

## WINCHESTER COUNCILLORS

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<b>Portfolio:</b>	<b>WCC</b>	<b>Date:</b>	<b>December</b>
<b>Agenda Item:</b>	<b>City Councillors report</b>		
<b>Nature of Report*:</b>	<b>Congratulatory!</b>		

**Thank you for all your hard work in 2021, we look forward with you to what we will achieve in 2022, and wish you a peaceful and happy Christmas.**

### **Requesting Action or Information**

#### **Would you like to have more trees, and link them into the Queens Jubilee Celebrations?**

With apologies, and recognition, to the Itchen Valley Parish Council, who have planted more than 100 trees already

As part of the Platinum Jubilee celebrations next year, Her Majesty recently launched a national tree planting initiative *The Green Canopy*, which aims to encourage individuals and community groups to *Plant a Tree for the Jubilee*. This is intended to create an environmental legacy in honour of the Monarch's 70 years' service.

This is a terrific scheme for encouraging community engagement and providing a focus for the jubilee celebrations as well as making a small contribution to combating climate change.

We are keen to support this project and would encourage parishes to take part. To assist, we attach a useful guide which covers how parishes can participate. This includes how to engage the community with incentives for taking part such as a local role of honour, certificates, plaques and invitations to a tree planting ceremony as part of next year's jubilee celebrations. It identifies sources of funding and a guide to selecting, planting and caring for the trees, as well as useful template resources such as certificates for participants and letters to schools and residents.

The amount of land available to each parish varies dramatically, however both Winchester and Hampshire are receptive to suggestions for planting sites, for individual or groups of trees.

There are also trees available for individuals to plant on their own land, at zero or low cost.

Not that we're competitive, but it would be good if we could map new trees on this map <https://queensgreencanopy.org/map-education-hub/qgc-map/#/>

Always happy to help with tree planting!

### **For information**

#### **Alresford Parking**

HCC are still minded to take control of the on-street parking, our priority will be to press for a parking strategy for Alresford which represents the needs of a market town economy and residents. The installation of EV points and the changes to the parking regime at the Station will now be implemented after Christmas, any work would use parking spaces and cause disruption shoppers and station users.

#### **New Car Park, The Dean**

A site meeting this week proved a disappointment, meeting none of our needs from this site. We were able to provide constructive criticism of the proposals and hope to have a positive proposal to review in the coming weeks.

### **Enforcement**

Parishes will have the lists of the closed and new cases, the list of the status on current cases will come in early December and thereafter monthly.

### **Nitrates Mitigation**

We have provided a scheme whereby small developers may buy nitrate mitigation credits. (Large developers have the skill to set up their own nitrate mitigation schemes.) If you search for 'Nutrient Neutrality WCC' you will be taken to the relevant page of the WCC website, here there is a link to the Partnership for South Hampshire, with whom WCC have been working to sort the nitrate problem. At the bottom of the page [www.push.gov.uk/work/mitigation-schemes-available-to-developers](http://www.push.gov.uk/work/mitigation-schemes-available-to-developers), there is a PDF with a list of organisations and businesses selling nitrate credits. Developers need to select one which covers the watershed or river catchment within which their proposed site lies.

### **Update on Market Towns Support**

Buttercross Creative have been commissioned to:

- design and develop A5 guide which promotes Winchester district's centres of Alresford, Wickham and Bishop's Waltham and the local visitor economy. 20,000 copies 48 pages.
- design an A3 folded map for each of the Market Towns (Alresford, Wickham, Bishop's Waltham) with business listings for each market town. New maps will be illustrated by local artist and illustrator Jonathan Chapman. 10,000 copies of each map.
- Our Welcome Back Fund Information and Project Officer has been working with market towns to obtain up to date business listings for the maps.

The editorial for the guide – ‘Discover Winchester District’s Market Towns’, will support and promote the visitor economy and celebrate the unique assets of each market town. Miranda Rock has been commissioned to copyright the guide and suggested content includes:

- the return of the ‘staycation’ with content on new, refurbished, quirky accommodation
- itineraries for overnight stays that include a mix of visiting high streets for dining experiences, events and buying to support local businesses.
- local town discoveries
- heritage/history and other points of interest
- art and cultural offer
- promotion special qualities and USPs
- support local – independents, local food and drink producers/
- outdoor walks and trails to inspire people to enjoy great days out across the district.
- encouraging local residents who are now working to use their local high street for meeting people, grabbing lunch and to pick up shopping.
- celebrate the local community - visitors and locals are now, more so than ever, drawn to areas that have a real sense of pride in their community. We want the guide to celebrate this by showcasing stories and interviews from the local business community on innovations and adaptations as a result of COVID.
- Sustainable/eco-friendly businesses/vegan/gluten free menus

The guide will not feature any display adverts or listings from our businesses but it will mention them via case studies, itineraries and thematic pages.

**Bin and weed audits** have been completed and we are working in the background to progress this project.

### **Alresford Market**

A research project has been scoped looking for a research consultancy to carry out a study to provide the council with a better understanding of the economic value of street markets in the Winchester district and the potential to develop the current offer – which includes the markets in Alresford