0.51

Net developable area (ha): 0.41

Suitability

Current flood zone: Partially or wholly in Zone 3

Distance to Local Centre: >15 mins walk

SFRA hazard level: Very High

Conservation Area: Yes **Listed building:** No

2115 flood zone: Partially or wholly in Zone 3

TPO: No **AQMA:** No

Is residential compatible? Yes

Distance to GP: <10 mins walk

Distance to Secondary School: >10 mins walk

Distance to Bus Stop: < 5 mins walk

Distance to Major Centre: 5-10 mins walk

Distance to Station: >20 mins walk

SRN Junction: M27/M275 Screenline

Traffic flow at this junction is expected to increase by 17% between 2006 and 2026

If the site contains undesignated green space, what is its importance? None

Site specific constraints and potential solutions: The now cleared site is suitable for residential development. Any development must consider and make the most of its location on this key part of the seafront opposite South Parade Pier.

What form could the development take? Flats

Contamination:

Any contamination issues on the site will have to be addressed prior to development taking place.

Availability

Ownership status: The site's owner is known through a recent planning application.

Is the site currently in use? Site not in use

Achievability

Strength of housing market: High strength housing market

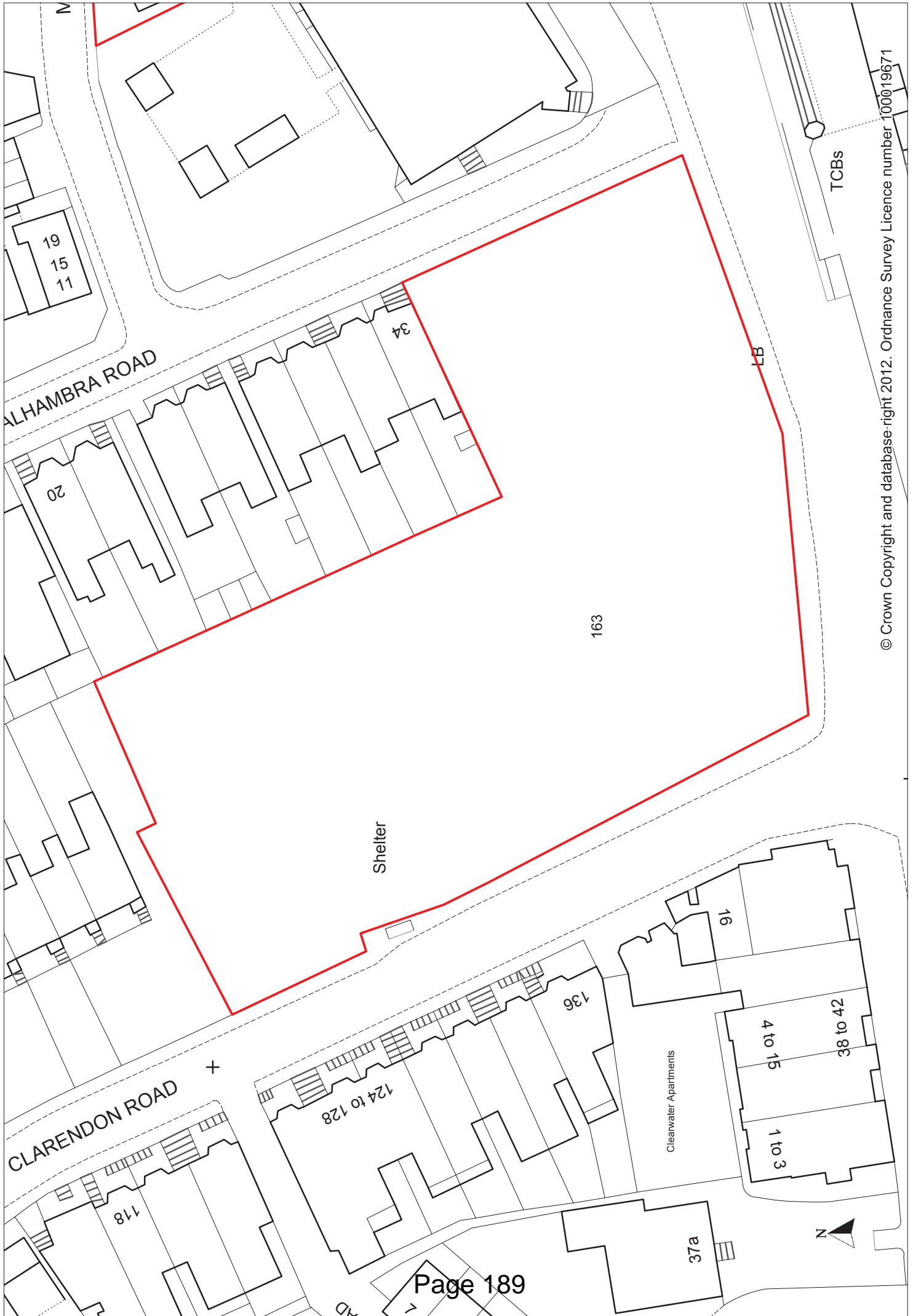
As there is confirmed developer interest in the site, it is reasonable to conclude that development could be achieved in the first five years.

Conclusions

Gross Yield: 90 **Existing Units on Site:** 0 **Net Yield:** 90 **Anticipated Density (dph):** 176

Timeframe for delivery: 1-5 years

Site status: Full Planning Permission - Not Started



Site 164**TA centre at Peronne Close****Description of the Site and Planning History**

Flat site comprising a cluster of 1-2 storey units and garages. The site contains many trees and vegetation and is surrounded by a high security fence. Currently used as a Territorial Army training and storage facility. Planning History: No relevant applications.

Gross area of site (ha): 0.7

Net developable area (ha): 0.56

Suitability

Current flood zone: Partially or wholly in Zone 3

Distance to Local Centre: 5-10 mins walk

SFRA hazard level: High

Conservation Area: No

Listed building: No

2115 flood zone: Partially or wholly in Zone 3

TPO: Yes

AQMA: No

Is residential compatible? Yes

Distance to GP: >10 mins walk

Distance to Secondary School: >10 mins walk

Distance to Bus Stop: < 5 mins walk

Distance to Major Centre: 10-20 mins walk

Distance to Station: 10-15 mins walk

SRN Junction: Hilsea Roundabout

Traffic flow at this junction is expected to increase by 22% between 2006 and 2026.

If the site contains undesignated green space, what is its importance? Low

Site specific constraints and potential solutions: The TA have indicated that they may move out of the site within the next 5 years. Should residential development come forward the site's flood risk issues will need to be satisfactorily overcome.

What form could the development take? Houses

Contamination:

As a result of the site's previous use, there is likely to be contamination present. An initial desk study and site investigation should be carried out as a minimum and the results discussed with the city council during pre-application discussions, and submitted with any planning application. It is recommended that the scope of site investigation is discussed with the city council's contaminated land team prior to undertaking the works.

Availability

Ownership status: The site is owned by the Ministry of Defence.

Is the site currently in use? Part of the site in intensive use

Achievability

Strength of housing market: Medium strength housing market

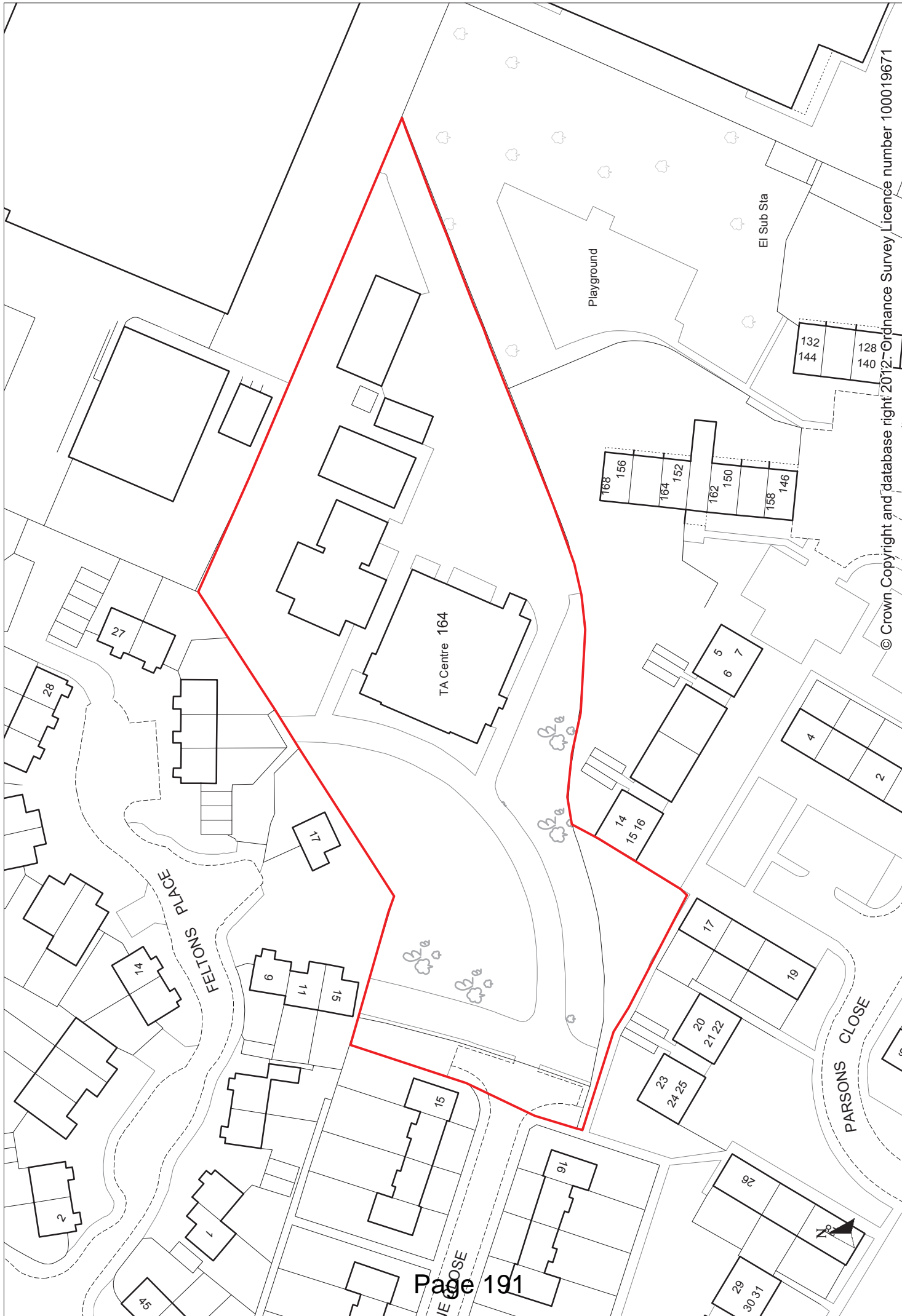
The site is expected to come forward in the first five years.

Conclusions

Gross Yield: 25 **Existing Units on Site:** 0 **Net Yield:** 25 **Anticipated Density (dph):** 36

Timeframe for delivery: 25

Site status: Potential Housing Site



**Site 166
Hilsea Lodge**

Description of the Site and Planning History

Large Care Home site on the corner of busy London Road and quieter Gatcombe Drive. Hilsea Lodge Care Home. Planning History: No relevant applications.

Gross area of site (ha): 0.48

Net developable area (ha): 0.38

Suitability

Current flood zone: In Flood Zone 1

Distance to Local Centre: 5-10 mins walk

SFRA hazard level: Not applicable

Conservation Area: No

Listed building: No

2115 flood zone: In Flood Zone 1

TPO: Yes

AQMA: No

Is residential compatible? Yes

Distance to GP: >10 mins walk

Distance to Secondary School: >10 mins walk

Distance to Bus Stop: < 5 mins walk

Distance to Major Centre: 10-20 mins walk

Distance to Station: >20 mins walk

SRN Junction: Hilsea Roundabout

Traffic flow at this junction is expected to increase by 22% between 2006 and 2026.

If the site contains undesignated green space, what is its importance? Moderate

Site specific constraints and potential solutions: There is a need for a doctor's surgery in this part of the city, and this site could provide a mixed development of doctor's surgery with flats above. The existing home will be re-provided in a new care facility.

What form could the development take? Health centre and flats

Contamination:

Any contamination issues on the site will have to be addressed prior to development taking place.

Availability

Ownership status: The site is owned by the city council.

Is the site currently in use? Intensively Used

Achievability

Strength of housing market: Medium-low strength housing market

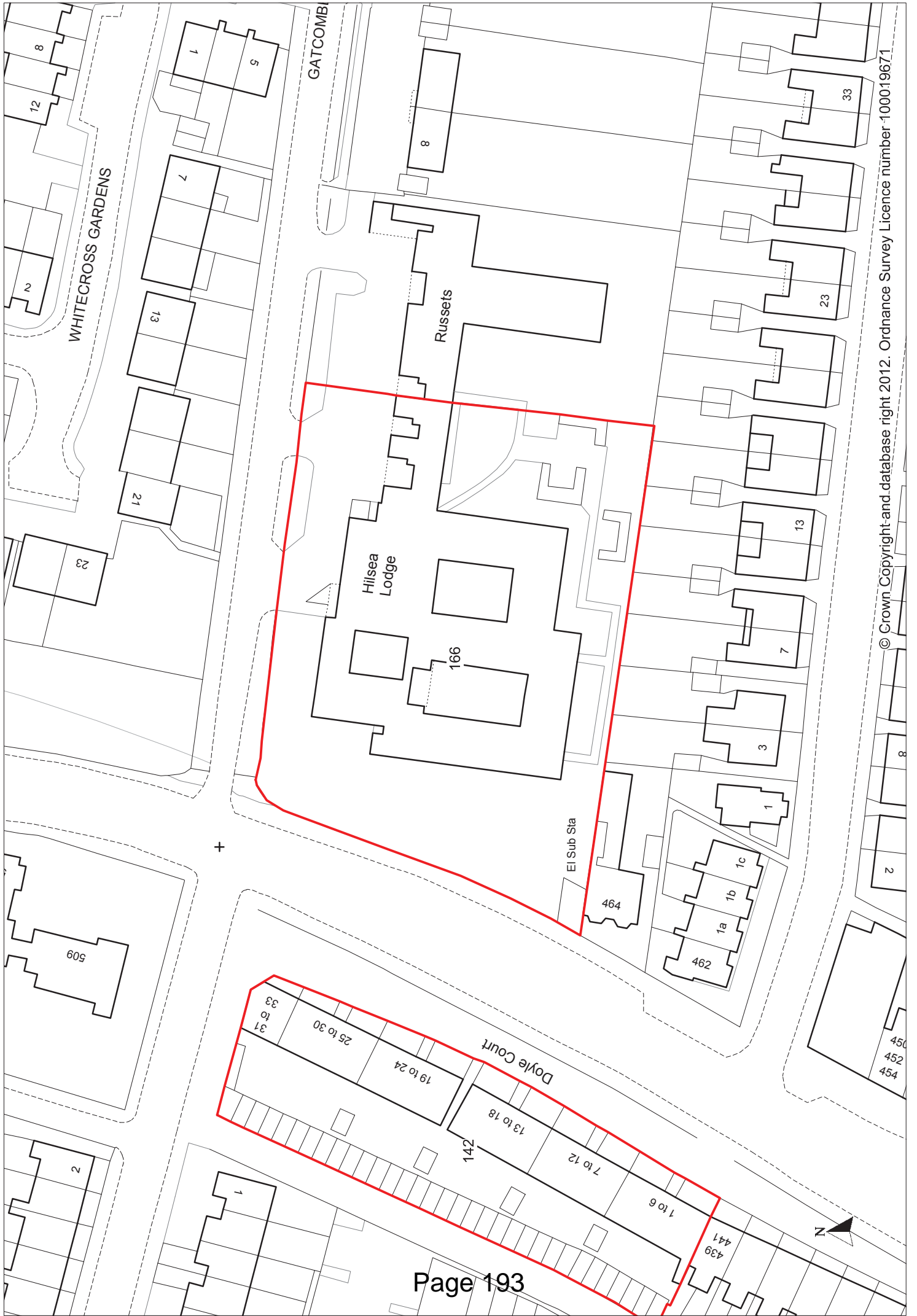
The site is expected to come forward in the first five years.

Conclusions

Gross Yield: 30 **Existing Units on Site:** 0 **Net Yield:** 30 **Anticipated Density (dph):** 63

Timeframe for delivery: 1-5 years

Site status: Potential Housing Site



WHITECROSS GARDENS

GATCOMB

Hilsea Lodge

Russets

166

El Sub Sta

Doyle Court

Site 167**Light Villa and Glebe Villa, St James' Hospital****Description of the Site and Planning History**

Hospital buildings and grounds. Land to north of hospital occupied by existing buildings, to be accessed from Riverhead Close. Planning History: Site was part of MT3 in the City Local Plan - this site is the part of MT3 that is now available for allocation

Gross area of site (ha): 1.29

Net developable area (ha): 1.03

Suitability

Current flood zone: In Flood Zone 1

Distance to Local Centre: < 5 mins walk

SFRA hazard level: Not applicable

Conservation Area: No

Listed building: No

2115 flood zone: Partially or wholly in Zone 3

TPO: Yes

AQMA: No

Is residential compatible? Yes

Distance to GP: >10 mins walk

Distance to Secondary School: >10 mins walk

Distance to Bus Stop: < 5 mins walk

Distance to Major Centre: >20 mins walk

Distance to Station: >20 mins walk

SRN Junction: A27 & A2030

Traffic flow at this junction is expected to increase by 9% between 2006 and 2026.

If the site contains undesignated green space, what is its importance? High

Site specific constraints and potential solutions: This site is likely to become surplus to the requirements of the PCT and would be suitable for housing development. Any development here would have to have particular regard to the protected trees on the site.

What form could the development take? Houses

Contamination:

Any contamination issues on the site will have to be addressed prior to development taking place.

Availability

Ownership status: The site is owned by the NHS.

Is the site currently in use? Part of the site in intensive use

Achievability

Strength of housing market: Medium-high strength housing market

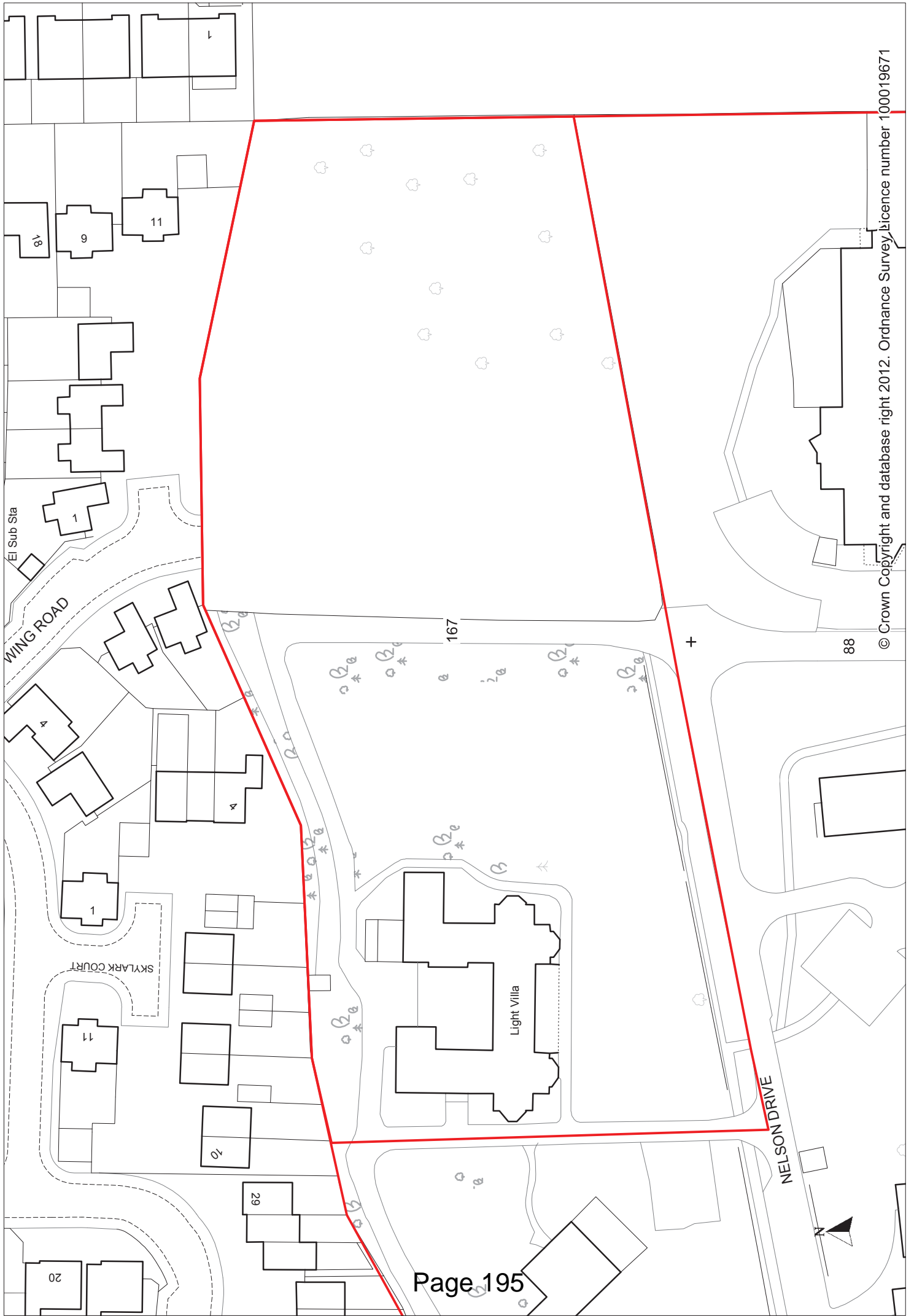
The site is expected to come forward in the first five years.

Conclusions

Gross Yield: 38 **Existing Units on Site:** 0 **Net Yield:** 38 **Anticipated Density (dph):** 29

Timeframe for delivery: 1-5 years

Site status: Potential Housing Site



El Sub Sta

WING ROAD

SKYLARK COURT

Light Villa

167

NELSON DRIVE

88



Site 168**University of Portsmouth - Langstone Campus****Description of the Site and Planning History**

Site is in use by the university as student halls and sports pitches. Planning History: no relevant applications.

Gross area of site (ha): 3.30

Net developable area (ha): 2.31

Suitability

Current flood zone: In Flood Zone 1

Distance to Local Centre: 5-10 mins walk

SFRA hazard level: Not applicable

Conservation Area: No

Listed building: No

2115 flood zone: In Flood Zone 1

TPO: Yes

AQMA: No

Is residential compatible? Yes

Distance to GP: >10 mins walk

Distance to Secondary School: >10 mins walk

Distance to Bus Stop: < 5 mins walk

Distance to Major Centre: >20 mins walk

Distance to Station: >20 mins walk

SRN Junction: A27 & A2030

Traffic flow at this junction is expected to increase by 9% between 2006 and 2026.

If the site contains undesignated green space, what is its importance? High

Site specific constraints and potential solutions: In the long term, the University may wish to review the need for its accommodation at Langstone Campus. If they decide that it is surplus to requirements, the site could become available for residential development. As the development will be replacing a large amount of purpose built student accommodation, there is likely to be a net loss of dwellings as a result of the development.

What form could the development take? A mix of houses and flats

Contamination:

Any contamination issues on the site will have to be addressed prior to development taking place.

Availability

Ownership status: The site's owner is known to the city council.

Is the site currently in use? Intensively Used

Achievability

Strength of housing market: Medium-high strength housing market

As the site is not being promoted at this time, it is not expected to come forward in the first five years.

Conclusions

Gross Yield: 110 **Existing Units on Site:** 115 **Net Yield:** -5 **Anticipated Density (dph):** 33

Timeframe for delivery: 11-13 years

Site status: Potential Housing Site

Mud

Mud

Shingle

Shingle

Mean High Water

Harbour View

Ulfed

Sand and Shingle

Queen Elizabeth The Queen Mother Hall (University Halls of Residence)

Trust Block

Langstone Flats (East)

Langstone Flats (West)

6/30/38

Points

Points

Block C

Block D

Block G

Block H

Block E

Block F

White House

Ker House

St James House

Dymond House

168

Barnard Tower

Langstone Centre

Block B

Block A

Tank

BROOM SQUARE

38
46
44



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Site 169**Child Development Centre/Harbour School at St James' Hospital**

Description of the Site and Planning History

School in the grounds of St James's Hospital, set in grassy landscape. Planning History: No relevant applications.

Gross area of site (ha): 1.4

Net developable area (ha): 1.12

Suitability

Current flood zone: In Flood Zone 1

Distance to Local Centre: < 5 mins walk

SFRA hazard level: Not applicable

Conservation Area: No

Listed building: No

2115 flood zone: In Flood Zone 1

TPO: Yes

AQMA: No

Is residential compatible? Yes

Distance to GP: >10 mins walk

Distance to Secondary School: <10 mins walk

Distance to Bus Stop: < 5 mins walk

Distance to Major Centre: >20 mins walk

Distance to Station: >20 mins walk

SRN Junction: A27 & A2030

Traffic flow at this junction is expected to increase by 9% between 2006 and 2026.

If the site contains undesignated green space, what is its importance? High

Site specific constraints and potential solutions: The school is now surplus to requirements and the site is suitable for residential development in the form of houses. Any development would have to have particular regard to its impact on the adjacent Brent Goose feeding site.

What form could the development take? Houses

Contamination:

Any contamination issues on the site will have to be addressed prior to development taking place.

Availability

Ownership status: The site is owned by the NHS.

Is the site currently in use? Intensively Used

Achievability

Strength of housing market: Medium-high strength housing market

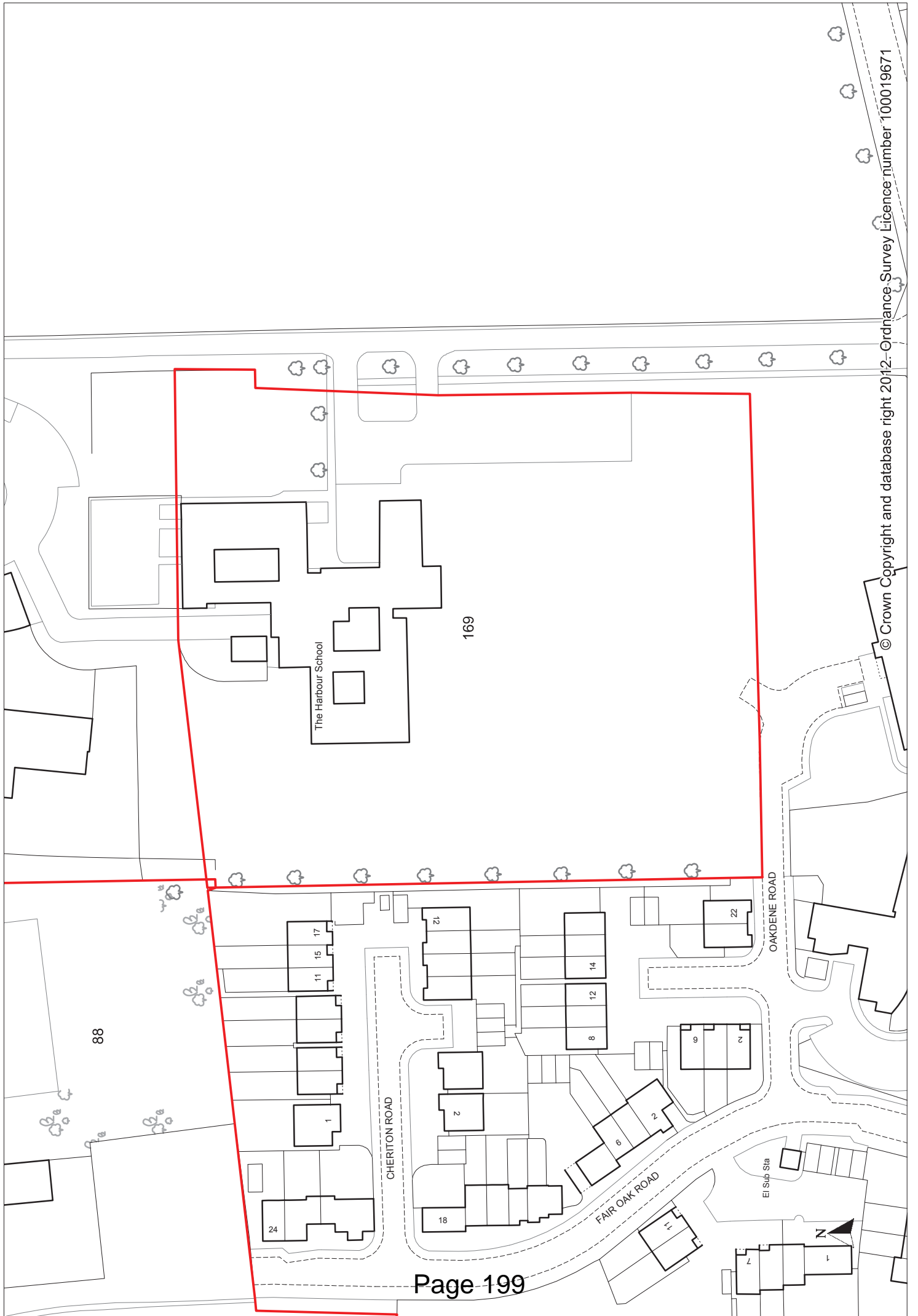
As the site is available and offers a suitable location for housing, development could be achieved in the first five years.

Conclusions

Gross Yield: 56 **Existing Units on Site:** 0 **Net Yield:** 56 **Anticipated Density (dph):** 40

Timeframe for delivery: 1-5 years

Site status: Potential Housing Site



The Harbour School

169

88

CHERITON ROAD

FAIR OAK ROAD

OAKDENE ROAD

El Sub Sta

N

Site 170**Garages at Dursley Crescen****Description of the Site and Planning History**

An unused triangular garage site. Currently vacant garages. Planning History: No relevant applications.

Gross area of site (ha): 0.18

Net developable area (ha): 0.171

Suitability

Current flood zone: In Flood Zone 1

Distance to Local Centre: 5-10 mins walk

SFRA hazard level: Not applicable

Conservation Area: No

Listed building: No

2115 flood zone: In Flood Zone 1

TPO: No

AQMA: No

Is residential compatible? Yes

Distance to GP: <10 mins walk

Distance to Secondary School: >10 mins walk

Distance to Bus Stop: < 5 mins walk

Distance to Major Centre: 10-20 mins walk

Distance to Station: >20 mins walk

SRN Junction: M27/M275 Screenline

Traffic flow at this junction is expected to increase by 17% between 2006 and 2026

If the site contains undesignated green space, what is its importance? None

Site specific constraints and potential solutions: The site is triangular in shape and so flats would be more suited to the site than houses. Any development proposals will need to take account of the proximity to the railway line and ensure the amenity of current and future residents.

What form could the development take? Flats

Contamination:

Any contamination issues on the site will have to be addressed prior to development taking place.

Availability

Ownership status: The site is owned by the city council.

Is the site currently in use? Site not in use

Achievability

Strength of housing market: Low strength housing market

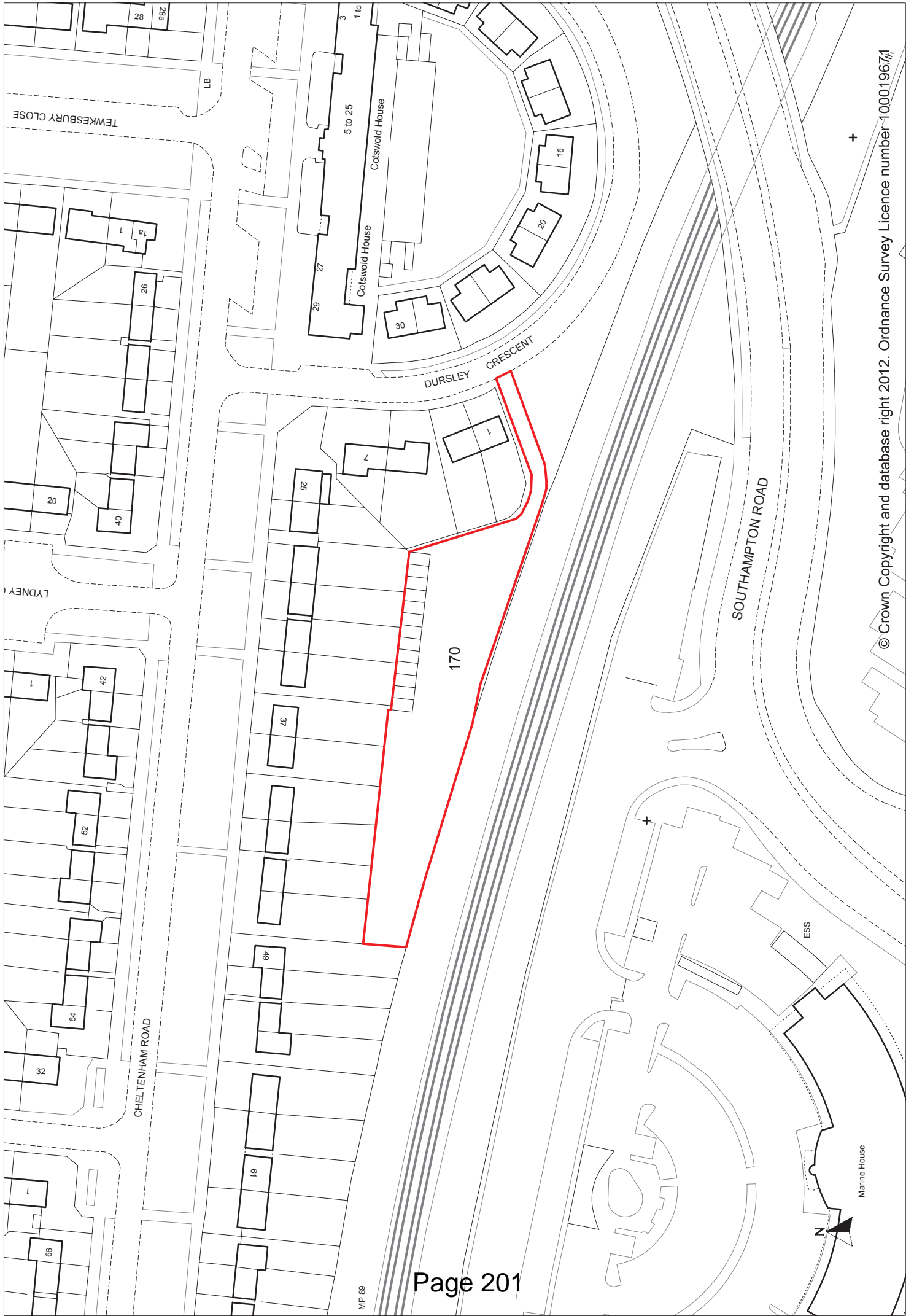
The site is vacant. As a result, development could be achieved in the first five years.

Conclusions

Gross Yield: 5 **Existing Units on Site:** 0 **Net Yield:** 5 **Anticipated Density (dph):** 28

Timeframe for delivery: 1-5 years

Site status: Potential Housing Site



TEWKESBURY CLOSE

LYDNEY

CHELTEHAM ROAD

DURSLEY CRESCENT

SOUTHAMPTON ROAD

170

MP 89

Page 201

ESS

Marine House

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**Site 171
Longdean Lodge**

Description of the Site and Planning History

The application site is roughly rectangular in shape. It is bounded to the north and west sides by public footpaths and two-storey houses beyond. On the east side is Watershed Court and Beverston House. Elderly persons home with a physio and rehabilitation facility. Planning History: 10/00421/OUT - outline planning permission for new building to form 40 Extra Care apartments

Gross area of site (ha): 0.37

Net developable area (ha): 0.35

Suitability

Current flood zone: In Flood Zone 1	Distance to Local Centre: 10-15 mins walk	
SFRA hazard level: Not applicable	Conservation Area: No	Listed building: No
2115 flood zone: In Flood Zone 1	TPO: No	AQMA: No
Is residential compatible? Yes	Distance to GP: <10 mins walk	
Distance to Secondary School: <10 mins walk	Distance to Bus Stop: < 5 mins walk	
Distance to Major Centre: >20 mins walk	Distance to Station: >20 mins walk	
SRN Junction: M27/M275 Screenline Traffic flow at this junction is expected to increase by 17% between 2006 and 2026		

If the site contains undesignated green space, what is its importance? Moderate

Site specific constraints and potential solutions: Development would involve 40 extra care flats. The physio rehabilitation facility will be reprovided at Alexandra Lodge (Northern Parade).

What form could the development take? Flats

Contamination:

Any contamination issues on the site will have to be addressed prior to development taking place.

Availability

Ownership status: The site is owned by the city council.

Is the site currently in use? Intensively Used

Achievability

Strength of housing market: Low strength housing market

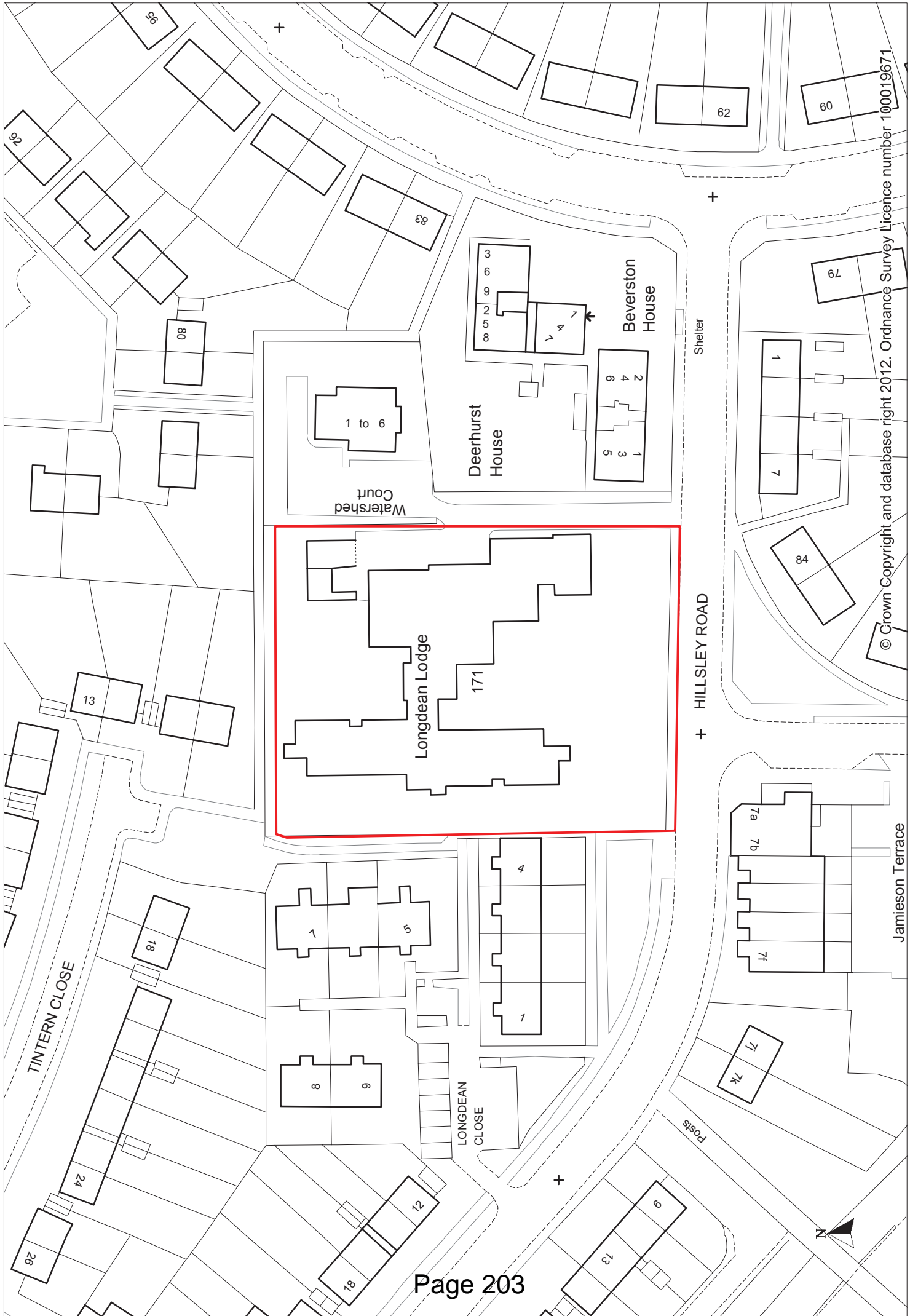
The site is expected to come forward in the first five years.

Conclusions

Gross Yield: 40 **Existing Units on Site:** 0 **Net Yield:** 40 **Anticipated Density (dph):** 108

Timeframe for delivery: 1-5 years

Site status: Potential Housing Site



Site 172**Land at Point, east of Broad Street****Description of the Site and Planning History**

Adjacent to Portsmouth Harbour, this flat, rectangular site is partly on piles surrounded by hoardings following demolition. To the south is a public car park. Currently a vacant site and car park. Planning History: An application for seven townhouses, two restaurants/café's and seven apartments (C*20262) was granted permission in 2006.

Gross area of site (ha): 0.36

Net developable area (ha): 0.34

Suitability

Current flood zone: Partially or wholly in Zone 2	Distance to Local Centre: >15 mins walk	
SFRA hazard level: Very High	Conservation Area: Yes	Listed building: Listed
2115 flood zone: Partially or wholly in Zone 3	TPO: No	AQMA: No
Is residential compatible? Yes	Distance to GP: <10 mins walk	
Distance to Secondary School: >10 mins walk	Distance to Bus Stop: < 5 mins walk	
Distance to Major Centre: <5 mins walk	Distance to Station: <10 mins walk	

SRN Junction: M27/M275 Screenline

Traffic flow at this junction is expected to increase by 17% between 2006 and 2026

If the site contains undesignated green space, what is its importance? None

Site specific constraints and potential solutions: Development of this site would need to respect the context of the Conservation Area as well as take advantage of the prominent seafront location. Improvements to the sea defences and provision of a waterside footpath would also be sought by the council.

What form could the development take? Houses and flats

Contamination:

Any contamination issues on the site will have to be addressed prior to development taking place.

Availability

Ownership status: The site's owner is known to the city council.

Is the site currently in use? Site not in use

Achievability

Strength of housing market: High strength housing market

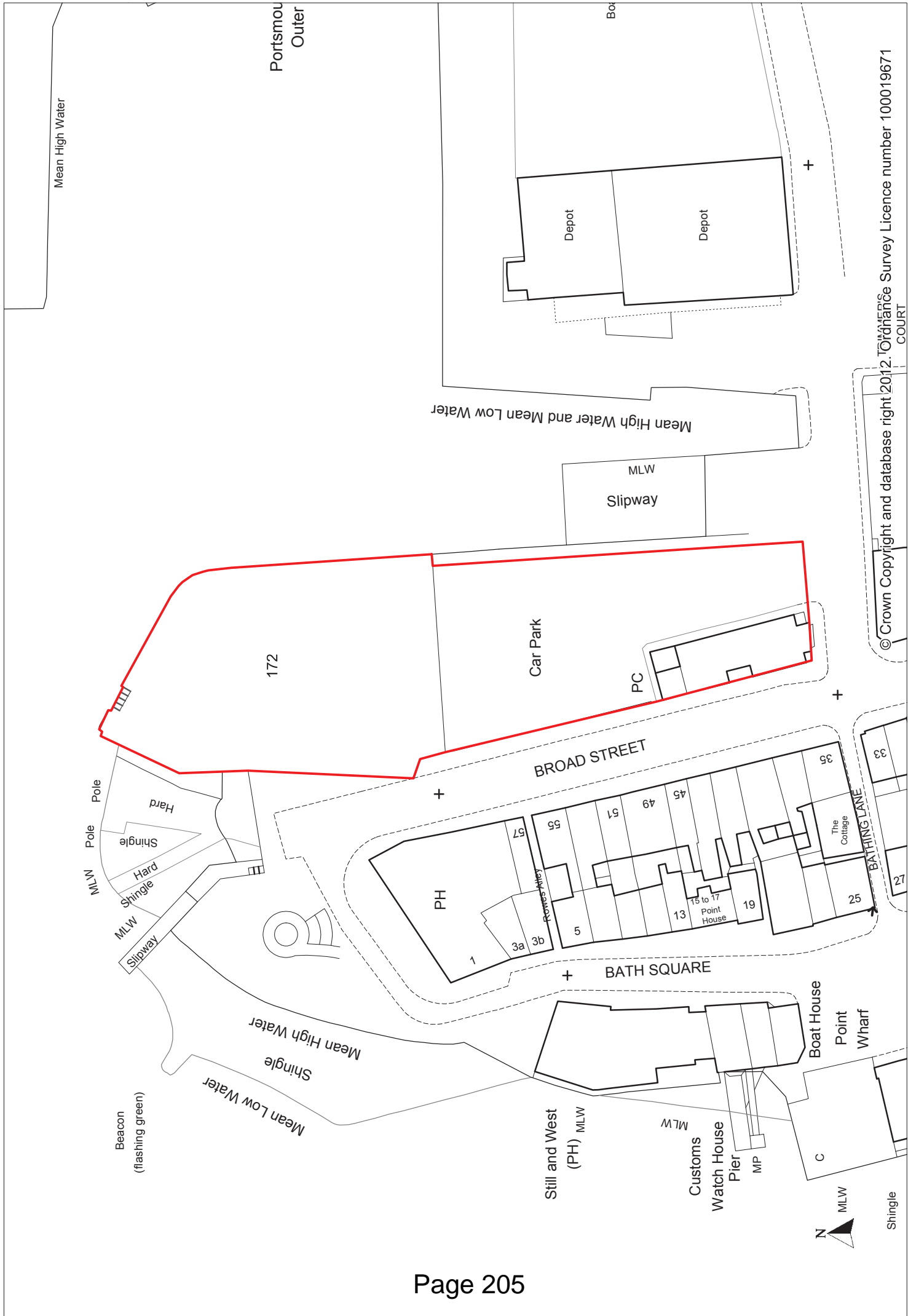
Development on the site should be achievable in the 6-10 year period.

Conclusions

Gross Yield: 32 **Existing Units on Site:** 0 **Net Yield:** 32 **Anticipated Density (dph):** 89

Timeframe for delivery: 6-10 years

Site status: Potential Housing Site



Site 176
Mayville Apartments

Description of the Site and Planning History

Italianate Victorian Villa with substantial space around it, currently used as landscaping in front of building and car parking behind. Currently in use as 11 one-bed flats. Planning History: 9 storey building with 31 flats refused in 1971. Conversion of hotel to 11 flats permitted in 1996 (current use).

Gross area of site (ha): 1.17

Net developable area (ha): 0.94

Suitability

Current flood zone: Partially or wholly in Zone 3	Distance to Local Centre: 10-15 mins walk	
SFRA hazard level: High	Conservation Area: No	Listed building: No
2115 flood zone: Partially or wholly in Zone 3	TPO: No	AQMA: No
Is residential compatible? Yes	Distance to GP: <10 mins walk	
Distance to Secondary School: >10 mins walk	Distance to Bus Stop: < 5 mins walk	
Distance to Major Centre: <5 mins walk	Distance to Station: >20 mins walk	
SRN Junction: M27/M275 Screenline Traffic flow at this junction is expected to increase by 17% between 2006 and 2026		

If the site contains undesignated green space, what is its importance? Low

Site specific constraints and potential solutions: The council would favour retention of the existing attractive and unique building, but there could be potential at the rear for some additional development. Any development must consider the setting of the listed church to the north.

What form could the development take? Extension to form additional flats.

Contamination:

Any contamination issues on the site will have to be addressed prior to development taking place.

Availability

Ownership status: The site's owner is known by the city council

Is the site currently in use? Intensively Used

Achievability

Strength of housing market: Medium-high strength housing market

The site has been suggested to the city council by a potential developer. As a result of the interest shown, it is concluded that development could be achieved in the first five years.

Conclusions

Gross Yield: 20 **Existing Units on Site:** 11 **Net Yield:** 9 **Anticipated Density (dph):** 17

Timeframe for delivery: 1-5 years

Site status: Potential Housing Site



Site 177
Walker Car Sales

Description of the Site and Planning History

Second hand car sales and landscaping. Planning History: 08/01333/OUT outline permission for 14 flats. 11/01204/REM - reserved matters for landscaping. 12/00090/FUL - permission for use of land as a 7 space car park

Gross area of site (ha): 0.1

Net developable area (ha): 0.95

Suitability

Current flood zone: In Flood Zone 1

Distance to Local Centre: < 5 mins walk

SFRA hazard level: Not applicable

Conservation Area: No

Listed building: No

2115 flood zone: In Flood Zone 1

TPO: No

AQMA: No

Is residential compatible? Yes

Distance to GP: <10 mins walk

Distance to Secondary School: <10 mins walk

Distance to Bus Stop: < 5 mins walk

Distance to Major Centre: 5-10 mins walk

Distance to Station: <10 mins walk

SRN Junction: M27/M275 Screenline

Traffic flow at this junction is expected to increase by 17% between 2006 and 2026

If the site contains undesignated green space, what is its importance? Moderate

Site specific constraints and potential solutions: Outline planning permission has been given for demolition of existing buildings and construction of 14 flats.

What form could the development take? Flats

Contamination:

Any contamination issues on the site will have to be addressed prior to development taking place.

Availability

Ownership status: The site's owner is known through a recent planning application.

Is the site currently in use? Intensively Used

Achievability

Strength of housing market: Medium-low strength housing market

As the site has planning permission, it is reasonable to assume that development could be achieved in the first five years.

Conclusions

Gross Yield: 14 **Existing Units on Site:** 0 **Net Yield:** 14 **Anticipated Density (dph):** 140

Timeframe for delivery: 1-5 years

Site status: Full Planning Permission - Not Started



Club

TCB

Denmark House

Garage

Page 209



Site 178**University of Portsmouth - Burrell House****Description of the Site and Planning History**

The site is in use as a four storey student hall of residence. Planning History: no relevant applications.

Gross area of site (ha): 0.16

Net developable area (ha): 0.15

Suitability

Current flood zone: Partially or wholly in Zone 3

Distance to Local Centre: < 5 mins walk

SFRA hazard level: Moderate

Conservation Area: No

Listed building: No

2115 flood zone: Partially or wholly in Zone 3

TPO: No

AQMA: No

Is residential compatible? Yes

Distance to GP: <10 mins walk

Distance to Secondary School: <10 mins walk

Distance to Bus Stop: < 5 mins walk

Distance to Major Centre: 5-10 mins walk

Distance to Station: 15-20 mins walk

SRN Junction: M27/M275 Screenline

Traffic flow at this junction is expected to increase by 17% between 2006 and 2026

If the site contains undesignated green space, what is its importance? None

Site specific constraints and potential solutions: in the long term, the University may wish to review the need for Burrell House Hall of Residence. If they decide that it is surplus to requirements, the site could become available for residential development. As the development will be replacing a large amount of purpose built student accommodation, there is likely to be a net loss of dwellings as a result of the development.

What form could the development take? Houses and flats.

Contamination:

Any contamination issues on the site will have to be addressed prior to development taking place.

Availability

Ownership status: The site's owner is known to the city council.

Is the site currently in use? Intensively Used

Achievability

Strength of housing market: High strength housing market

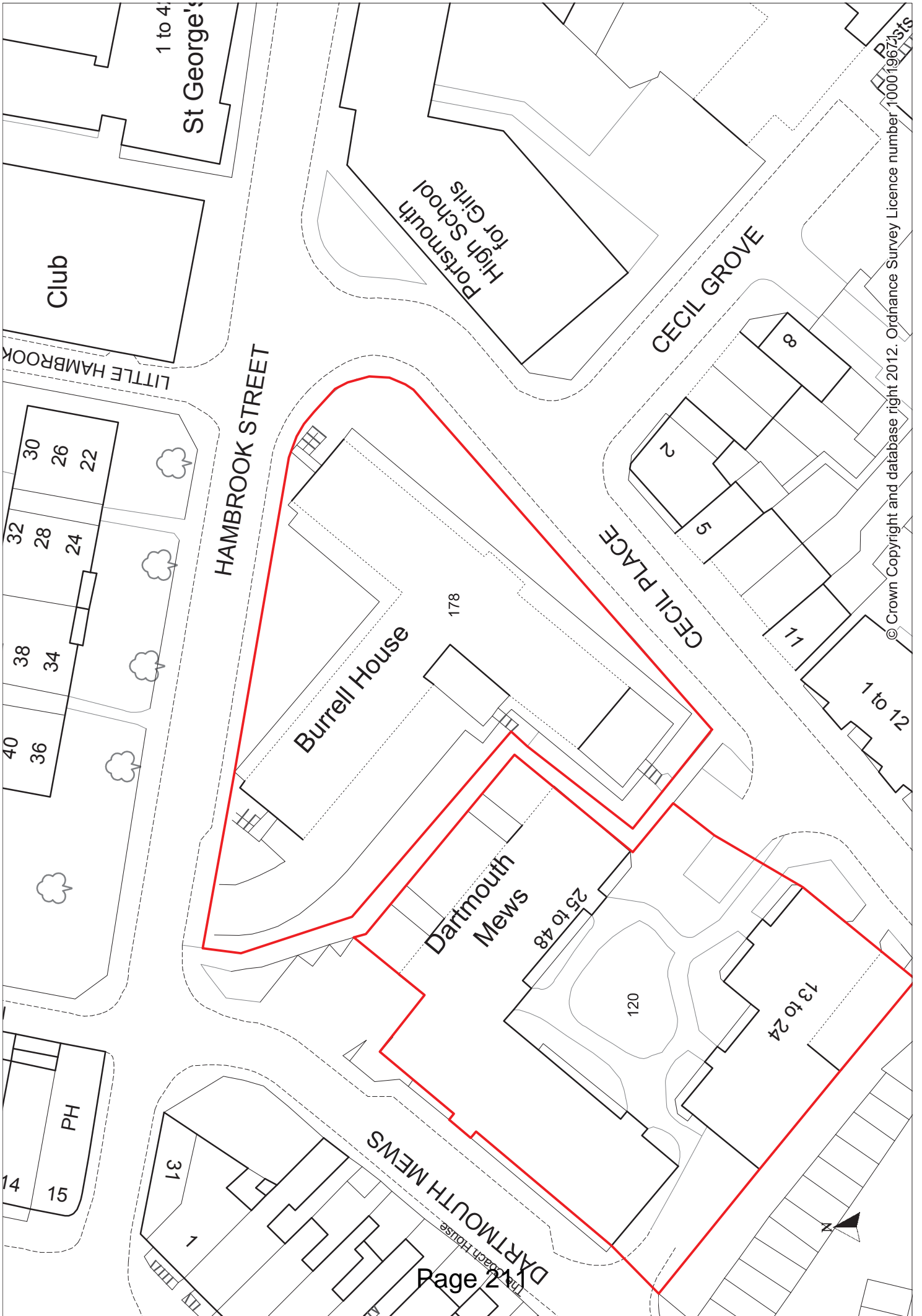
As the site is not being promoted at this time, it is not expected to come forward in the first five years.

Conclusions

Gross Yield: 25 **Existing Units on Site:** 33 **Net Yield:** -8 **Anticipated Density (dph):** 156

Timeframe for delivery: 11-13 years

Site status: Potential Housing Site



Club

St George's

Portsmouth High School for Girls

CECIL GROVE

HAMBROOK STREET

LITTLE HAMBROOK

CECIL PLACE

Burrell House

Dartmouth Mews

PH

DARTMOUTH MEWS

Site 179**Portsmouth Adoption Centre****Description of the Site and Planning History**

A single storey adoption centre set in landscaped grounds. Currently in use as an adoption centre. Planning history: no relevant applications.

Gross area of site (ha): 0.18

Net developable area (ha): 0.17

Suitability

Current flood zone: In Flood Zone 1

Distance to Local Centre: 5-10 mins walk

SFRA hazard level: Not applicable

Conservation Area: No

Listed building: No

2115 flood zone: In Flood Zone 1

TPO: No

AQMA: No

Is residential compatible? Yes

Distance to GP: <10 mins walk

Distance to Secondary School: <10 mins walk

Distance to Bus Stop: < 5 mins walk

Distance to Major Centre: 10-20 mins walk

Distance to Station: >20 mins walk

SRN Junction: A27 & A2030

Traffic flow at this junction is expected to increase by 9% between 2006 and 2026.

If the site contains undesignated green space, what is its importance? Moderate

Site specific constraints and potential solutions: the site could become surplus to requirements towards the end of the plan period and would be suitable for residential development in the form of houses. Any development would have to preserve the amenity of current and future residents.

What form could the development take? Houses

Contamination:

Information on the contaminative status of the site will be available shortly.

Availability

Ownership status: The site is owned by the city council.

Is the site currently in use? Intensively Used

Achievability

Strength of housing market: Medium strength housing market

As the site is not being promoted at this time, it is unlikely to come forward in the first five years.

Conclusions

Gross Yield: 10 **Existing Units on Site:** 0 **Net Yield:** 10 **Anticipated Density (dph):** 56

Timeframe for delivery: 11-13 years

Site status: Potential Housing Site



Milford Court

Attillery Arms (PH)

OLD CANAL

HESTER ROAD

Family Centre 179

GURNEY ROAD

43

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Site 180**White Heather Garage****Description of the Site and Planning History**

The site is located between Clarendon Road, Richmond Road, Victoria Road South Brandon Road and Hamilton Road in Southsea. The site is currently used as a fuel station, forecourt and car sales. A previous application (07/02432/FUL) for 37 sheltered units and 16 affordable flats was refused on design, overdevelopment and flood risk grounds.

Gross area of site (ha): 0.29

Net developable area (ha): 0.31

Suitability

Current flood zone: Partially or wholly in Zone 3

Distance to Local Centre: >15 mins walk

SFRA hazard level: Very High

Conservation Area: No

Listed building: No

2115 flood zone: Partially or wholly in Zone 3

TPO: No

AQMA: No

Is residential compatible? Yes

Distance to GP: <10 mins walk

Distance to Secondary School: <10 mins walk

Distance to Bus Stop: < 5 mins walk

Distance to Major Centre: <5 mins walk

Distance to Station: >20 mins walk

SRN Junction: M27/M275 Screenline

Traffic flow at this junction is expected to increase by 17% between 2006 and 2026

If the site contains undesignated green space, what is its importance? None

Site specific constraints and specific solutions: The site is in a very high hazard area in flood zone 3 and so measures may be needed to make the site safe. Any scheme would need to preserve the amenity of the houses to the south of the site.

What form could the development take? Houses

Contamination:

Availability

Ownership status: The site's owner is known to the city council.

Is the site currently in use? Intensively Used

Achievability

Strength of housing market: Medium-high strength housing market

As the site is not being promoted at this time, it is unlikely to come forward in the first five years.

Conclusions

Gross Yield: 0

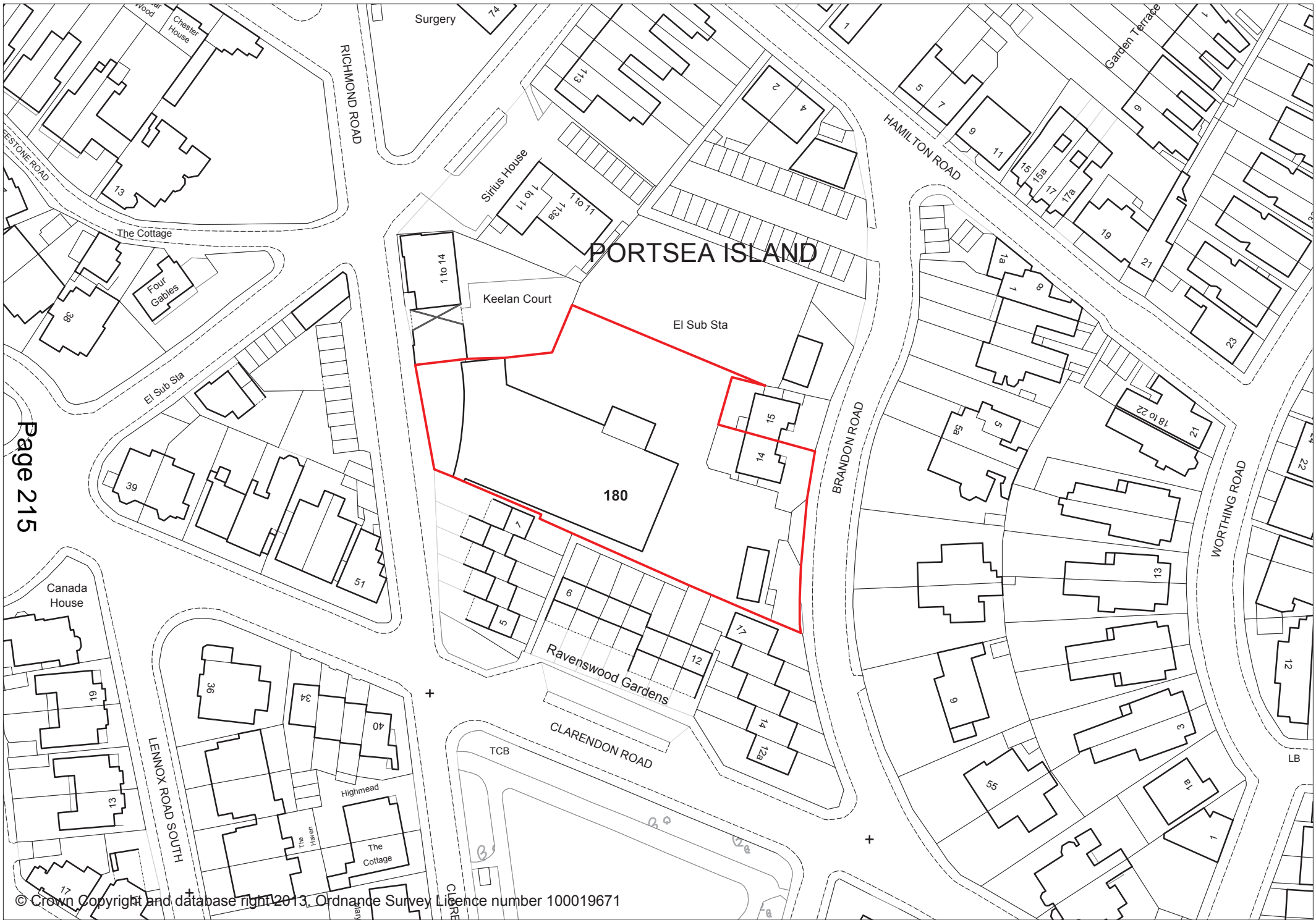
Existing Units on Site: 0

Net Yield: 0

Anticipated Density (dph): 0

Timeframe for delivery: 11-13 years

Site status: Potential Housing Site



Local Plan evidence base:

Strategic Housing Land Availability Assessment

2013 update

November 2013

**You can get this information in large print,
Braille, audio or in another language by
calling 023 9268 8633.**

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Disclaimer

The Strategic Housing Land Availability Assessment (SHLAA) contributes towards the evidence base of the Local Plan. **Policy decisions will be shown in the Local Plan**, not in the SHLAA.

In relation to the information contained within this report, its appendices and any other report relating to the findings of Portsmouth's SHLAA, the city council makes the following disclaimer, without prejudice:

- i. The identification of potential housing sites, buildings or areas in the SHLAA **does not state or imply that the city council would necessarily grant planning permission for residential development**. Nor does identification in the SHLAA automatically qualify the site for allocation for residential or any other type of development. All planning applications will continue to be determined against the development plan and other relevant material considerations.
- ii. The SHLAA has identified suggested yields for each site which have been included in the report. In arriving at these conclusions, officers have used general layouts and mathematical algorithms to arrive at a crude estimation of a site's potential yield based on the information available to officers at the time. Consequently, the yields that have been identified in this report **do not mean that an exact or similar yield would necessarily be appropriate in a planning application**. Any application will continue to be assessed on its own merits, through the normal planning process.
- iii. The conclusions in the SHLAA are based on information that was available at the time of the study. The city council does not accept liability for any factual inaccuracies. Users of the study's findings should know that there may be additional constraints on some sites that were not identified at the time of the survey. Consequently, **planning applications will continue to be treated on their own merits** at the time of the planning application and not on the information contained in the SHLAA. Likewise, some of the identified constraints may have been removed since the information was compiled. Issues may also arise during the course of a detailed planning application that were not identified at the time of the study. For example, the ground conditions of a site are not always fully known without intensive on site investigations. Applicants will therefore have to carry out their own analysis of a site in order to identify any constraints **and should not rely on any part of the findings in the SHLAA to support an application**.
- iv. Economic conditions are susceptible to short and long term fluctuation, which can impact on the housing market. Consequently, the availability of sites and the delivery of housing are subject to short and long term variations in the economy and the housing market which it is not possible to accurately predict in this study. The SHLAA will be updated on an annual basis and the most accurate economic predictions will inform these updates.
- v. The categorisation of sites in terms of when they may come forward is based on the views of officers and insight from the development industry at the time of the study's preparation. Circumstances or assumptions may change which could impact on a site's development. **The SHLAA does not prevent planning applications being submitted on any sites identified in or excluded from the report at any time.**

- vi. The inclusion of potential housing sites, buildings or areas in the study does not preclude them from being developed for any other purpose(s).
- vii. The boundaries that are attached to sites, buildings and areas are based on the information available at the time. The SHLAA does not limit any extension or contraction of these boundaries for the purposes of a planning application.
- viii. The exclusion of sites, buildings or areas from the study (either because they never formed part of the SHLAA or because they have been discounted) does not preclude the possibility of planning permission for residential development being granted on them. It is acknowledged that sites will continue to come forward, particularly those below the threshold of five units (this threshold is explained later in the report). Their exclusion from this study does not preclude the possibility of residential development on those sites.
- ix. The study has a base date of 01 April 2014 and the findings are only a 'snapshot' of information held at the time the report was compiled. Therefore some of the information contained in the study will be the subject of change over time. The SHLAA will be updated annually.

Overall, sites identified in this report and its appendices have **no additional planning status** and inclusion in the SHLAA does not imply a presumption of, and should not be inferred to give, planning approval for residential development on any site.

Executive Summary

A Strategic Housing Land Availability Assessment is a requirement of the National Planning Policy Framework (NPPF) and is designed to assess whether the city has a flexible supply of land for housing. The study will form a key component of the evidence base for the Local Plan.

The methodology for the study followed the standard guidance from Communities and Local Government with minor amendments made to reflect the city's unique geography. The study has a base date of 01 April 2014, reflecting the Annual Monitoring Report's five year supply period and the start of the next financial year. The study is divided into three phases of delivery. The housing which will form each phase is made up of sites in the planning system, small potential housing sites and larger strategic sites with a small allowance made for unidentified sites of less than 5 dwellings.

The Portsmouth Plan was adopted on 24th January 2012. As a result, it now forms the most robust and up to date housing target for the city. The plan states that, with the full level of development at Tipner, 12,254 net additional dwellings could be provided. Accounting for past completions, completions of 573 net additional dwellings per annum are required to meet this target.

Phase of delivery	Net delivery of dwellings	Portsmouth Plan target	Difference to Portsmouth Plan target	Running difference to Portsmouth Plan target
1-5 years	3,296	2,865	431	431
6-10 years	3,000	2,865	135	566
11-14 years	1,553	1,719	-166	400
TOTAL: 7,849				

Figure i
A summary of the results of the Portsmouth SHLAA 2011 update.

The results of the study (a summary of which is in figure i) show that Portsmouth is able to fulfil its requirements for the first 10 years of delivery under the Portsmouth Plan. In total the city will likely provide 566 dwellings more than required. Taking into account the 11-13 year supply, there will be a surplus of 400 net additional dwellings.

The study also demonstrates that Portsmouth has a five year housing land supply with a surplus of 431 dwellings. The NPPF also requires that local planning authorities identify an additional buffer of 5% of the target. This increases the five year target to 2,940 dwellings and result in the city having a surplus of 288.

Over the 21 year period from 2006/107 to 2026/27 there would be a delivery of 12,337 net additional dwellings. This would result in an overall surplus over the 21 year period of 83 dwellings.

1. Introduction

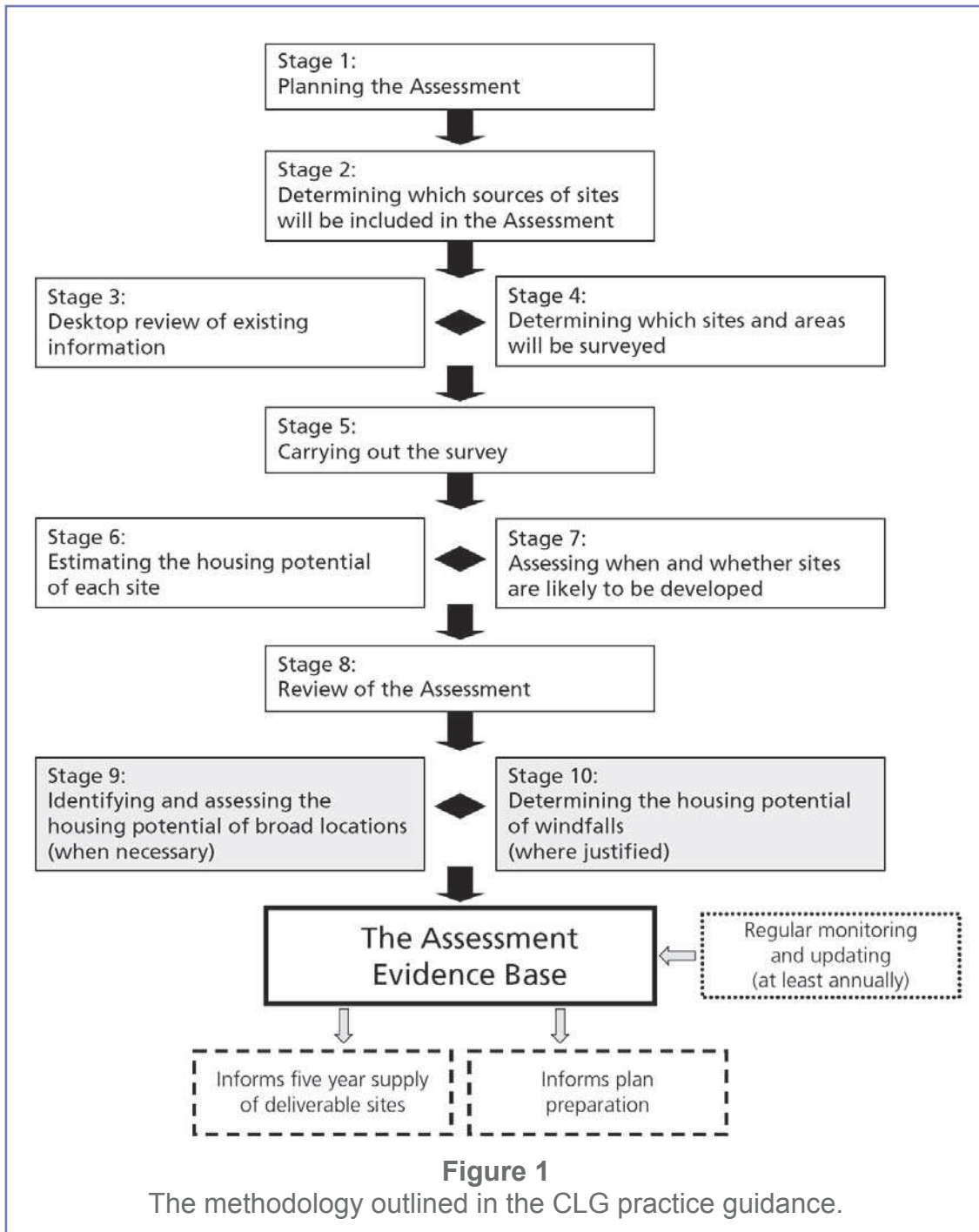
- 1.1 The Portsmouth Strategic Housing Land Availability Assessment (SHLAA) forms a key component of the evidence base for the city's Local Plan and will support the delivery of sufficient land for housing in order to meet the needs of the city's population.
- 1.2 Section 159 of the National Planning Policy Framework (published in March 2012), requires local planning authorities to *"prepare a Strategic Housing Land Availability Assessment to establish realistic assumptions about the availability, suitability and the likely economic viability of land to meet the identified need for housing over the plan period"*.
- 1.3 In Portsmouth's case, the SHLAA looks at the city's supply of housing land to cover the period of 01 April 2006 to 31 March 2027 as this will be the lifetime of the Portsmouth Plan¹. The Portsmouth Plan sets a housing target for the city to provide 12,254 net additional homes between 2006/07 and 2026/27 (see table 2 on p81).
- 1.4 The city council published a SHLAA in September 2009 and updated it in 2010, 2011 and 2012. This SHLAA updates the data in that study following further survey work and the progression of sites through the planning system. The base date is 01 April 2014 as this constitutes the five year period in the Annual Monitoring Report.
- 1.5 To supplement national policy, Communities and Local Government (CLG) released a Practice Guidance on SHLAA preparation in July 2007². The guidance gives practical advice on how to carry out the assessment, including identifying sites, assessing their potential to deliver housing and establishing when sites are likely to be delivered.
- 1.6 It should be noted that the SHLAA constitutes one part of the evidence base for Portsmouth's Local Plan and that the inclusion of sites in this assessment **does not** allocate them for housing development. The Site Allocations Plan is currently being progressed and this will allocate sufficient sites for the city to meet its development needs.

¹ <http://www.portsmouth.gov.uk/living/7923.html>

² The guidance can be found on the [Communities and Local Government website](http://www.communities.gov.uk/publications/planningandbuilding/landavailabilityassessment) (<http://www.communities.gov.uk/publications/planningandbuilding/landavailabilityassessment>)

2. Methodology

2.1 Portsmouth’s SHLAA has followed the methodology as set out in the CLG practice guidance, with some minor alterations to reflect local circumstances. CLG’s practice guidance advocates a ten stage methodology, as detailed on page 9 of the practice guidance and reproduced here in figure 1 for ease of reference.



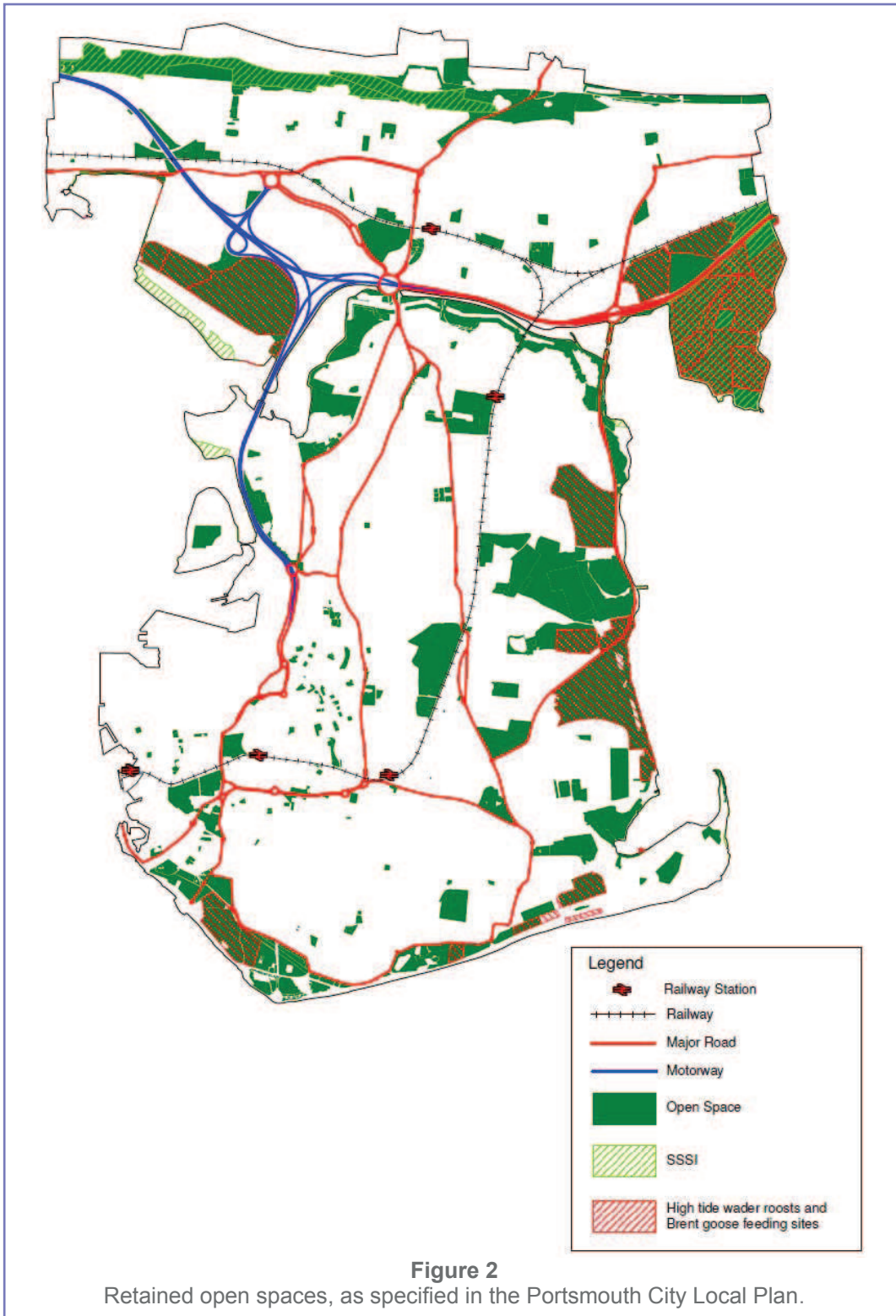
2.2 The following subsections set out the methodology for Portsmouth’s SHLAA in relation to these ten stages, specifically highlighting where this study deviates from the proposed methodology.

2.3 Planning the assessment

- 2.3.1 When putting together the original SHLAA, consideration was given to combining expertise with neighbouring LPAs and producing a joint SHLAA report. However, given Portsmouth's well defined urban area, it was felt that there were limited advantages to joint working. Additionally, given the differing timescales of each authority's work on their SHLAA, it was not deemed appropriate to work with other LPAs.
- 2.3.2 A working group of officers responsible for SHLAAs across Hampshire was set up to develop a coordinated approach. Discussions with the working group led to a site size threshold of five units (gross) being proposed for Portsmouth. A lower threshold than this risked too many sites being put forward for assessment, as all large dwellings would offer the potential for subdivision. An analysis of past trends showed that if a higher threshold than five units was used a significant proportion of the city's housing land supply would be overlooked. Consequently, a threshold of five units was deemed to be most appropriate.
- 2.3.3 Officers from across the city council have been involved in the selection of sites and in the production of the report. These were from teams responsible for:
- i. Asset Management;
 - ii. Contaminated Land;
 - iii. Housing management; and
 - iv. Planning.
- 2.3.4 The SHLAA has been undertaken in house by city council planners. The production of the study using internal resources was also an opportunity to allow the knowledge base of officers to be developed. This will enable those tasked with working on future iterations of the SHLAA to track the sites as they progress through the stages of development and to have an awareness of their history in previous versions of the study.

2.4 Determining which sources of sites will be included in the assessment and desktop review of existing information

- 2.4.1 Stages 2 and 3 from the practice guidance were taken together as one stage where all the various sources of data on potential housing sites were collated. The selection of the parts of the city which would be assessed in the study was straightforward given the city's setting. Portsmouth is an entirely urban area with no greenbelt or large greenfield sites and as such no specific areas of the city were excluded from being assessed.
- 2.4.2 The study excludes all areas of protected open space, Sites of Special Scientific Interest (SSSIs) and local wildlife sites. The city council's stance towards protected open space has remained unaltered for some time now and Portsmouth Plan policy PCS13 (A Greener Portsmouth) maintains this stance. Good quality open space is already at a premium in the city and given the likely increase in population over the next twenty years, the protection of all open spaces is deemed the only pragmatic approach to the issue. A map of open space, SSSIs and local wildlife sites can be seen in figure 2. The areas of protected open space and their boundaries are currently being reviewed. Future iterations of the SHLAA will have to accommodate this review.



2.4.3 The production of the SHLAA benefited from access to the Hampshire County Council Land Availability Management System (LAMS), which is used to monitor planning applications. The LAMS software is also used to monitor the implementation of planning permissions. This data has allowed the study to accurately assess the status of applications once they have been permitted and was therefore an extremely useful tool for assessing the status of sites across the city.

2.4.4 The following data sources were used as a basis for selecting sites to take forward as part of the SHLAA:

Sites in the planning system:

- i. Sites with planning permission or outline approval for residential (or mixed use development with a residential element) that are under construction
- ii. Sites with planning permission or outline approval for residential (or mixed use development with a residential element) at or before 31.03.2013 where development has not commenced³

Potential housing sites:

- i. Planning applications received from 01.04.2012 for residential development
- ii. Existing housing and mixed use allocations other land uses in the Portsmouth City Local Plan which are no longer required for those uses
- iii. Sites where planning permission for residential has been refused⁴.
- iv. Strategic sites in the Portsmouth Plan⁵;
- v. Sites submitted by developers and agents in the 'call for sites';
- vi. National Land Use Database sites;
- vii. Surplus public sector land (using the Register of Surplus Public Sector Land and Portsmouth City Council sites);
- viii. Sites from the city council's 2002 Urban Capacity study;
- ix. Pre-application discussions regarding residential development
- x. Sites where planning permission has been granted but the application has subsequently expired;
- xi. Land allocated (or with permission) for employment/industrial/retail or
- xii. Sites from the city council's eyesore group.

2.4.4 Sites with planning permission for residential development were included in the assessment in accordance with the practice guidance as they form an integral part of the city's future housing land supply.

2.4.5 A small number of suggested sources of sites from the practice guidance were not applicable given Portsmouth's constrained urban character. These are:

- i. Urban extensions;
- ii. New free standing settlements; and
- iii. Sites in rural settlements and rural exception sites.

2.4.6 All of the above sources of information were brought together and plotted using GIS to identify any duplication. A review of land currently in non-residential use with the potential to be developed for housing then took place using information from the existing sources of supply, overlaid with aerial photography of the city. This provided the means to find sites which had not previously been identified as possible sites for housing, yet where residential development could be possible.

2.4.7 These 'visually identified sites', along with sites from the sources in section 2.4.4 were then taken forward for surveying.

³ Please note that a resolution to grant planning permission by the Planning Committee does not constitute planning permission.

⁴ Including such sites enabled officers to evaluate whether the reasons for refusal could be overcome in a future application.

⁵ The Portsmouth Plan is available on the [Portsmouth City Council website](http://www.portsmouth.gov.uk/living/7923.html) (<http://www.portsmouth.gov.uk/living/7923.html>)

2.5 Determining which sites and areas will be surveyed

2.5.1 The practice guidance states that all sites identified in the desktop review should be surveyed. However, all sites with planning permission are regularly monitored to record the development progress, with site visits undertaken annually. Therefore these annual site visits also informed the development of the SHLAA.

2.6 Carrying out the survey

2.6.1 All officers involved in carrying out the surveys were briefed on the context against the wider purpose of the study. A site survey pro-forma was designed to record all relevant information.

2.6.2 The pro-forma was designed to:

- i. Quickly discount sites that could not feasibly accommodate five dwellings, either due to their size or another fundamental issue which meant that residential would not be an appropriate land use.
- ii. To record information about the context of the site, such as the character of the surrounding area and the height and type of buildings that would be feasible.
- iii. Multiple-choice fields were included to assess the suitability of the site for housing and any potential constraints to delivery.
- iv. Section D of the pro-forma was designed for completion upon return to the office to identify additional constraints on sites.

2.6.3 The site surveys were also used to identify additional sites which had not presented themselves during the desktop review of information. Alongside identifying new sites, the survey was also used to examine the boundaries of the existing sites to decide whether they should be extended or retracted to better reflect the area forming a 'natural site' on the ground.

2.6.4 Once the surveys were complete, the sites which surveyors judged to be able to accommodate five or more dwellings were entered on to a database set up to electronically record all information from the pro-formas. Aerial photography was used to verify any details which needed to be clarified after the surveys had been completed. A wide range of suitability criteria were considered to assess the suitability of each site. These were:

- i. Environment Agency flood zone
- ii. Predicted flood zone in 2115 using climate change projections⁶
- iii. Flood hazard level⁶
- iv. Proximity to an internationally important site for nature conservation
- v. Proximity to a site frequented by Brent Geese and the importance of this site⁷
- vi. The presence of a Tree Preservation Order on the site
- vii. The importance of any green space (which is not protected open space) on the site
- viii. Whether the site lies within a conservation area
- ix. The presence of any listed buildings on the site
- x. The proximity of the site to an air quality management area

⁶ As defined in the [PUSH Strategic Flood Risk Assessment](http://push.atkinsgeospatial.com) (<http://push.atkinsgeospatial.com>). For sites in flood zone 2, the flood zone 2 (undefended) map set was used, for sites in flood zone 3, the flood zone 3 (undefended) map set was used.

- xi. The distance from the site to the nearest railway station⁸
- xii. The distance from the site to the nearest bus stop⁸
- xiii. The distance from the site to the nearest local centre⁸
- xiv. The distance from the site to the city centre, Southsea town centre or a district centre⁸
- xv. The distance from the site to the nearest secondary school⁸
- xvi. The distance from the site to the nearest GP surgery⁸
- xvii. The potential to have an adverse impact on the Strategic Road Network (SRN) and its junctions.

2.6.5 It is possible to predict the likely traffic flow at junctions on the SRN as a result of the overall development in Portsmouth as well as elsewhere in the sub-region during the plan period. Hence, appendix 1 lists the closest access to the SRN and the likely increase in traffic flow at this access point/junction in 2026. However it is not possible to predict the likely impact that development on SHLAA sites would have on the highway network immediately around the potential housing site as this would depend on the exact quanta of units, whether these were houses or flats and the placing of accesses onto the highway network.

2.6.6 All data collected on a site during its survey as well as the suitability criteria listed above were recorded through the database in order to keep a full and comprehensive electronic record of each site.

2.6.7 Those sites that were discounted during the surveys were not entered onto the database. Such sites were deemed unviable options for residential development of at least five dwellings and as such did not meet the criteria of the study.

2.7 Estimating the housing potential of each site

2.7.1 If the site was deemed suitable for housing, a multi-stage desktop exercise was carried out to estimate the gross number of units that could be accommodated on the site. The first stage of this exercise used a quantitative methodology to further filter out those sites which were unlikely to be able to yield five dwellings.

Site size	Net developable area calculation
Up to 0.4ha	95%
0.4ha to 1.9ha	80%
Greater than 2ha	70%

Figure 3
The formulae used to calculate net developable area.

2.7.2 Firstly, the gross area of each site was amended to reflect the fact that supporting infrastructure and services are necessary in any new development. For very small developments, very little physical infrastructure would be needed on the site. As the site size (and thus the dwelling yield) increases, roads, paths and open space will be needed to support new residents. The net developable area calculations reflected this and can be seen in figure 3.

2.7.3 The SHLAA database was set up to score sites based on the suitability criteria identified in paragraph 2.6.4. Certain criteria are seen as having more of an effect on the density of development that would be suitable in a location as well as highlighting those parts of the city where residential density could be maximised. For example, a site immediately

⁷ Sites and their importance as defined by the 2010 Solent Waders and Brent Goose strategy

⁸ These criteria collectively measure the accessibility of sites to transport nodes and local services.

adjacent to a railway station would be seen, all else being equal, to be suitable for a higher density than one adjacent to a bus stop. Therefore further weight was added to the scores from some accessibility criteria and the density of the surrounding area. This amended score was then used to calculate a suggested density for each site which, when multiplied by the net developable area, gave a suggested yield. If the resultant yield was less than five dwellings, the site was discounted, unless there was justification to disagree with the result.

2.7.4 However this methodology was not used to determine the suggested yield for those sites which were taken forward as part of the SHLAA. It was concluded that such a methodology was too crude and that a mock scheme, drawn up on a site-by-site basis, would be a more realistic estimation of the capacity of individual sites.

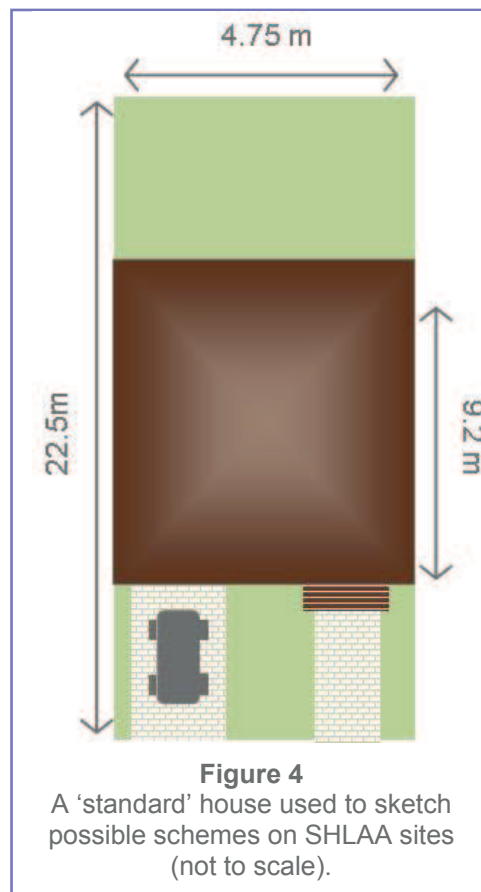
2.7.5 The remaining sites to be taken forward were examined in the context of their surrounding area in order to visualise the kind of development that should take place on the site. This was to answer two fundamental questions:

- i. Whether the site should be developed solely for housing or whether a mix of uses was needed, such as a ground floor retail unit.
- ii. Whether the site would be more suitable for flats, houses or a mix.

2.7.6 If the site was deemed more suitable for houses, a possible scheme was sketched based on a 'standard' house as illustrated in figure 4. This 'standard house' conforms to the space standards contained in policy PCS19 of the Portsmouth Plan. Typically, house schemes were sketched by using a 'U' formation of houses, by continuing existing terraces or in a 'back garden to back garden' formation on more constrained sites.

2.7.7 The standard house results in a building footprint that is similar use of space as when yields were based on a flatted scheme, highlighting the fact that housing can be developed at a similar density to flats.

2.7.8 If the site was deemed more suitable for flats, the yield was based on an algorithm. The footprint of the development was deemed to be an average of 40% of the plot size. The remaining space would be accommodated by landscaping, paths and parking as well as suitable space to ensure that the setting of the buildings is appropriate in terms of their bulk and size. The footprint size was then multiplied by the number of storeys of residential development it was deemed the site could accommodate. 75% of this total floorspace was then taken forward as space for dwellings. The remaining 25% would accommodate stairs, lifts, cycle and waste storage. The total floorspace for dwellings was then divided by 67 based on the minimum space standard⁹ for a two bedroom flat in



⁹ Space standards are on the [city council's website](#).

$$\frac{((A \times 0.4) \times S) \times 0.75}{67}$$

A = the net developable area of the site
S = the number of storeys the site could accommodate

Figure 5
The algorithm used to calculate the number of flats a development could yield.

Portsmouth of 67m². This ensures that the scheme should comply with the space standards in policy PCS19 of the Portsmouth Plan. This process is summarised in figure 5.

- 2.7.9 However this algorithm was often altered to take account of the specifics of certain sites. Where it was thought that the site could potentially accommodate a mix of houses and flats, the algorithm in figure 5 was altered to suit the location, usually by increasing the footprint of the development in relation to the size of the site.
- 2.7.10 When assessing the yield from a conversion, 100% of the footprint of the building was used to base the calculation on, instead of 40% of the plot. Additionally, the resultant yield was usually reduced slightly as many conversions use non-residential buildings, which often means that that the internal layout of the building is not ideally designed for residential use.
- 2.7.11 Nonetheless, the yield that this process resulted in was subject to change based on, for example, the particular constraints facing a specific site or a nearby scheme which it was felt served as a model of good development in that particular area. In addition a great deal of survey work has been done to inform the Local Plan (see section 2.9 for more detail) and this has informed the yield of sites.
- 2.7.12 All sites were given a gross yield based on the number of new dwellings that could potentially be accommodated on the site. However the Portsmouth Plan's target is for a net increase in dwellings. Consequently, any existing units on the sites were accounted for and a potential net increase in dwellings calculated for all sites.
- 2.7.13 Both when formulating the methodology for deriving the yield of sites and when assessing the individual sites, the city council has been conservative in assessing yields. This is not intended to be a ceiling to the level of development which could be accommodated at sites. As is described in the disclaimer at the front of the study, this does not preclude proposals coming forward for a higher level of housing development. Instead, this seeks to ensure that the study is prudent when assessing if the city has sufficient housing land to meet its housing needs and to ensure that the risk of undersupply when sites come forward is minimised.
- 2.7.14 Overall, this process has ensured that potential yields can be suggested in the study. However this was only a desktop exercise and so cannot be relied upon to accurately predict the yield that each site could accommodate.

2.8 Assessing when and whether the sites are likely to be developed

2.8.1 This stage of the study was carried out in tandem with that described in section 2.7. Sites were examined in order to determine whether, and when, they would be likely to come forward for housing over the timeframe of the Portsmouth Plan. This stage of the study is critical in determining compliance with the NPPF, specifically in relation to viability. The methodology assessed a site's suitability, availability and achievability to determine if they can be considered to be deliverable, developable or neither.

2.8.2 In order for sites to be included in the first five years supply, they must be considered to be deliverable. Paragraph 54 of PPS3 sets out that to be considered deliverable, sites should:

- i. Be *suitable* - the site offers a suitable location for development now and would contribute to the creation of sustainable, mixed communities;
- ii. Be *available* - the site is available now; and
- iii. Be *achievable* - there is a reasonable prospect that housing will be delivered on the site within five years and in particular that development of the site is viable.

2.8.3 Footnote 12 of the NPPF then sets out the criteria for developable sites, which are expected to come forward after the first five years:

- i. The site should be in a suitable location for housing development; and
- ii. There should be a reasonable prospect that the site is available for, and could be viably developed, at the point envisaged.

2.8.4 These definitions were used to assess whether, and when, sites would be coming forward so as to assemble Portsmouth's future housing land supply and ensure that sites are correctly phased.

Assessing suitability

2.8.7 Workshops were set up with planning officers with experience at overseeing larger applications in order to assess whether a site was suitable for housing, when it could potentially come forward and the indicative yield that could be assigned to each site. Planning officers working on the Employment Land Review were also involved at this stage so as to ensure that sites seen as critical to meeting the city's future employment needs were not taken forward.

2.8.8 Workshops also took place with the city council's Highways team to examine the likely impact that the development anticipated through the SHLAA would have on the Strategic Road Network (SRN). This involved determining which access way onto the SRN residents would be most likely to use as well as the likely traffic flow that junction could experience in the future with the impact of development. This process used the Harbourside Evaluation of Transport Impacts study's findings. The result for each site has been highlighted in appendix 1.

2.8.9 Detailed discussions also took place with officers from the city council's contaminated land team in order to make sure that this critical issue was covered in the site evaluations. Each site was individually assessed to determine the likely extent of contamination and

the action that would be required by any developer both to assess the level of contamination and remediate any contamination which is present on the site. This has again been highlighted for each site in appendix 1.

- 2.8.10 Officers from the city council's housing and asset management services were also involved in evaluating sites. Information from the site surveys as well as local knowledge also highlighted any additional constraints to development. Overall this enabled an accurate and comprehensive picture of each site's constraints and opportunities to be built up.
- 2.8.11 As paragraph 35 of the CLG guidance states, assessing suitability is not necessarily a case of concluding that a site is either suitable or unsuitable for housing. Rather it looks at the degree of suitability. The constrained nature of Portsmouth means every effort must be made to maximise the city's finite land supply. Consequently, most sites that were identified as being capable of accommodating more than five units were deemed suitable for housing. However the study has highlighted those sites where sizeable suitability issues remain and has suggested ways that these could be overcome. When a number of constraints to development exist on a site, this has generally been seen to indicate that the site will take longer to develop and its phasing reflects this.
- 2.8.12 Nonetheless, in some cases, sites have been excluded at this stage for presenting what is seen as insurmountable hurdles to residential development. Such obstacles included:
- i. Extreme flood risk, where the site is located in flood zone 2 or 3 and has either a high or very high flood hazard level
 - ii. Where the site is located in an employment area, which is seen as essential to meeting the city's employment needs.

Assessing availability

- 2.8.13 The city council has not identified the owner of every site in the study as this would be costly, the information would be out of date relatively quickly and it was felt this would add little to the study.
- 2.8.14 Nevertheless, where the site owner is known to the city council, for instance through a recent planning application, this has been highlighted.
- 2.8.15 The other aspect that has been highlighted through the survey work was whether the site is currently in use. This helps to inform the phasing of sites as relocating an existing use will inevitably take time. This was assessed in conjunction with the suitability criteria.

Assessing achievability

- 2.8.16 In assessing achievability, the study seeks to identify when a site is likely to yield residential development, according to the best information available for the study. For sites benefiting from an extant permission on them, the site was generally assumed to come forward and was phased according to the size and complexity of the site.
- 2.8.17 The practice guidance also promotes the use of a preliminary residual appraisal to assess achievability. This is particularly pertinent as the NPPF requires that potential housing sites phased for the first five years of delivery must be shown to be viable. As such, all

sites which are considered to be deliverable have been shown to be viable using the HDH viability model.

- 2.8.18 For a full breakdown of the appraisal methodology and results, see appendix 2.
- 2.8.19 Nonetheless, it should be stressed that at this point, the appraisal can only be a rough indication and the exact mix of units, specification of units, phasing of construction and house price rises or falls could potentially have a significant impact on the viability of sites as they come forward. Nonetheless, it does show that the city has a robust five year supply that can be viably delivered.
- 2.8.20 The nature of the local housing market for each site was also established. This used Acorn data which provides precise and in-depth information on the demographics found in certain areas of the city. Acorn data sources include but are not limited to: income, borrowing, spending, savings, occupation, employment, age, ethnicity, health, housing type, tenure, amenities, internet access, population density and communal establishments. Further information can be found at caci.co.uk/acorn.
- 2.8.21 These data sources are then compiled to produce a picture of the socio-economic character of specific areas. This can be used to demonstrate the type of local housing market area that the site is in and so helps to highlight the likely value of the site to a developer.
- 2.8.22 Acorn data presents this socio-economic picture through five categories. However to relate the data more to the housing market they have been renamed as follows:
- i. high strength housing market
 - ii. mid-high strength housing market
 - iii. mid strength housing market
 - iv. mid-low strength housing market
 - v. low strength housing market.
- 2.8.23 Presenting the Acorn data in this way can give a good impression of the characteristics of communities and the likely land value of a site. Sites in higher strength housing markets will be more achievable and more likely to be bought by developers and put forward for housing development. However it is only a snapshot and can only reflect the current situation, giving no account of how an area could change as a result of development.
- 2.8.24 It should also be noted of course that economic conditions and housing markets are inherently unpredictable and subject to short term change, which can have a dramatic impact on the housing market. It is accepted that some of these predictions will likely turn out to be unrealistic. Each site's achievability will be re-assessed as part of the SHLAA's annual updates.
- 2.8.25 The assessment of availability, along with conclusions on the site's suitability and achievability led to conclusions as to the likely phasing of each site.
- 2.8.26 The draft results of the SHLAA have enabled the city council to produce a more detailed assessment of the housing numbers that it is anticipated will be produced by specific

sites/areas annually up to 2027. This information has been used to produce the housing trajectory.

2.9 Review of the assessment

2.9.1 This report is the fifth iteration of the Portsmouth SHLAA.

2.9.2 As part of this update, all of the sites which were included in the 2012 study have been re-assessed for their suitability, availability and achievability.

2.9.3 Following advice from CLG, purpose built student accommodation has now been included in completions and projected completions from the 2012/13 year onwards. This has been calculated on the basis of each cluster flat of student bedrooms forming one dwelling.

2.9.4 In addition to the reassessment above, each potential housing site which has been phased for delivery in the first five years has been subject to an initial residual appraisal to ensure that it can be delivered viably (see above).

2.10 Identifying and assessing the housing potential of broad locations

2.10.1 Given the constrained geography of Portsmouth, it is not possible to outline broad locations in the way that is envisaged in the practice guidance.

2.10.2 In the case of Portsmouth, a level of site between a 'potential housing site' and a 'broad location' has been identified, that of the 'strategic site', as identified in the Portsmouth Plan. These sites have been assessed in broader terms than the potential housing sites as constraints and availability could vary across the individual plots that together form the site.

2.10.3 The strategic sites that have been identified in the study are:

- i. Port Solent
- ii. Horsea Island
- iii. Tipner
- iv. The city centre, and
- v. Somerstown and North Southsea

2.10.4 These sites will form the key development areas of the Portsmouth Plan. The suggested phasing of these sites (which can be seen in section 3.6) reflects their size and complexity.

2.10.5 The yield for Somerstown and North Southsea is based on the proposals in policy PCS6 of the Portsmouth Plan which states that a minimum of 539 additional dwellings would be provided. The comprehensive redevelopment of the area is being led by the Somerstown and North Southsea Area Action Plan, which was adopted on 17th July 2012.

3.6.1 The City Centre is made up of a large number of smaller sites. The total yield of the city centre was determined through an urban capacity assessment carried out as part of the 2008 draft Portsmouth Plan. This assessment used evidence from the Station Square and Station Street Supplementary Planning Document, the likely residential yield from the

Northern Quarter development based on the approved outline application (A*39165/AA) and masterplanning work associated with the development of the Guildhall Square area. The assessment did not take into consideration schemes which were already permitted, completed or under construction. This work has been updated and built on in 2010, looking at individual development sites and taking account of how the market for city centre apartments has changed since the 2008 draft Portsmouth Plan was published. This has resulted in a revised yield of 1,600 dwellings in the adopted Portsmouth Plan.

2.10.6 Overall, the strategic sites are seen as being the focus of development in the city and capable of accommodating a substantial proportion of the city's housing and employment requirements. Bringing these sites forward underpins the city's future development.

2.11 Determining the housing potential of windfalls

2.11.1 The NPPF and the CLG practice guidance recognise that a realistic approach must be taken towards windfalls. It is always preferable to have identifiable sites that will form the city's housing land supply. The certainty that such sites offer is beneficial in planning for infrastructure provision and ensuring that the most suitable parts of the city are prioritised for residential development.

2.11.2 Nonetheless, the NPPF does state that windfalls can be identified in the first five years of delivery, providing that local circumstances justify such an approach. It is believed that such circumstances exist in the Portsmouth area and that accommodating a windfall allowance is a realistic and robust approach to take. This section of the report will present a justification for an allowance for unidentified sites of fewer than five dwellings. It will then present evidence on the level of delivery that should be allowed for from unidentified sites.

Windfall justification

2.11.3 This section draws heavily on the Infrastructure Delivery Plan (IDP)¹⁰

2.11.4 Portsmouth is very tightly constrained by its geography. Its tight boundaries ensure that there are no greenfield sites on which an urban extension can be planned for. In a very tightly constrained, including by the sea, and fully built up urban area, it is reasonable to assume that some currently unidentified sites are likely to continue to come forward over the timeframe of the Portsmouth Plan.

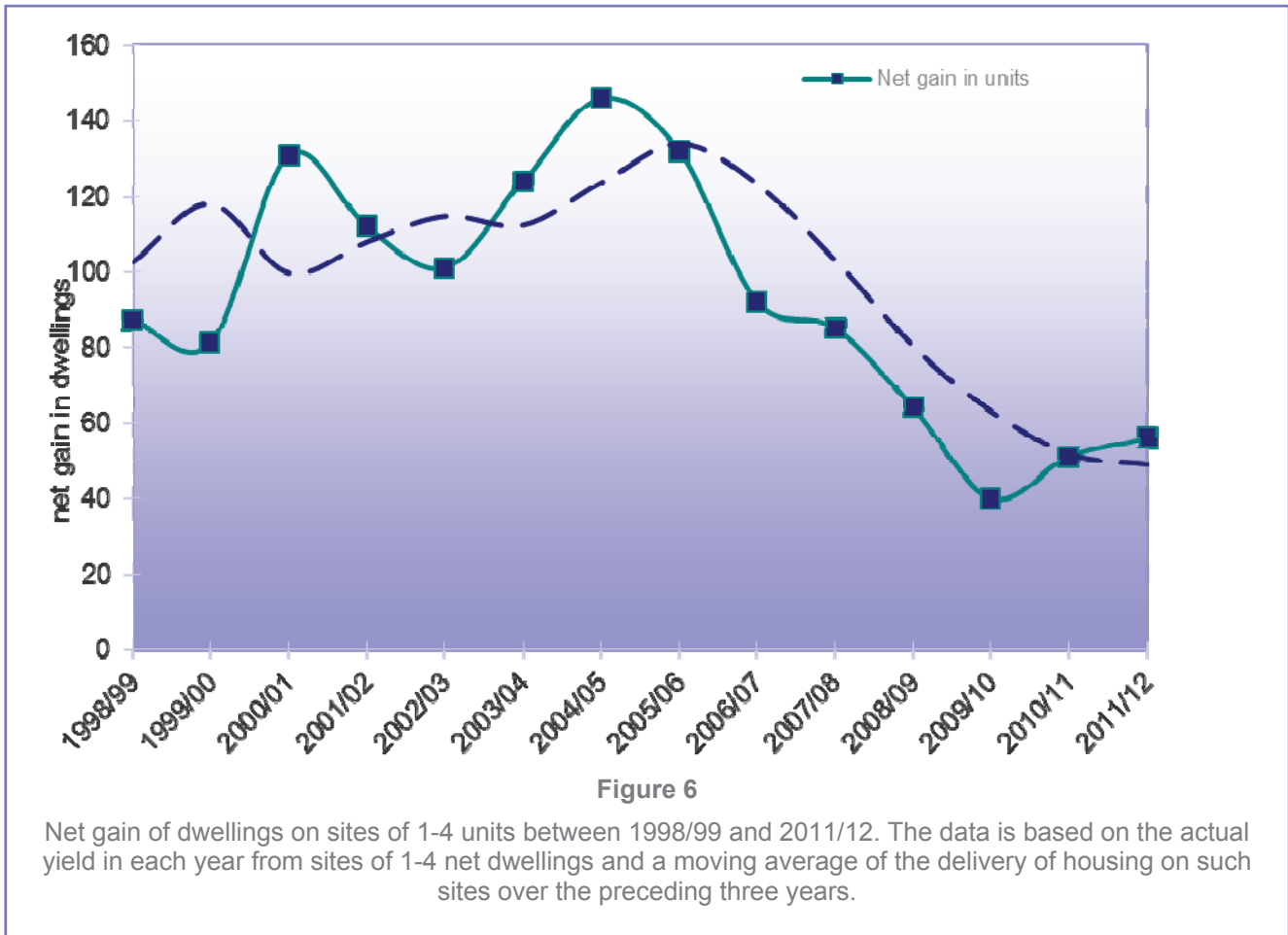
2.11.5 Effectively, outside of the strategic sites, there is no remaining undeveloped land within the city's boundaries. In these particular local circumstances, it is not possible for a SHLAA to identify every single opportunity that will become available over the next 14 years in its 'snapshot' picture of potential new housing land availability. In particular, Portsmouth has a history (see figure 6 below) of providing small developments through infill schemes and conversions of large Victorian houses into flats. By their nature, these small schemes take place on sites which are impossible to identify in advance.

2.11.6 Windfalls, particularly on smaller sites, are predicted to continue to contribute to Portsmouth's delivery of housing simply due to the city's geography. However, as the practice guidance states, the advantages of identifying specific deliverable and

¹⁰ The IDP is available on our website at http://www.portsmouth.gov.uk/media/PLN_IDP.pdf

developable sites for housing is that infrastructure providers in particular have some certainty about where development will take place.

- 2.11.7 Clearly the additional population which will come with development will lead to increased pressure on the city's infrastructure. The IDP shows that a significant amount of infrastructure investment will be needed to deliver the Portsmouth Plan. A great deal of this is directly linked to the development of the strategic sites. Section 5 of the IDP relates specifically to the strategic sites. The section sets out the specific infrastructure projects which are necessary in order to facilitate development on each site. This has fed into the yield and phasing of the sites in section 3.6 and the housing trajectory and the site specific projects have been identified in appendix 1.
- 2.11.8 Nonetheless, there are a number of other projects which will be needed to deliver the Portsmouth Plan. However the need for these projects, their location or their phasing would not be altered depending on where within Portsmouth's boundaries the development takes place. In contrast, in many other parts of the country, the location of developments within a district or borough, such as in different settlements, would significantly dictate the infrastructural requirements which that development would create.
- 2.11.9 Section 4 of the IDP looks at the infrastructure needs of the city as a whole as a result of the likely level of development over the next twenty years. It shows that infrastructure providers are considering the level of development in the city as a whole and it is therefore not of overriding importance where development sites are located. Provision of gas, water supply and waste disposal for example all follow such an approach. Taking water supply as an example, measures will need to be taken to increase supply to accommodate new development. Portsmouth Water have forecast demand in Portsmouth up to 2035 in their business plan. The company have concluded that the increase in water supply needed can be met within planned projects and at their own cost.
- 2.11.10 In some cases site specific considerations will be important but infrastructure providers are confident that these can be accommodated at the time when development comes forward. As an example, electricity in the city is provided from two main sites: one at Cows Lane in Wymering and the Mary Rose site in Old Portsmouth. To accommodate development, some further substations can be supplied from the Wymering site within Scottish and Southern Electric's own costs. Additionally, some larger development sites may also require a new substation as part of the scheme although the timing can be planned on a case by case basis as development proposals come forward.
- 2.11.11 Overall, it is clear from the evidence in the IDP that, whilst the amount of infrastructure required to deliver the Portsmouth Plan is significant, the exact location of development within the city, outside of the strategic sites, will have minimal implications for the amount, location or phasing of infrastructure. As a result, a limited allowance will be made for unidentified sites of fewer than five dwellings, based on a realistic analysis of the likely level of such sites which is likely to be delivered.



Level of windfall

2.11.12 The level of the windfall allowance will be based on the amount of completions from sites of 1-4 dwellings since 1998/99. In line with the advice in the NPPF, development on garden land has not been included, where data is available on this. It should be noted that this represents an extremely low proportion of overall housing delivery in Portsmouth: in the 2012/13 there were two completions on garden land out of 379 overall completions.

2.11.13 Figure 6 uses a three year moving average to show the level of completions from sites of 1-4 dwellings over this timeframe. Whilst in recent years the level of delivery has fallen in line with the overall level of housing delivery, historically it has been approximately 100 dwellings per year.

2.11.14 Consequently, a prediction of a yield of 100 units per annum from sites yielding 1-4 dwellings is seen to be a realistic and robust approach. A yield of 50 dwellings per year has been given to 2013/14 and 2014/15 to reflect the fact that a number of applications already exist which will contribute to the supply of homes from small sites over these two years.

Before continuing, readers are strongly advised to familiarise themselves with the disclaimer, which can be found on page i of this report. All information contained in the SHLAA and its appendices should be read in light of the disclaimer.

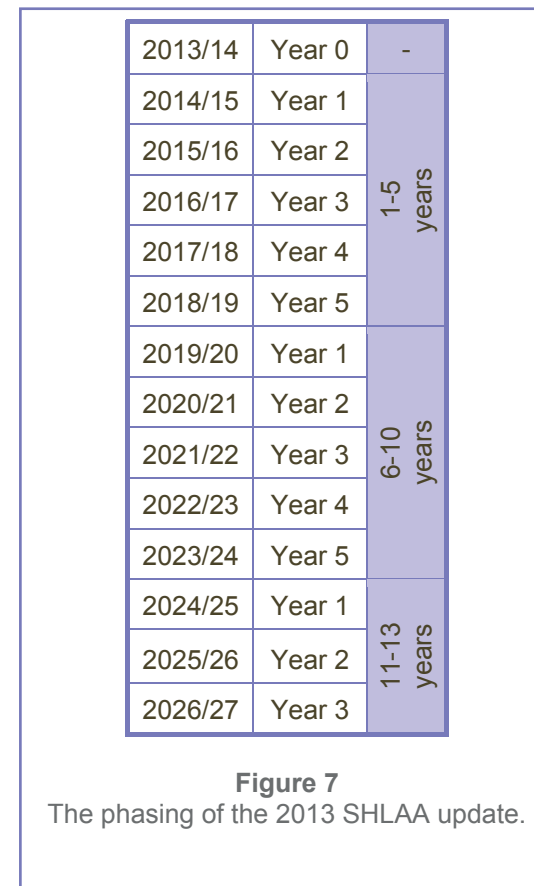
3. Findings

- 3.1 This section sets out the results of the study, according to the source of supply and then sub-divided by the phase of delivery (see figure 7).
- 3.2 The base date of this study is 01 April 2014. The study’s phases of delivery follow from this base date and are outlined in figure 7 for reference.

3.3 Portsmouth’s housing target

- 3.3.1 The Portsmouth Plan was adopted on 24th January 2012. As a result, the Portsmouth Plan now forms the most robust and up to date housing target for the city.
- 3.3.2 Table 2 of the plan¹¹ sets out the city’s housing supply from 2006/07 up to 2026/27 and states that between 11,484 and 12,754 net additional homes could be provided, depending on the provision of infrastructure. Funding has been confirmed for the Tipner motorway interchange and it is under construction. This piece of infrastructure will unlock the full potential of the site. As a result, the higher level of development (1,250 new homes) is now being planned for at Tipner.
- 3.3.3 This brings the total housing target to 12,254 net additional homes in the city between 2006/07 and 2026/27. This equates to an average of 584 homes per year over the 21 years. The annual target will be reassessed each year, based on previous completions. This will ensure that any over-delivery or under-delivery is compensated for later in the plan period, if necessary.

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¹¹ See page 81 of the Portsmouth Plan.

3.3.4 Completions from 2006/07 to 2011/12 are shown in figure 8. This shows that completions to 31 March 2013 are 4,245.

3.3.5 The sites which will form the city’s future housing land supply, in conjunction with the windfall allowance (see section 2.11), are:

- i. sites in the planning system;
- ii. potential housing sites; and
- iii. strategic sites.

3.3.6 Sections 3.4-3.6 are divided up according to the type of supply as outlined above. Each of those subsections then outlines the contribution each source of supply will make towards each of the three phases of delivery. These results are then summarised in section 3.7 and analysed in sections 4 and 5.

Status of site	Code used
Residential development is complete	1
Residential development is under construction	2
Full planning permission, implementation not started	3
Outline planning approval has been granted	4
Potential housing site	5
Strategic site	6

Figure 9

The site status codes as used in sections 3.4-3.6.

3.3.7 All sites have been assigned a status, based on how well advanced the delivery of housing is on that site. The six site status codes are listed in figure 9.

previous completions	
2006/07 completions	526
2007/08 completions	712
2008/09 completions	1,309
2009/10 completions	726
2010/11 completions	317
2011/12 completions	276
2012/13 completions	379
Total completions between 2006/07 and 2012/13	4,245
Total requirement	12,254
Remaining requirement (2013/14 - 2026/27)	8,009
Resultant annual target for remaining 14 years	573
requirement for each period of delivery	
Year 0 2013/14	573
1-5 years 2014/15 - 2018/19	2,865
6-10 years 2019/20 - 2023/24	2,865
11-13 years 2024/25 - 2026/27	1,719

Figure 8

The framework of Portsmouth’s future housing delivery, calculated from the housing target in the Portsmouth Plan.

3.4 Sites in the planning system

- 3.4.1 Sites in the planning system are mostly comprised of status 1-3 sites. The city council monitors sites with planning permission on a regular basis to determine when a planning permission is being implemented. This enables the city council to accurately measure performance against its housing targets. Status codes for sites in section 3.4 are based on data collected in April 2013.
- 3.4.2 This category does not include sites with only a resolution to grant planning permission or outline approval as this does not constitute planning permission.
- 3.4.3 Sites which have planning permission but are listed as potential housing sites or are part of strategic sites are marked as ~~strickethrough~~. Please see either section 3.5 or 3.6 for further details on these applications.
- 3.4.4 Sites which have planning permission are generally considered deliverable, as set out in footnote 11 of the NPPF which states that "*Sites with planning permission should be considered deliverable until permission expires, unless there is clear evidence that schemes will not be implemented within five years, for example they will not be viable, there is no longer a demand for the type of units or sites have long term phasing plans.*" Any sites which are not deliverable for the above reasons are phased for later periods of delivery, this includes some of the permissions in strategic sites.
- 3.4.5 Please note that on a small number of sites the completions, projected completions and existing units do not equal the gross units permitted. This is due to completions that took place in previous years.

0-5 years (2013/14 - 2018/19)

Application reference	Site name	Net units permitted	Completions before 31.3.13	Predicted completions in 2013/14 (year 0)	Deliverable units in the 1-5 year period	Status at April 2013
24209/AC*A	LAND R/O THE LANYARD PH (FMR BAPTIST CHURCH) LONDON ROAD/HEATHFIELD ROAD	10	0	10	0	2
20262/AB*C	102 FMR WIGHTLINK WORKSHOPS BROAD STREET	14	See potential housing sites (section 3.5)			4
06/00497/FUL	SAVOY BUILDINGS SOUTH PARADE	92	See potential housing sites (section 3.5)			4
08/00344/FUL	8-10 THE OCEAN HOTEL AND APARTMENTS ST HELENS PARADE	6	0	0	6	2
09/00564/REM	218-222 SITE AT CORNER OF INHURST ROAD LONDON ROAD	9	0	9	0	2
08/02221/OUT	11-14 CLOCK STREET	1	0	0	1	3

0-5 years (2013/14 - 2018/19)

Application reference	Site name	Net units permitted	Completions before 31.3.13	Predicted completions in 2013/14 (year 0)	Deliverable units in the 1-5 year period	Status at April 2013
09/01564/REM	116 NORTH END AVENUE	7	0	0	7	3
10/00047/FUL	REAR OF 58-60 HIGH STREET	9	0	0	9	3
08/01941/FUL	NIGHTCLUB QUEENS HOTEL OSBORNE ROAD	60	0	0	30	3
10/00291/FULR	TRAFALGAR AUTOS TRAFALGAR PLACE	2	0	0	2	3
10/00133/FUL	123 CLARENDON ROAD	3	0	3	0	2
10/00155/FUL	13 NIGHTINGALE ROAD	1	0	0	1	3
09/00336/FUL	138 ELM GROVE	5	0	0	5	3
10/00517/FULR	5 CLARENCE PARADE	3	0	0	3	3
10/00421/OUT	LONGDEAN LODGE HILLSLEY ROAD	40	See potential housing sites (section 3.5)			3
10/00641/FULR	STORAGE LAND ADJ 9 RIVERS STREET	5	0	0	5	3
10/00769/FUL	142 TWYFORD AVENUE	1	0	1	0	2
10/00980/FUL	27 FAWCETT ROAD	1	0	0	1	3
10/00414/FUL	PUBLIC HOUSE, 1 KENT ROAD	2	0	2	0	2
10/01114/FUL	3 LABURNUM GROVE	2	0	3	0	2
10/00653/FUL	STANHOPE HOUSE 91 95 COMMERCIAL ROAD	6	See strategic sites (section 3.6)			3
10/01239/FUL	LAND AT REAR OF 26 FIFTH AVENUE	1	0	1	0	2
10/00935/FUL	ZURICH HOUSE STANHOPE ROAD	55	See strategic sites (section 3.6)			3
10/01088/FUL	153 QUEENS ROAD	1	0	0	1	3
11/00035/FUL	190A ALBERT ROAD	-2	0	0	-2	2
11/00106/FULR	THE TOWN HOUSE PORTLAND ROAD	9	0	0	9	2
11/00174/REM	108 - 112 ELM GROVE	6	0	0	6	3
11/00010/FUL	3 OUTRAM ROAD	1	0	1	0	3

0-5 years (2013/14 - 2018/19)

Application reference	Site name	Net units permitted	Completions before 31.3.13	Predicted completions in 2013/14 (year 0)	Deliverable units in the 1-5 year period	Status at April 2013
10/01263/FUL	38 - 42 SOUTH PARADE	6	0	6	0	2
11/00169/FUL	37 - 43 HIGH STREET	2	0	0	2	2
11/00308/FULR	11 - 12 CARBIS CLOSE	-1	0	0	-1	3
11/00319/FUL	253 ALBERT ROAD	1	0	0	1	3
11/00099/FUL	75 - 77 COPNOR ROAD	7	0	0	7	2
11/00147/FUL	DOYLE COURT 443 LONDON ROAD	9	0	0	9	3
10/01260/FUL	THE WILLOWS 255 TWYFORD AVENUE	2	0	2	0	2
11/00025/FUL	SOUTHSEA UNITED REFORM CHURCH VICTORIA ROAD SOUTH	8	0	0	8	3
11/00409/FUL	THE SWAN 100 COPNOR ROAD	12	0	0	12	3
11/00676/FUL	25-26 LAND TO REAR OF LANDPORT TERRACE	1	0	1	0	3
11/00833/FUL	CENTRAL STUDIO HOUSE RIVERS STREET	1	0	0	1	3
11/00967/FUL	80 CLARENDON ROAD	2	0	2	0	3
11/00903/FUL	256 CHATSWORTH AVENUE	0	0	0	0	3
11/00789/FUL	12 LAKE HOUSE ST HELENS PARADE	9	0	0	9	3
11/00053/FUL	1 - 5 QUEEN STREET	41	See strategic sites (section 3.6)			5
11/01011/FUL	99 WINTER ROAD	1	0	0	1	3
11/01077/CON	THE TOWN HOUSE PORTLAND ROAD	-1	0	0	0	3
11/00488/FUL	8 TO 10 OCEAN APARTMENTS ST HELENS PARADE	1	0	0	1	3
11/00620/FULR	143 HAVANT ROAD	2	0	0	2	3
11/00761/FUL	WHEELBARROW PH 1 LAND AT REAR OF KENT ROAD	1	0	1	0	2
11/00269/FUL	FORMER SIR ROBERT PEEL PH ASTLEY STREET	17	0	0	17	3
11/00832/REM	191 EASTNEY ROAD	9	0	0	9	3

0-5 years (2013/14 - 2018/19)

Application reference	Site name	Net units permitted	Completions before 31.3.13	Predicted completions in 2013/14 (year 0)	Deliverable units in the 1-5 year period	Status at April 2013
11/01020/FUL	70 AND STORE REAR OF 80 DARLINGTON ROAD	2	0	0	2	3
11/01174/FUL	149 - 153 SOMERS ROAD	3	0	0	3	3
11/01204/REM	205 WALKER CAR SALES GOLDSMITH AVENUE	14	See potential housing sites (section 3.5)			4
11/00353/FUL	176 LONDON ROAD	38	0	0	38	3
11/00888/FUL	5 SOMERS ROAD	2	0	0	2	3
11/00970/FUL	1 - 41 BEAMOND COURT LINDISFARNE CLOSE	7	0	0	7	2
11/01250/FUL	511 PARK VIEW LONDON ROAD	3	0	3	0	2
11/01232/FUL	FORMER CAROLINE LODGE BLOSSOM SQUARE	43	See strategic sites (section 3.6)			5
11/01040/FUL	138 CLARENDON ROAD	3	0	0	3	3
11/00113/FUL	151 - 153 HAVANT ROAD	3	0	0	3	3
11/00988/FUL	CORONATION HOMES NORTHERN PARADE	4	0	4	0	2
12/00013/FUL	82A FINANCE HOUSE HIGH STREET	2	0	0	2	2
11/01070/FUL	46 - 48 FRATTON ROAD	4	0	0	4	3
12/00007/FUL	1C AMBERLEY ROAD	0	0	0	0	3
11/01246/FUL	ALEXANDRA LODGE WYLLIE ROAD	80	0	0	80	2
10/01247/FUL	LAND ADJACENT TO HOMEHEIGHTS AND QUEENS HOTEL OSBORNE ROAD CLARENCE PARADE	38	See potential housing sites (section 3.5)			4
12/00139/FUL	5 FLATS 1 - 11 VECTIS WAY	3	0	0	3	3
12/00055/FUL	65 OSBORNE ROAD	2	0	0	2	3
12/00204/FUL	44B HIGH STREET	2	0	0	2	3
11/00250/OUT	ST MARYS HOSPITAL WEST MILTON ROAD	191	See potential housing sites (section 3.5)			4
12/00146/FUL	LAND ADJACENT 1 CROFTON ROAD	1	0	0	1	3
12/00118/FUL	147 ALBERT ROAD	2	0	0	2	3

0-5 years (2013/14 - 2018/19)

Application reference	Site name	Net units permitted	Completions before 31.3.13	Predicted completions in 2013/14 (year 0)	Deliverable units in the 1-5 year period	Status at April 2013
12/00141/FUL	143 - 147 REGAL PALACE KINGSTON ROAD	0	0	2	0	2
11/00070/FUL	1 - 95 HALLIDAY CRESCENT	48	See potential housing sites (section 3.5)			4
10/00849/OUT	LAND OFF AND BETWEEN M275 SOUTH OF TIPNER LAKE INCLUDING GREYHOUND STADIUM TWYFORD AVENUE	518	See strategic sites (section 3.6)			5
11/00362/OUT	TIPNER EAST - PHASE 4 TWYFORD AVENUE	80	See strategic sites (section 3.6)			5
12/00126/FUL	177 LONDON ROAD	1	0	1	0	2
11/00839/FUL	SITE OF FORMER 20 EAST COSHAM AVENUE	4	0	0	4	3
11/00656/FULR	WAREHOUSE CROSS STREET	165	See strategic sites (section 3.6)			5
12/00045/FUL	THE DAME JUDITH PROFESSIONAL CENTRE SUNDRIDGE CLOSE	46	0	26	20	2
12/00157/FUL	61B FESTING ROAD	1	0	0	1	3
12/00265/FUL	27 KINGSHAVEN REST HOME WHITWELL ROAD	1	0	1	0	2
11/00271/FUL	18 HELENA ROAD	1	0	0	1	3
12/00286/FUL	234 TWYFORD AVENUE	1	0	0	1	3
12/00197/FUL	202 CHICHESTER ROAD	1	0	0	1	3
11/00997/FUL	306 FRATTON ROAD	2	0	0	2	3
12/00233/FUL	2A LENNOX MANSIONS CLARENCE PARADE	1	0	1	0	3
12/00185/FUL	29 - 31 NEW ROAD	1	0	1	0	3
12/00272/FUL	FIRST FLOOR FLAT 16 HIGH STREET	1	0	0	1	3
12/00385/FUL	1 SHADWELL ROAD	1	0	0	1	3
12/00588/FUL	30 KENT STREET	0	0	0	0	3
12/00412/FUL	169 - 171 ALBERT ROAD	2	0	0	2	3
12/00329/FUL	EX WESTFIELD JUNIOR SCHOOL JUBILEE AVENUE	85	8	57	20	2

0-5 years (2013/14 - 2018/19)

Application reference	Site name	Net units permitted	Completions before 31.3.13	Predicted completions in 2013/14 (year 0)	Deliverable units in the 1-5 year period	Status at April 2013
12/00644/FUL	PARK MANSIONS LAND AT REAR MAGDALA ROAD	4	0	4	0	2
12/00533/FUL	50 ANNEX JANE GILLET HOUSE ST EDWARDS ROAD	2	0	2	0	2
12/00568/FULR	50 MAGDALEN ROAD	1	0	0	1	3
12/00610/FUL	80 PUBLIC HOUSE CLARENDON ROAD	0	0	0	0	2
12/00753/FUL	196 WALMER ROAD	0	0	1	0	2
12/00349/FUL	FINCHDEAN HOUSE ST MARYS HOSPITAL MILTON ROAD	73	0	0	73	3
12/00760/FUL	9 DEERHURST CRESCENT	1	0	0	1	3
12/00481/FUL	158 - 160 LONDON ROAD	4	0	0	4	3
11/01328/FUL	38 PUBLIC HOUSE KENT ROAD	16	0	0	16	3
12/00858/FUL	5A - 8A LOWER BROOKFIELD ROAD	6	0	0	6	3
12/00952/FUL	71 KINGSTON ROAD	1	0	0	1	3
12/00933/FUL	55 ELKSTONE ROAD	0	0	0	0	3
12/01016/FUL	97 KING STREET	0	0	0	0	3
12/01101/FUL	12 AGINCOURT ROAD	0	0	0	0	3
12/01064/FUL	1 LAND ADJACENT BODMIN ROAD	1	0	0	1	3
12/01082/FUL	56 TREDEGAR ROAD	0	0	0	0	3
12/00880/FUL	65 LAWRENCE ROAD	1	0	0	1	3
12/01087/FUL	5 THICKET HOUSE 94 ELM GROVE	0	0	0	0	3
12/01119/FUL	47 - 49 KINGSTON ROAD	4	0	0	4	3
12/00455/FUL	260 - 262 FIRST & SECOND FLOORS HAVANT ROAD	6	0	0	6	3
12/01055/FUL	211 JERVIS ROAD	-4	0	0	-4	3
12/01148/FUL	FIRST FLOOR 6 SPUR ROAD	1	0	1	0	2

0-5 years (2013/14 - 2018/19)

Application reference	Site name	Net units permitted	Completions before 31.3.13	Predicted completions in 2013/14 (year 0)	Deliverable units in the 1-5 year period	Status at April 2013
12/01151/FUL	1 - 4 SOLENT COURT 20 SOLENT ROAD	2	0	0	2	3
12/00985/OUT	THE CROWS NEST PORTSDOWN HILL ROAD	4	0	0	4	3
12/01103/FUL	16 HELENA ROAD	0	0	0	0	3
12/01362/FUL	23 PURBROOK ROAD	0	0	1	0	2
12/01301/FUL	15 - 16 THE HARD	-2	See strategic sites (section 3.6)			5
12/00685/FUL	THE WHITE HOUSE PH EASTNEY ROAD	8	0	0	9	2
12/01185/FUL	76 HIGHBURY GROVE	1	0	0	1	3
13/00015/FUL	54 VERNON ROAD	0	0	0	0	3
13/00049/FUL	LAND ADJACENT TO 2 STANSTED ROAD	1	0	1	0	3
13/00027/FUL	10 CHICHESTER ROAD	1	0	0	1	3
12/01310/FUL	FORMER HILSEA BUS DEPOT LONDON ROAD	59	0	0	59	3
13/00075/FUL	38 GROUND FLOOR JUBILEE ROAD	2	0	2	0	3
13/00047/FUL	20 LANDPORT TERRACE	4	0	0	4	3
13/00039/FUL	21 BEEHIVE WALK	0	0	0	0	3
13/00053/FUL	27 HAVANT ROAD	3	0	0	3	3
12/01041/FUL	108 - 112 ELM GROVE	4	0	0	4	3
12/00155/OUT	2-4 ST GEORGES WAY	4	0	0	4	3
12/01041/FUL	CONSTRUCTION SITE 22 MIDDLE STREET	24	0	0	24	3
12/00522/OUT	LAND TO REAR OF ST JAMES HOSPITAL LOCKSWAY ROAD	13	0	0	13	3
Total delivery from sites in the planning system in the 0-5 year phases:				150	608	

11-13 years (2024/25 - 2026/27)

Application reference	Site name	Net units permitted	Deliverable units in the 11-13 year period	Status at April 2013
08/01941/FUL	NIGHTCLUB QUEENS HOTEL OSBORNE ROAD	60	30	3
Total delivery from sites in the planning system in the 11-13 year period:			30	
Total delivery from sites in the planning system across the 0-13 year periods:			788	

3.5 Potential Housing Sites

- 3.5.1 Potential housing sites are sites that have been identified as having the potential to yield residential development in the future. The sources of these sites are listed in section 2.4.4. All of these sites were surveyed and examined in order to assess their suitability for housing, their availability and their achievability. Each site was then assigned a suggested yield based on a crude mock scheme and its phasing was assigned based on professional judgement. Sites that were given a phasing of 1-5 years were all concluded to be deliverable as per footnote 11 of the NPPF.
- 3.5.2 Please note that the delivery of some sites has been phased over two periods of delivery. In such cases, the site will appear in two periods of delivery with the net yield for that period only shown in each instance.
- 3.5.3 Site numbers are not consecutive. This is because a number of sites that were featured in the 2009 SHLAA and/or the SHLAA updates since then and have been re-phased or deleted following further assessment. New sites that have emerged since previous SHLAAs have not been given the site numbers of deleted sites to ensure that any site which is mentioned in any SHLAA has a unique site number to avoid confusion.
- 3.5.4 A great deal of information was used to arrive at the conclusions which are listed below. A detailed breakdown of each site, an assessment of its planning history, suitability, availability and achievability as well as the justification for the yield and phasing can be found at appendix 1.
- 3.5.5 The uplift value and colour relates to the likely viability of the site. Each potential housing site which does not have planning permission has been subject to a residual appraisal (see section 2.8.18-19) and appendix 2.

1-5 years (2014/15 - 2018/19)

Site number	Site Name	Proposed units	Existing on site	Net gain in units	Status	Timeframe for delivery	Uplift
10	Land west of Homeheights House	38	0	38	4	1-5 years	
44	Land north of Southampton Road	32	1	31	4	1-5 years	
47	Scottish and Southern Energy Depot	150	0	150	4	1-5 years	
48	Drayton Dairy	125	0	33	4	1-10 years	
50	St Mary's Hospital West Wing	191	0	191	3	1-5 years	
89	Alfa Romeo showroom, Havant Road	20	0	20	4	1-5 years	
136	Darby House	8	0	8	3	1-5 years	
137	Portland Hotel	10	0	10	4	1-5 years	
143	Land at Halliday Crescent	40	0	40	4	1-5 years	
146	Clinic south of Alexandra Lodge	12	0	12	4	1-5 years	
150	Southsea Police Station	23	0	23	4	1-5 years	
153	Parking area south of Sultan Road (east)	5	0	5	4	1-5 years	
154	Parking area south of Sultan Road (west)	5	0	5	4	1-5 years	
155	University of Portsmouth - St George's Building	30	0	30	4	1-5 years	
156	Seymour Close parking area	10	0	10	4	1-5 years	
158	Edinburgh House	30	0	30	4	1-5 years	
159	TA Centre at Tudor Crescent	23	0	23	4	1-5 years	
160	Acorn Lodge	8	0	8	4	1-5 years	
163	Site of Savoy Buildings	90	0	90	4	1-5 years	
164	TA centre at Peronne Close	25	0	25	4	1-5 years	
166	Hilsea Lodge	30	0	30	4	1-5 years	

1-5 years (2014/15 - 2018/19)

Site number	Site Name	Proposed units	Existing on site	Net gain in units	Status	Timeframe for delivery	Uplift
167	Light Villa and Glebe Villa, St James' Hospital	38	0	38	4	1-5 years	
169	Child Development Centre/Harbour School at St James' Hospital	56	0	56	4	1-5 years	
170	Garages at Dursley Crescent	5	0	5	4	1-5 years	
171	Longdean Lodge	40	0	40	4	1-5 years	
176	Mayville Apartments	20	11	9	4	1-5 years	
177	Walker Car Sales	14	0	14	4	1-5 years	
179	Portsmouth Adoption Centre	10	0	10	4	1-5 years	
Total delivery from potential housing sites in the 1-5 year phase:				984			

6-10 years (2019/20 - 2023/24)

Site number	Site Name	Proposed units	Existing on site	Net gain in units	Status	Timeframe for delivery
48	Drayton Dairy	125	0	92	4	1-10 years
40	Museum Store	12	0	12	4	6-10 years
36	Garages at Kendal Avenue	6	0	6	4	6-10 years
101	Vauxhall showroom (London Road)	40	0	40	4	6-10 years
151	Trafalgar Wharf	160	0	160	4	6-10 years
172	Land at Point, east of Broad Street	32	0	32	4	6-10 years
Total delivery from potential housing sites in the 6-10 year phase:				342		

11-13 years (2024/25 - 2026/27)						
Site number	Site Name	Proposed units	Existing on site	Net gain in units	Status	Timeframe for delivery
29	City Records Office	75	0	75	4	11-13 years
33	North End Kwiksave	20	0	20	4	11-13 years
53	Unity Hall and Deaf Centre	70	0	70	4	11-13 years
168	University of Portsmouth - Langstone Campus	110	36	74	4	11-13 years
178	University of Portsmouth - Burrell House	25	0	25	4	11-13 years
180	White Heather Garage	30	0	30	4	11-13 years
Total delivery from potential housing sites in the 11-15 year phase:				294		
Total delivery from potential housing sites across the 1-13 year periods:				1,620		

Identified sites in town centres

- 3.5.6 A number of the potential housing sites are in designated town centres. These are set out below.
- 3.5.7 As with other potential housing sites, all of the sites in town centres were surveyed and examined in order to assess their suitability for housing, their availability and their achievability. Each site was then assigned a suggested yield based on a crude mock scheme and its phasing was assigned based on professional judgement. Sites that were given a phasing of 1-5 years were all concluded to be deliverable as per footnote 11 of the NPPF and have also been viability tested.
- 3.5.8 Please note that the delivery of some sites has been phased over two periods of delivery. In such cases, the site will appear in two periods of delivery with the net yield for that period only shown in each instance.
- 3.5.9 A great deal of information was used to arrive at the conclusions which are listed below. A detailed breakdown of each site, an assessment of its planning history, suitability, availability and achievability as well as the justification for the yield and phasing can be found at appendix 1.

Identified sites in town centres

Site number	Site Name	Proposed units	Existing on site	Net gain in units	Status	Timeframe for delivery
138	119 High Street, Cosham (former Railway public house)	20	0	20	3	1-5 years
5	Cosham Cinema, High street	50	0	50	4	1-5 years
Total delivery from identified sites in town centres in the 1-5 year phase:				70		
71	Corner of Spur Road and Northern Road, Cosham	28	0	28	4	6-10 years
23	22-30 Fratton Road	15	0	15	4	6-10 years
60	115-127 Fratton Road (Former Fratton Cinema)	24	0	24	4	6-10 years
85	Knight & Lee, Palmsterston Road, Southsea	15	0	15	4	6-10 years
102	Venture Tower, Fratton Road	19	0	19	4	6-10 years
49	Southsea Debenhams, Palmerston Road	50	0	20	4	6-13 years
Total delivery from identified sites in town centres in the 6-10 year phase:				121		
91	Northern corner of Medina Road and Northern Road	45	0	45	4	11-13 years
93	Portsmouth Trade Union Club, Wayte Street	18	0	18	4	11-13 years
97	Southern Corner of Northern Road and Medina Road	45	0	45	4	11-13 years
70	The corner of High Street (Cosham) and Havant Road	50	0	50	4	11-13 years
72	Cosham Bingo Hall, High Street	60	0	60	4	11-13 years
76	East of Northern Road	80	0	80	4	11-13 years
69	Corner of Derby Road and London Road, North End	18	0	18	4	11-13 years
49	Southsea Debenhams, Palmerston Road	50	0	30	4	11-13 years
127	7-17 Palmerston Road	10	0	10	4	11-13 years
Total delivery from identified sites in town centres in the 11-13 year phase:				356		
Total delivery from identified sites in town centres:				547		

3.6 Strategic sites

- 3.6.2 These are large scale sites which involve the comprehensive regeneration of several parts of the city. Horsea Island and Tipner are capable of only limited or no development if only limited infrastructure investment, funded by the development itself, is available. However with public investment these sites could deliver a more comprehensive regeneration of these gateways to the city.
- 3.6.3 The Government confirmed in its 2011 Autumn Statement that funding for the Tipner interchange will be provided. As a result, the site's capacity has been assessed as having the potential to yield 1,250 net additional dwellings. As described in section 3.3 this has also had the effect of raising the city's overall housing delivery target. However it is far from certain whether central Government investment in the bridge from Tipner to Horsea Island will be forthcoming or when it may occur. As a result, for the purposes of assessing these sites, although Horsea Island has been included as a strategic site, its yield has been assessed as zero net additional dwellings.
- 3.6.4 Due to the large size of all of these sites and the many complex issues on each one, delivery of housing will not be in a single year or phase of delivery. The phasing of these sites has been calculated on this basis, often in conjunction with the likely developer of the site.

Horsea Island and Port Solent

- 3.6.5 These strategic sites will be delivered through a small amount of planning applications each of which will deliver a large number of dwellings. As such applications come forward, they will count towards the delivery of the strategic site.

Somerstown and North Southsea

- 3.6.6 Any planning application that is intended to implement the Somerstown and North Southsea Area Action Plan will count towards the delivery of the strategic site. Any application that is not intended to implement the Area Action Plan will not count towards the delivery of the strategic site.
- 3.6.7 Previous completions and unimplemented planning applications that have or will count towards the delivery of the Somerstown and North Southsea strategic site are shown below.
- 3.6.8 As a result of the completion of 53 units in Somerstown and North Southsea before the study's base date, the overall target for this strategic site will reduce from 539 to 486.

Somersetown and North Southsea strategic site delivery

Application reference	Site name	Gross units permitted	Existing units on site	Predicted net completions before 31.3.2014	Predicted net gain in units during plan period	Status at April 2012
Completions which are intended to implement the Somersetown and North Southsea Area Action Plan						
07/02436/FUL	58-62 ST. JAMES ROAD SOUTHSEA PORTSMOUTH	24	0	24	0	1
10/00544/FUL	Land Adjacent To Tipton House	7	0	7	0	1
11/00038/FUL	WELLINGTON STREET, SOUTHSEA	22	0	22	0	1
				TOTAL:	53	0
Outstanding planning applications intended to implement the Somersetown and North Southsea Area Action Plan at 1 April 2013						
-	-	-	-	-	-	-
				TOTAL:	0	0

The city centre.

- 3.6.9 This site will use a 'cut off date' approach. The urban capacity assessment for the Portsmouth Plan was done in 2008. As a result, planning applications for an increase of more than five dwellings that were given planning permission after 01 April 2008 count towards the delivery of the strategic site. Applications that were given planning permission before 01 April 2008 do not count towards the delivery of the strategic site.
- 3.6.10 The urban capacity assessment has recently been re-examined. This showed that, particularly given the changes in the housing market since the previous work (see section 3.8) the capacity of the sites had reduced from 2,100 in the draft Portsmouth Plan to 1,589. This led to PCS10 setting a target of 1,600 net additional homes for the city centre. However as part of the 2010 update the same sites were reassessed as in 2008 and so it is not proposed to change the cut off date.
- 3.6.11 Previous completions and existing planning applications that have or will count towards the delivery of the city centre strategic site are shown below.

3.6.12 This shows that there has been a drop in the city centre due to the loss of a unit. As such, the target for the city centre has risen from 1,600 as set out in the Portsmouth Plan to 1,601

City Centre strategic site delivery						
Application reference	Site name	Gross units permitted	Existing units on site	Predicted net completions before 31.3.2014	Predicted net gain in units during plan period	Status at April 2012
Completions which have taken place since 01 April 2008						
09/01242/FUL	Flat 30/31 No1 Gunwharf Quay	-1	0	-1	0	1
				TOTAL:	-1	0
Outstanding planning applications given permission after 01 April 2008						
10/00935/FUL	Zurich House, Stanhope Road	55	0	0	55	3
11/00053/FUL	1-5 Queen Street	41	0	0	41	2
10/00653/FUL	Stanhope House, 91-95 Commercial Road	6	0	0	6	3
11/00656/FULR	Warehouse, Cross Street	165	0	0	165	3
11/01232/FUL	Former Caroline Lodge, Blossom Square	43	0	43	0	2
A*39165/AA	City Centre North Development Land	177	0	0	177	3
12/01301/FUL	15-16 The Hard	0	-2	0	-2	3
08/02221/OUT	1-14 Clock Street	8	0	0	8	3
10/00113/FUL	2-4 St George's Way	4	0	0	4	3
11/00071/FUL	Site Of Former Victoria Baths	157	0	0	157	3
				TOTAL:	43	611

Tipner

3.6.8 As described above, this site will be delivered by a small number of comprehensive developments. Planning permission for two phases of the development have now been permitted. However, as there is extensive land remediation, land raising and other up-front preparatory work which is required, the phasing for the delivery of these sites is largely in the 6-10 year period.

Tipner strategic site delivery						
Application reference	Site name	Gross units permitted	Existing units on site	Predicted net completions before 31.3.2013	Predicted net gain in units during plan period	Status at April 2012
Previous completions						
-	-	-	-	-	-	-
				TOTAL:	0	0
Outstanding planning applications						
10/00849/OUT	LAND OFF AND BETWEEN M275 SOUTH OF TIPNER LAKE INCLUDING GREYHOUND STADIUM TWYFORD AVENUE	518	0	0	518	2
11/00362/OUT	TIPNER EAST - PHASE 4 TWYFORD AVENUE	80	0	0	80	2
				TOTAL:	0	598

3.6.9 With the full amount of development at Tipner but none at Horsea Island, the Portsmouth Plan allocates 3,889 dwellings from strategic sites.

3.6.10 Prior to 31 March 2013, there were a total of 53 completions in Somerstown and North Southsea and -1 at the city centre. This gives a total of 52 completions in the strategic sites. Taking this into account, from 01 April 2013 onwards, the amount of homes to be delivered from strategic sites would be 3,837.

3.6.11 The future delivery of the strategic sites, shown in figure 10. This includes those sites listed in the tables relating to Somerstown and North Southsea and the city centre phased for completion in the plan period. However this excludes any completions or completions which are expected before 31 March 2013.

Site number	Site name	Year 0	1-5 years	6-10 years	11-15 years	Total
3	City centre	43	511	746	301	1,601
16	Somerstown and North Southsea	0	65	421	0	486
38	Horsea Island	0	0	0	0	0
43	Port Solent	0	150	350	0	500
51	Tipner	0	428	520	272	1,250
Total: 43			1,184	2,037	573	3,837

Figure 10

The phasing of strategic sites based on the levels of development currently anticipated.

3.6.12 The levels of development in figure 10 will be used to inform the city's housing trajectory. The levels of development in figure 11 represent those which would be achievable if central Government investment in infrastructure is forthcoming. However it is not possible to phase the delivery of the enhanced yields as it is not possible to predict when the funding for the infrastructure could be provided.

Site number	Site name	Total	Difference to minimum figures
3	City centre	1,600	0
16	Somerstown and North Southsea	486	0
38	Horsea Island	500	500
43	Port Solent	500	0
51	Tipner	1,250	0
Total: 4,382			500

Figure 11

The phasing of strategic sites based on the levels of development that could be achieved with sufficient central Government investment in infrastructure.

3.7 Summary of phased delivery

3.7.1 The tables below summarise the previous sections, detailing the delivery of all sites in the SHLAA according to the four phases of delivery.

2013/14 (year 0)	
Sites in the planning system (status 1-4 sites)	
Net increase in units from sites in the planning process: 150	
Potential housing sites (status 5 sites)	
Net increase in units from potential housing sites: 0	
Strategic Sites (status 6 sites)	
Net increase in units from strategic sites: 43	
Unidentified sites	
Unidentified sites (1-4 dwellings): 50	
TOTAL predicted delivery in 2012/13: 243	

1-5 years (2014/15 - 2018/19)	
Sites in the planning system (status 1-4 sites)	
Net increase in units from sites in the planning process (large and small): 608	
Potential housing sites (status 5 sites)	
Net increase in units from potential housing sites: 984	
Net increase in units from identified sites in town centres: 70	
Strategic Sites (status 6 sites)	
Net increase in units from strategic sites: 1,184	
Unidentified sites	
Unidentified sites (1-4 dwellings): 450	
TOTAL delivery in the 1-5 year phase: 3,296	
Total requirement under the Portsmouth Plan: 2,865	

6-10 years (2019/20 - 2023/24)	
Sites in the planning system (status 1-4 sites)	
Net increase in units from sites in the planning process (large and small): 0	
Potential housing sites (status 5 sites)	
Net increase in units from potential housing sites: 342	
Net increase in units from identified sites in town centres: 121	
Strategic Sites (status 6 sites)	
Net increase in units from strategic sites: 2,037	
Unidentified sites	
Unidentified sites (1-4 dwellings): 500	
TOTAL delivery in the 6-10 year phase: 3,000	
Total requirement under the Portsmouth Plan: 2,865	

11-13 years (2024/25 - 2026/27)	
Sites in the planning system (status 1-4 sites)	
Net increase in units from sites in the planning process (large and small): 30	
Potential housing sites (status 5 sites)	
Net increase in units from potential housing sites: 294	
Net increase in units from identified sites in town centres: 356	
Strategic Sites (status 6 sites)	
Net increase in units from strategic sites: 573	
Unidentified sites	
Unidentified sites (1-4 dwellings): 300	
TOTAL delivery in the 11-15 year phase: 1,553	
Total requirement under the Portsmouth Plan: 1,719	

4. Analysis of findings

4.1 This section examines the implications of the SHLAA's findings from the base date of 01 April 2014 against the housing delivery target in the Portsmouth Plan.

Phase of delivery	Net delivery of dwellings	Portsmouth Plan target	Difference to Portsmouth Plan target	Running difference to Portsmouth Plan target
1-5 years	3,296	2,865	431	431
6-10 years	3,000	2,865	135	566
11-13 years	1,553	1,719	-166	400
TOTAL: 7,849				

Figure 14

The phasing of Portsmouth's housing supply, cross-referenced with the annualised housing target.

4.2 The results in figure 14 show that Portsmouth is able to fulfil its housing requirements for the first 10 years of delivery. In total the city will likely provide 566 dwellings more than required. Taking into account the 11-13 year supply, there will be a surplus of 400 net additional dwellings.

4.3 Furthermore, over the 21 year period from 2006/07 to 2026/27 there would be a delivery of 12,337 net additional dwellings, as set out in figure 15. The target, taken from table 2 of the Portsmouth Plan and adjusted to include the total delivery from Tipner, would be 12,254 net additional dwellings. This results in an overall surplus for the 21 year period of 83 dwellings. However it is noteworthy that, since 1st April 2013, 58 dwellings have been permitted. Including schemes with a resolution to grant planning permission would add a further 91 units to this total and the five year supply.

Housing supply 2006/07 - 2026/27		
Source of supply	No. of units	
Completions up to 31 March 201	4,245	
2012/13 - 2026/27	Development in the pipeline	788
	Strategic sites (Apr 2013 onwards)	3,837
	Identified sits in town centres	547
	Potential housing sites	1,620
	Windfall	1,300
TOTAL: 12,337		
Portsmouth Plan target: 12,254		
Difference: 83		

Figure 15

Total housing delivery over the lifetime of the Portsmouth Plan.

This shows that over those years, there were only seven instances where housing delivery was below the 584 annualised target for the city between 2006/07 and 2026/27 whilst three

4.4 The study also demonstrates that Portsmouth has a five year housing land supply from 01 April 2014. There is a surplus of 431 dwellings in the first five years.

4.5 Paragraph 47 of the NPPF also requires that local planning authorities identify an additional buffer of 5% of the target to ensure choice and competition in the market for land. It goes on to state that where there has been a record of persistent under delivery of housing, local planning authorities should increase the buffer to 20% to provide a realistic prospect of achieving the planned supply.

4.6 Portsmouth's housing delivery from 1997/98 to 2012/13 is set out in figure 16.

of those years were during the recent downturn. The average delivery over the 16 years was 577 net additional homes per year. Portsmouth has been consistently delivering the required level of housing to meet the needs of the city's growing population and as a result the 5% buffer has been applied.

4.7 In addition to this, the funding of the motorway interchange at Tipner has the effect of increasing the overall housing target for the city, although it is excellent news as it will unlock the full potential of the site. Tipner is a site which requires extensive remediation, land raising and other work before construction can even begin. Hence, although parts of the site benefit from planning permission for residential development and are being implemented, completion of new homes will mostly take place in the 6-10 year period. This situation has a negative effect on the city's five year supply and the 5% buffer.

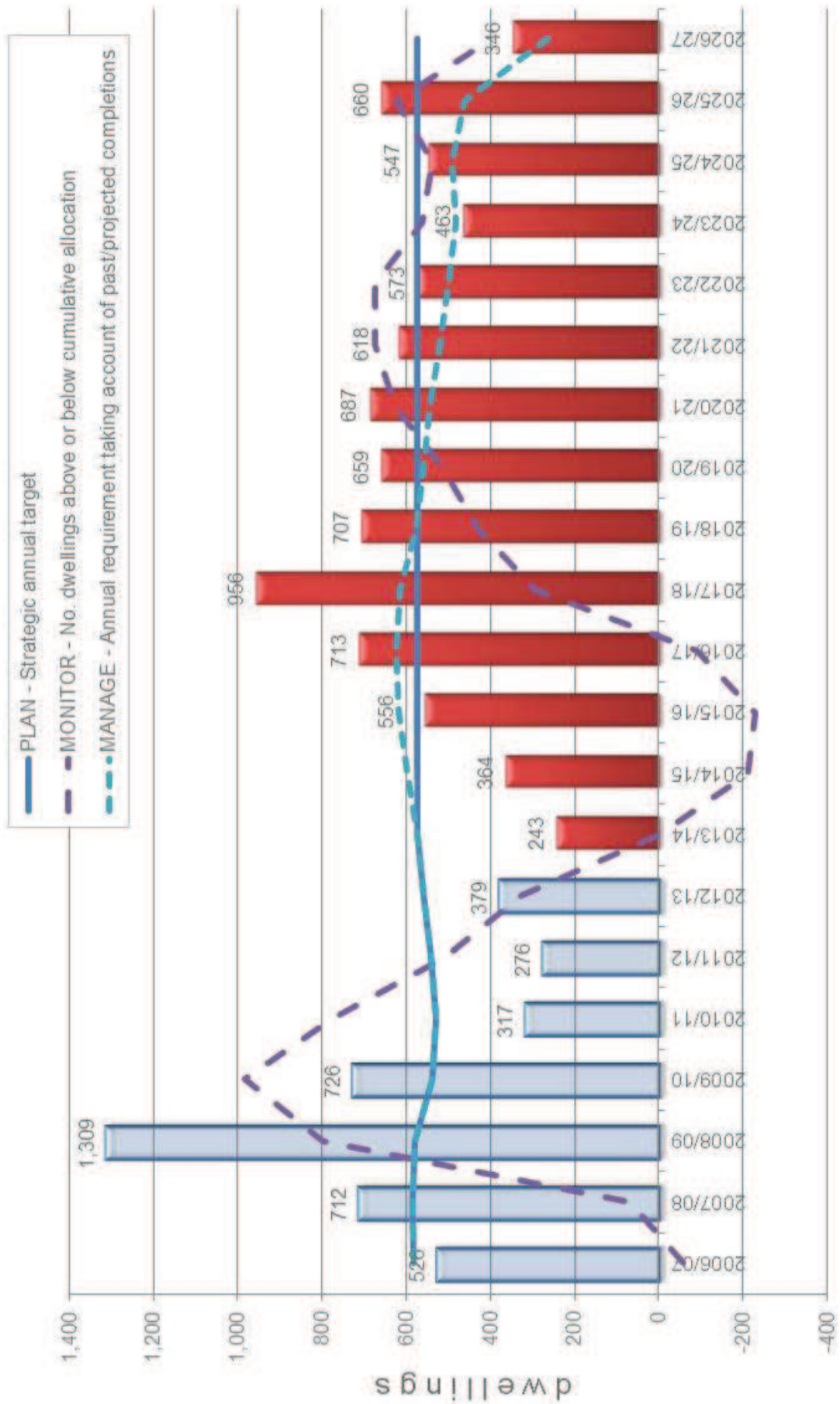
4.8 Overall, applying the 5% buffer increases the five year target to 3,008 dwellings. As 3,296 homes are likely to be delivered in this period, the city has a surplus of 288 homes compared to the 5 year target with the 5% buffer. Indeed, whilst the city council believes that the 5% buffer should be used, it should be noted that the 5 year supply represents a 115.04% provision of the 5 year requirement and is only 142 dwellings short of a 20% buffer (3,438 dwellings).

4.9 The city's housing target and delivery would also further increase if the necessary investment from Central Government was provided to fund the bridge from Tipner to Horsea Island. This could potentially increase the net delivery of dwellings by 500 units.

4.10 The results of the SHLAA have enabled the city council to provide a more detailed assessment of the amount of housing that it is anticipated will be delivered in Portsmouth each year. This is set out in the housing trajectory below.

Housing supply 1996/97 - 2011/12	
Year	No. of units
1996/97	261
1997/98	632
1998/99	592
1999/2000	407
2000/01	612
2001/02	500
2002/03	605
2003/04	577
2004/05	737
2005/06	634
2006/07	526
2007/08	712
2008/09	1,309
2009/10	726
2010/11	317
2011/12	276
2012/13	379

Figure 16
Recent housing delivery.



5. Conclusions

- 5.1 This SHLAA update gives a brief overview of the committed and potential supply of housing in Portsmouth up to 2026/27 from a base date of 01 April 2014. The study is based on the practice guidance issued by CLG, interpreted to reflect Portsmouth's unique geography.
- 5.2 The results show that the city should exceed its housing delivery target under the Portsmouth Plan and that city has a deliverable five year housing land supply, including a 5% buffer to ensure choice and competition in the market for land.
- 5.3 The SHLAA will continue to be a living document and will be updated at least annually, as per the CLG guidance. An updated housing trajectory will also be produced and fed into each year's Annual Monitoring Report.
- 5.4 Planning applications will continue to be assessed on their individual planning merits in accordance with the development plan and other material considerations. Information in the SHLAA may be useful to applicants, highlighting potential constraints. However it is not a substitute for the detailed surveys and assessments that will naturally form part of the development process.

Agenda Item 5



Portsmouth
CITY COUNCIL

Agenda item:

Title of meeting:	Planning, Regeneration and Economic Development Decision Meeting
Date of meeting:	25 th November 2013
Subject:	Portsmouth and the Visitor Economy
Report by:	Head of City Development and Cultural Services
Wards affected:	All
Key decision:	No
Full Council decision:	No

1. Purpose of the Report

- 1.1 The report provides an overview of recent marketing activity undertaken to promote Portsmouth and outlines plans for the next 18 months activity.

2. Recommendations

- 2.1 Note the achievements in marketing Portsmouth over the last 12 months
- 2.2 Note the increase in jobs related to the Visitor Economy
- 2.3 Agree the planned activity in the Action Plan 2013-15

3. Background

3.1 Portsmouth and the Visitor Economy

Portsmouth welcomes approximately 7.8 million day visitors and 638,000 staying visitors every year, contributing £550,498,000 to the local economy. The latest employment figures show 12,900 jobs are now supported by Tourism (10,713 in 2010) this represents 12.8% of all jobs in the city.

There have been major improvements to the city's tourism offer in recent years including the new Mary Rose Museum opening in the Historic Dockyard and improvements along the seafront.

There has also been significant investment in the International Port, including a new state of the art terminal building, part of a £16.5million investment in new passenger facilities. Changes to the berthing areas have enabled a greater number of larger ships to be docked at one time and the establishment of a larger turning circle. The cruise offer continues to increase and 2013 has seen 43 cruise ship visits including the 231 metres long Artania.

The local visitor economy is at the heart of the city's vision for the future set out in the Portsmouth Plan to become "the premier waterfront city with unrivalled heritage – a great place to live, work and visit".

Tourism is also identified as a driver of regeneration and economic growth in the Regeneration Strategy, which positions the city to "become a great waterfront city with a globally competitive knowledge economy".

To reflect the important role of tourism and the visitor economy in the city's long term development, the local authority has recently created the City Development and Cultural Services group.

This brings together regeneration services such as skills development, business growth and support, and infrastructure development with cultural services including museums, libraries, tourism, events and visitor services.

This new service group reflects the importance of local culture, heritage and leisure in shaping public perception of Portsmouth as a desirable place to work, invest, live, study and visit. This is embedded in Portsmouth's brand as the great waterfront city, which places our strongest assets at the forefront of our identity – our maritime heritage, built and natural environments, cultural life, transport links to the UK, our international port – a gateway to the world, and our many (and growing) industrial strengths, including aerospace, marine sector, business services, advanced manufacturing, environmental technology, creativity and media, and tourism and leisure.

Promoting Portsmouth as the great waterfront city is important not only for attracting more visitors, but also for attracting new business and investment and for the growth of the local economy.

This report outlines the key marketing campaigns and activity that has taken place in 2013 and provides an overview of our marketing plans for 2014. It highlights the level and significance of work across the city, the UK and beyond to promote Portsmouth as a destination, a truly great waterfront city.

Some of this work is carried out with the Destination Marketing Partnership (DMP), a group of private sector tourism businesses in the city, working with PCC as part of the Shaping the Future of Portsmouth. To further progress the work of this group a Destination Management Plan is currently being drawn up which will investigate how the group can work with other local bodies such as the Solent LEP to maximise the city's visitor economy.

Marketing activity is also carried out with other partners in the region including joining campaigns and carrying out research with Tourism South East and Hampshire County Council and sharing the costs of exhibitions with Gosport

Borough Council. Possible collaboration with Southampton City Council is also being explored.

Working with Hampshire County Council, a recent hotel study of the city has been carried out. The results of this will help inform future plans for hotel investment in the city.

Nationally Portsmouth works in partnership with Visit England and Visit Britain, joining campaigns and attending events and exhibitions.

3.2 Recent and planned activity

During 2012/13 work was carried out with Blue Sail to refresh 2007 research (Appendix 1). The results from this and other research undertaken informed the Marketing Strategy for the city (Appendix 2). This strategy has an associated rolling Action Plan showing completed and planned marketing activity. (Appendix 3)

Below is an outline of activity undertaken so far in 2013 and associated results:

Destination TV campaign – work with DMP partners financed the creation of a destination version of the Mary Rose TV advertisement 'A Day Out... of the Ordinary'. This was aired in the London area in early July.

London Underground campaign – this campaign complemented the TV campaign and reached residents and the many visitors both domestic and international in London. The campaign consisted of large 12 sheet posters at 50 locations for a two week period at the start of the summer school holidays.

The advertisements were seen by approximately 1.2 million people, each of whom would have seen them on average 6.8 times.

During the campaigns hits on the Visit Portsmouth website increased by 62% on the previous year, with an increase in hits from the London area of 122%.

Radio campaign – supporting and highlighting the many events happening in the city the radio campaign ran on Capital FM and Express FM during August. The campaign reached 237,000 adults who each heard the Portsmouth message 5.65 times over the four week promotion. Events promoted were very successful and the event organisers, plus staff at Visitor Information, reported a large number of visits in direct response to radio campaign. Recent non-visitor research shows that events are a key factor in encouraging new and repeat visits.

Web hits overall during the period mid-July to end of August increased by 85% on the previous year.

Visit England Regional Growth Fund Thematic Marketing Campaigns - during January to March 2013 Portsmouth signed up as partners to the Cultural Cities and English Seaside campaigns, the campaigns worked with the Guardian, the Mail and

Classic FM/Gold plus additional PR, social media and web presence by Visit England. For 2014 Portsmouth will be joining the 'Hair Raising Histories', 'City Breaks' and 'Coastal Escapes' campaigns. The return on investment for these campaigns is a guaranteed minimum of 3:1.

Group market - work continued to market Portsmouth to the Travel Trade, working with partners through the DMP to attend trade fairs, arrange familiarisation trips, work with agents and promote joint offers for groups visiting the city.

Marketing collateral was produced in the form of 60,000 Portsmouth Visitor Guides, 150,000 English Mini Guides and a further 40,000 foreign language Mini Guides - including Chinese for the first time in 2013. These have been distributed extensively throughout the UK and overseas.

To continue the momentum following the opening of the Mary Rose Museum and the campaigns in London and on the radio a six month PR campaign with PR Matters agency has been agreed. They are promoting Portsmouth through a range of media from national and international newspapers and magazines to online and social media plus arranging for press visits to the city. Work to end of October has seen 32 press articles published.

Considerable emphasis has been given to digital marketing. Following a refresh in 2012 hits to Visit Portsmouth continue to increase with a rise in hits in the last 12 months of 70% to over 770,000 in the last year. We have increased our social media activity and have 24,500 likes on Facebook and 4,700 followers on Twitter.

A mobile version of this website has recently gone live (38% of those accessing Visit Portsmouth do so from a mobile device) along with a French mobile website. The Portsmouth iPhone App has been enhanced and an android version released, working with the Local Sustainable Transport Fund project. A series of promotional films have been produced and are on view on our new YouTube Channel.

We have worked with the Port and Brittany Ferries and Caen Council to increase visitors from France including attendance at events in Caen and the launch of the Portsmouth Caen card.

Further promotion to the European market has taken place through joining TSE's Near Europe Campaign and attendance at the successful Vakantiebeurs consumer show in Holland.

With DMP partners Portsmouth is part of TSE's Go!Asia campaign which includes promotion of the city to this market online, through regular ENewsletters and newspaper articles and by representation at exhibitions and events.

Work continues to target the US market through associates such as Paull Tickner. This work has enabled us to promote Portsmouth directly to US agents and to host a very successful visit of five of Visit Britain's North American marketing managers from their New York, LA and Toronto offices.

3.3 The main focus of our activity for 2014 will be:

Promoting the major events programme around D-Day, World War I and Royal Marines anniversaries – this will include a major focus in the Portsmouth publications for 2014, a London campaign, a local/regional radio campaign, and dedicated web pages linking to the 2014 website. The Visitor Services team will also work with the Port and ferry companies to ensure veterans are supported in their visits to the city and also as they depart Portsmouth for commemoration events in France.

To further promote Portsmouth to the domestic market we will distribute Visitor Guides and Mini Guides in the UK, continue with the Visit England Campaigns, work with the DMP partners on a summer domestic campaign and on attracting the group market through activity and attendance at trade fairs.

Our digital strategy will see us actively market opportunities to advertise on the Visit Portsmouth website and ensure this continues to be regularly refreshed, increase interaction on social media sites and take up of our regular ENewsletter.

Full details of all the recent actions completed, along with the plans for the next 18 months are included in the detailed Marketing Action Plan.

4. Reasons for recommendations

- 4.1** The activity planned supports the commemorations planned for 2014 and the objectives of PCC's Portsmouth Plan, Regeneration Strategy and Seafront Strategies.

5. Equality impact assessment (EIA)

As this report is an update on activity an EIA is not required.

6. Legal Comments

This report carries no immediate legal implications.

7. Head of Finance Comments

The proposed marketing action plan for promotion of the Portsmouth and Visitor Economy 2013-15 will continue to be funded through the approved cash limit budget for the Tourism and Visitor Service.

.....
Signed by:
Stephen Baily
Head of City Development and Cultural Services

Appendices:

1. Blue Sail - Portsmouth Revisited
2. Portsmouth Marketing Strategy 2013-16
3. Portsmouth Marketing Action Plan 2013

Background list of documents: Section 100D of the Local Government Act 1972

The following documents disclose facts or matters, which have been relied upon to a material extent by the author in preparing this report:

Title of document	Location
Economic Impact of Tourism in Portsmouth 2010	http://www.visitportsmouth.co.uk/tourism-industry

The recommendation(s) set out above were approved/ approved as amended/ deferred/ rejected by Cabinet Member for Planning, Regeneration and Economic Development on 25th November 2013

.....
Signed by:
Cabinet Member for Planning, Regeneration and Economic Development



PORTSMOUTH REVISITED

REPORT FOR PORTSMOUTH CITY COUNCIL

FEBRUARY 2013

CONTENTS

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1 THE PROJECT

In 2007 Blue Sail worked with Portsmouth City Council to review its visitor offer, target markets, positioning, marketing, relationships with stakeholders and advise on the priorities for the City Council within a changing strategic context. Our conclusions are summarised in the table here.

In 2013 the City Council asked Blue Sail to review the original report, current visitor data and research and recent marketing activity, and provide a commentary and insights on the best prospect markets and how to reach them, to inform Portsmouth’s future marketing strategy.

Our work has been based on a telephone briefing, reports and data supplied by the City Council and desk-based research.

This report sets out our analysis, observations and recommendations. We have produced a separate working paper summarising the visitor data.

The strategic context	Current visitors report	Marketing strategy
<p>Several city strategies and groups support tourism as a key sector for regeneration. They share aspirations:</p> <ul style="list-style-type: none"> ▶ to improve the city’s infrastructure and attractiveness ▶ to develop the city’s cultural life and assets ▶ to strengthen the city’s economy ▶ to improve employment opportunities for local people ▶ to create a distinctive ‘sense of place’ ▶ to transform the city’s external image and ▶ to engender local people’s pride in the city. 	<ul style="list-style-type: none"> ▶ The current visitor market is predominantly UK empty-nesters and families - staying and day visits ▶ These are generally mid-market, although some attractions and activities appeal to higher socio-economic groups ▶ There is a strong day visitor market from a wide area for those travelling from home; and for those holidaying in neighbouring areas ▶ Shopping and range of attractions are key strengths ▶ The naval image dominates perceptions 	<p>3 key recommendations:</p> <ul style="list-style-type: none"> ▶ Short term, while the city is developing, strengthen current markets and provide routes to market for your businesses ▶ ‘Market smarter’ - improving your understanding of customers and potential customers, shifting resources into e-marketing, and working with partners ▶ As the product / visitor experience develops, your destination marketing should focus increasingly on re-positioning the city and establishing it as the premier destination for your ‘higher-end’ target segments.

2 VISITOR PROFILE

WHO'S COMING?

Portsmouth has good data and information about its visitors in terms of volume, value, type of trip, origin, socio-demographics etc. It also has research into perceptions of Portsmouth among visitors and non-visitors.

In summary visitors to Portsmouth and Southsea are predominantly¹:

- ▶ Adults, mainly in groups of two
- ▶ In older rather than younger age groups (32% aged 55 – 74 compared to 16% aged 16 – 34) (Southsea – 33% & 15%)
- ▶ From ABC1 households – but predominantly C1
- ▶ On a day visit from Hampshire (or from a wide variety of places if they are staying visitor)
- ▶ Visiting for holiday/leisure purposes
- ▶ Staying an average of 5 hours (day visitors) or 4.2 nights (staying visitors) (4.9 nights for Southsea)
- ▶ Travelling by car/van/motorcycle
- ▶ Repeat visitors, from the UK
- ▶ Most likely to visit the seafront and Gunwharf Quays, as well as the Historic Dockyard/ Historic Ships, Old Portsmouth and the Spinnaker Tower.

¹ Portsmouth and Southsea Visitor Surveys 2011

The data clearly shows the importance of the day visitor market to Portsmouth. 92% of the 8.5million visitors to the city are on a day trip²; 94% are on a repeat trip and have been on average 10.2 times. Portsmouth’s role as a regional centre for shopping and a day out seems obvious. It also begs the question – given this level of familiarity and repeat - has that market reached saturation?

The international market is significantly less important for Portsmouth at around 120,000 visitors³ predominantly from Europe.

The table here shows what’s happened in terms of numbers and spend since we reported last. The number of day visitors has increased but staying has gone down, as has spend in real terms. The spend figure is less surprising given the economic downturn but the fall in staying visitors is disappointing.

	2005 ⁴	2010 ⁵
Day Visitors	6.85M	7.82M
Staying Visitors	731,000	680,000
Spend (current prices)	£372M	£401M
Spend (2010 prices assuming 2% inflation pa)	£411	£401M

In terms of visitor profile there is little difference between our original report, which used 2005 data, and the 2010/2011 data. We are still looking at the same type of visitors coming to Portsmouth, doing the same sorts of things.

WHAT DO VISITORS THINK ABOUT PORTSMOUTH?

The top images/associations about Portsmouth are consistently

- ▶ The Royal Navy
- ▶ Historical ships
- ▶ Ferries

² The Economic Impact of Tourism on Portsmouth 2010, Tourism South East
³ IPS 3 year average
⁴ The Economic Impact of Tourism on Portsmouth 2005, Tourism South East
⁵ The Economic Impact of Tourism on Portsmouth 2010, Tourism South East

- ▶ Spinnaker Tower
- ▶ Gunwharf Quays
- ▶ And for Southsea – the sea and seafront.

Portsmouth values are seen as **Historic, Traditional and Nostalgic**.⁶

These perceptions are similar among non-visitors.⁷ None of the research has shown a strong association of Portsmouth with literature or events.

Most of the motivations are rather functional (plenty to do, good range of restaurants) although the seafront and Gunwharf Quays stand out as particularly notable attractors.

Barriers for the non-visitors do not seem particularly significant. The navy base has some negative associations as does the football club and the built environment, but it would seem that the biggest barrier is that there is simply not a sufficiently compelling reason to visit.

SO WHO SHOULD PORTSMOUTH TARGET?

Our 2007 report recommended that for the following 5 years Portsmouth should focus on the UK market segments shown in the box here.

At the time there was an aspiration to establish Portsmouth as a choice for young, more up-market city breakers. We advised waiting until the product offer had been developed further as it was not yet in a position to compete with other destinations.

⁶ Arkenford 2011

⁷ Anne Hahlo Ltd 2011

*2007 Recommended Segments:
Midmarket 'High Street' families for short breaks and day visits
Better-off High Street Empty Nesters' (over 45s) with a very specific quality offer for short breaks and days visits year round.*

*These segments further segmented into:
Staying visitors living within 2-3 hours' travel time:
London and the rest of the South East, as well as the urban centres to the west, and along motorway routes to the north
Day visitors living within 90 minutes' travel time
Day visitors staying in the neighbouring areas.
And, depending on resources:*

Niche markets - for example Conan Doyle or Dickens fans, naval history enthusiasts, or specialists associated with a specific event - could be researched and targeted with very focused activity, working with product partners and with other destinations where appropriate.

As we understand it these have been your target markets for the past 5 years – including higher-end pre-family High Streets.

Given your visitor profile, the economic situation, and the competitive environment, our advice is that **your best prospect markets remain mid-market High Street families and empty-nesters. These markets will deliver the greatest numbers and biggest spend to Portsmouth.**

We also think that the City Council should consider **focusing on staying visitors and day visitors staying on holiday nearby**, rather than day visitors coming from home. The resident day visitor market appears healthy and the private sector members of your Destination Marketing Partnership should be capable of targeting this market either individually or collectively. The City Council's job could perhaps be seen as taking on the challenge of growing new markets.

Our view is that the better off empty-nester High Streets is a difficult market to penetrate with your current product and the destination choices available to them. Portsmouth's current market is only 23% from socio-economic groups AB compared to 38% for GB as a whole.

The opportunity around **niche markets** still applies.

We also believe that **groups** are a fruitful market for Portsmouth, although one that your partners and attractions are again well capable of targeting.

3 MARKETING

HOW IS PORTSMOUTH MARKETED?

Destination marketing of Portsmouth is delivered through advertising campaigns, primarily in collaboration with local, regional or national partners.

2012 saw Portsmouth on the London Underground, day trip campaigns with Portsmouth attractions and a family campaign with Tourism South East. In 2013 campaign activity with TSE and VisitEngland (cultural cities and English seaside) is planned, as well as a support for a major campaign around the opening of the Mary Rose Museum, which will include TV advertising in the region and in London.

These campaigns are supported by self-financing visitor guides and the visitportsmouth website which was refreshed in 2012. Digital marketing activity includes the production of a smart phone app and occasional emails to a database compiled by the Visitor Information Service and sign-ups for further information such as events.

Other activity includes attendance at travel trade shows, consumer shows and work on the ferry link to Caen.

Portsmouth's brand is 'Great Waterfront City' and marketing themes appear to be

- ▶ Waterfront and seaside (Southsea)
- ▶ Shopping – mainstream and independent
- ▶ Heritage – attractions in particular
- ▶ Culture – arts, museums, theatres, literature & writing and events
- ▶ Activity – primarily watersports

The marketing budget is £250-£300K and is resourced by one member of staff. From our brief 'at a distance' review it seems to us that Portsmouth City Council is making its limited resource work well for it. Marketing activity is based on a coherent strategy focusing in the main on clear target markets and majoring on the strengths Portsmouth has in its waterfront, its retail offer and its range of attractions.

REVIEW OF OUR 2007 RECOMMENDATIONS

We gave seven strategic recommendations in our 2007 report. These are listed in the table below with a commentary on how these have been taken on board and whether they are still relevant.

Recommendation	Delivered?	Still relevant?
Know your customer – research and disseminate	You have undertaken a range of visitor and non-visitor research	Customer research is always relevant – keep an eye on gaps but there don't appear to be any immediate needs.
Improve the experience	Beyond the remit of this project	Yes
Differentiate yourself using the waterfront	Yes – 'Great Waterfront City' appears consistently associated with Portsmouth in web searches	Yes
Reposition the city	This recommendation referred to the city brand work which we understand was not completed.	Research indicates that Portsmouth still has limited awareness among potential visitors – and it operates in a competitive marketplace. So yes, there is an ongoing need to reposition the city in the minds of potential visitors creating interest and reasons to visit.
Invest in reasons to visit – events and culture in particular	This was largely around product development – again beyond this project. However it does not appear to us that Portsmouth has a particularly strong events and cultural offer.	Yes – your events and festivals offer is poor compared to many of your competitors. Your cultural offer, beyond heritage, is still limited and is a significant barrier to your aspiration as a cultural destination. Our recommendations to invest in the following still hold good: <ul style="list-style-type: none"> • cultural venues - galleries, museums, performance spaces • cultural experiences - events, markets, shows, exhibitions • cultural streetscape - performers, public art, stalls • cultural businesses - independent shops, local food retailers, designer fashion, arts & crafts, cafes, bars, restaurants, boutique hotels.
Work at partnership	Clearly you are delivering campaign activity with your attractions but the Destination Marketing Partnership does not appear as active as it could be.	Yes. With tightening public sector resources, the private sector will have to contribute more if destination marketing is to continue.
Value tourism – within all the departments of the council	Beyond the remit of this project	

4 REFINEMENTS

We think that in the main you are doing exactly the right thing and we do not recommend any major strategic shift. There is however some gaps in your current activity and some opportunities you might want to consider and we talk about these here.

We are recommending you focus your marketing more tightly on **mid-market High Streets** – families with kids aged up 15 and empty-nester 45+. We think this is where Portsmouth has a particular strength and most chance of attracting new visitors.

It is worth then reconsidering what High Streets need and respond to. They look for **reassurance, information, validation and ideas**. They like to know what they are going to get – and they want to know it will be good. So think about ... what (tourism and non-tourism) brands you could work with; what celebrities you could use to endorse the city; providing recommendations from informed people; top 5s; best ofs; itineraries (a day, 24 hours, 48 hours); 'packaging' of experiences; feature businesses/business people with awards (from Michelin Guide to Visit England); quotes (Lonely Planet and other guide books); links to TripAdvisor – and so on.

PR will be a particularly important route to market for this audience who view travel pieces and travel sections as an invaluable resource. It would be worth investing more in attracting **press trips** from offline and online writers

We think your **Portsmouth Greeters** are a great idea – and yet they are not very visible in your promotion. More could be made of them as personalities and ambassadors of Portsmouth – personal profiles online and in print, blogs on your website, articles in your print, their recommendations and insider tips, hosting journalists etc.

Reminder of High Sts:

- ▶ Like to take their information from other sources rather than discover things for themselves
- ▶ Keen to follow along when a fashion has been established
- ▶ Brand and style are more important than functionality or individuality
- ▶ Not the first to adopt new products but they will be ahead of the majority of the market
- ▶ An active segment that is moderately interested in intellectual pursuits, arts and culture
- ▶ Prepared to spend money on luxury - which tends to mean more things
- ▶ Very interested in city breaks and city experiences
- ▶ Big TV watchers –standard profile of TV stations
- ▶ Big magazine readers – esp. women's mags
- ▶ Standard profile of radio
- ▶ Big newspaper readers.

Your **visitor and mini-guide** would benefit from a **review of content, style and tone of voice**. It is very much standard, tourist fare. It does not really differentiate Portsmouth and its approach of 'something for absolutely everyone' which runs through it, is not particularly appealing (we all like to think we are getting something special and different that says something about us as individuals). It also does not segment your audience into family and post-family. Those without children are easily put-off by 'fun for the family' messages and images, so you need to think of ways to separate out what you feature, keeping your two distinct segments in mind. While their values and attitudes may be similar, what they respond to and what they want to do will be very different.

Your guides also make a big feature of culture, which is not substantiated. If it can be strengthened do so, but the claim for Portsmouth as a 'cultural destination' may need reconsidered as there are a number of cities marketing themselves on very strong cultural and events credentials, and we wonder if Portsmouth can compete.

You may also want to consider a **different copy approach** moving away from the 'typical tourist board' style. This could include a different tone of voice, focus on stories, people – and bearing in mind High Streets – celebrities, endorsements etc too.

We recommend you have a look at other destinations' brochures – certainly your nearby competitors but it is also worth looking at other waterfront cities – Liverpool, Bristol, Brighton and Plymouth. Manchester too, takes an interesting approach. These might inspire new thoughts and approaches for Portsmouth.

Your website has been recently refreshed but you will want to keep updating it and we recommend that you think about the **copy and style** there too. In places it is a little heavy around 'there is so much to do...' or 'has a wealth of...'. Apart from feeling a little formulaic, it can feel as if you are trying too hard.

The website shares the issue of being generic to all segments – you could consider allowing users to **tailor** more closely to their needs. It is easy to give a choice up front and apply filters so people can select. Have a look at the 'customise your visit' tool on [VisitCornwall](#) for a particularly good example of this. You might also split into '*here for the day?*' and '*here to stay?*' And think about having a kids section to engage them and show how family focused you are.

Your website is not optimised for use on **mobile devices**, so this is worth thinking about for future given the growing use of smart phones and tablets for pre-planning and seeking in-destination information (according to IMRG e-digital Research 56% of the UK population own a smart phone and 21% own a tablet device).

Again it is worth spending some time looking at what your competitors are doing on their websites, and we suggest also looking at some best in class destination and other leisure sites.

- ▶ The Lake District's site [Golakes](#) for its clarity, quality feel, its navigation and options
- ▶ [VisitManchester](#) – for its funkiness
- ▶ [Rural Warwickshire](#) –simplicity and strength of branding and positioning
- ▶ [Visit Northumberland](#) – clean, clear, modern
- ▶ [Visit Yorkshire](#) – good use of themes and navigation
- ▶ [National Trust](#) – see how they deal with [kids](#) and yet still target their 'Curious Minds' (older, well-off) priority segment
- ▶ [Creative Tourist](#) – to see how cultural tourism is being promoted in Manchester, Liverpool and Cumbria

In terms of social media Portsmouth measures up well against comparable cities on Twitter, Facebook and YouTube. You might want to consider expanding this to Flickr and thinking about increasing interaction using social media on your website. It would be nice to introduce blogs on your website too – by others around the city as well as directly.

We think a big omission on your website is the chance to sign-up to receive more information or an e-newsletter. Which brings us on to **Customer Relationship Management (CRM)** where we think your biggest opportunity may lie.

We understand you have a limited database at the moment and we recommend you prioritise CRM for the future, starting by integrating your current databases and building it through sign-ups on your website. There are many ways to optimise sign-up – for example, make sure it is prominent on your home page and incentivise it through competitions promoted through social media, You should also be asking a number of short questions (keep it very short or people won't sign-up) which will allow you to profile people (at a minimum ask for their email, postcode, age range) and their interests. You can then communicate with them regularly (we would recommend monthly or bimonthly) with what's on, news, special offers, focus on particular themes in an e-newsletter. Again you might try signing up to competitors' newsletters to see how they do it.

In conclusion – we do believe you are on the right course and no major changes are needed. Refinements and tweaks should help targeting, response and impact. Getting a believable and appealing message over to those most likely to visit remains the touchstone.

Disclaimer: All information and analysis supplied by Blue Sail Consulting Ltd and our sub-contractors is delivered in good faith and represents our professional judgement based on the information obtained from the client and elsewhere. The achievement of recommendations, forecasts and valuations depend on factors beyond our control. Any projections, financial or otherwise, in this report are only intended to illustrate particular points of argument and do not constitute forecasts of actual performance

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VISITOR MARKETING STRATEGY FOR PORTSMOUTH

REPORT FOR PORTSMOUTH CITY COUNCIL



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Key Headline Visitor Figures for Portsmouth (2010)*

- 638,000 trips by staying visitors
- 2,026,000 staying visitor nights
- £130,677,000 spent by staying visitors
- 7,828,000 trips by tourism day visitors
- £269,990,000 spent by tourism day visitors
- £400,676,000 spent by all visitors
- £12,018,000 other tourism related spend
- £550,498,000 turnover for local businesses
- 10,713 jobs supported by tourism expenditure
- 9% of all jobs in City supported by tourism expenditure

**Economic Impact of Tourism 2010, Tourism South East*



Spinnaker Tower

1 INTRODUCTION

Portsmouth City Council asked Blue Sail to help produce a Visitor Marketing Strategy to guide their promotion of Portsmouth as a tourism destination taking full advantage of the investment and regeneration of the city and the expansion of the experiences it can offer to visitors.

This Strategy leads on from a short strategic review that Blue Sail undertook earlier this year updating their 2007 report on visitor markets, trends, and marketing opportunities for Portsmouth.

In preparing the Strategy we have consulted with a number of key players in Portsmouth's visitor economy, and reviewed the wider strategic context and ambitions for Portsmouth's future within which visitor marketing sits.

This Strategy sets out what visitor marketing should be trying to achieve, who it should be aimed at, how Portsmouth should be positioned and communicated, and how that marketing should be delivered within current resources and structures. The Strategy will guide the detailed marketing campaigns and promotional activity undertaken by Portsmouth City Council during the next 3years

The visitor marketing strategy in a nutshell:

Portsmouth City Council will lead on promoting Portsmouth as a great visitor destination and a city with a new story to tell. It will build awareness and interest in Portsmouth as a destination while driving visits from mainstream High Street families and empty-nesters living and holidaying in South East England and niche markets nationally and internationally- working to position Portsmouth as a preferred European City Break destination. The 'Great Waterfront City' brand will be used to promote our heritage attractions, our excellent retail located on our beautiful waterfront, our seaside and our many cultural attractions for day visits and overnight stays. Our main channels will be PR, press advertising, digital marketing, third party endorsements, work with intermediaries and marketing partnerships within the city and elsewhere. We will use great value offers as an incentive and will prioritise customer relationship management (CRM) through building a database of interested, repeat visitors.



New Mary Rose Museum and HMS Victory, Portsmouth Historic Dockyard

2 STRATEGIC CONTEXT

Portsmouth is a city with a new story to tell.

It is rightly famous – nationally and internationally - for its maritime history which can still be experienced first-hand during a visit to Portsmouth today. But it is much more than that. Portsmouth is also home to the resort of Southsea with a range of attractions and activities along the seafront, has one of the best shopping locations in Britain right on the waterfront, overlooked by the iconic Spinnaker Tower and a hugely characterful historic quarter. And Portsmouth's story continues with major investment taking place in the city centre and along the seafront, and in the cultural experiences the city can offer – events, literary attractions, performing and visual arts. The expansion of the University is also contributing new venues, cultural activity and the buzz generated by thousands of students around the city.

Portsmouth is set to tell this new story to the world, to create a buzz about the place which challenges out-dated perceptions or introduces Portsmouth for the first time to new audiences.

It is the job of this visitor marketing to take the old and the new stories and spin them into a narrative so compelling that it will attract significant numbers of visitors to the city, growing the visitor economy and supporting jobs and prosperity.

WIDER CONTEXT

It is clear that despite a challenging economic and public funding environment Portsmouth City Council has ambitions for the city's development. It is actively engaging the business sector in the city through *Shaping the Future of Portsmouth*, and pursuing funding opportunities from public and private sources to stimulate economic growth, prosperity and quality of life.

While some of this is tangential to the visitor economy there is no doubt that the physical developments planned will contribute greatly to Portsmouth's attractiveness as a place to visit; and an economically prosperous city will support a strong visitor economy and vice versa.

The key strategic initiatives and the specific and/or direct implications for the marketing strategy are listed below:

	Initiatives relevant to visitor economy	Implications for visitor marketing
Shaping the Future of Portsmouth 2012	<p>Setting up of City Brand work stream taking ‘Great Waterfront City’ forward – new logo, marketing and communications plan</p> <p>Investment in new cultural sub-brands, including the ‘Home of Great Writing’</p> <p>Establishment of new Destination Marketing Partnership</p>	<p><i>Visitor marketing will significantly contribute to the image of the city benefitting other agendas (particularly inward investment, attracting students). But there is a need for alignment and consistency across communications.</i></p> <p><i>Investment in the cultural/literary offer will help to differentiate Portsmouth and give new, appealing reasons to visit</i></p> <p><i>Potentially a vehicle for visitor marketing with opportunities to increase resources and impact.</i></p>
City Deal bid 2013	In partnership with Southampton, Portsmouth is one of 20 cities in the second round of bidding for the City Deal programme	<i>Funding and investment in range of economic regeneration projects including leisure and retail developments in the Northern Quarter which will enhance the visitor offer</i>
Southsea Seafront Strategy 2010 & Masterplan 2012	Major environmental improvements and improvement of visitor experience along the Seafront	<i>Will deliver the waterfront experience more effectively. Integration and extension of Southsea and Portsmouth visitor offer.</i>
City Centre Masterplan 2013	Identifies range of sites for redevelopment and public realm initiatives	<i>When implemented will significantly enhance the look and feel of the city, strengthen its sense of place as well as providing new infrastructure including retail and hotels</i>
PCC Regeneration Strategy	<p>Sets out vision of Portsmouth as “vibrant, modern city with a strong and positive national and international reputation”.</p> <p>Commitment to culture-led regeneration strategy to support the visitor economy and identification of investment in cultural infrastructure as key priority including Mary Rose Museum, New Theatre Royal, King’s Theatre, Faculty of Creative & Cultural Industries at Portsmouth University, Guildhall, Sherlock Holmes Centre and bidding for events</p>	<p><i>Visitor marketing can make a significant contribution towards raising awareness of Portsmouth and building its reputation.</i></p> <p><i>New cultural infrastructure will provide important opportunity to extend Portsmouth’s visitor offer and attract new markets. Will provide significant new stories about Portsmouth to use in its promotion.</i></p>

3 STRATEGIC MARKETING APPROACH

OBJECTIVES

There are two strategic objectives of this Visitor Marketing Strategy.

The first is around continuing to **create awareness, interest and reputation for Portsmouth as a great place to visit**. It is longer term, harder to measure but essential to continue to build sustainable tourism to the city AND to support Portsmouth's wider aspirations for economic prosperity across different sectors.

The second is about **driving visits now**, giving clear and compelling reasons to persuade people to choose Portsmouth for their next day out, overnight stay, short break or holiday.

All visitor marketing communications must deliver against both these objectives. The City Council doesn't have the resources to deliver awareness/brand-building campaigns and tactical sales campaigns; so the activity has to be cleverly executed to do both.

BRAND & POSITIONING

Portsmouth is operating in very competitive environment – culture, heritage, shopping and urban 'vibe' are all strong claims made by Portsmouth's competitors. And it is increasingly easy for potential visitors to validate a claim through a little online research and checking reviews such as Trip Advisor.

However we know that perceptions of the city are often out-dated or ill-informed or simply non-existent. We also know that visitors when they do get here are pleasantly surprised by the range and quality of experiences Portsmouth already has to offer, and this does not take account of the exciting developments which are in train for the next few years.

Of course Portsmouth has to present itself truthfully, but it also has to make sure it presents its old and its new stories in a compelling new narrative which will motivate its target audiences.

Portsmouth already has in '**Great Waterfront City**' a powerful brand which works across all its place marketing. This brand, and the branding developed for it, should continue to run through all visitor marketing communications.

Portsmouth can confidently claim to be a city ideally located on England's sunny south coast, within easy reach of London, offering world-famous heritage attractions, excellent and varied retail, traditional seaside, cultural attractions and an historic quarter – all set on a magnificent waterfront. Ideal for a day visit or a short break for those living in, or visiting, Hampshire and the South East.

So in the immediate future the core marketing themes for Portsmouth are.

- ▶ Maritime heritage
- ▶ Seaside
- ▶ Shopping
- ▶ The historic buildings, streets, cafés and charm of Old Portsmouth
- ▶ Events
- ▶ Cultural attractions and evening economy
- ▶ All connected by a great waterfront

As Portsmouth extends its accommodation sector it can further build its promotion to staying visitors. And as retail, cultural venues and attractions supported by public realm improvements in the city and on the seafront, come on-stream over the next few years, these should be integrated into marketing messages making a richer, deeper offer capable of generating more awareness, interest and visits.

4 TARGET MARKETS

It is always tempting for destinations to target a multitude of markets. Yet the most successful destinations are those which focus narrowly with a strong positioning tailored to that market. Counter intuitively the success this brings will attract other segments and markets without these being directly targeted.

This is the right approach for Portsmouth – be very good at what we do for our most promising market segment.

The best prospect market for Portsmouth is **High Streets living or holidaying in South East of England** – families with kids aged up 15 and empty-nesters aged 45+. Aim for the middle-market, core consumers with mainstream values (C1 socio-economic group) – those with money to spend, looking for fun, entertainment and education - and a bit of indulgence.

Portsmouth has a particularly strong offer for these segments and stands most chance of attracting new visitors by targeting them. These are large segments offer plenty of opportunity to increase penetration and for Portsmouth to be their destination of choice.

High Streets want **reassurance, information, validation and ideas**. They like to know what they are going to get – and they want to know it will be good.

This means all visitor marketing communications must deliver these things for them.

Pen portrait of High Streets:

Look for reassurance, information, validation and ideas

Like to know what they are going to get

Like to take their information from other sources rather than discover things for themselves

Keen to follow along when a fashion has been established

Brand and style are more important than functionality or individuality

Not the first to adopt new products but they will be ahead of the majority of the market

An active segment that is moderately interested in intellectual pursuits, arts and culture

Prepared to spend money on luxury - which tends to mean more things

Very interested in city breaks and city experiences

Big TV watchers –standard profile of TV stations

Big magazine readers – esp. women's mags

Standard profile of radio

Big newspaper readers.

Portsmouth's main attractors are listed below with the primary routes to market to reach the High Street segment along with the key messages which will motivate them.

Key attractors

- ▶ Waterfront
- ▶ Historic Dockyard
- ▶ Mary Rose Museum
- ▶ Spinnaker Tower
- ▶ Southsea – seaside and independent shopping
- ▶ Old Portsmouth
- ▶ Gunwharf Quays
- ▶ Events
- ▶ Cultural attractions (Sherlock Holmes, Dickens etc), galleries
- ▶ Evening Economy - venues such as Guildhall and two theatres

Key routes to market

- ▶ PR - the third party endorsement offered through PR works well for High Streets and is a cost effective channel
- ▶ Press advertising – magazines and newspapers
- ▶ Social media
- ▶ Third party endorsements – celebrities, guide books, what's on listings, awards, TripAdvisor etc
- ▶ Partner marketing with tourism and non-tourism brands
- ▶ Web and digital marketing
- ▶ Intermediaries - travel agents, group and event organisers, ground handlers etc.
- ▶ CRM – building a loyal visitor base who will repeat visit – communicating with them regularly with new ideas, offers,
- ▶ Groupon and other deal/offer led websites
- ▶ VFR – friends and family of residents and students

Key motivating messages

- ▶ A great place to visit
- ▶ Ideas for a day out; 24 hours; 48 hours...
- ▶ Everything you want within easy reach
- ▶ Recommended by...
- ▶ Use the iconic and famous as hooks to get noticed
- ▶ Top 5 things to see/do/enjoy...
- ▶ Best place to...(buy/eat/see/have fun/learn something new...etc)
- ▶ Lots to keep kids entertained (for families)
- ▶ Making it personal – stories & profiles from local businesses, people, historic characters, big names
- ▶ Special deals, offers, incentives
- ▶ WW1 & 2 stories (particularly for empty-nesters)

While most effort will be on the domestic market Portsmouth will selectively devote some resources to reaching international markets – largely through working in partnership. This work will look to achieve the vision in the Seafront Strategy: ‘Portsmouth and Southsea becomes a European city break destination with world-class attractions’. In summary:

- ▶ Group market – working with the city’s big attractions and with travel agents, group and event organisers etc.
- ▶ Cruise market – working with Portsmouth and Southampton International Ports
- ▶ France and Spain - passengers on ferry routes – working with Portsmouth International Port and the ferry companies
- ▶ Work with Southampton Airport and Flybe
- ▶ International partnerships – working with partners on inward investment activity and with the University – primarily providing collateral rather than direct promotional activity.
- ▶ International marketing – working with Hampshire, Tourism South East, Visit England, Visit Britain, agents etc.

Working with transport partners

Portsmouth is well-placed as a transport hub with ferry links to Europe and Isle of Wight, and air links via Southampton Airport. Partnership activity with Portsmouth International Port and the ferry companies, Brittany, Condor and DFDS Seaways to France, Spain and the Channel Islands and Wightlink Ferries and Hovertravel to the Isle of Wight, provides the opportunity to target international visitors and domestic visitors who currently use Portsmouth as a gateway.

Similarly Southampton Airport - and Flybe in particular – open up opportunities to reach domestic travellers going through the airport en route elsewhere to raise awareness of Portsmouth; and international visitors from France, Holland and Germany focusing on cities most likely to deliver in-bound from those countries rather than out-bound routes from the UK.

International markets

While Portsmouth does not have the resources to undertake significant marketing campaigns in its own right, working in partnership can provide opportunities to reach international markets. The main opportunity lies in French, German, Dutch and US markets. International

markets can be accessed through partnerships with transport partners, agents and working with and through regional partners such as Hampshire County Council and Tourism South East and national tourist boards.

In addition Portsmouth can reach international visitors on holiday in London through careful use of media which will be seen by both the domestic target segments and international visitor target markets. This was effectively done in 2012 with the campaign on the London Underground.

The primary appeal of Portsmouth to international visitors is its heritage – the Historic Dockyard and the Mary Rose Museum in particular, and its famous literary connections – Dickens and Sherlock Holmes.

Conference Market

Portsmouth does not have a substantial business tourism market other than the Ministry of Defence. However the refurbishment of the Guildhall does provide the opportunity for Portsmouth to expand its share of the conference, meetings and events market and establish the Guildhall as the primary local, and among the top regional, location for conferences, meetings and events. This highly competitive market has suffered in the recent economic downturn as companies have cut numbers of events and budgets. Those venues providing up to date, flexible, tailored facilities at the right price, supported by an active and focused sales effort will be more successful. Portsmouth's Guildhall will provide just such a new offer in the marketplace and will be supported by dedicated, targeted sales activity, both directly to companies and to conference organisers.

5 PRIORITIES

The priorities for marketing Portsmouth will be:

1. Plan and deliver a promotional programme which meets the objectives in this strategy targeting the priority markets using PR, press and online advertising, intermediaries, digital marketing, and social media as the main channels
2. Produce marketing collateral – web and print - which targets the priority segments with the appropriate messages, content and a distinctive tone of voice - and look to optimise income by providing advertising opportunities for tourism businesses
3. Optimise the Visit Portsmouth website for mobile
4. Identify and work with tourism partners in Portsmouth, regionally and nationally using their channels and leveraging their resources
5. Identify brand partnerships with non-tourism brands
6. Continue to develop the CRM strategy to increase the visitor database and introduce regular communications, updates and offers
7. Use openings and new developments as a focus for building newsworthy content and achieving awareness
8. Take every opportunity and use every channel and communication piece to talk about the old and new stories that Portsmouth offers
9. Make sure a visitor message is built into other promotional activity undertaken by the Council

CAMPAIGNS

Planning is already underway for 2013 with regional partners and on thematic campaigns with Visit England building on successful collaboration in 2012 on cultural cities and English seaside. There will also be support for a major campaign around the opening of the Mary Rose Museum, which will include TV advertising in the region and in London.

Detailed marketing action plans will flow from this strategy and broadly speaking will take the following approach:

- ▶ Separate campaigns will be run for the family segment and the empty-nester segment although there may be destination marketing activity which underpins this targeted activity and is more orientated towards building awareness and interest among non-visitors
- ▶ Family campaigns should be run immediately prior to school holidays

- ▶ Empty nester campaigns should be designed to attract visits in the shoulder months outside school holidays
- ▶ Year round activity will take place through PR, social media, digital marketing (CRM activity and e-newsletters)

PARTNERS

Within the City

The Destination Marketing Partnership is a key partner and, while it is independent of the Council and able to determine its own priorities and activity, it will hopefully make sense to all parties to collaborate on the delivery of this Strategy. The Council will actively seek to provide opportunities for the DMP and its members to buy-in to campaign activity and so increase the resource available. One immediate action would be a joint project targeting the groups market. Portsmouth has a very strong offer for domestic and international groups with its combination of excellent visitor attractions, retail and eating offer. The opening of the Mary Rose Museum provides just the right sort of new hook the travel trade looks for. Exhibitions, press and travel trade familiarisation visits and information (print and/or online) are all worthwhile.

A second action would be for the DMP to lead on a day visits campaign leveraging the involvement of the main attractions, working with regional media and incentivising visits using tactics such as online/downloadable vouchers, joint ticketing promotions and special offers. Local outdoor media are also worth considering – bus backs, bus shelters etc. Another area possibly worth exploring is a VFR campaign led by the DMP, targeting the local resident market to bring friends and relatives. This type of activity would work best partnering with local press (including specialist publications like the Primary Times) or radio. Mechanisms might include vouchers or simply proof of address, special offers and/or special events (free days, reduced rates, special tours) and hooks like ‘bring a friend/grandparent’ etc. Social media channels – Twitter and Facebook in particular - would be important for day visits and VFR campaigns and are ideal for promoting offers and promotions. As all the attractions will already be using social media then a collaborative campaign among the partners can immediately have a significant reach. Special deal sites like Groupon are another excellent channel for offer-led promotions.

Tourism businesses are clearly important partners. They need to understand the Council’s Visitor Marketing Strategy and the opportunities they can buy into. They also need to be using the same branding and positioning for Portsmouth when they talk about the destination.

There will be individual partners with whom the City Council may collaborate on an individual basis – the large attractions, hotel groups, transport operators and the Port and Southampton Airport.

Outside the City

Visit England and Tourism South East are the main tourism partners. Both run campaigns which offer a platform to Portsmouth extending its reach. Visit England – and indeed Visit Britain – also constantly seek content for social media and PR activity providing a further outlet for news, stories and features about Portsmouth, so the City Council will exploit this channel by feeding through stories, updates and offers.

At sub-regional level Portsmouth will work with a range of appropriate partners, in particular Hampshire County Council and Southampton. Constructive partnership is already underway with Southampton which will support Portsmouth's tourism offer through the City of Culture bid and the City Deal bid.

Collaboration with non-tourism companies with similar brand alignment and target audiences are worth exploring. Joint mailings, special offers, competitions, on-pack branding are all potential activities. Media partnerships (regional press and radio) are particularly useful but product brands and services can provide creative opportunities to reach new markets and benefit from positive associations.

MONITORING & EVALUATION

Targets will be set for each marketing activity which in turn will be monitored and evaluated. The following key performance indicators will be tracked.

- ▶ Perceptions of Portsmouth as a visitor destination among the target segments – perceptions take time to shift so this tracking will be done annually on key attributes of the city (association of key propositions/words/phrases; propensity to visit; understanding of what's on offer etc.). It may make sense to build this into a bigger 'city brand' tracking.
- ▶ Numbers on database
- ▶ Responses
- ▶ Conversion (where possible)
- ▶ Web analytics
- ▶ PR coverage
- ▶ Vouchers downloaded
- ▶ Vouchers and offers redeemed
- ▶ Visits to attractions.

- ▶ Opening rates and click thrus on digital communications
- ▶ Interactions on social media

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Appendix 3

Portsmouth Marketing Action Plan 2013-15

The following plan will meet the main priorities of the Portsmouth Marketing Strategy including:

- Deliver a promotional programme for the city using PR, outdoor, press and online advertising, digital marketing and social media
- Produce marketing collateral, web and print
- Optimise the Visit Portsmouth website for mobile
- Identify and work with local, regional and national tourism partners

The plan also ensures we are meeting the two main strategic objectives of the strategy:

- creating awareness / interest and reputation for Portsmouth as a great place to visit and
- Driving visits now

Activity	Lead	Target Market / Supporting	Timescale	Status *	Measures / outputs
Campaign to support 2014 Events - to include activity in London, PR, promotion in main publications, online and radio. Working with dedicated 2014 marketing lead. Also lead on reception for veterans during D-Day 70 events with Port and ferry companies.	JS/C W/TB C	All visitors	From Nov 2013		Attendance at events/attractions
Main Season Campaign – develop a visitor campaign to compliment activity with partners, focussing on increasing staying visits and raising profile of Portsmouth.	JS	Potential short break visitors / daytime and evening economy supported	From Jan 2014		Increase in staying visits.
Visit England Campaigns – Hair Raising Histories, City Breaks, Coastal Escapes. Media tbc.	JS	Families and empty nesters.	Jan to Mar 2014		Increase in staying visits

Appendix 3

Destination Marketing Partnership (DMP) campaign. Investigate outdoor campaign either London Underground or regional, backed up by an online element. Develop complimentary evening economy campaign for relevant partners to buy into.	DMP	All visitors	June 2014		
<p>Digital marketing: Visit Portsmouth – refresh and update content, increase advertising to make website self-financing</p> <p>Launch of new French language mobile website for Portsmouth. Integrate with Caen Card membership</p> <p>Launch mobile version of Visit Portsmouth</p> <p>Regular (at least monthly) ENewsletter sent to CRM database - including promotion of seasonal/themed events such as school holidays, Heritage Open Days, food festivals, Halloween, Christmas etc</p> <p>Further develop social media presence – regular posts, tweets, special offers and prizes. Increase film content on YouTube Channel.</p> <p>Create Portsmouth Blog</p> <p>Integration of Trip Advisor reviews on Visit</p>	JS/L G	<p>All visitors</p> <p>(more than 30% of web hits on VP are from mobile devices). All visitors – validating offer with 3rd party endorsements</p>	<p>Aug-13</p> <p>Nov 13</p>		<p>Website neutral cost / income stream</p> <p>Web hits target 500 month</p> <p>Web hits – target of £12,000 per month.</p> <p>Monitor number of ‘opens’ and ‘click thrus’</p> <p>Increase likes and followers. Targets – Facebook increase to 25,000 by end of 2013, 30,000 to end 2014, 35,000 end of 2015 and followers to 4,500 by end of 2013 and 8,000 by end 2014, 12,000 end of 2015. Trip Advisor Reviews</p>

Appendix 3

Portsmouth attractions and accommodation Release of iPhone and Android Portsmouth Apps					on VP Downloads of Apps – target 4,000 by end of 2013, 6,000 end of 2014 and 8,000 end of 2015
Mary Rose TV Campaign with Portsmouth destination element - London and region early July. Contributing to this PHD (Portsmouth Historic Dockyard) campaign with partners in DMP (Destination Marketing Partnership)	JS	Day/staying domestic visits	July 2013		Data from PHD Web hits to dedicated web page on Visit Portsmouth
London Underground Campaign – to compliment TV Campaign, target day trippers from London, rest of UK and International Visitors visiting London. 12 sheet posters x 50 sites x 2 weeks	JS	Day/staying domestic visits, international visits	July 2013		Related web traffic during campaign.
Radio campaign, local and regional up to London for 'Awesome August in Portsmouth' (To support above possible ad campaign in free London newspapers)	JS	Local and regional day visits	July 2013		Ticket sales / attendance at events
Explore use of PR company to increase media awareness.	JS	All visits	Aug 13 – Jan 14		Journalist visits/, press articles – target 30
TSE – Go Asia! Campaign – in partnership with DMP. Includes: representation at exhibitions, including DEBI, China Sales Mission and MAMA, themed features in collateral, newspaper advertorial in leading UK Chinese papers, China Holidays monthly e-newsletters, where appropriate. TSE International quarterly e-newsletters. Website presence in China—	JS	Emerging Asia market.	May 2013 – April 2014		Increase in visitors from Asia to city

Appendix 3

refresh for 2013. Inclusion in 'Hello Britain' China Holidays Guide, inclusion in delegation/Embassy and media familiarisation visits, Information regularly supplied to VisitBritain 'Britain Calling' and UK Inbound e-newsletters.					
TSE – Near Europe Campaign - in partnership with Gosport Includes Trade Sales Mission to selected German trade operators, promotion through UK Inbound, Visit Britain and Visit England, quarterly e-newsletter, trade familiarisation visit where appropriate, representation at Visit Britain International Business Exchange (VIBE), representation at MaMa (March Market Place)	JS	Near Europe market – domestic and trade	May 2013 – April 2014		Increase in visitors from north Europe to city
Continue to increase Press and PR interest - regular updates to contact list, Visit England etc	JS	All visits			Journalist visits/, press articles – target 20
Ongoing Scheduled Activity					
Working with International Port to maximise tourism benefit: Cruise Market – with partners create Portsmouth Cruise pages and itineraries for cruise shops visiting the area. Share cost of free passenger shuttle buses with Port for Cruise Calls to Portsmouth and provide member of staff to greet passengers, sell city etc.	JS JS/M/ VIS	Increase in cruise and ferry passengers spending time in city.	Ongoing		
Ferries – support offer with supply of promotional	JS/VI				

Appendix 3

Portsmouth literature, film and images for on board ferries and at arrival Ports. Work with Brittany Ferries to offer a range of talks about Portsmouth on board ferries.	S				
Trade Shows with Partners – work with partners to provide a Portsmouth presence at major Trade and Consumer Shows including: Excursions Best of Britain and Ireland (BOBI) Group Leisure Show And possible international shows such as Vakantiebeurs and ITB Berlin		All visits including group market.	Ongoing		Groups booked
Promotion of city around other major events such as Great South Run, Triathlon etc.		All visits	Ongoing		Increase in attendance at events
Southampton Airport Continue reciprocal to work with airport to increase awareness of city and use of Airport		Domestic and International visitors using Southampton Airport	Ongoing		Increase in visitors
Twin Cities Continue to work with twin cities when possible to provide joint promotion.			Ongoing		Increase in international visitors
Quality Work with local tourism businesses to continually increase the quality of product available i.e. encourage businesses to join quality schemes, enter					Increase in quality of tourism product

Appendix 3

national competitions, show case quality businesses, support with information on training etc. Meet regularly with all local tourism businesses.					
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