



PropTech Engagement Fund Round 2

Final Report

October 2022



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| Local Planning Authority/ies | East Hampshire District Council (EHDC) |
| Date Report Submitted | 25/10/2022 |



Executive Summary

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| Region | South East |
| LA Rural-Urban Classification Category | R50 |
| Project summary | <i>The two aims of the project were 1) to obtain and understand the views of Whitehill & Bordon residents on the opportunities for and barriers to reducing residential car parking through house/plot design, in connection with the Council's efforts to tackle the climate emergency; and 2) to test the effectiveness of digital consultation methods in East Hampshire in comparison with more traditional/less technologically advanced methods that have been used previously</i> |
| Funding allocated | £56,000 |
| Supplier(s) Appointed | <i>Commonplace, Feria Urbanism</i> |
| Consultation Topic | <i>Low-car residential designs and car parking</i> |
| Consultation Outcomes | <i>Issues raised and comments received will inform a parking strategy for Whitehill & Bordon to support future phases of development through EHDC's emerging local plan and the planning application process. The parking strategy will be part of the draft Local Plan, now scheduled for consultation in Sept '23. A consultation report is being prepared by EHDC's planning policy team and will be shared with councillors, key stakeholders and the public as part of the evidence base for the emerging Local Plan</i> |
| Consultation dates | <i>Digital consultation and social media campaign: 18th July – 31st August 2022</i> |



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1.0 Project Summary

East Hampshire District Council (EHDC) is reviewing its residential parking standards as part of its emerging local plan and has been considering whether additional flexibility in residential parking is warranted at Whitehill & Bordon, in connection with the on-going regeneration of a large brownfield site at the former Bordon Garrison. Although the district has high levels of car ownership, opportunities for developing at increased housing densities with lower levels of parking have been identified at Whitehill & Bordon. The Council needs to understand the views and requirements of its local residents, to help decide whether reduced parking standards at Whitehill & Bordon – which would also support its ambitions to reduce transport-related greenhouse gas emissions – would be acceptable. Central to this is enabling local residents to understand the trade-offs associated with different (low-car) residential designs. For this important consultation, digital methods were considered to be a way of reaching a greater number of local residents and a wider demographic in a visually informative manner: <https://lowcardesignwb.commonplace.is/>

The funding from PropTech accelerated the process of trialling more visually appealing and interactive (online) methods of engagement with local communities, whilst also provided funding for a paid social media campaign. Previously, EHDC's planning policy team has used less user-friendly consultation portals that do not facilitate as many question formats or different ways of presenting information; and has not targeted its advertising of consultations via social media, aside from followers of the Council's accounts. Funding from PropTech enabled more staff resources to be devoted to the project. It improved the ability of the planning policy team to drive engagement through online news posts made during the consultation period and through "word-of-mouth" engagement with local stakeholders through (e.g.) online presentations and Q&A sessions in advance of the consultation.

The consultation period was divided into three phases, each offering different engagement opportunities on relevant issues. The first phase enabled local residents to comment on low-car residential designs in the context of information on their pros and cons from a design perspective. The second phase enabled local residents to provide information on their travel choices and the potential for future changes to these. The third phase enabled local residents to identify good and bad examples of current parking arrangements in Whitehill & Bordon. This phased approach was intended to keep people engaged throughout the consultation.

Consultation outcomes are still being analysed (much of the data received on the low-car designs was qualitative) but headline outcomes from the consultation are as follows:

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| Number of website visitors during the consultation period | 2,149 |
| Percentage of visitors accessing via social media/online referrals | 56% |



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| Number of respondents to consultation | 318 |
| Average (mode) age-cohort of respondents | 45-54 years old |
| Number of contributions to consultation | 644 |
| Number of comments received on low-car residential designs and other survey elements | 433 |

The project was wholly financed by the PropTech Round 2 funding. See below for cost breakdown

| | Amount Bid | Amount Spent |
|--|-------------------|---------------------|
| <i>PropTech software and support from supplier</i> | £15,500 | £13,000 |
| <i>Consultation material (graphic design)</i> | £5,000 | £9,750 |
| <i>Backfilling staff costs</i> | £20,000 | £25,758 |
| TOTAL | £40,500 | £48,508 |

Comment: The additional spending on staffing costs was unexpected and partly due to unanticipated staff absences during the project, resulting in an additional need for backfilling. However, additional staff time was also required due to unfamiliarity with the software and a need to co-ordinate outputs from different consultants (urban design professionals and PropTech professionals).



2.0 Lessons Learned

| Project stage or milestone | Approach - what process was undertaken? | Lessons Learned |
|---|--|--|
| <p>Getting started: Developing the business case/gaining organisational buy-in to apply for Round 2 funding.</p> | <p>The Project Manager identified the rationale for the project (based on Local Plan discussions internally and with key stakeholders) and contacted the Council's Strategic Funding & Programme Manager. The Project Manager and Strategic Funding & Programme Manager developed the funding bid and an internal briefing note for approval by the Council's Executive Board of Directors and Chief Executive. Once agreed, a bid was submitted to DLUHC.</p> | <p>That collaborative working with an officer dedicated to drafting funding proposals on behalf of the Council expedites the process. This helps to frame the bid/the project in the best way for purposes of attracting support.</p> |
| <p>Procurement: developing supplier brief and project budget</p> | <p>"Soft market testing" with an interested supplier was undertaken to understand the costs of the digital engagement platform. Two complementary project briefs were created: one for procuring the digital platform and one for procuring urban design assistance for the content of the consultation. These project briefs were prepared with assistance from the Council's procurement team and the Council's procurement process was used.</p> | <p>That DLUHC's flexible approach towards procurement – enabling local planning authorities to use their own internal process, whilst offering support if it is needed – is an appropriate way of dealing with the different circumstances of differing planning authorities. EHDC did not require assistance and so the familiar procurement steps could be implemented with unnecessary delay.</p> |
| <p>Procurement: finding and appointing a supplier(s)</p> | <p>Bids from two potential suppliers for the digital engagement platform were evaluated on the basis of technical and cost criteria (as per the project specification and procurement</p> | <p>That new suppliers unfamiliar with the Council's standard terms and conditions should be encouraged to ensure that they are appropriate for services associated with the</p> |



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| | <p>documents). The successful supplier was recruited but there were minor delays to appointing them and thus some delays to project initiation, which were related to unforeseen legal (contract) issues. These were negotiated by the legal teams, with help from the Project Manager and staff from the suppliers.</p> <p>A preferred bidder was identified for the urban design assistance due to their on-going involvement in advising the Council on urban design issues at Whitehill & Bordon. Procurement for urban design assistance was straightforward and in accordance with the Council's standing orders.</p> | <p>provision of software/digital technology at the earliest stage of procurement, so that queries are resolved before bids are received and evaluated.</p> |
| <p>Onboarding: Proptech suppliers, additional consultants, and internal teams</p> | <p>Project initiation meetings were held involving the Council's project team and the supplier's project team. These meetings included presentations from the Project Manager on the background to the project and a group discussion of the project timetable and immediate tasks. Separate meetings were held with internal teams supporting the Council's project team, to ensure mutual understanding of their input and to identify any issues.</p> | <p>That project managers from local planning authorities have an important role at ensuring that input from other council teams (e.g. Comms) is co-ordinated with and cognisant of the work being undertaken by suppliers.</p> |
| <p>Campaign Development: developing marketing and engagement strategies. This might also include developing survey questions, platform content, or user research.</p> | <p>Stakeholder workshops were held with local councillors, town councillors and representatives of the site promoters to raise awareness of the campaign and identify potential issues. This led to an increased awareness of the importance of opinions on public transport options as well as</p> | <p>That involvement of key stakeholders should be used early on to help shape the platform content as well as to ensure awareness within the community about the forthcoming consultation; and that involving the suppliers in workshops with key stakeholders enables</p> |



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| | <p>low-car building/plot designs. Project meetings involving both suppliers (the digital platform and the urban designs) helped to evolve the platform content and led to changes such as 1) splitting the consultation into three phases, with survey questions on public transport being developed in the context of previous surveys and launched separately within the six-week consultation; and 2) a more in-depth approach to questioning consultees on the advantages and disadvantages of different urban designs in the context of the climate emergency.</p> | <p>the whole project team to identify solutions and evolve the content in an efficient manner.</p> |
| <p>Campaign launch and management: working with suppliers to ‘go live’, attending in person / hybrid events, troubleshooting tech issues</p> | <p>Online training in the use of the digital platform was provided by the supplier (training events were recorded for future reference). Thereafter, planning officers were able to insert content themselves whilst using the suppliers in an editorial capacity and for trouble-shooting. As campaign launch approached, meetings with the social media campaign manager were held with planning officers and comms officers, to ensure that the campaign would co-ordinate with the branding and messaging of the webpage; and that appropriate online communities (e.g. local Facebook community groups) would be reached. ‘Going live’ was managed by the suppliers, with emails also being sent by the Council and news posts being used to boost engagement during subsequent phases of the consultation.</p> | <p>That sufficient time in advance of campaign launch needs to be set aside to ensure that the project team can up-skill and liaise with the supplier on any issues of uploading content as they emerge.</p> |
| <p>Campaign wrap-up: Closing</p> | <p>Shortly before project closure, reminder emails</p> | <p>That late-stage news releases are useful for</p> |



| | | |
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| <p>campaigns, running analysis, agreeing next steps</p> | <p>and news posts were sent to those who had signed up to distribution lists/news alerts. A news release was published on the Council’s website. These steps encouraged additional engagement on the different elements of the campaign in the final week. At the same time, online training in using the platform for analysing results was delivered by suppliers. Internal meetings with the project team were used to 1) agree on the content of a Report of Consultation and 2) agree on a detailed process for summarising and analysing qualitative responses (quantitative responses can be simply analysed using the consultation platform itself, in its dashboard module). Presentations were delivered to councillors about project closure and featuring early/headline results, whilst a timetable agreed internally for production of a final Report of Consultation (as a key input and evidence base report for the Local Plan)</p> | <p>boosting engagement towards the end of a campaign and reminding participants of the project/its next steps. Communication with councillors via a presentation also helps to keep the project in their thinking.</p> |
| <p>Feedback loops: e.g. developing opportunities for ongoing feedback from the community, following up with people who responded to the consultation, sharing consultation insights with key stakeholders</p> | <p>News posts have been used to communicate with participants and encourage them to consider engaging with the wider Local Plan consultations, to follow through their interest in planning matters relating to the climate emergency. The Report of Consultation will be shared directly with all key stakeholders and will be publicised via the engagement tool as being available on the Council’s website as part of the Local Plan’s evidence base, vis-à-vis approaches to residential car parking for on-going regeneration</p> | <p>That a targeted consultation on a planning issue of particular local interest can be related to wider strategic planning issues and used to direct people towards engaging with emerging local plans</p> |



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|---------------|------------------------|-----|
| | at Whitehill & Bordon. | |
| Other? | N/A | N/A |

Final Reflections:

Community outreach was also attempted via traditional media e.g. the display of posters within the community, at locations where people gather such as local retail outlets, cafes, community centres and bus stops. Whilst this may have helped with raising awareness, the QR codes from the posters were used to access the digital platform on just 11 occasions. Social media and email traffic was much more successful at directing people towards the consultation – but it is likely that there will remain a role for traditional media, to reassure local councillors that the less digitally connected will be made aware of planning consultations in a timely fashion.

Stakeholder workshops with representatives of the local community (district and town councillors) helped to raise their awareness of the consultation and shape the development of the consultation material. However, this did not forestall criticisms relating to the issues that were raised at these workshops (i.e. concerning the lack of suitable public transport alternatives to the private car in Whitehill & Bordon) either through the consultation or on social media.

Support from DLUHC was welcome but was not often required after project initiation.



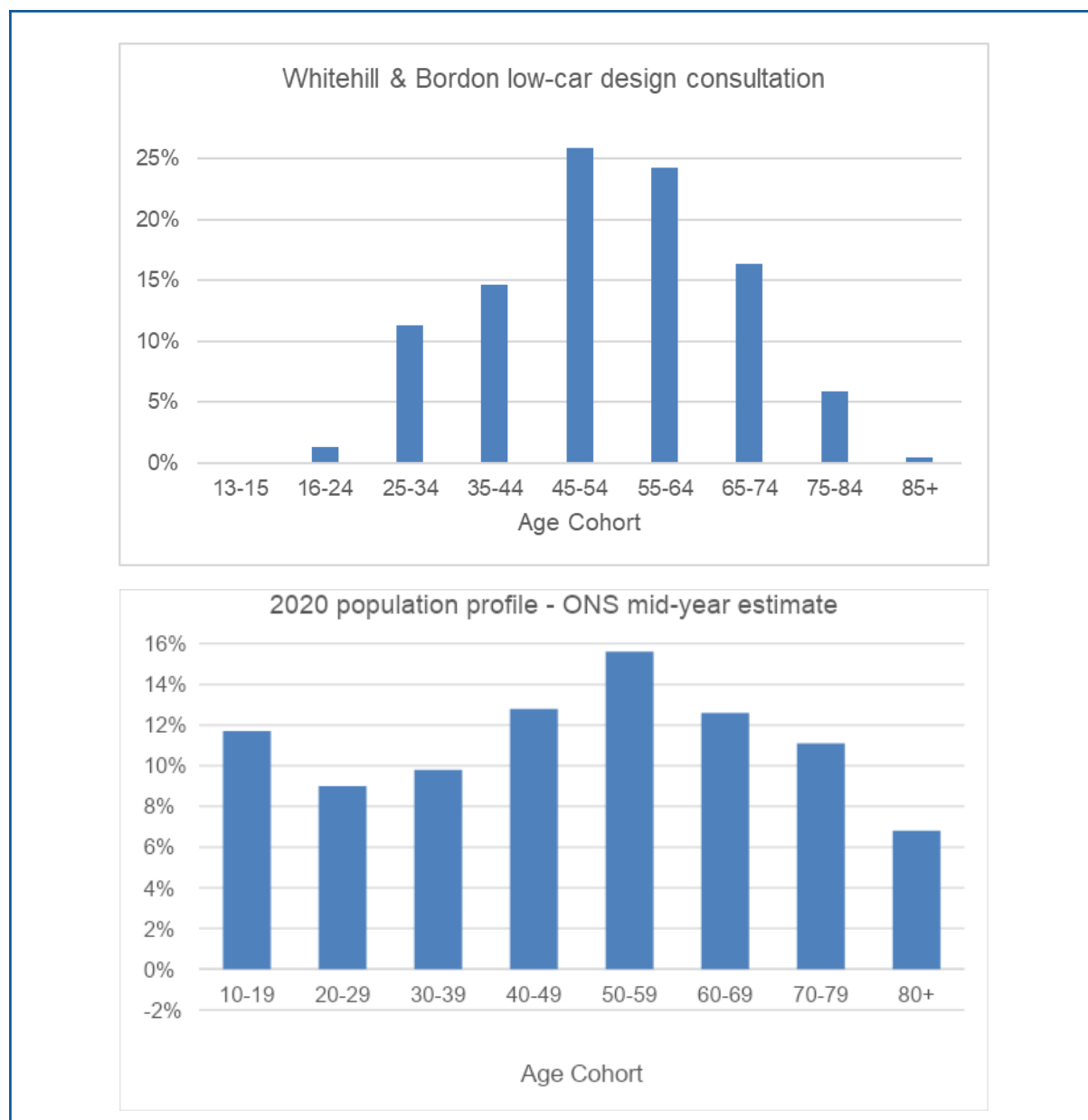
3.0 Pilot Outcomes

Using an online digital engagement platform from Commonplace, EHDC was aiming to achieve two things: 1) obtain and understand views from local respondents on the opportunities for and barriers to accepting low-car residential designs in Whitehill & Bordon, in connection with the Council's efforts to tackle the climate emergency; and 2) test the effectiveness of digital consultation tools in East Hampshire, as a rural authority with an ageing population.

Baseline data on engagement with residents in Whitehill & Bordon was taken from the two Regulation 18 Local Plan consultations of 2019, which dealt with planning issues for the planning area as a whole (rather than just Whitehill & Bordon). No demographic information was sought from respondents as part of these earlier consultations, so baseline data on the demographic reach of engagement was taken from 2020 ONS mid-year population data. Essentially, the demographic profile of respondents was compared with the demographic profile of the district (accepting that respondents would not be lower in age than 13 years old).

As noted in the accompanying spreadsheet of outcomes, the pilot study attracted a significant (at least fivefold) increase in local engagement relative to previous Local Plan consultations. Part of this increase is likely to be due to the specific 'Whitehill & Bordon' focus of the low-car design project, which would have encouraged local interest, but additional promotions are likely to have increased engagement as well. Around a quarter of the overall number of visitors to the engagement platform were directed to the project via a paid-for social media campaign. There had been no such campaign for previous consultations. It is interesting to note that the "traditional" means of publicising the consultation – putting up posters in key locations within Whitehill & Bordon (bus stops, cafes, community facilities and the leisure centre) and advertising on digital media boards in the new town centre – failed to translate into direct engagement. The QR code of the poster was only used to access the consultation on 11 occasions. Of these 11 visits/visitors, only one was converted into a respondent to the consultation. It is not possible to know whether the posters helped in more indirect ways (to help raise awareness or remind local residents of the consultation) but the paid-for social media campaign and other online methods were much more effective at directly facilitating engagement.

With regard to the demographic profile of respondents, a notably large proportion appeared to be between 45 and 64 years old (cf. graphs included below). Relatively few respondents were less than 35 years old, or more than 74 years old. In comparison with the demographic profile of East Hampshire residents, the proportion of respondents between 45 and 64 years old was higher than would be expected. Anecdotally, the concentration of respondents in this age range broadly coincides with planning officer expectations, based on their perceptions of the people who have engaged with local planning issues at in-person consultation events (in Whitehill & Bordon and elsewhere, in respect of the emerging Local Plan). However, a large number of respondents preferred not to divulge their age, so the margin of error on these results is high.



4.0 Community Feedback

Planning officers are still considering the lengthy qualitative responses to the proposed low-car designs, which were presented as different residential parking solutions (a mix of on-plot and off-plot arrangements) that are appropriate for different densities of housing development. However, sufficient analysis has been undertaken to provide high-level summaries.

Questions for the first two stages of the consultation were decided on the basis of empirical research into residential parking designs and previous transport surveys. A walking survey of local parking arrangements was undertaken by urban design consultants on behalf of the Council and this informed the ideas for low-car residential designs. Previous transport surveys had been conducted by Hampshire County Council in connection with the on-going regeneration and these surveys were shared with the project team. A review of these questions was undertaken to construct suitable questions aimed



at understanding current transport choices and the potential for changing these in Whitehill & Bordon.

The consultation outcomes corroborated expectations around the need to improve public transport options in Whitehill & Bordon. A common sentiment amongst respondents has been one of concern that substantial improvements would be required to public transport services, in order to support lower levels of car ownership. In this context, although many respondents expressed preferences for some residential plot/building designs over others based on amenity or aesthetic considerations, there has also been scepticism about the feasibility of achieving overall reductions to residential parking in a sustainable manner. Some of these responses are connected to anecdotes (expressed in separate comments via the interactive map) identifying parking issues in Whitehill & Bordon, where there are perceived insufficiencies in parking provision. Climate-related impacts of car ownership have been recognised in some responses, but other responses suggested that the transition to electric vehicles will solve the problem of high greenhouse gas emissions. In relation to the Council's agenda for net-zero carbon development, there is clearly scope for highlighting the greenhouse gas emissions that are still associated with electric vehicles (operationally and embodied) as a basis for investigating low-car designs and supporting active or public transport.

Community feedback will be used by the local planning authority in two main ways: 1) as evidence to inform the emerging Local Plan (specifically to determine the objectives and approach of a parking strategy for regeneration at Whitehill & Bordon that will be integrated with the Local Plan) and 2) as evidence to inform design-related discussions with applicants about parking arrangements for further phases of regeneration in Whitehill & Bordon. A comprehensive, Report of Consultation will be produced and shared with key stakeholders (district and town councillors, Whitehill & Bordon Regeneration Company & Hampshire County Council) in January 2023. The report will also be published on our website and will be shared with respondents to the consultation.

Some interesting quotes from consultation responses, highlighting the challenges, are as follows:

“Gov policies on use of carbon fuels will reduce emissions so why limit car numbers if public services are excellent. We all want a car.”

“People will not do without cars as they need to get to work (not many jobs locally, even better bus routes would only go to specific places).”

“Why should Bordon and Whitehill residents have their life opportunities restricted because EHDC want to build houses which restrict vehicle ownership.”

“Without a thought-out mass transit plan you must allow for two cars per household. We all need to commute and by not allowing this, with additional visitor spaces you will create resentment and exacerbate the two-tier society.”

“Fundamental problem is high density housing - it will always lead to a lack of space to accommodate the cars that people already own. They end up everywhere, which looks horrible, causes obstructions, leads to arguments, and generally frustrates everyone. If you must go for high density housing why not provide parking under the residence?”

5.0 Conclusions and Policy Reflections

At the time of writing, it is too early to say whether a new parking strategy for Whitehill & Bordon would include flexibility on the number of parking spaces per dwelling, depending on residential plot/house designs. Further consideration of the results and discussion with



local councillors is required. Nevertheless, it is clear that the project has delivered a wealth of information to assist in decision-taking.

The project has been successful in gathering a wide range of views on six potential house/plot designs that would accommodate less parking (i.e. compared with current parking standards). Community sentiment is broadly against reductions to car parking, often in terms of the perceived impacts on personal freedoms and local residential amenity, in the context of poor public transport alternatives and thus a need for households to own multiple vehicles. It is therefore clear that a low-car approach to residential design would need to form part of an integrated approach to regeneration, involving improvements to local facilities, job opportunities and public transport connections. This was already appreciated, but the consultation has rightly focused attention on these factors once again to ensure that the implications of changes to parking requirements are fully considered.

Responses have also offered support for some of the low-car residential designs, especially in comparison to the presented alternatives. The consultation has therefore enabled officers to understand which low-car designs may be preferable from a community perspective (should any be appropriate). This could affect planning officer responses to emerging designs for residential car parking at the planning application stage, helping to direct applicants to deliver the most appropriate solutions. Such information could also be used to inform design codes for further phases of regeneration at Whitehill & Bordon.

The consultation has also highlighted that local messaging around reducing car dependence needs to tackle an element of public complacency. Future consultations need to be clear that the move to electric vehicles and future decarbonisation of the electricity grid is unlikely to be sufficient for meeting the UK's demanding climate change commitments; and that an increase in walking and cycling may be required.

With regard to the use of digital consultation methods, the project has highlighted the potential effectiveness of the Commonplace platform for a rural authority such as EHDC. The consultation material was relatively easy to upload to the platform and the advertising by email and social media led to a healthy response from members of the local community. For this reason, the planning policy team has decided to move towards using Commonplace in future consultations on its local plan.

Staff resources have been required throughout the project, but the Commonplace dashboard and its analytical features has helped to reduce the time that would otherwise have been used to analyse the quantitative data at the reporting stage. The software's ability to produce "word clouds" for qualitative (free text) questions has also been used by the project team to select key words for purposes of creating samples of comments; this has helped to get an early impression of public sentiment. However, there remains a need for staff to read through all comments to ensure their understanding; and the use of Commonplace has not changed this burden.

There are a number of areas that require further investigation. Notwithstanding the purpose of the project, some of our key stakeholders (local representatives) requested paper copies of the consultation material for those residents without access to or proficiency in the use of ICT. The project team recognises that it will be necessary to produce printed documents for the emerging Local Plan – but this creates difficulties in terms of formatting and overall graphic design, in respect of printed documents versus online content, and could lead to an increased number of responses being submitted by other means aside from interacting with the web-based material. A related difficulty will be the uploading of hand-written or emailed responses to public consultations. In response to a request from several respondents, the consultation questions for this project were augmented with questions of the style: "do you have any other comments that you wish to add?" to capture the other points that these individuals wanted to raise through the



consultation website. Such questions easily become difficult to summarise and evaluate because of the wide-ranging nature of responses; but to deny residents the ability to respond in their own way risks alienating them from the process.

The provision of best practice guidance from DLUHC on the use of digital consultation tools would be beneficial, particularly if it deals with “difficult cases” such as the above, where a need for more traditional approaches is still identified by representatives of the local community or by individuals themselves. It would be helpful to understand how others have integrated traditional methods of responding with new digital technologies that focus on online interactions.



7.0 Appendices

The following pages include the following:

- Project briefs for procuring the digital engagement tool and urban design assistance
- Images from Phase 1 (low-car designs) of the consultation
- Graphical outputs from Phase 2 (travel survey) of the consultation, produced by the Commonplace dashboard
- Social media campaign information, including details of campaign adverts

Project Brief Schedule 1 – Specification

Digital Engagement to Inform a Parking Strategy

1. Service Requirement

- 1.1 East Hampshire District Council (EHDC) wishes to appoint a consultancy to help it engage the local community at Whitehill & Bordon using digital engagement technology, for purposes of informing some site-specific urban design principles for future vehicle parking arrangements. The results from the local community engagement will inform a **Parking Strategy** for a regeneration area at Whitehill & Bordon, which would be included in EHDC's emerging East Hampshire Local Plan 2017-2038.
- 1.2 This project is being funded by the Department for Levelling Up, Housing and Communities (DLUHC) under the PropTech Engagement Fund – Round 2. As such, A key aspect of the project is that the level of community interaction with the digital engagement tool must be measurable, with quantitative analysis of responses being important for eventual reporting to Government.
- 1.3 The Council wishes to appoint the provider for five months on a fixed term contract. The procurement will be via a quotation process. Assessment of technical capabilities and submitted prices shall be conducted in accordance with the stated evaluation methodology.

2. Background

2.1 The Emerging East Hampshire Local Plan 2017-2038

- 2.1.1 EHDC commenced work on a new Local Plan in January 2018, in line with the legal requirement to review local plans every 5 years. In February 2019, the first draft Local Plan (Regulation 18 of the Town and Country Planning (Local Planning) (England) Regulations) went out for public consultation. The draft Local Plan covers areas in East Hampshire outside of the South Downs National Park - less than half the district. This includes Alton and the surrounding area as well as Whitehill & Bordon and the southern parishes of Horndean, Clanfield and Rowlands Castle.



2.1.2 The draft Local Plan proposed significant additional development at Whitehill & Bordon, to support and consolidate the on-going regeneration of the former Bordon Garrison, which was deemed surplus to requirements by the Ministry of Defence in 2011. The scale of the additional development proposals has varied since 2019, due to an improved understanding of environmental constraints in the Whitehill & Bordon area. At the time of writing, up to 819 new homes are proposed in addition to the 2,400 new homes that have been granted planning permission, along with supporting community infrastructure (e.g. new schools, leisure and recreation opportunities and a new town centre; planning application 55587 refers). Some of the additional new housing would be accommodated on greenfield extensions to the urban area, but the majority (c.500 homes) are proposed within the existing regeneration area, as a proposed intensification to the planned development.

2.2 Whitehill & Bordon: Intensification and Parking Provision

2.2.1 The Council's intensification proposals for regeneration at Whitehill & Bordon remain in draft form. Providing additional new homes in the regeneration area could make best use of previously developed land, thus reducing the need to develop greenfield sites elsewhere in East Hampshire. However, intensification would involve increasing housing densities and therefore has implications for the look and feel of new development. Intensification would have a notable effect on the requirements for vehicle parking in accordance with the Council's parking standards, reducing the area available for this purpose. It is recognised that there is likely to be a need to be flexible with parking standards. However, the successful accommodation of the car will remain an important design consideration because East Hampshire has higher than average levels of car ownership, due to its largely rural character.

2.2.2 Site promoters for the additional development at Whitehill & Bordon (the Whitehill & Bordon Regeneration Company) are keen to explore contemporary urban forms of housing, which would increase densities, but would come at the expense of high parking requirements, per existing local policy, which cannot easily be accommodated in a visually acceptable manner. EHDC is interested in exploring options to offer attractive, high-density housing options but requires strong evidence for endorsing the implications of reduced parking provision from a community perspective. The community will need to be able to visualise what a "low car", high-density neighbourhood could look like at Whitehill & Bordon.

2.2.3 Evidence that the community is willing to embrace more sustainable, less car-oriented transport options; that under-provision is unlikely to lead to significant amenity problems; and that there would be support for the modern, urban forms of housing being promoted is needed. This would enable councillors to accept lower parking standards for intensification of housing development on previously developed land at Whitehill & Bordon. Reaching beyond those who already engage in planning consultations (e.g. White Town Council) is particularly important, to lend weight to engagement outcomes.

3. Study Specification and Timescales

3.1 Scope, Purpose and Study Requirements

3.1.1 East Hampshire District Council is seeking to appoint a consultancy to facilitate online engagement with the local community (i.e. local community groups, organisations and individuals) on issues relevant to a parking strategy for additional phases of regeneration at Whitehill & Bordon. Engagement will be undertaken via a



map-based, online and interactive digital tool, over a six-week period beginning in early July 2022 (see Section 3.2, Timescales). The five-month contract period also encompasses preparatory work in setting up the tool, using visual material supplied by EHDC and/or other stakeholders; and subsequent work to analyse and report the engagement outcomes. Engagement outcomes will be considered by EHDC to inform a parking strategy for future development at Whitehill & Bordon, as part of the emerging East Hampshire Local Plan.

- 3.1.2 The purpose of this project is to engage more widely and in a more visually appealing, interactive and digitally enabled manner than EHDC has previously managed at Whitehill & Bordon in connection with proposals for its emerging Local Plan. The engagement results will identify issues and opinions on potential options for the form and appearance of “low car” development at Whitehill & Bordon (i.e. relative to the requirements of East Hampshire’s Vehicle Parking Standards for residential development). To deliver appropriate visual engagement material, consultants will be expected to work with EHDC staff and stakeholders such as the Whitehill & Bordon Regeneration Company and Hampshire County Council’s Transport team.
- 3.1.3 The outcomes that must be delivered by the successful consultant are as follows:
- Online access to a map-based digital engagement tool during a six-week engagement period that:
 - hosts visual information on potential design solutions to parking at Whitehill & Bordon;
 - enables members of the public to respond to and post comments on these solutions; and
 - enables members of the public to post other comments on existing parking problems and/or transport considerations on the map.
 - A geographically targeted social media campaign that is integrated with the digital engagement tool.
 - Details of consultee opinions/responses submitted via the interactive digital tool, including the comments/responses themselves and sufficient information to identify the location of users that have interacted with the tool.
 - Summary report of engagement including infographic analysis of quantitative data relating to the consultation.
- 3.1.4 In undertaking the necessary work relating to the above outcomes, the successful consultant will be required to:
- Support EHDC staff before and during the consultation through attending a stakeholder workshop and (as necessary) internal virtual meetings relating to decisions on the proposed engagement material that is to be hosted on the digital tool
 - Lead on setting up and managing the digital tool and social media campaign before and during the engagement period, in liaison with EHDC staff
 - Provide EHDC with technical support for the digital consultation tool for the duration of the six-week public consultation
 - Lead on producing a summary report of engagement involving the digital tool and liaise with EHDC staff on the report’s detailed content and appearance
- 3.1.5 To increase levels of community engagement with the tool, the successful consultancy will be expected to liaise and work with EHDC staff from the planning policy, communications and insight teams. A consistent and engaging narrative will need to be conveyed to the local community about the opportunity to get involved in



shaping future development at Whitehill & Bordon in ways that will deliver a beautiful, high-quality living environment that would accommodate the car whilst facilitating sustainable lifestyles.

3.2 Timescales

- 3.2.1 It will be critical for consultants work to a strict timetable and deliver proposed outcomes in a timely fashion, so that engagement with the local community can inform the work of the planning policy team in accordance with the timetable for the emerging Local Plan. The timetable for this project also meets the requirements of DLUHC for purposes of reporting outcomes to the PropTech Engagement Fund – Round 2.
- 3.2.2 The following table identifies the key milestones. Please note that a period of two weeks is required between setting up the material for engagement and commencement of the engagement to enable planning policy officers to brief and show the envisaged consultation material to district and town councillors.

| Milestone | Indicative date (w/c) |
|---|---------------------------------|
| 1. Inception meeting | 4 th May 2022 |
| 2. Stakeholder workshop to inform engagement material | 9 th May 2022 |
| 3. Social media campaign agreed and interactive digital tool set up | 20 th June 2022 |
| 4. Commence online public engagement | 4 th July 2022 |
| 5. Conclude online public engagement | 8 th August 2022 |
| 6. Produce draft summary report of outcomes | 29 th August 2022 |
| 7. Finalise summary report of outcomes | 12 th September 2022 |
| 8. Submit report to DLUHC | 26 th September 2022 |



Project Specification

Consultation Material for Digital Engagement on a Parking Strategy

3. Service Requirement

East Hampshire District Council (EHDC) wishes to appoint a consultancy to produce visually appealing and informative consultation material that focuses on novel approaches to vehicle parking, compatible with “low-car” lifestyles. The consultation material will be used to engage with local communities in Whitehill & Bordon, for purposes of informing some site-specific urban design principles for future parking arrangements.

This requirement forms part of a digital engagement project that is being funded by the Department for Levelling Up, Housing and Communities (DLUHC) under the PropTech Engagement Fund – Round 2. Work to produce the consultation material will require urban design expertise, with the appointment being for six weeks on a fixed term contract.

4. Background

2.1 The Emerging East Hampshire Local Plan 2017-2038

EHDC commenced work on a new Local Plan in January 2018, in line with the legal requirement to review local plans every 5 years. In February 2019, the first draft Local Plan (Regulation 18 of the Town and Country Planning (Local Planning) (England) Regulations) went out for public consultation. The draft Local Plan covers areas in East Hampshire outside of the South Downs National Park - less than half the district. This includes Alton and the surrounding area as well as Whitehill & Bordon and the southern parishes of Horndean, Clanfield and Rowlands Castle.

The draft Local Plan proposed significant additional development at Whitehill & Bordon, to support and consolidate the on-going regeneration of the former Bordon Garrison, which was deemed surplus to requirements by the Ministry of Defence in 2011. The scale of the additional development proposals has varied since 2019, due to an improved understanding of environmental constraints in the Whitehill & Bordon area. At the time of writing, up to 747 new homes are proposed in addition to the 2,400 new homes that have been granted planning permission, along with supporting community infrastructure (e.g. new schools, leisure and recreation opportunities and a new town centre; planning application 55587 refers). Some of the additional new housing would be accommodated on greenfield extensions to the urban area, but the majority (c.500 homes) are proposed within the existing regeneration area, as a proposed intensification to the planned development.

2.2 Whitehill & Bordon: Intensification and Parking Provision

The Council’s intensification proposals for regeneration at Whitehill & Bordon remain in draft form, as part of its emerging Local Plan. Providing additional new homes in the regeneration area could make best use of previously developed land, thus reducing the need to develop greenfield sites elsewhere in East Hampshire. However, intensification would involve increasing housing densities and therefore has implications for the look and feel of new development. Intensification would have a notable effect on the requirements for vehicle parking in accordance with the Council’s parking standards, reducing the area available for this purpose. It is recognised that there is likely to be a need to flexible with parking standards. However, the successful accommodation of the car will remain an important design consideration because East Hampshire has higher than average levels of car

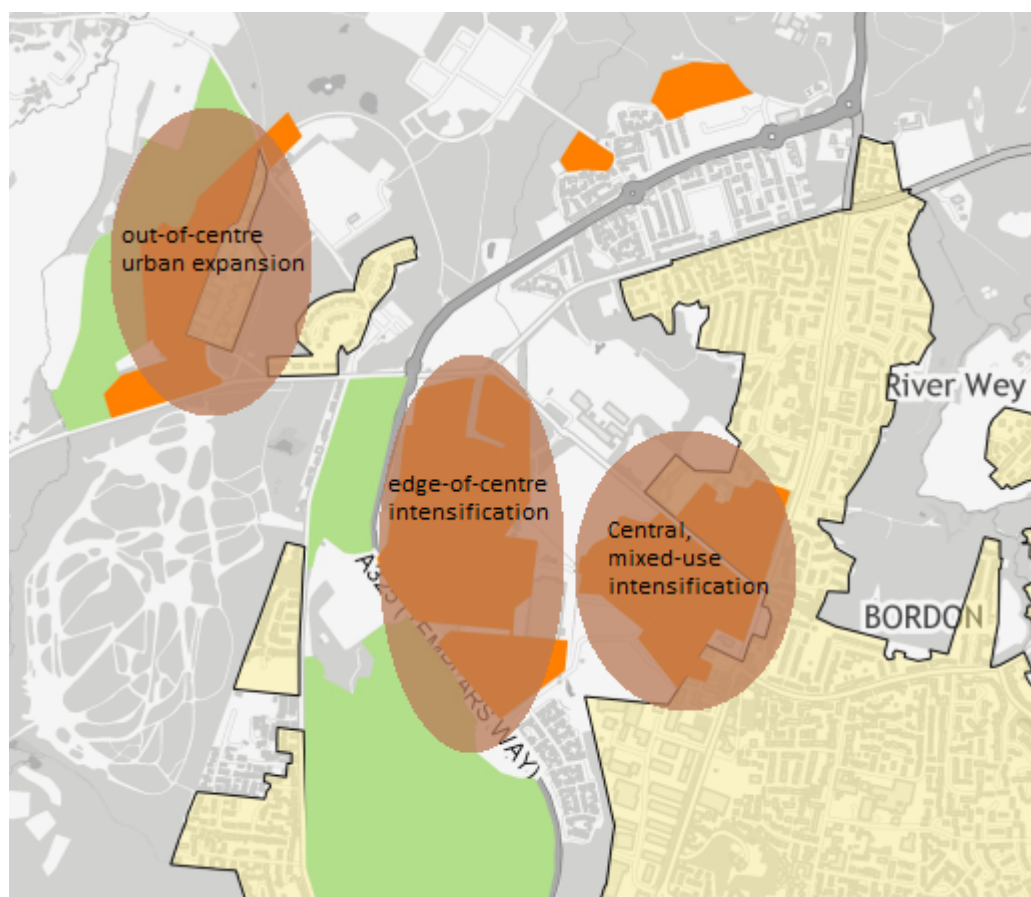
ownership, due to its largely rural character.

Site promoters for the additional development at Whitehill & Bordon (the Whitehill & Bordon Regeneration Company) are keen to explore contemporary urban forms of housing, which would increase densities, but would come at the expense of high parking requirements, per existing local policy. EHDC is interested in exploring options to offer attractive, high-density housing options but requires strong evidence for endorsing the implications of reduced parking provision from a community perspective. The community will need to be able to visualise what a “low car”, high-density neighbourhood could look like at Whitehill & Bordon. The results from local community engagement will inform a Parking Strategy for a regeneration area at Whitehill & Bordon, which would be included in EHDC’s emerging East Hampshire Local Plan 2017-2038.

Engagement will be undertaken via a map-based, online and interactive digital tool, over a six-week period beginning in early July 2022. Work is required to produce the visual material that is to be hosted on the digital engagement tool, to identify different options for accommodating car parking at less than EHDC’s parking standards.

3. Specification and Timescales

EHDC requires the assistance of urban design consultants, who will research and propose approaches to vehicle parking in ways that are space-efficient, safe and an integral part of attractive, residential-led developments. A variety of proposals will be required to suit different character areas: town centre, edge-of-centre and out-of-centre (rural fringe) locations appropriate to Whitehill & Bordon, as indicated below.





Following input from Whitehill & Bordon site promoters, EHDC is aware of examples of housing developments in urban/peri-urban locations that use innovative, space-saving approaches to vehicle parking, through on-plot, off-plot and/or on-street parking arrangements. These are:

- Roussillon Park, Chichester
- Newhall Phase 2, Harlow
- Newhall Be, Harlow
- Timekeepers Square, Manchester
- Goldsmith Street, Norwich

These or other residential developments (per the consultant's choice, in liaison with EHDC) should be analysed and described with regard to parking arrangements and associated plot/building design. This analysis should be informed by liaison with representatives of the local community, such as district and town councillors, who will provide input from a local perspective. Walking tours of Whitehill & Bordon with local representatives are encouraged, to enable the consultants to understand the key issues for car parking and preferences regarding parking design. The analysis and description should be used to provide illustrations and brief descriptions of street, plot and building design that could be integrated with the digital engagement tool that the Council will be using for public engagement.

Consultants will be expected to work with officers from EHDC's planning policy team and the digital engagement consultants for purposes of generating suitable, visually engaging and tool-compatible illustrations. Consultants will also need to attend a stakeholder workshop on 25th May 2022. This project has a strict timetable in order to meet the requirements of DLUHC for purposes of reporting outcomes to the PropTech Engagement Fund – Round 2. The following key milestones are relevant to this work:

| Milestone | Proposed date |
|---|----------------------------|
| 9. Inception meeting | 23 rd May 2022 |
| 10. Stakeholder workshop to inform engagement material | 25 th May 2022 |
| 11. Submit finalised illustrative material for engagement | 24th June 2022 |
| 12. Public engagement commences | 11 th July 2022 |

End of document.

Screenshots of low-car designs and information from Phase 1 of the consultation
(mobile phone view; source: <https://lowcardesignwb.commonplace.is/>)

< Designs for Low-Car Hou... 286

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Low-car designs for high-density housing



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arrangements and driveway parking.

It shares many of the benefits and drawbacks of the front driveway design, with the street dominated by cars.

But there may be less space on the street, including for street trees.

Could be good for:

- Lower carbon emissions
- Some outdoor space for home-owners

Could be less good for:

- Attractive walking & cycling routes
- Climate-resilient neighbourhoods



This design provides each property with a driveway positioned in front of a flexible ground floor room. The ground floor room can be suitable for conversion to a garage if desired.

The driveway allows parking for one car but if residents wish to own two cars they must forfeit the ground floor room to become a garage.

Low-car living would be encouraged, helping to reduce emissions. It would be possible to convert the driveway to a front garden for those households not owning a car.

Could be good for:

- Lower carbon emissions
- Some outdoor space for home-owners

Could be less good for:

- Attractive walking & cycling routes

< Designs for Low-Car Hou... 286

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Low-car designs for medium-density housing



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and the option for another parking space beyond, in the back garden, accessed by driving through the garage.

Residents have the option to have just one car parking space in the garage or increase the amount of parking by forfeiting garden space.

It is flexible and keeps cars off the road, but may encourage higher levels of car ownership, which isn't good for carbon emissions.

Could be good for:

- More outdoor space for home-owners
- Attractive walking & cycling routes

Could be less good for:

- Lower carbon emissions



This design involves driveway parking for one car, in front of the house.

It encourages low-car living by using one dedicated space, helping to reduce carbon emissions.

The parking area could also be used for other purposes, such as converting to a garden for those residents that do not own a car.

Could be good for:

- Lower carbon emissions
- More outdoor space

Could be less good for:

- Attractive walking & cycling routes
- More street trees & planting

Low-car designs for low-density housing



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This design allows residents to choose between a bigger garden without a garage or driveway, or a smaller garden with a single

residents owning a car will need a a garage or driveway to house the car, resulting in a smaller garden.

There is potential for less built form and more garden space, which is good for reducing flood risks.

The streets would need to be narrow and provide minimal space to restrict on-street parking.

Could be good for:

- Climate-resilient neighbourhoods
- More outdoor space for home-owners

Could be less good for:

- Attractive walking & cycling routes
- More street trees & planting



This second design offers garage and driveway parking for multiple car ownership in a household.

It keeps cars off the road as parking is to the side of the property but could encourage high levels of car ownership, which isn't good for carbon emissions.

It also reduces garden sizes to accommodate more car parking.

Could be good for:

- More street trees & planting
- Attractive walking & cycling routes

Could be less good for:

- Lower carbon emissions
- More outdoor space for home-owners



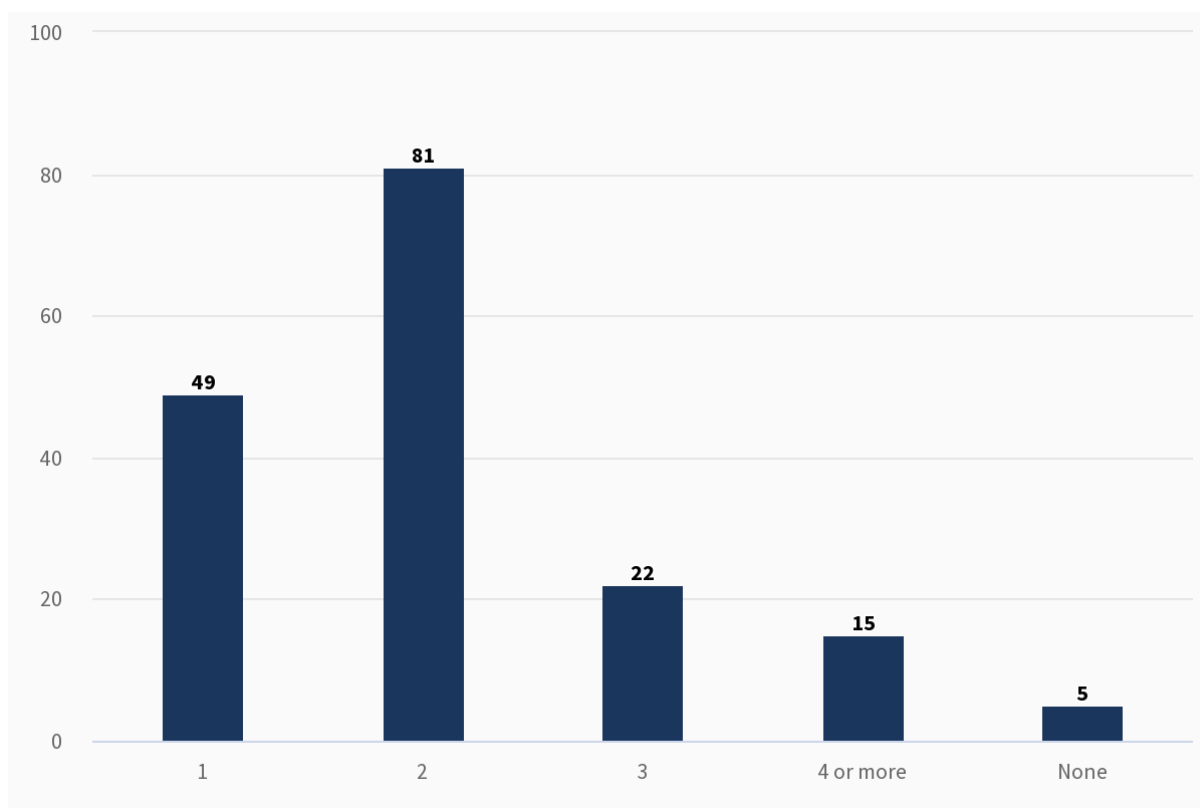
Whitehill & Bordon Low Car Design – Phase 2 Travel Survey

Background

- Entirely digital consultation
- Aimed at the community of Whitehill & Bordon only
- 6-week consultation from mid-July to end of August
- Consultation was made of three individual surveys / consultation topics: low car designs for residential parking; travel survey; and interactive map to highlight good and bad examples of residential parking. Each separate phase of the consultation was launched every 2 weeks of the consultation period (in the above order)
- Travel survey was available for 4 of the 6-week consultation period
- Digital consultation wholly funded by Department for Housing and Levelling Up Communities (DHLUC) PropTech Digital Engagement Round 2 Fund
- Aims of consultation were to engage with a greater number of the public regarding planning issues and digital forms of engagement; and to understand the local communities responses to varying residential parking options in new development, which will feed into related policies in the emerging East Hampshire District Council Local Plan
- Results are representative of all responses received to the travel survey during the consultation period.

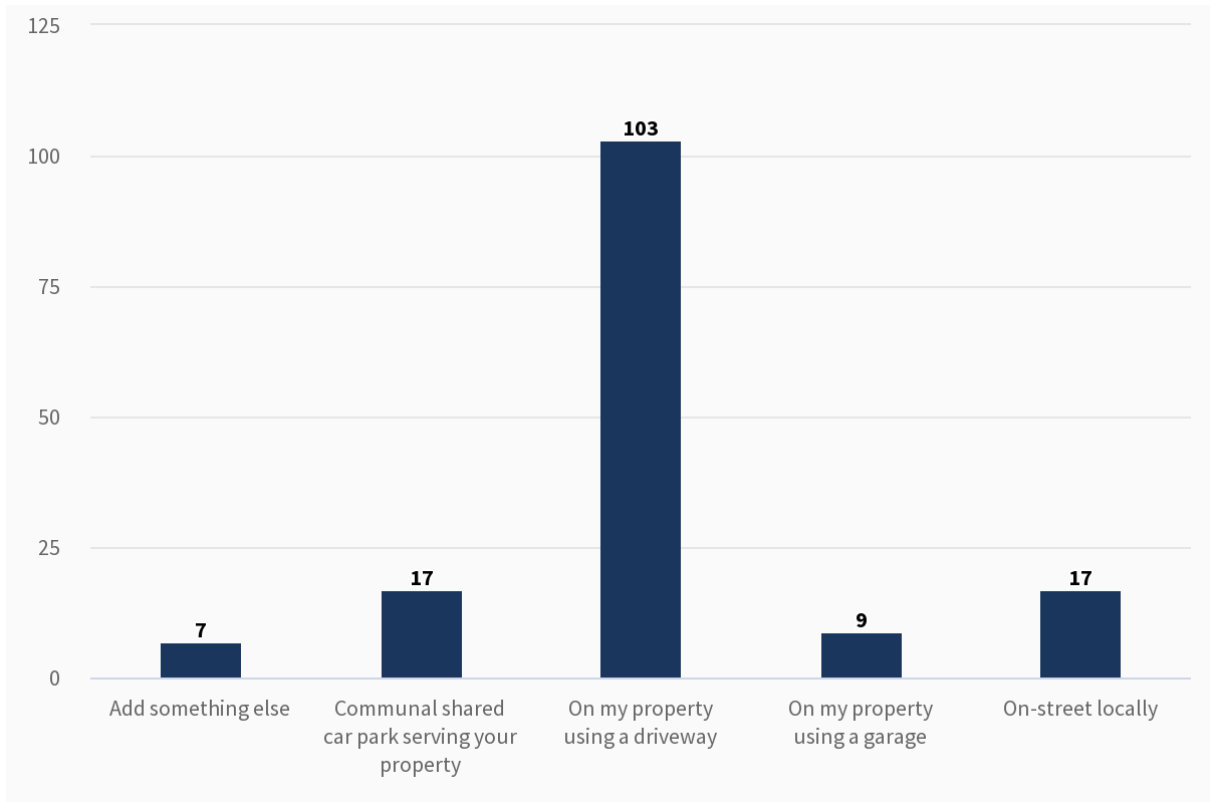
Whitehill & Bordon Travel Survey – Responses

1. How many cars/vans are owned by members of your household? Please include company cars/vans if available for your private use.

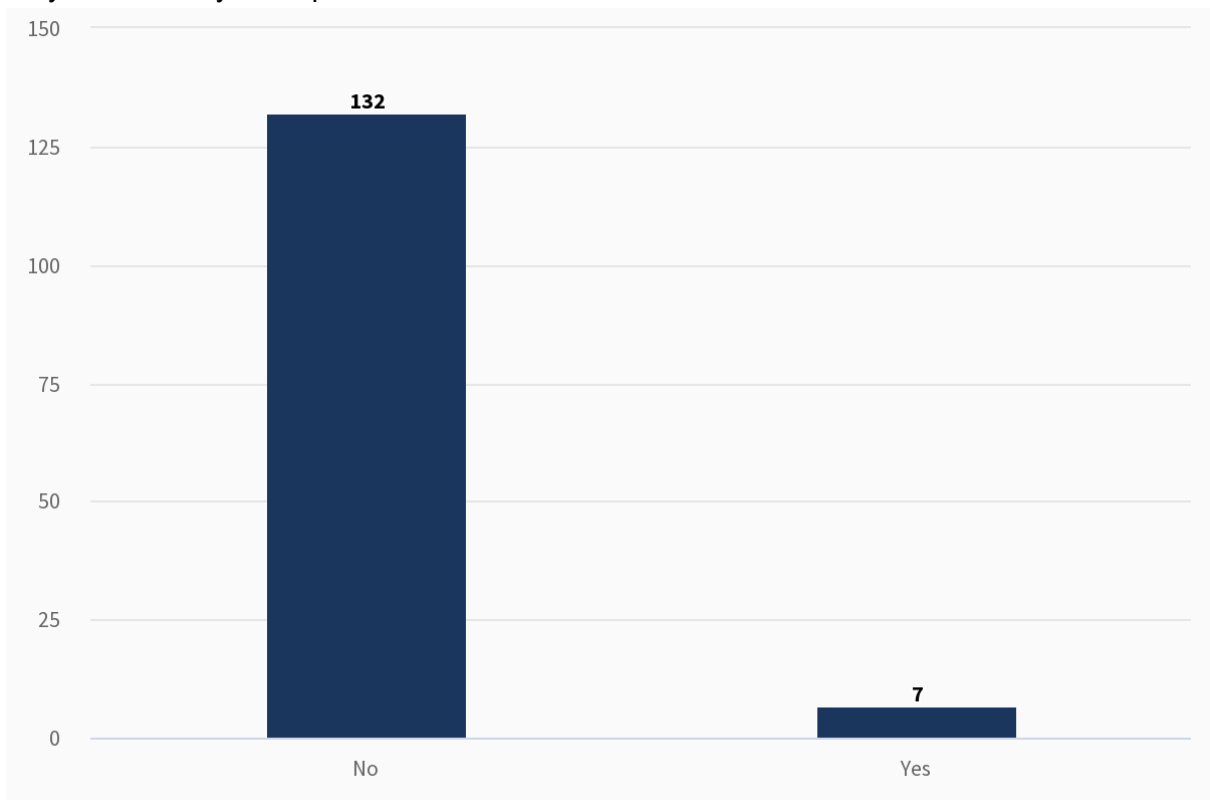




2. Which of the following best describes how your household most frequently park the car/van when at home? If you do not own a car/van then please select which of the following you would most likely use.

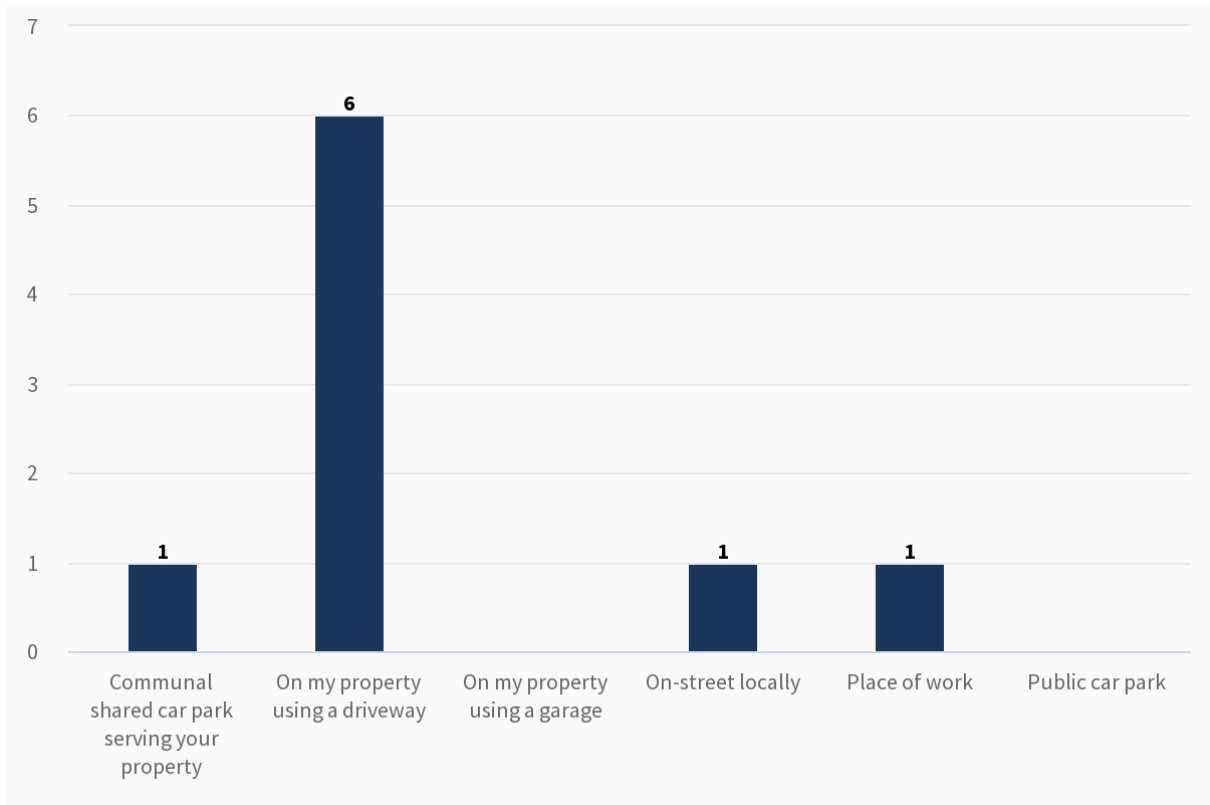


3. Do you own/are you responsible for a commercial car/van when at home?

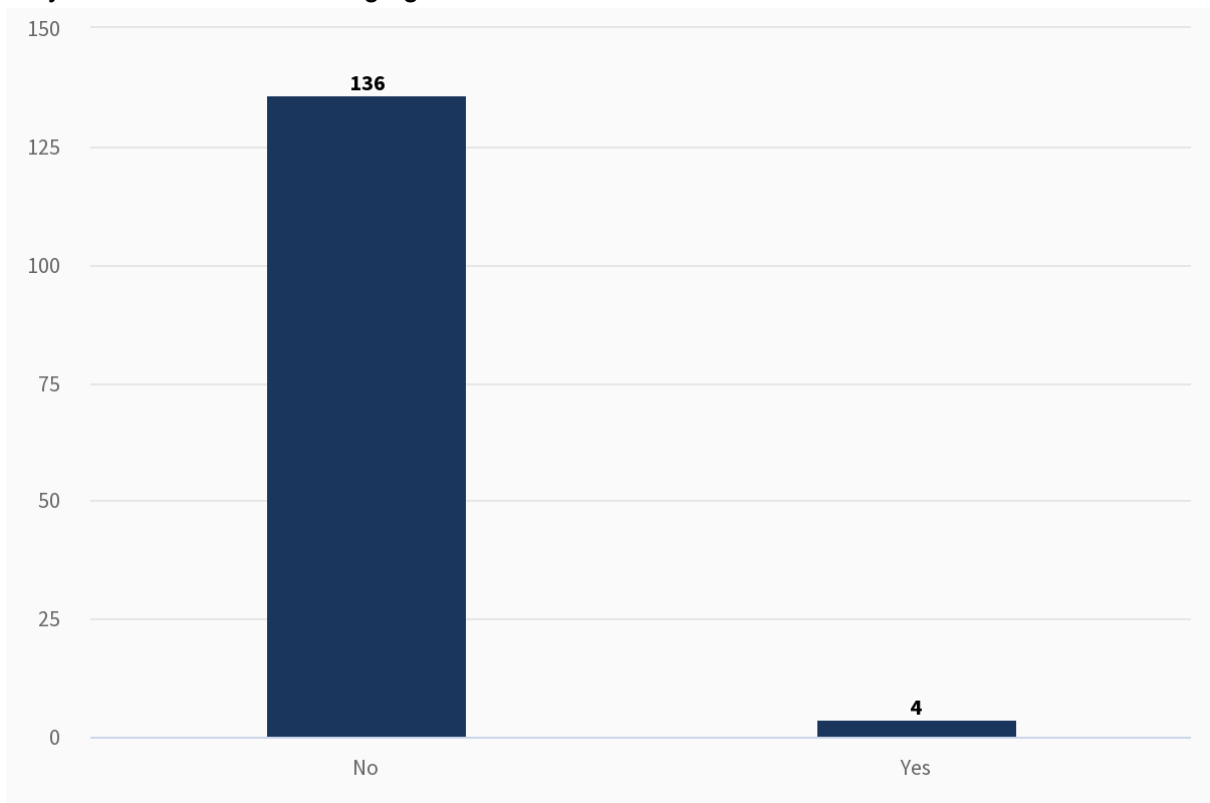




4. Where do you park this commercial car/van when it is at home and not being used for commercial purposes?

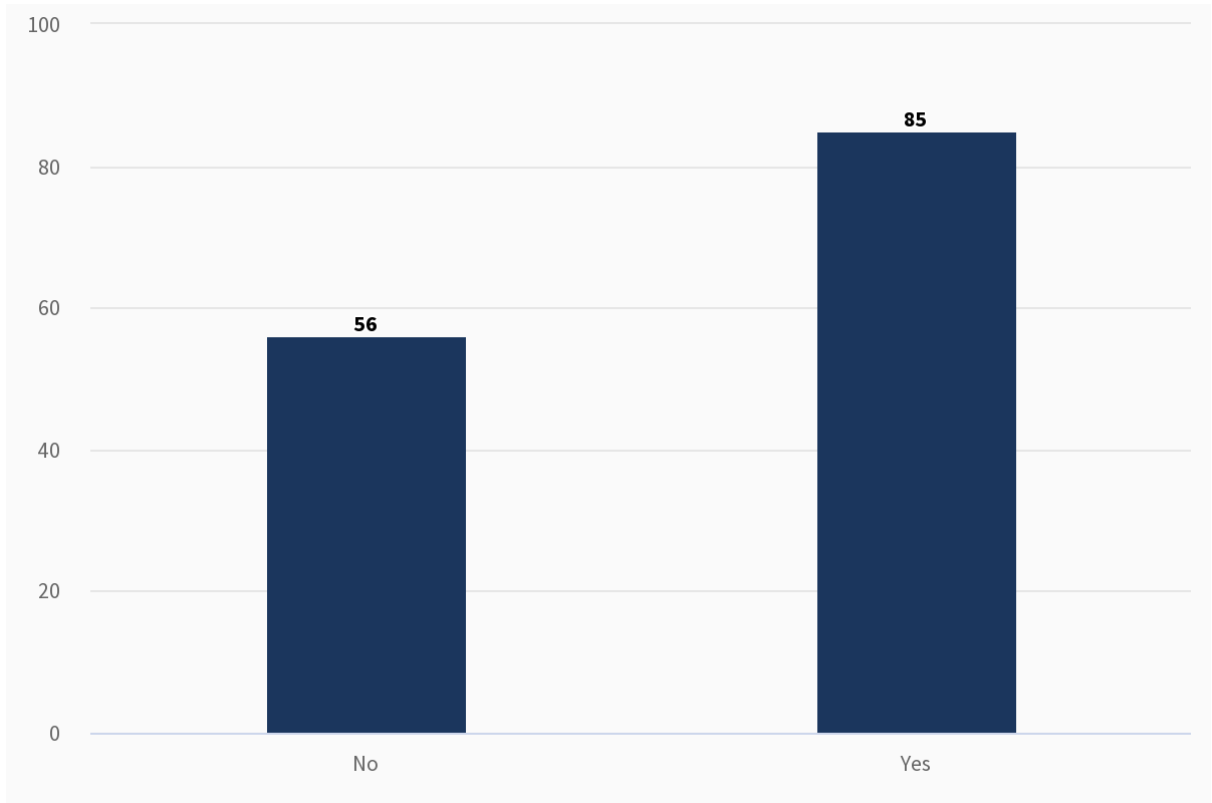


5. Do you own an electric charging vehicle?

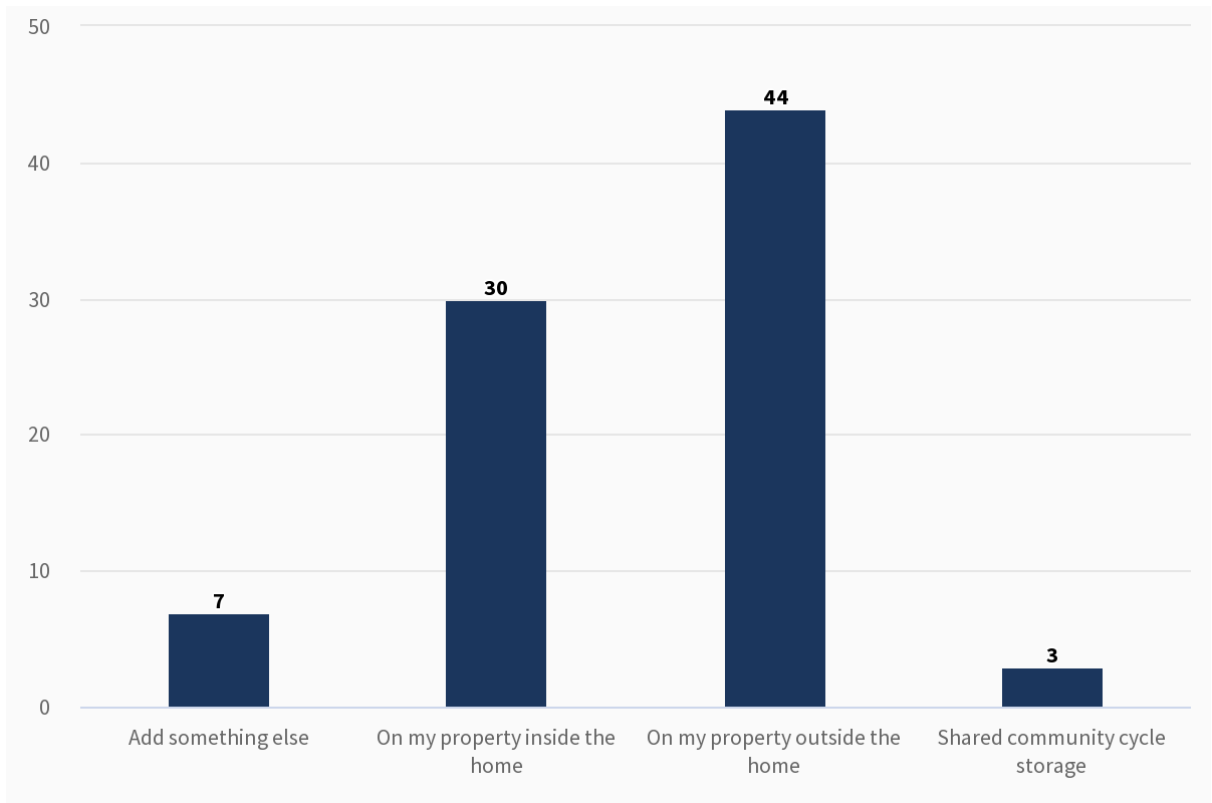




6. Do you own a bicycle?

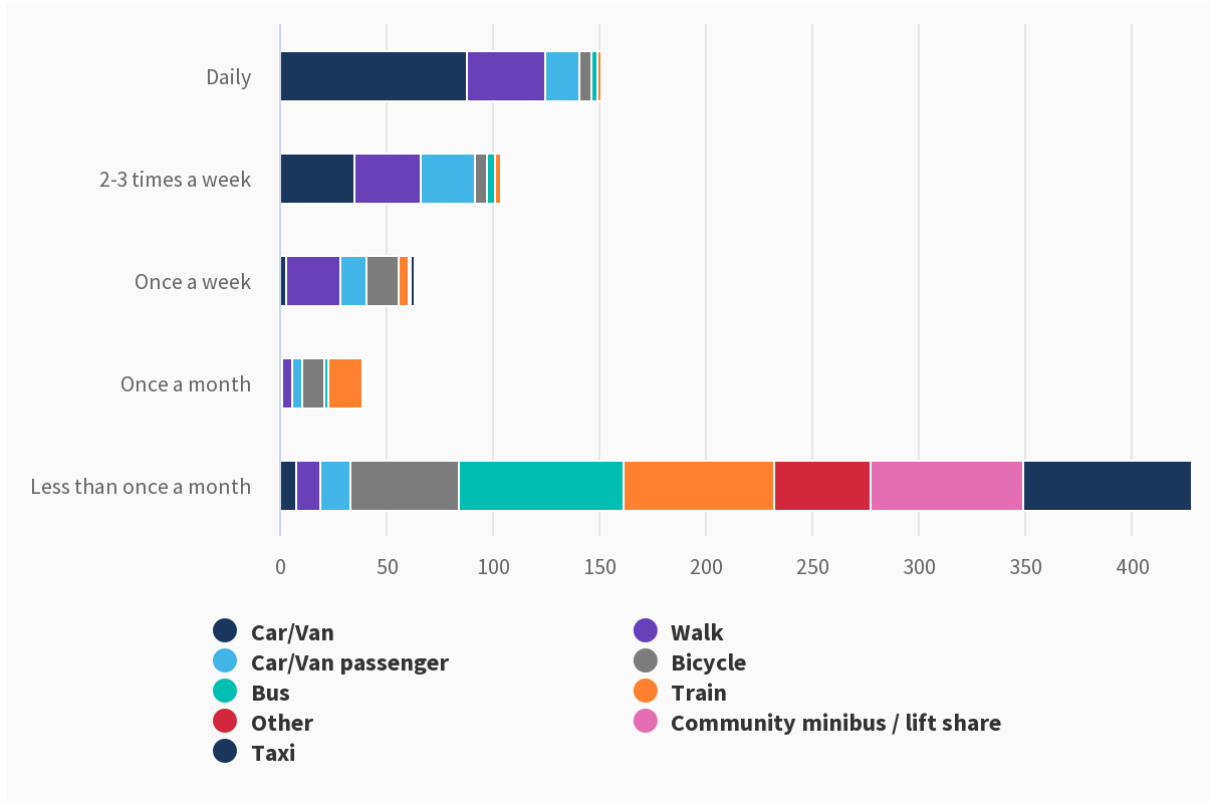


7. Where do you store your bicycle?

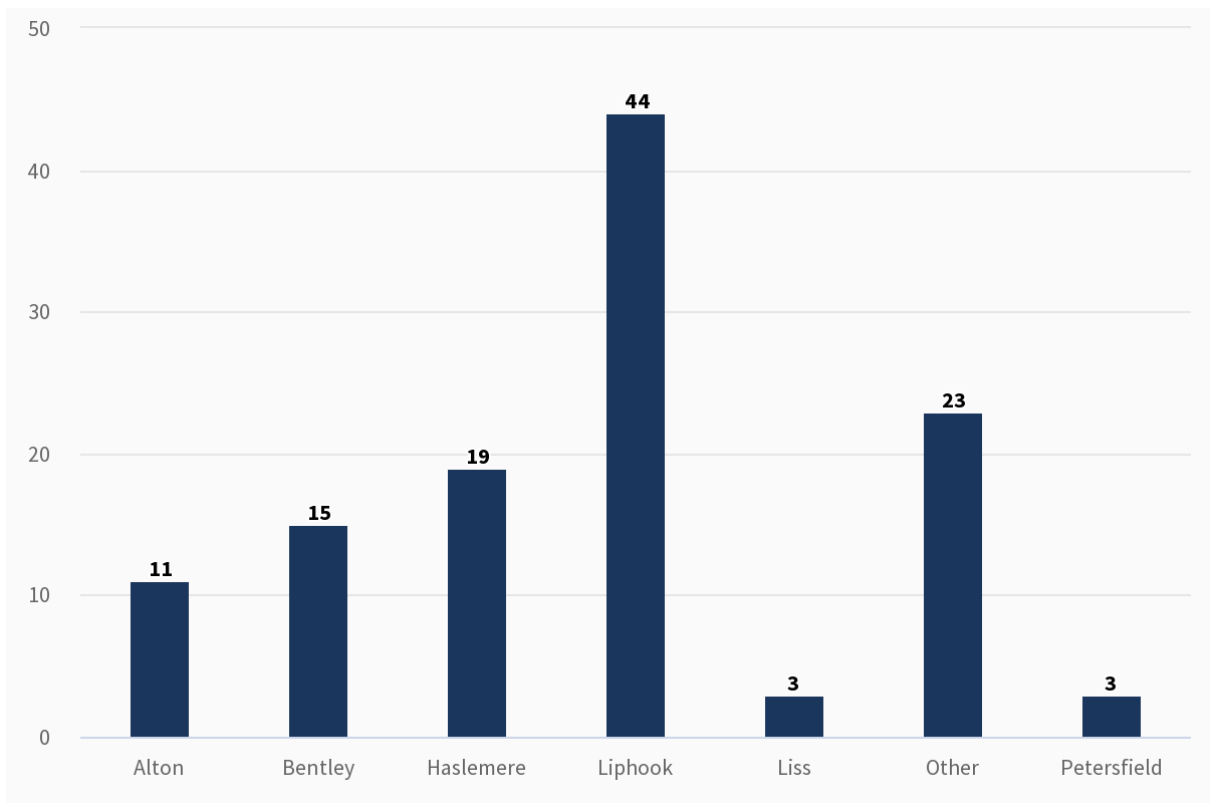




8. How often do you travel by the following modes for any journey purpose?

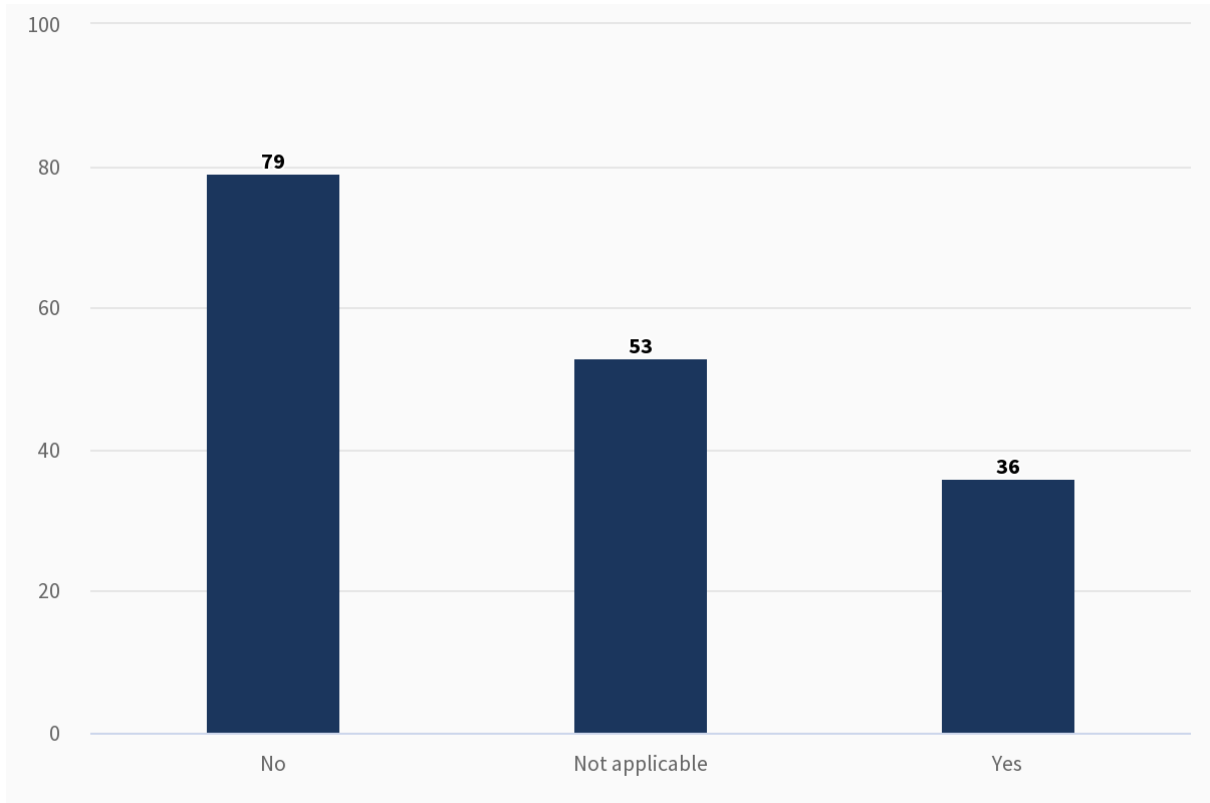


9. When travelling by train for any purpose, which local train station do you most frequently travel from?





10. If you are employed, are you predominantly working from home?

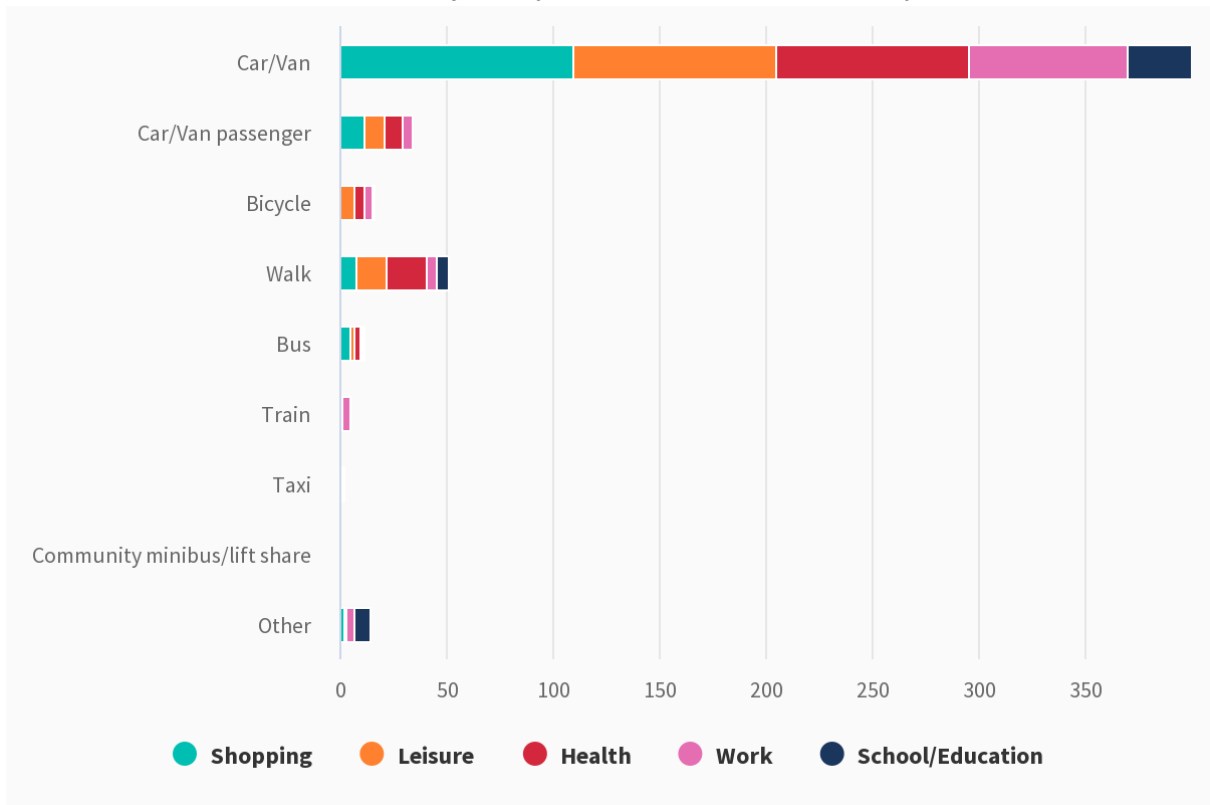


11. If you are employed and are not predominantly working from home i.e. office, site location, please provide the area of your place of work. (Please add the first 5 digits of the postcode if you are comfortable to do so).

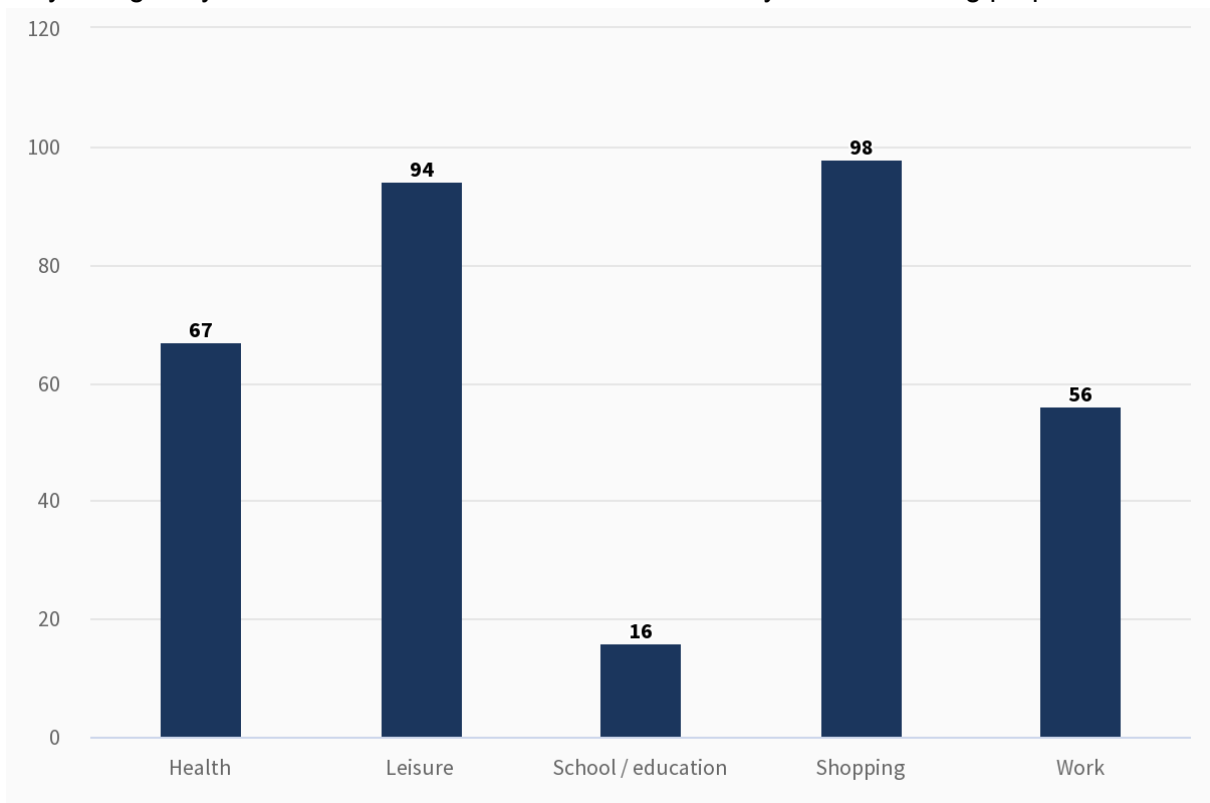
Responses not provided as a mix of postcodes and locations that are yet to be map/grouped.



12. Which mode of transport do you use most frequently for the following purposes? Please enter one transport mode for each journey purpose that is relevant to you.

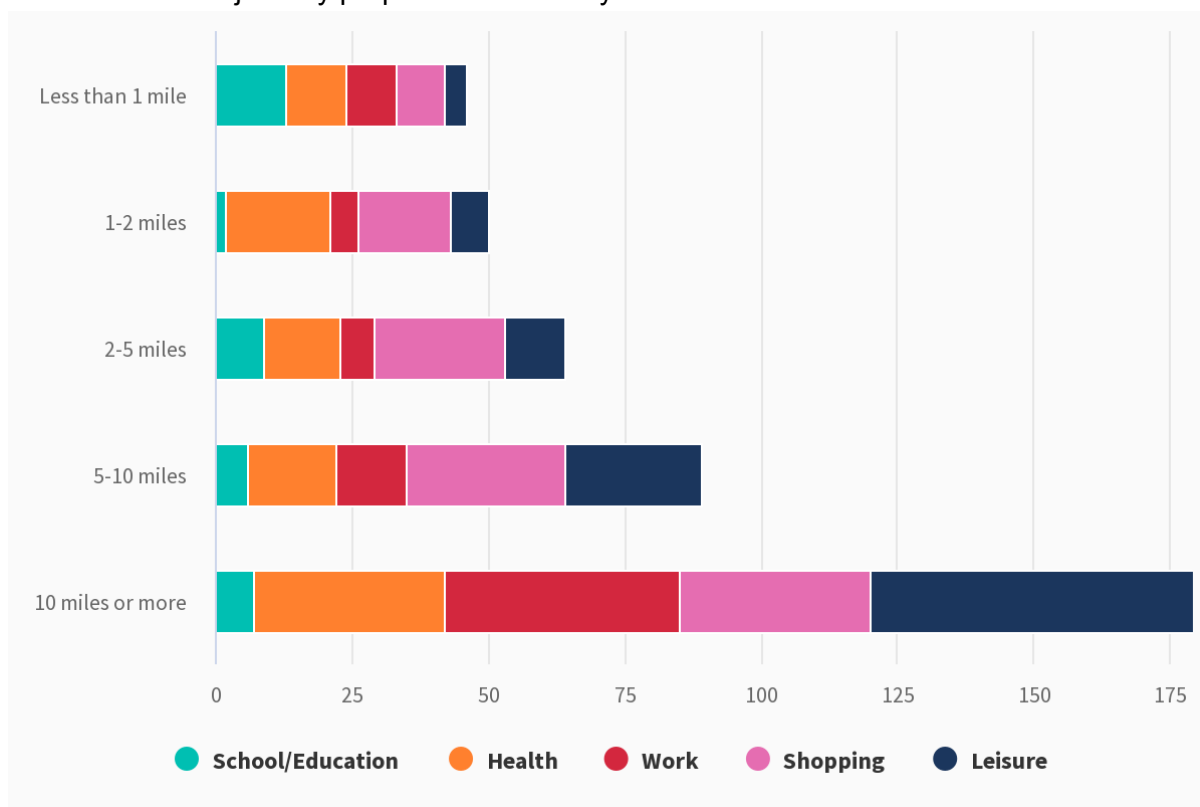


13. Do you regularly travel outside of Whitehill & Bordon for any of the following purposes?

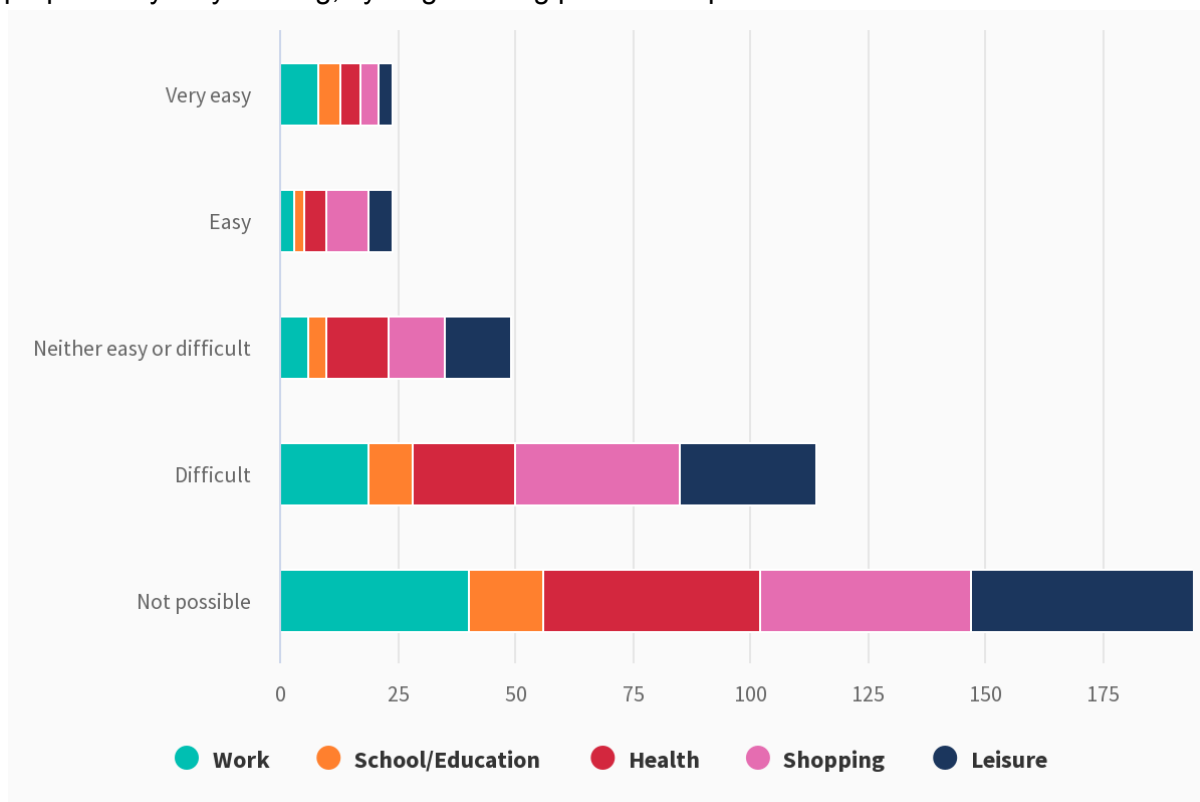




14. What distances do you usually travel for the following purposes? Please enter a distance for each journey purpose relevant to you.

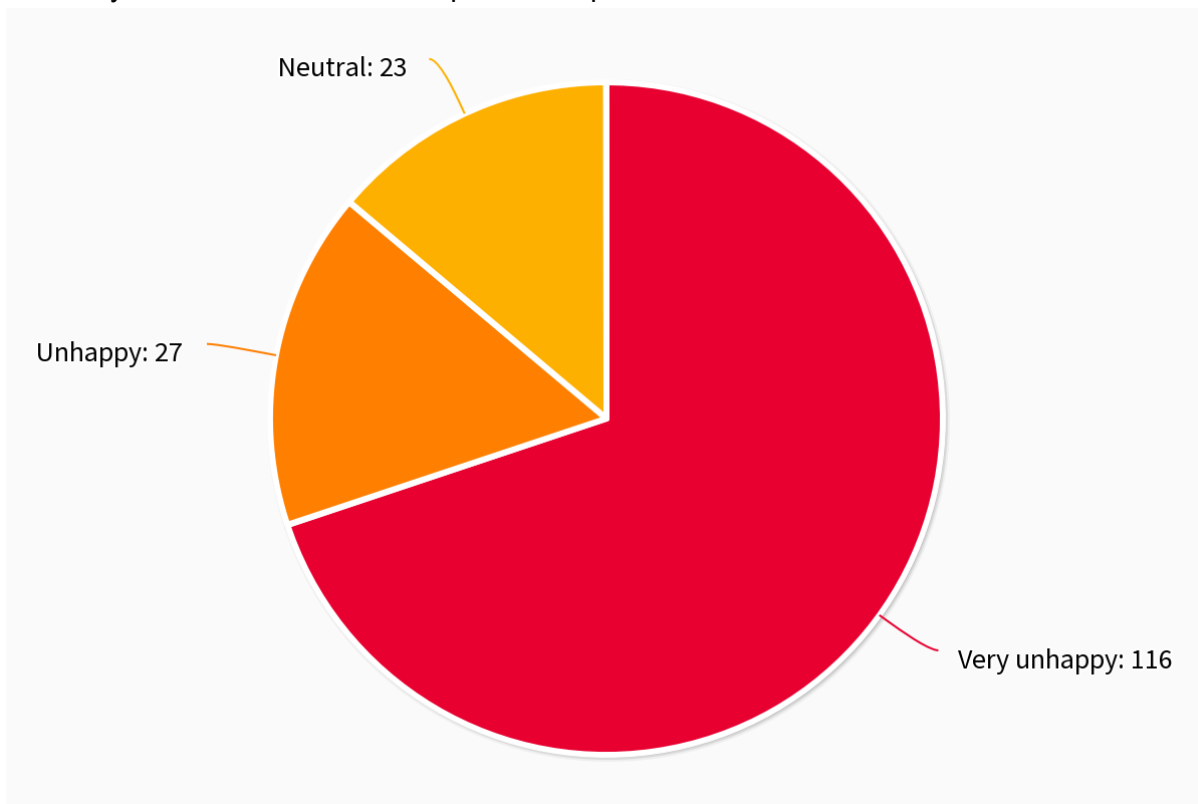


15. How easy is it for you to travel from your home in Whitehill & Bordon to the following purposes by only walking, cycling or using public transport?

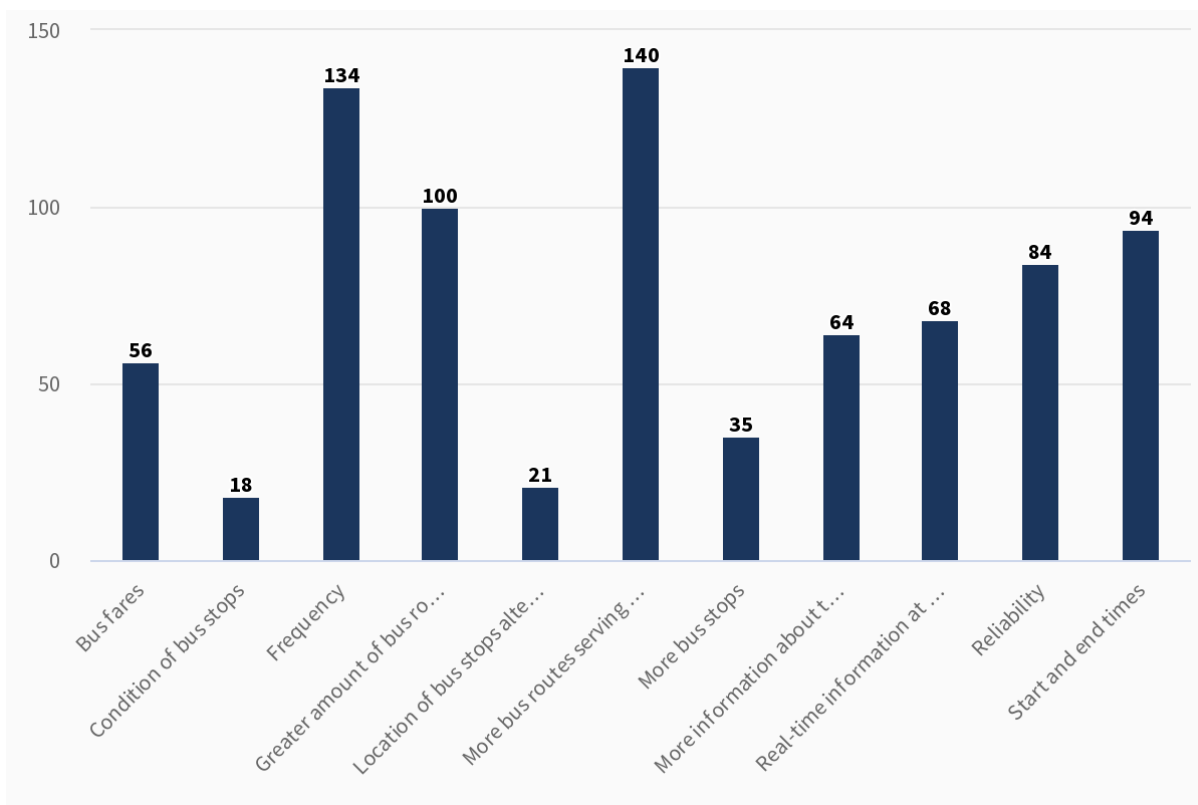




16. How do you feel about the current public bus provision in Whitehill & Bordon?



17. Which of the following aspects of public bus provision could be enhanced in Whitehill & Bordon?

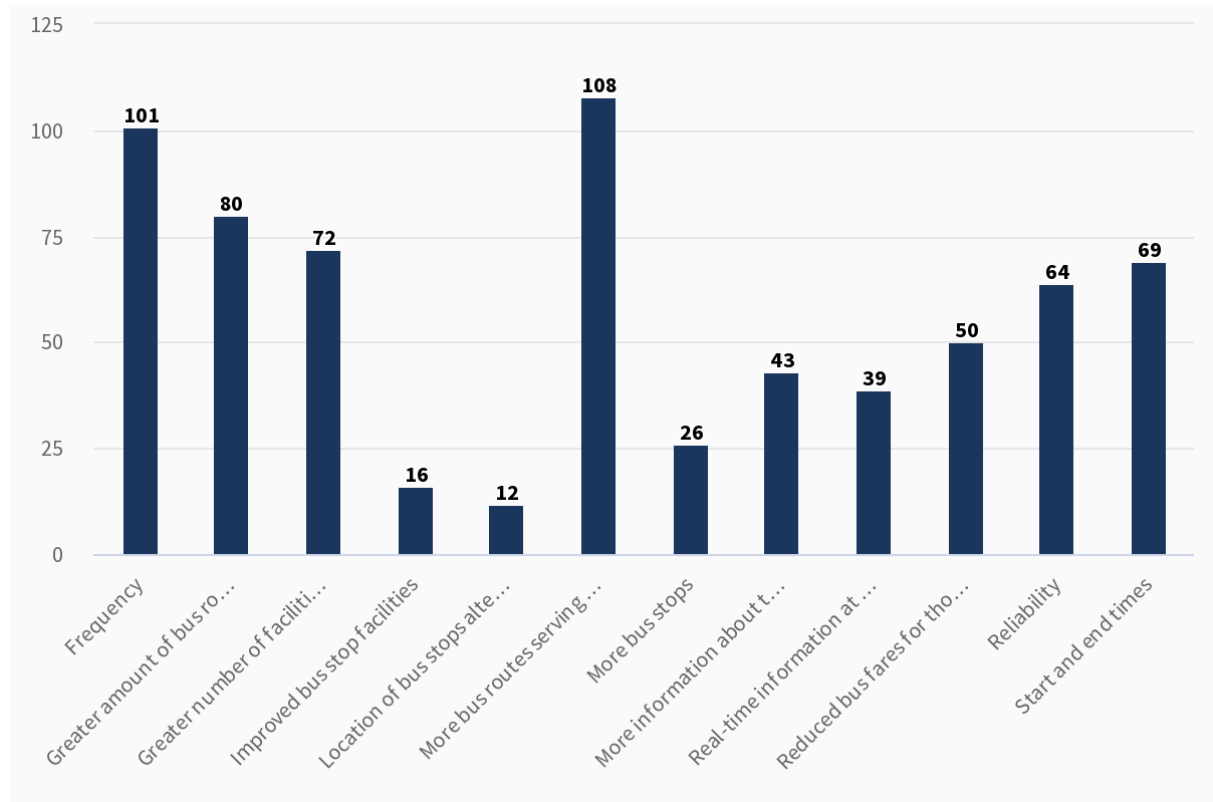




Bus fares / Condition of bus stops / Frequency / Greater amount of bus routes serving W&B / Location of bus stops altering / More bus routes serving different destinations outside of W&B / More bus stops / More information about timetable, routes and journey planning / Real-time information at bus stops / Reliability / Start and end times

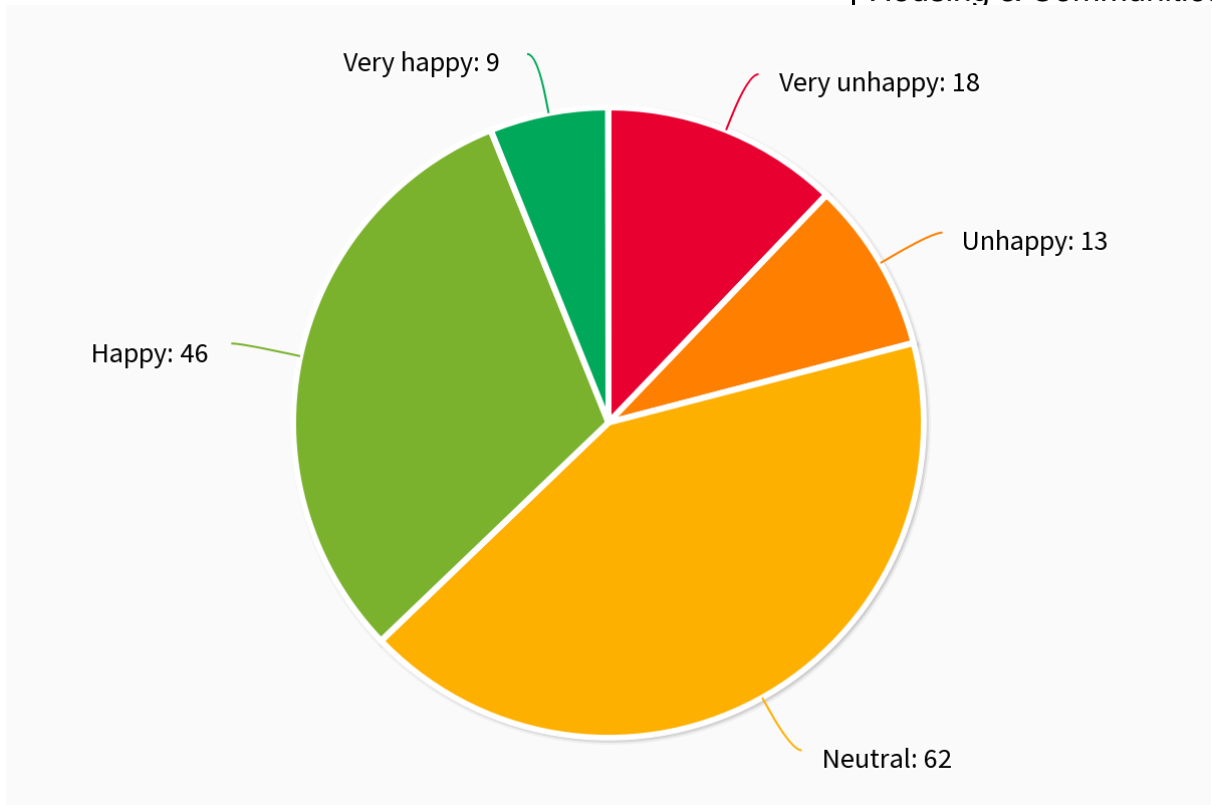


18. What would encourage you to use the private car less and public bus service more in Whitehill & Bordon?



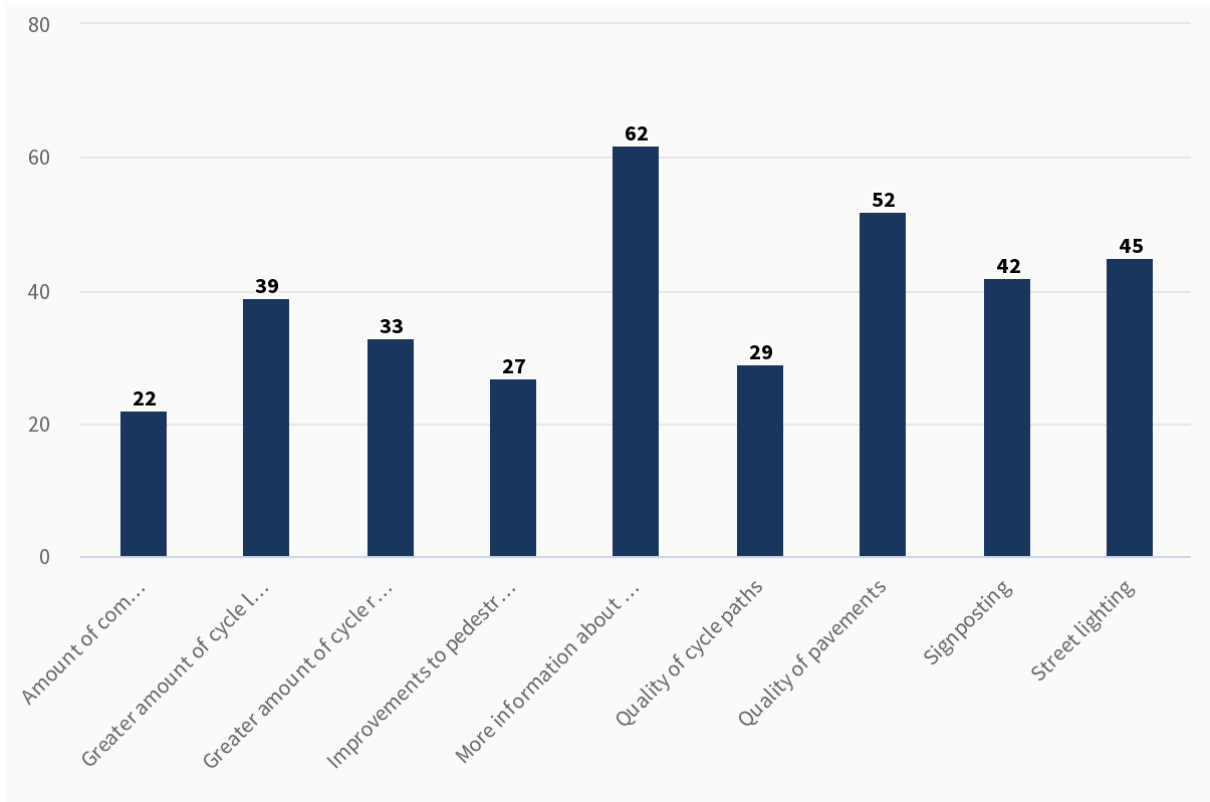
Frequency / Greater amount of bus routes serving W&B / Greater number of facilities in W&B i.e. employment, shops, health / Improved bus stop facilities / Location of bus stops altering / More bus routes serving different destinations outside of W&B / More bus stops / More information about timetable, routes and journey planning / Real-time information at bus stops / Reduced bus fares for those travelling frequently / Reliability / Start and end times.

19. How do you feel about the current walking and cycling paths in Whitehill & Bordon?





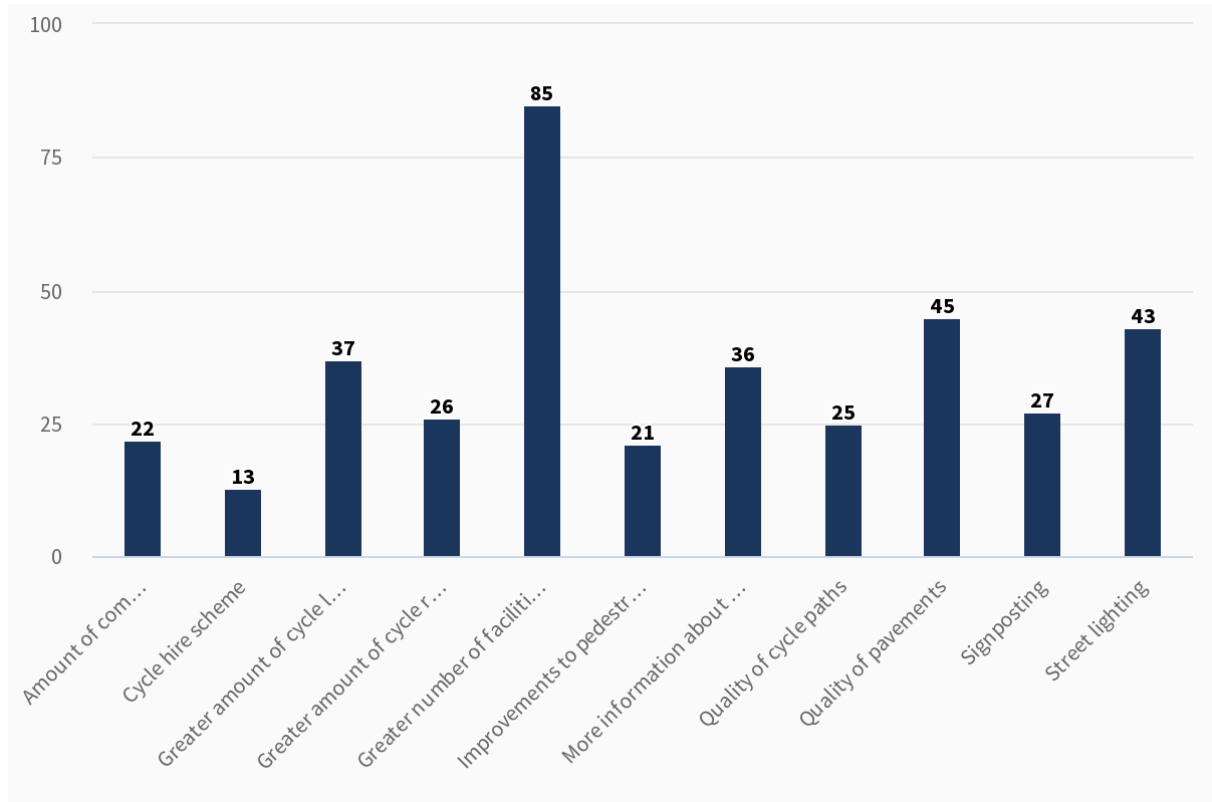
20. Which of the following aspects in relation to walking and cycling paths could be enhanced in Whitehill & Bordon?



Amount of community cycle parking / Greater amount of cycle lanes on or off road / Greater amount of cycle routes / Improvements to pedestrian/cycle crossings / More information about walking and cycling paths / Quality of cycle paths / Quality of pavements / Signposting / Streetlighting



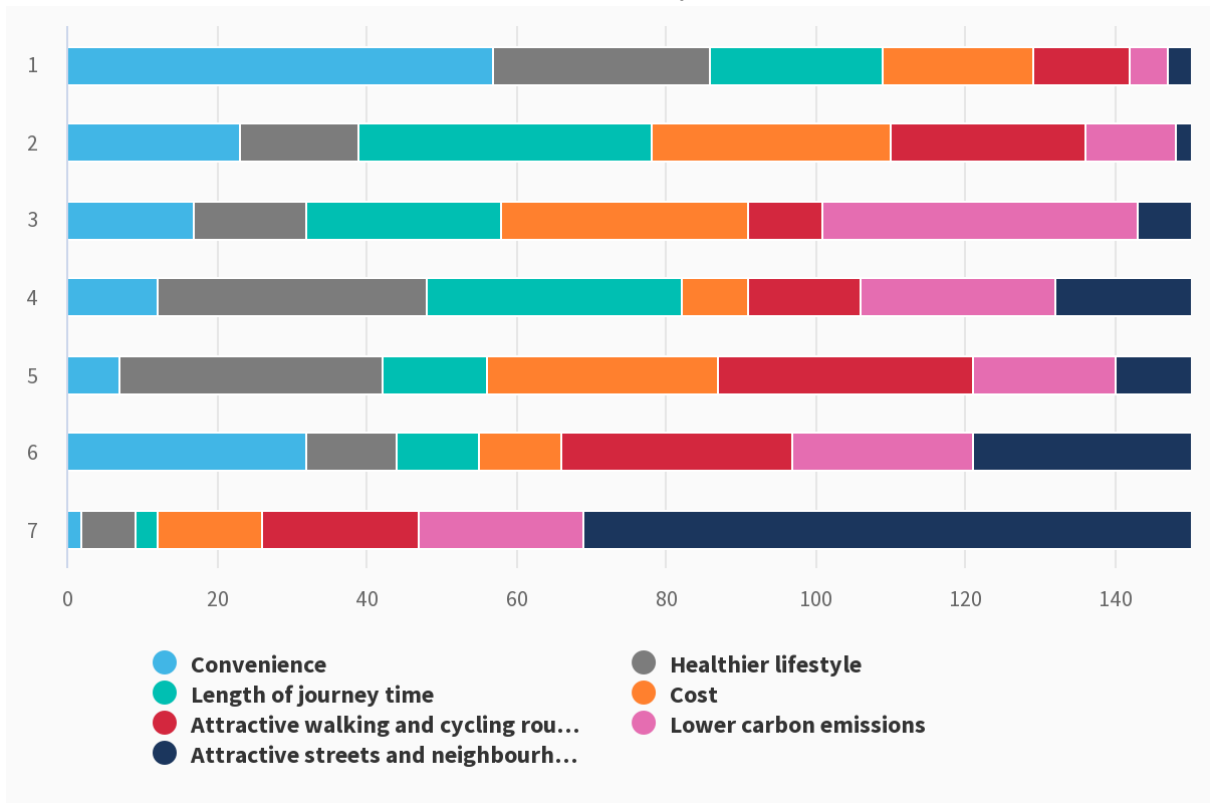
21. What would encourage you to use the private car less and walk and cycle more in Whitehill & Bordon?



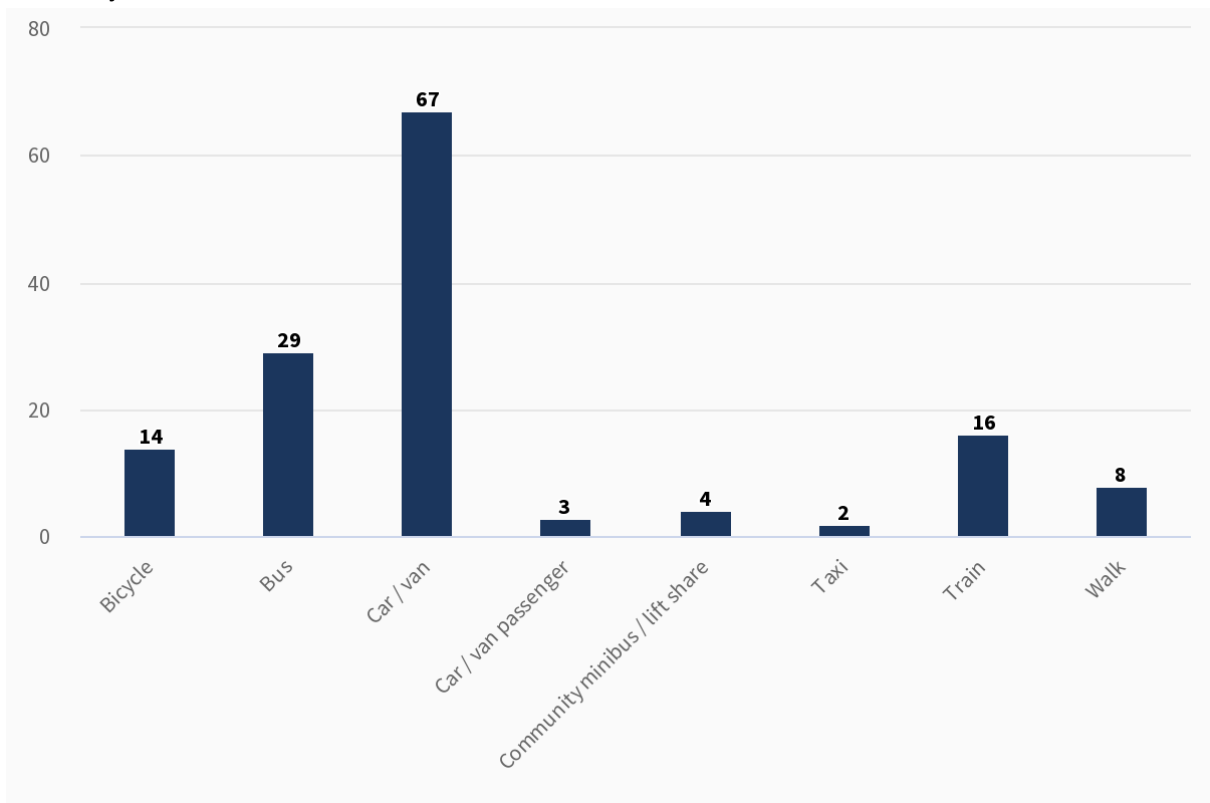
Amount of community cycle parking / Cycle hire scheme / Greater amount of cycle lanes on/off road / Greater amount of cycle routes / Greater number of facilities in W&B i.e. employment, shops, health / Improvements to pedestrian/cycle crossings / More information about walking and cycling paths / Quality of cycle paths / Quality of pavements / Signposting / Streetlighting



22. In terms of travel choices, what is most important to you?



23. What is your desired mode of future travel in Whitehill & Bordon?





24. Do you have any further comments you would like to share about how you currently travel in Whitehill & Bordon, or how you wish to travel in the future?

Responses not provided as multiple qualitative responses. Will be summarised and presented in consultation statement.



SOCIAL MEDIA CAMPAIGN REPORT

East Hampshire - Low Carbon

5th September 2022



Commonplace





Paid Social Promotion Campaign

Objective: Engagement

Channels: Facebook & Instagram

Spend: £2000

Start Date: 18th July

Planned End: 30th August

Campaign Duration: 6 weeks

Landing Page:

<https://lowcardesignwb.commonplace.is/>

POC: Emma Hooper and Adam Harvey



People who match:

- Interests: Environmental technology, Climate, Cars.com, Renewable energy, Natural environment, Cars and Bikes, Housing and Development Board, Property or Solar power

Creatives/ Captions for Phase 1

East Hampshire
DISTRICT COUNCIL

Is there a better way?

Have your say on housing designs that could support low-car lifestyles in Whitehill & Bordon.



1. East Hampshire District Council is seeking the views of local residents on housing designs that could support low-car lifestyles in Whitehill & Bordon. The council wants to hear local residents' thoughts on this and residents can have their say by taking part in a consultation this summer.
2. Low-car living means less driving and less space devoted to parking. It is one option for helping to address the climate crisis through the Council's emerging Local Plan. East Hampshire District Council wants to hear local residents' thoughts on this! Have your say and be part of the development in your local area!
3. East Hampshire District Council wants to implement new housing in your local area in the most eco-friendly way, by efficient use of land, enhancing the community's sense of place and supporting a high quality of life. Have your say so that you can support the way East Hampshire district develops!
4. East Hampshire District Council wants local residents' views on housing designs that could support low-car lifestyles in Whitehill & Bordon. Would you like more cycling and walking routes or climate-resilient neighbourhoods? Let us know and click on the link below!
5. Did you know that housing designs can be built to help the environment? East Hampshire District Council is doing just that by asking views of local residents on housing designs that could support low-car lifestyles in Whitehill & Bordon. Have a look at the plan and place your views on the new developments!

Creatives/ Captions for Phase 2 - Travel survey Launched 9th August

East
Hampshire
DISTRICT COUNCIL

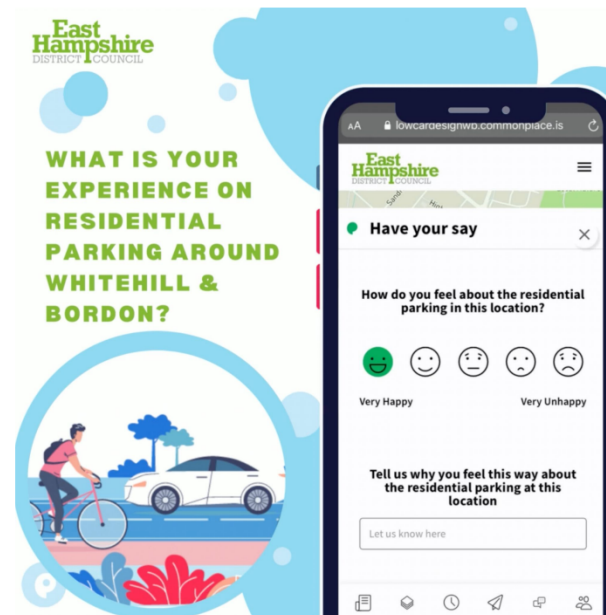


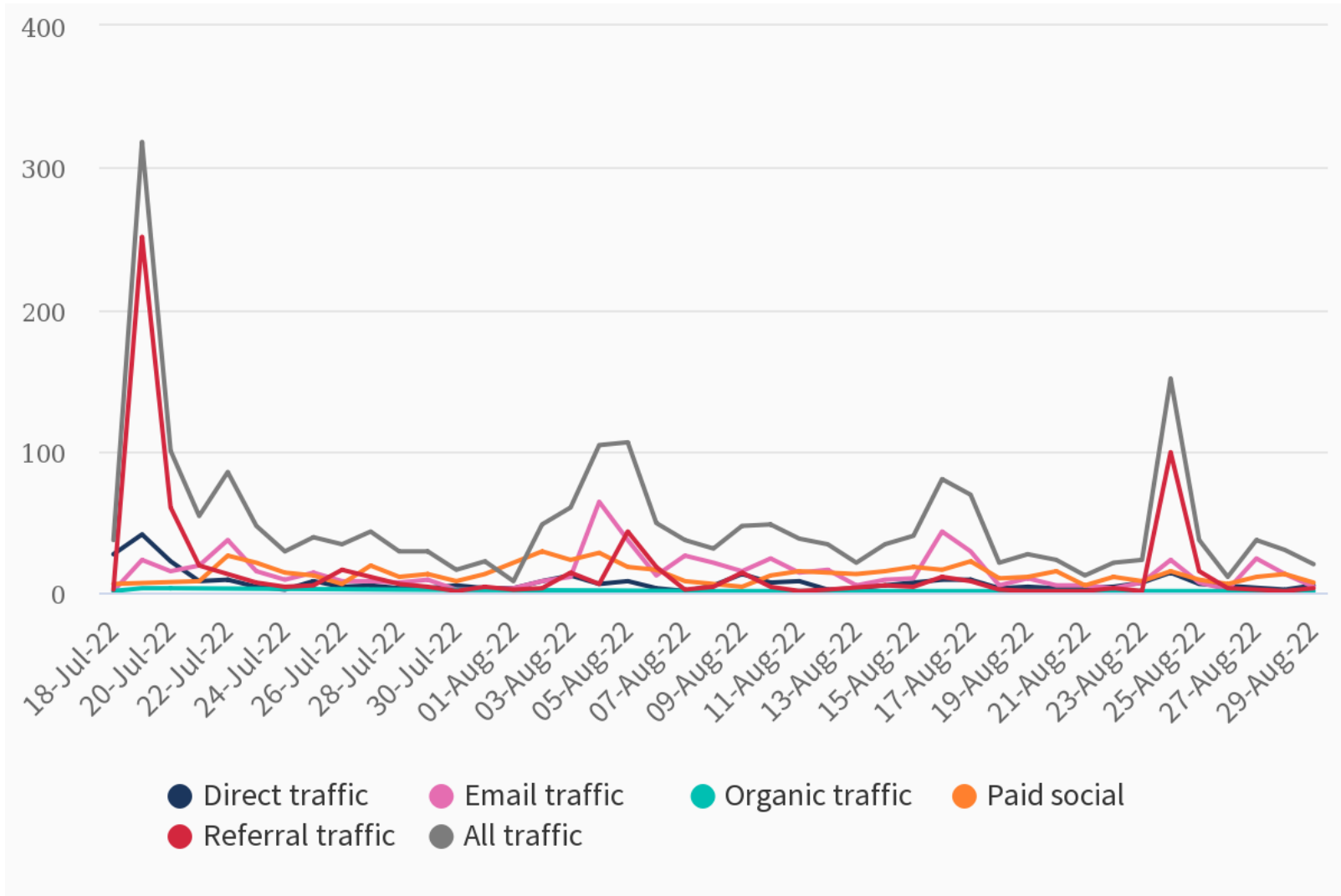
**HOW DO YOU
TRAVEL AROUND
WHITEHILL & BORDON?**
**Help tackle the climate
crisis through the
Council's emerging
Local Plan!**

1. We want to hear how you currently travel in Whitehill & Bordon! Less space for parking the car at home, reducing the need to travel by car and alternative travel options are all interlinked and must be considered together.
2. Let us know your thoughts! We want to have a greater understanding of what possibilities there are to tackle the climate crisis through the Council's emerging Local Plan!
3. Let us know what transport modes are available to you! How often do you travel by the following modes for any journey purpose? How easy is it for you to travel from your home in Whitehill & Bordon to the following destinations by only walking, cycling or using public transport?
4. In terms of travel choices, what is most important to you around the Whitehill & Bordon area! Click on the link and take part in the travel survey, a greater understanding of what possibilities are available will help support the Council's emerging Local Plan!

Heatmap creative and Caption!

Help support the Council's emerging Local Plan around Whitehill & Bordon by clicking on the link to "put your pin on our map" to tell us about your experience with residential parking around the local area.







Above: Graph from the Commonplace dashboard showing the no. of visitors to the EHDC “low-car design” webpage during the consultation period, with components from different origins shown in different colours as per the legend. Increases in traffic correspond to new phases of the consultation and/or to news posts issued through Commonplace.