

## 10. TOURISM AND THE ARTS (TA)

### TOURISM AND THE ARTS CONTEXT

National guidance including PPG 21 Tourism and PPG12 Development Plans, states that Tourism and Arts facilities should benefit both visitors and residents in the Borough. These uses, when sensitively managed, can contribute to the amenity of the Borough and improve the quality of life of its residents. Tourism also provides a vital contribution to the local economy and should be considered in the context of sustainable development advice in PPGs 6 and 13 respectively.

Tourism and related sectors are forecast to continue to grow in the future, with the largest growth in day trips, short breaks and business trips. This growth however, is not without its difficulties and these pressures and problems must be positively managed.

Tourism cannot be regarded as a single or distinct category of land use and there are several links between these land uses and other policies of the local plan, which include the following. This highlights the wide ranging policy connections between tourism and the arts and other policies in the Plan.

There are several links between these land uses and other policies of the local plan which include the following:

- C policies: countryside
- BE policies: general design,
- LB policies: archaeology, listed buildings
- T policies: environmental impact of traffic
- E policies: local economy and business
- CF policies: community facilities and implementation
- TC policies: commercial leisure proposals
- OS policies: public open space, sport and recreation
- ES policies: environmental sustainability

### Tourism and the Arts objectives

10.1 The Council's key objectives, which are derived from the national and strategic framework and the Borough's Tourism and Arts Strategies, are:

- to implement sustainable tourism initiatives which respect the environment and the needs of local residents, and avoid cumulative adverse impacts;
- to encourage the use of the arts in new developments and

support the Borough's Percent for Art programme;

- to support improvements to the transport infrastructure, to particularly encourage walking and cycling leisure routes and appropriate river access (the Integrated Access Project);
- to improve the standard and quality of the tourism product and promote an understanding of the cultural value of local heritage and distinctiveness;
- to develop The Point as a Centre of Excellence for Dance to contribute to the town's cultural quarter and urban renaissance programme, in accordance with Policy 5 of the draft Regional Spatial Planning Strategy for Tourism (2002);
- to improve the arts infrastructure in the southern part of the Borough.

### Tourism

10.2 Eastleigh's Tourism Strategy 2003-2006, identifies opportunities to promote sustainable tourism in the Borough. The objectives of the tourism strategy should be implemented through the Local Plan. The DETR's research document "Planning for Leisure and Tourism" states that footloose attractions that contribute to the vitality and viability of town centres should be appraised in the context of PPS6. Non footloose small rural attractions will be best dealt with in the context of visitor management. Several types of tourism have been identified as possible ways of protecting the existing countryside and relieving pressure from popular county sites. Any proposals would have to meet the requirements of policy 160.TA or 161.TA, as well as including comprehensive green travel plans and visitor management strategies.

159.TA	Appropriate sustainable tourism proposals will be permitted, which may include: <ul style="list-style-type: none"><li>i. activity-based tourism;</li><li>ii. farm tourism and diversification;</li><li>iii. an improved range of quality inspected and registered accommodation;</li><li>iv. the provision of tourist information points, interpretative material and improve signage throughout the Borough;</li><li>v. cultural tourism – the presentation of local heritage and distinctiveness; and</li></ul>
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vi integrated access, projects including the Strawberry Trail.

### Tourism facilities in the countryside

- 10.3 Facilities for activities in the countryside have to be sensitively designed, located and managed if they are not to undermine the values of the countryside. Tourism proposals in the urban fringe may be appropriate in certain circumstances but particular care will have to be taken on sites within the strategic or local gaps. Proposals which would be more appropriately located in urban areas will not be acceptable unless they can satisfy a test of need and show that a sequential approach to site selection has been followed.

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| 160.TA | Proposals to develop, expand or improve existing leisure and tourism facilities in the countryside will be permitted where they satisfy all the following criteria: <ul style="list-style-type: none"><li>(i) the proposal should meet the criteria in policies 1CO, 2CO and 3CO and should not be detrimental to the landscape, nature conservation value, or archaeological value of the countryside. Where appropriate the proposal should ensure the retention and management of areas of open countryside, woodland, hedges and areas of nature conservation value;</li><li>(ii) the proposal should not involve the construction of large buildings or structures, extensive hard surfaced areas or large areas for car parking and access roads;</li><li>(iii) those buildings or structures that are required should be essential to an open tourism use, sited close to existing buildings where possible and not have a detrimental impact on the landscape;</li><li>(iv) the proposals do not include floodlighting, security fencing or other features which would demonstrably harm the character of the locality;</li><li>(v) the site is wherever possible, well served by public transport or is readily accessible from the nearest settlement by means of transport other than the private motor car; and the proposals are accompanied by a green travel plan;</li><li>(vi) the proposals include an appropriate planting scheme and where appropriate, contribute towards</li></ul> |
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the Council's Percent for Art scheme; and

- (vii) the need for such facilities must be established and the Council will also require proposals to be consistent with the sequential approach to the selection of sites.

#### Tourism facilities in Urban Areas

- 10.4 The Borough Council believes that arts and tourism facilities can make an important contribution to the well-being, vitality and attractiveness of town centres. Therefore, encouragement will be given to the location of such land uses within Eastleigh town centre and other local centres in the Borough. In particular the council will seek to improve the quality of existing facilities such as The Point in Eastleigh, and where appropriate may seek to negotiate financial contributions from developers for such improvements. The Council will require any proposals to be consistent with the advice in PPG 13 Transport and PPS 6 Town Centres. Applicants for planning permission should also consider policy 134.TC on major edge-of-centre or out-of-centre development for retail, leisure, office or other town centre uses that attract a lot of people.
- 10.5 The Borough Council will consider sympathetically proposals for providing a centre for the interpretation of the Borough's industrial heritage, on an appropriate site, within easy access of Eastleigh town centre. The Borough Council will also support improvements to Eastleigh Museum and the enhancement of local heritage attractions across the Borough.

161.TA Proposals for appropriate tourist facilities in urban areas will be permitted subject to all the following criteria being met:

- i. the proposal must be compatible with adjoining land uses and not cause unacceptable levels of noise, loss of amenity or traffic generation;
- ii. the proposal should include a green travel plan and be accessible by public transport;
- iii. the proposal must be of a suitable design and include appropriate landscaping, environmental improvement measures and where appropriate, contribute towards the Council's 'Percent for Art' scheme; and

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| iv. | the need for such facilities must be established and the Council will also require proposals to be consistent with the sequential approach to the selection of sites. |
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### Integrated Access

- 10.6 Hampshire County Council and Eastleigh Borough Council have set up an Integrated Access Project which aims to improve access to the countryside and the coast of Eastleigh Borough for both residents and visitors. The emphasis is on public transport and walking routes linked together to provide a range of options for exploring the Borough. A number of pedestrian, cycleways and bridleways are proposed (policies 152.OS and 153.OS) to reflect the area's importance for tourism and recreation.
- 10.7 Through the Quality Bus Partnership, information on buses and at bus stops is being improved and improvements are proposed key railway stations. The most important link is the walking route called 'The Strawberry Way', to reflect the Borough's long association with the strawberry industry. The provisional proposals for the route, shown on Plan 58 have been designed to link key villages and attractions and to contribute to sustaining the local economy.
- 10.8 The proposed route uses existing rights of way, but if we are to encourage more people to explore the Borough on foot we need to improve the infrastructure, surfacing, signage, interpretation and information along the route.

162.TA	The Borough Council will not permit any development that will be detrimental to the provision and enhancement of the Strawberry Trail. Where development is taking place along the route, the Council may seek contributions towards such improvements.
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### Hotel Provision

- 10.9 DETR's Research Report on Planning for Tourism states that 'Hotel sites should be identified in the context of established need'. Eastleigh Borough Council and Hampshire County Council have recently conducted research into hotel development in the Borough and the Eastleigh Tourism Strategy 2003 - 2006 identifies the need for a country style hotel on the Hamble peninsula, which may also provide leisure facilities for local residents.

163.TA	An appropriate proposal for a hotel on the Hamble Peninsula will be permitted provided:
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- i. it is on a site within the urban edge; and
- ii. the Council is satisfied that the environmental and traffic impacts of the development would be acceptable.

10.10 As part of the Integrated Access Plan for the Hamble Peninsula which is being prepared by the Borough Council in partnership with the County Council, consideration will be given to improving access between urban areas, the countryside, the Hamble foreshore and the coast.

#### Conference Centre

10.11 Given the Borough's proximity to major transport gateways – the strategic road network, Southampton airport, the port of Southampton and the main rail route to London – the plan identifies the possibility of locating a Conference Centre within the Borough. This use can be expected to have a large regional catchment and therefore, should be ideally located at a public transport interchange. The most viable site within the Borough is at Barton Park, in Eastleigh. This site is close to the largest town centre in the Borough and the main public transport interchange in the Borough, although pedestrian links to the town centre would have to be significantly improved before the site would be likely to be considered suitable for such a use. The site will also only be acceptable after completion of the Chickenhall Lane Link Road.

- 164.TA An appropriate proposal for a conference centre will be permitted at Barton Park, Eastleigh, provided:
- (i) significant new pedestrian links have provided across the railway, between the site and the town centre;
  - (ii) the Chickenhall Lane Link Road is open for traffic; and
  - (iii) the Council is satisfied that the environmental and traffic impacts of the development are acceptable.

#### Percent for Art

10.12 Percent for Art is a national government scheme which encourages developers and businesses to contribute towards commissioning arts and crafts works, as part of new buildings, developments and refurbishing landscape treatments. Southern & South East Arts recommend that all public building and public works should adopt the Percent for Art scheme. The Borough Council recommends that at least one percent of the total development costs should be committed at an early stage to the Percent for Art scheme so that the arts and crafts can become an integral part of the development, promoting a

sense of identity with the place or community in which it is located. The per cent for Art policy applies to public and private sector developments, usually those which are large scale and include publicly accessible buildings and spaces.

165.TA	The Borough Council recognises the contribution of the arts to the quality of life of its residents and will promote the commissioning of appropriate public art in new development. The Council will encourage developers to set aside 1% of the cost of new development for commissioning art work.
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