



Illustrative sketch of the Eastern Neighbourhood Centre

What is being proposed?

The masterplan includes two new local centres, one on the eastern side of the site and one on the western side. These will be at the heart of the community, providing a focus for community activity.

Between them, the centres are likely to include space for a number of different uses, including:

- a range of community facilities, such as places of worship, community halls and market squares;
- a foodstore and smaller shops, encouraging independent retailers;
- financial and professional services, such as banks or solicitors;
- restaurants, cafes, takeaways and pubs;
- a medical centre;
- flexible work space, small offices and facilities to support start-up businesses and mobile workers with access to superfast broadband; and
- a range of new homes.

Both centres are in locations that make them accessible by foot, bicycle, public transport and car. This is an important design concept not just because residents of Manydown and surrounding areas need to be able to access essential community amenities, such as shops and medical facilities, but also because it will create an active and vibrant place that is used by people throughout the day and the evening.

The eastern centre is proposed to be focused around a square that will be near to the country park. It could include a medium-sized foodstore, a range of shops and other services, small scale businesses, community amenities and a possible new health centre. This centre would be located on a direct route from Winklebury to the country park.

The western centre is likely to be developed over a longer period of time, with high quality homes located around a larger square where a wide range of activities can take place, including markets and space for community events. There may also be some opportunity for additional community facilities and shops over the longer-term.

Why have we adopted this approach?

The proposals will provide the local shopping and amenities that residents of a lively new community will expect. They are also in keeping with Basingstoke and Deane Borough Council's Local Plan which includes a requirement for 'local shopping facilities' to be provided on site. Planning policy states that the retail uses on the site should include 'principally convenience floorspace and should complement the wider offer of the town centre and not seek to compete with nearby centres'.

Importantly the proposal for the centres is a response to feedback from local residents. There was general support for the proposed uses and a belief they would create a vibrant and viable heart for the community with support for the provision of flexible units to serve different uses in the centres. This could include workspace and employment opportunities in the local centres so that Manydown is a place to work as well as live.

The value attached by some residents of living within walking distance of the centres and ensuring that Manydown and its centres are connected with the surrounding area was a key point. Others questioned whether a centre was required at all, due to the proximity of others in the vicinity. Some respondents raised concern at the associated traffic and parking problems that the centres might create, whilst others stressed the need for medical facilities to be provided to serve existing communities as well as Manydown.

It is important to make sure the new centres are viable and vibrant in the long term. The centres need to be of the right size and be located in suitable locations so that they attract visitors and remain commercially successful. Commercial considerations affecting the long-term viability of shops include factors such as the visibility and accessibility from the main street and flexible building designs to enable them to be adapted.

An initial assessment has established the potential size of the new local centres at Manydown and the possible impact on shops in surrounding areas. This assessment suggests that the proposals would be sustainable and would not have any significant impact on other local centres.

To read the full information

See the following outline planning documents below on Basingstoke and Deane Borough Council's website at www.basingstoke.gov.uk/manydownplanning

- Retail Impact Assessment
- Economic Statement

Get in touch

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