

# COMMUNITY POLICIES

## INTRODUCTION

### TOPIC DESCRIPTION:

The Community working party recognises the strong sense of community involvement in the parish and the desire to maintain and enhance the existing community benefits. Community facilities are a key component to social infrastructure and can include community halls, places of worship, libraries, pre-schools and nurseries, local shops and healthcare facilities as well as community and volunteer groups. These cover a diverse range of abilities and ages and will cater for all generations living and working in the parish.

### IMPLICATION AT LOCAL LEVEL:

To ensure that future development of the two identified retail areas of Station Road and the Square builds on and enhances their existing separate unique characteristics. To ensure that the opportunity to increase local and visitor footfall in the Station Road facility is put to full advantage due to the close proximity of the South Downs National Park and it's Gateway railway station, and hosting many of the community facilities identified in the Design Forum. To celebrate the commercial success in the Square by supporting the promotion of the historic buildings and retail units within the Square and creating a pleasant social environment for the community and visitors.

### MAIN AREAS OF PRIDE & CONCERN ON COMMUNITY INFRASTRUCTURE AS EXPRESSED BY THE COMMUNITY (reference to Visioning Event July 2017 and Design Forum Nov 2017:

#### PRIDE:

In the historic centre of the Square  
In the commercial success of units in the Station Road area.  
In the success of volunteer groups such as Liphook In Bloom, the annual Carnival and Liphook Bike Ride  
Care within the community for an ageing population by the Peak Centre Trust and Liphook Age Concern  
Businesses and community working together.

#### CONCERNS:

Conflict between traffic and pedestrians at peak times in the Square  
Lack of investment in the appearance and maintenance of some of the retail units  
Finding ways to support smaller volunteer groups  
Loss of some traditional units such as grocers and butchers

### POLICY AIMS & OBJECTIVES:

*'To support economically vibrant, mixed use facilities in the two retail areas of Station Road and the Square. To provide social space to cater for the needs of all generations living and working in the parish. To ensure there is continued support for community events across the parish.'*



## NDP COMMUNITY DETAILED RECOMMENDATIONS SIGNIFICANT 'LOCAL' ISSUES: Identifying problems, assets and opportunities

### THE SQUARE

#### ASSETS

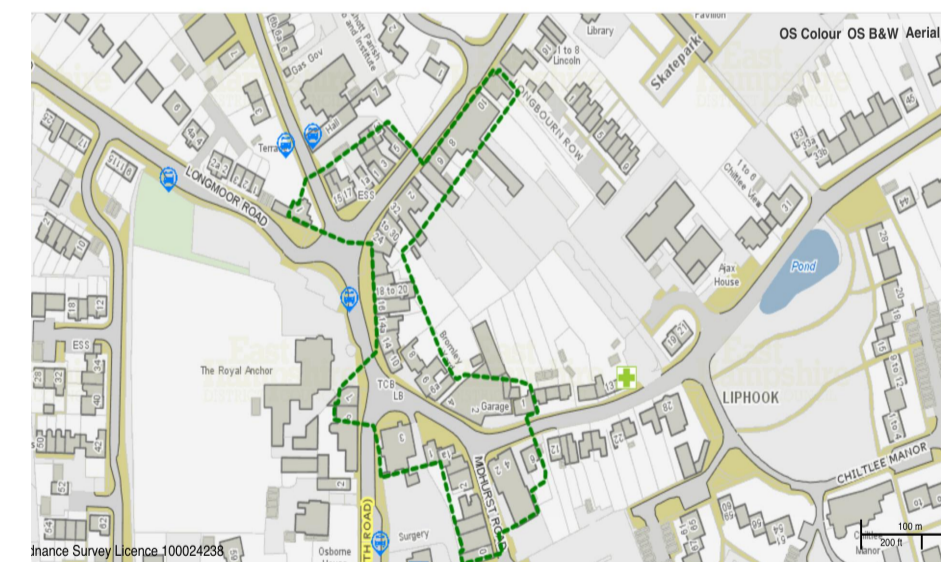
The pleasant aesthetic layout and historical value encourage visitors other than for retail  
Wider pavements in the Square itself, providing outdoor seating for the small food outlets  
It is a compact area with access to both sides via the zebra crossing  
High amount of passing trade during school term time  
Well maintained all season large flower beds.

#### OPPORTUNITIES

Enhance the historical and architectural features to encourage more visitors and hence footfall.  
increase in footfall due to establishment of Bohunt 6th Form college provides opportunity for new units or enhancement of existing.  
Better signage for listed and historical buildings and occasional guided walks would increase footfall

#### PROBLEMS

Empty premises and general lack of maintenance of the outside of some of the premises gives an air of neglect  
Perceived danger to pedestrians due to narrow pavements and poor visibility on some corners on main roads leading to the Square  
Main parking is in Midhurst Road, necessitating crossing roads with limited safety  
Perceived danger to pedestrians due to narrow pavements and poor visibility on some corners on main roads leading to the Square  
Midhurst Road shops separated from the Square by roads which can be difficult to cross.



### STATION ROAD

#### ASSETS

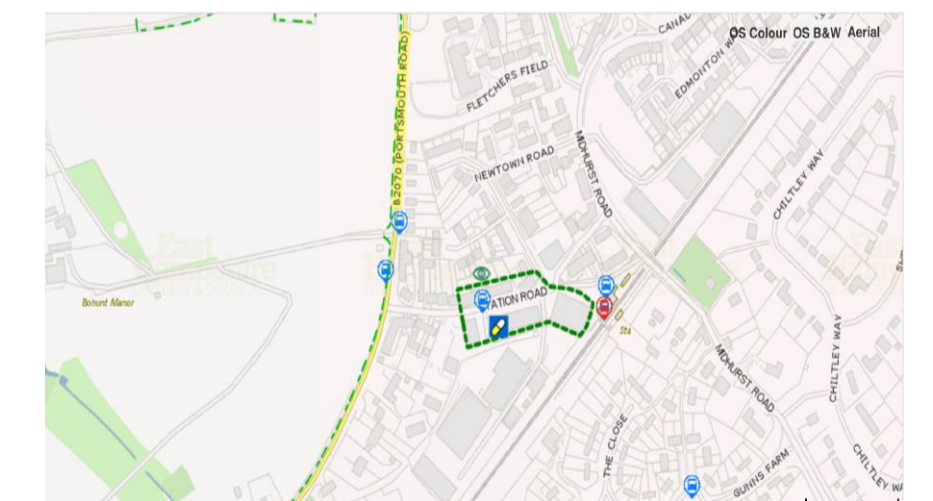
Numerous small niche retailers complementing Sainsbury's with 50% being service suppliers.  
Good parking facilities for shops and surgery  
Mixed retail and residential  
Excellent connection between SDNP Gateway railway Station and access to National Park with pleasing views  
Pedestrian friendly shopping environment with wide pavements.  
Good access for large delivery vehicles

#### OPPORTUNITIES

Explore options for large mixed use centre for small groups, soft play area, start-up enterprise facilities, and financially supporting businesses, Increase tourist visitor footfall by promoting access to National Park  
Improve the visual appearance of the units with cosmetic maintenance and urban landscaping  
Explore the opportunity for urban art to celebrate the parish and National Park  
Increase opening hours to complement passing footfall of commuters, tourists, cyclists  
Improve marketing of niche units through social media and online shopping and services guide

#### PROBLEMS

Lack of public awareness of range of outlets and services in this area.  
Distanced from the Square and hamlets north of the parish



Additional community infrastructure needs have been identified during public consultation such as:

- Covered market
- Pop-up shops for embryonic enterprises
- Drop in space for care groups
- Soft play or nursery
- SDNP visitor centre and cafe
- Small offices, work spaces and meeting rooms
- Roof garden and gardening spaces

These are unlikely to be financially viable as stand-alone units but could be self-supporting as a mixed used facility.

# COMMUNITY POLICIES

## COMMUNITY AND SOCIAL INFRASTRUCTURE

Generally community facilities are places where the community can meet and interact free of charge, such as:

Village halls	& also include in the wider range:
Parish halls	Pre-schools and day nurseries
Community halls	Public toilets
Places of worship	Convenience stores
Social clubs	Post offices
Libraries	Bank/building societies

Social infrastructure also includes:

- Local shops
- Public houses
- education facilities
- cultural facilities
- fuel filling stations
- health care facilities ie. doctors, dentists & pharmacies

The key aspirations of the community that were raised at the Design Forum were:

- To provide a diverse mix of shops in the retail core, with the aim of supporting an economically vibrant, mixed use centre
- To introduce a covered market hall by providing a suitable social space
- To provide facilities for all generations, including those living and working in the parish
- To support local and community events

An audit of the various units relating to community and social infrastructure, together with a map is part of this presentation.

Liphook has no primary retail units for comparison shopping but the two main retail areas in the Square and Station Road, provide a range of secondary retail units providing basic goods and services and also some niche goods. These are an important focal point for the community. With an increasing population the unnecessary loss of community facilities and retail units should be resisted and existing facilities should be able to modernise and adapt to varying demands.

The characteristics of the two retail areas are quite distinct and provide opportunities to capitalise on this. The Square has evolved with the growth of Liphook but retains many historical architectural and social features that are reminders of the history of Liphook. As the Square has evolved over a long period of time its' access is restricted due to narrow footpaths, hazardous crossings due to multiple feeder roads, parking is limited and pedestrians and traffic are in close proximity. Nevertheless the Square has the advantage of having many interesting architectural and historical features and is the focal centre for many community events. The emergence of cafes with outside seating areas is testimony to the fact that it is, and could be a more, pleasant place to visit.



### CF1 - Enhance the positive features in the Square and develop as a heritage area

#### POLICY

##### CF1.1

Any proposed development or alterations to retail units in the Square should preserve or enhance its special architectural or historic character or appearance

##### CF1.2

Any proposed development or alterations should be in accordance with any policies under Heritage and Design relating to the Square.

##### CF1.3

Proposals for cafe and restaurant outlets in the Square will be supported.

##### CF1.4

Apply Use Class Order restrictions to ensure preferred mix of shops and non-retail uses.

#### VISIONS

1. Increased investment in the Royal Anchor and consideration for visitor accommodation.
2. Integrate area in front of the Royal Anchor with the street scene.
3. External appearance of shops to be enhanced and complement historic nature of the area.
4. Increased visitor experience during the evenings, promoting cafe and restaurant outlets and utilising areas.

#### COMMENTS

1. The recent establishment of two coffee shops in The Square seems a success and is encouraging customers to 'dwell' in the Square.



### CF2 - Promote Station Road area for new retail units

#### POLICY

##### CF2.1

Proposals for new shopping or community provision within or adjacent to Station Road should be permitted where the proposals meet a local need, widen the choice, quality or range of shopping or community facilities, and are of a scale appropriate to the function of Station Road as a retail site.

##### CF2.2

Provided there is no detrimental impact on the landscape of the National Park, permission should be granted for new retail units in the vicinity of Station Road that maximise residential provision at first floor level and above.

##### CF2.3

Provide car charging points and cycle racks to promote sustainable travel.

##### CF2.4

Applications for residential only development should be discouraged and the combined area of Station Road and Bleaches Yard used to promote retail and community benefits.

#### VISIONS

1. Improved signage and promotion of the National Park will increase footfall of both local people and visitors
2. More investment in the Railway Station to improve access and promote Gateway designation
3. Improved maintenance of the external features and appearance of all levels of the retail units to celebrate the diversity of different eras and types of architecture.

#### COMMENTS

1. Pop-up shops may be an opportunity for new start-up retail businesses and will reduce any adverse visual impact of empty units.
2. The Station Road area reflects a modern purpose built facility to one side of the road and more substantial brick built units to the opposite side of the road. The majority of retail units have residential accommodation to the upper floors. The loss of any of these units should be resisted as this would impact on the character and viability of remaining units.



### CF3 - Promote increased footfall in the Station Road area and seek opportunities to secure a mix of uses to enhance community and social infrastructure

#### POLICY

##### CF3.1

In the event that any of the large units in Bleaches Yard prove to be no longer financial viable, support will be given to proposals for a mixed use facility to meet the needs of the local community.

##### CF3.2

Consider making the vacant Countrywide Stores as an Asset of Community Value in order to provide the opportunity to explore innovative management options for a multi-use facility.

##### CF3.3

Support proposals for public art that would promote the heritage of the parish and celebrate the South Downs National Park.

#### VISIONS

The Station Road area will be improved and revitalised by improved marketing by:

- Raising public and visitor awareness of facilities
- Providing new facilities to cater for all generations living, visiting & working in the parish

#### COMMENTS

There are 3 business and employment sites in close proximity (Beaver, OSU and Bleaches Yard. Bleaches Yard lies to the rear of Station Road and now has some vacant large premises together with substantial parking provision. Any loss of these premises should be resisted as they are important business and employment areas. In line with EHDC Local Plan and Business and Employment policies in this plan it should be demonstrated through a rigorous marketing exercise that the use is no longer viable, that all reasonable efforts have been made to retain it.

The Station Road area has easy access to the railway station (designated a gateway station by the SDNP) and bus route, walking distance to the National Park, thriving shops and adequate parking spaces. This provides the opportunity to enhance visitor numbers to the National Park and in turn add to the vitality of the retail units.

# COMMUNITY POLICIES

## Community Policy Supporting Documentation

Appendix 1 – List of retail units (goods and services), light industrial, community together with upper floor usage.

Ref	Name/Business	Comments	Upper floor usage			
			None	Vacant	Res.	Offices
<b>Midhurst Road</b>						
1	Supermarket (large)				X	
2	Chinese Takeaway				X	
3	Military ephemera				X	
4	Chinese Takeaway/Restaurant				X	
5	Vacant premises				X	
6	Financial Advisors				X	
7	Estate Agents				X	
8	Lloyds Bank				X	
9	Millennium Centre	Entire				
10	Doctor's Surgery	Entire				
<b>Portsmouth Road</b>						
11	Post Office Sorting Office	Entire				
12	Public House (The Links)					
13	Church					
<b>Square</b>						
14	Estate Agents				X	
15	Newsagents				X	
16	Public House (Royal Anchor)	Entire				
17	Vacant premises				X	
18	Barbers				X	
19	Sweet Shop				X	
20	Hairdressers				X	
21	Dentists				X	
22	Florists				X	
23	Cycle shop and repairs				X	
24	Mobility shop	Single storey	X			
25	Estate Agents					
26	Stoves and Heating				X	
27	Barbers				X	
28	Vacant premises					
<b>Longmoor Road</b>						
29	Nursery (early years)					
30	Community Room (Bohunt Centre)					
31	Vehicle Bodywork		X			
32	Electrical Services		X			
33	Carpentry and Joinery		X			
34	Specialist and used books		X			
35	Marketing services	Entire				
36	Offices	Entire				
<b>Headley Road</b>						
37	Dentist					X
38	Marketing services	Upper floor				
38	Carpet supplier	Single storey	X			
40	Veterinary Clinic	Single storey	X			
41	Travel Agents	Single storey	X			
42	Fish and Chips					
43	Art and Framing					
<b>London Road</b>						
50	Indian Take-away				X	
51	Cafe				X	
52	Vacant premises					
53	Church					
54	Nursery (early years)					
55	Library					
56	Photographers and services					
57	Heating, plumbing and elec. Services					
58	Curtains and soft furnishings					
59	Accounting services					
60	Offices					
61	Architects					
62	Public House (Green Dragon)					

## Appendix 2 –SWOT Analysis of the Square

Strengths	Weaknesses
<ol style="list-style-type: none"> <li>The pleasant aesthetic layout and historical value encourage visitors other than for retail</li> <li>Wider pavements in the Square itself, providing outdoor seating for the small food outlets</li> <li>Layby provides opportunity for passing trade and small delivery vehicles</li> <li>It is a compact area with access to both sides via the zebra crossing</li> <li>High amount of passing trade during school term time</li> </ol>	<ol style="list-style-type: none"> <li>Main parking is in Midhurst Road, necessitating crossing roads with limited safety</li> <li>Perceived danger to pedestrians due to narrow pavements and poor visibility on some corners on main roads leading to the Square e.g. London Road to Headley Road, Haslemere Road, Haslemere Road to Midhurst Road, west side of Midhurst Road</li> <li>Tendency for pedestrians to cross at junctions instead of official crossings - perceived safety issue</li> <li>Limited access for large delivery vehicles, likelihood of impeding flow of traffic</li> <li>Midhurst Road shops separated from the Square by roads which can be difficult to cross.</li> </ol>
Opportunities	Threats
<ol style="list-style-type: none"> <li>Enhance the historical and architectural features to encourage more visitors and hence footfall.</li> <li>Make road either one-way or pedestrianise to reduce air pollution and to provide opportunity for increase in outside eating areas</li> <li>Seek ways to provide pedestrian access between London Road and Headley Road (behind the old Barn?) and between London Road and the HCC car park in Haslemere Road</li> <li>Increase in footfall due to establishment of Bohunt 6th Form college provides opportunity for new units or enhancement of existing.</li> <li>Better signage for listed and historical buildings and occasional guided walks would increase footfall</li> </ol>	<ol style="list-style-type: none"> <li>Volume of traffic with reduction in quality of environment (including air pollution) will detract visitors</li> <li>Empty premises and general lack of maintenance of the outside of some of the premises gives an air of neglect</li> <li>Volume of traffic during peak travel times deters pedestrians especially with mobility issues</li> </ol>

## Appendix 3 – SWOT Analysis of Station Road & Bleachers Yard

Strengths	Weaknesses
Niche retailers complementing Sainsburys (50% service suppliers) Good parking Mixed retail/residential Pedestrian Friendly shopping environment-Wide pavements Good access for large vehicles to make deliveries.	Poor visual impact – Dated 1960's architecture Vacant properties Mobility issues Lack of public knowledge of businesses and services in this area
Opportunities	Threats
A large attraction such as a community centre/ Leisure facilities/Nursery/Soft play centre/ Enterprise facilities etc to attract footfall to the area. Should be non-direct competition to complement existing retailers.	Expansion of Sainsbury's
Improve visual impact of Station Road – Cosmetic update to shops and urban landscaping – amplify Liphook in Bloom opportunity- improve disabled mobility access and add a pedestrian crossing Utilise vacant spaces	Internet shopping Expansion of Niche shops and services in The Square and surrounding villages
Offer local events such as Marathons, cycle races, car boot fairs etc-wide pavements and wide road offer a central place to gather an event Integrate retail outlets in Station Road with Bleaches Yard Increased footfall from Ordnance Business Park, Bohunt V1th form college, housing development on west of Portsmouth Road Retailing and Tourism linked to SDNP- hiking/cyclists and other specialist groups	Later and flexible opening hours to match hours of passing footfall (later hours to cater for commuters/Sunday opening hours for tourism and cyclists.) Marketing – Increase knowledge of Niche shopping - target social media – produce a local shopping and services guide

## Appendix 4 – Car parking spaces within the main settlement of Liphook together with opportunities for electric car charging points.

Car Parking Spaces within Liphook (excluding Hamlets)

Location	Category	Total	Description	Electric charge potential
Station Car Park	Pay and Display	94	All day parking	Yes
Station Forecourt	Private	10	1 rail staff, 2 public (20 min wait), 7 office/shops	Yes
Adjacent to vacant Countrywide Store	Private	24	Staff, visitors, local residents only	Yes
Bleaches Yard	Private	74	Employees and visitors only	
LHS Station Road (rear of shops/residences)	Mixed	29	23 residents and staff, 9 shoppers	
LHS Station Road (front of shops)	Public	11	Short term parking only	Yes
LHS Station Road (front of shops at right angles)	Public	8	Short term parking only	
Rear of shops at right angles to Station Road, and forecourt of Liphook and Liss Surgery	Mixed	15	Short term parking only	
EHDC Car Park, LHS Station Road	Public	45	43 restricted to 5 hours max, 2 restricted to Surgery	Yes
RHS Station Road, front of shops	Public	8	Short term parking only	
Adjacent to Hiscocks	Public	4	2 in layby, 2 marked bays Old Midhurst Road	
EHDC Car Park, Midhurst Road	Public	42	24 short stay, 12 long stay, 4 disabled, 2 parish council	Yes
Lloyds Chemist	Private	6	Visitors only, unmarked bays	
Shiphouse Surgery	Private	6	Staff, drop off	
Lloyds Bank	Private	12	Private parking only	
EHDC Car Park, Haslemere Road	Public	9	Short term parking	Yes
HCC Car Park, Haslemere Road	Public	12	Short term parking	Yes
Radford Park (off Malthouse Meadows)	Public	20	Unmarked bays (estimated parking)	No
Royal Anchor (The Square)	Mixed	48	20 visitors to Royal Anchor, 28 short stay only	Yes
Longmoor Road layby prior to Victoria Way	Public	5		No
Longmoor Road layby past Bohunt Academy	Public	4		No
Longmoor Road layby opposite SDNP/fields	Public	6		No
Oak Lodge Dentist/Mzuri	Private	6	Visitors and staff only	No
Headley Road (Carpet, Vets, Travel)	Private	8	Visitors and staff only	No
Headley Road (Fish & chips, Art and Framing)	Private	10	4 to front, 6 to side)	No
Co-operative Stores	Private	18	4 to front, 2 disabled, 12 to side	Yes
Social Club and Village Hall, headley Road	Private	32	Restricted use	Yes
Library, London Road	Private	8	6 + 2 disabled	Yes
War Memorial Recreation Ground	Public	30	Approximate only (unmarked bays)	No
London Road (old A3) Access to Radford Park	Public	30	Service Road	No
Methodist Church	Private	8	Visitors to church and Nursery only	No
Church Centre, Portsmouth Road	Private	39	38 + 1 disabled, visitors to Church and Nursery only	Yes
Portsmouth Road, layby	Public	6	Bus stop and short term parking	No
Portsmouth Road, outside PO Sorting Office	Public	6	Short term only	No