

# Winchester Vision 2030

PROJECT UPDATE 17<sup>th</sup> September 2020



# Winchester Vision 2030

## Our Team

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# Winchester Vision 2030

## Project Brief

“The Town Forum wishes to produce a new Vision for Winchester to articulate aspirations for the town over the next ten years or so, not only for those who live in the area but also in its contribution to the wider district. This will function as an overarching framework for more detailed work on specific issues and as a clear statement of what the preferred long term outcomes of decision making will be. In the latter sense it should be seen as a guide to anyone asking the question ‘what does Winchester want?’”

*Vision Study 2020-2030, Consultants Brief*

# Winchester Vision 2030

## This Evening

1. We will provide an update on our research findings and explain how these have informed the final stages of the project
2. We will set out a forward timeline to project completion
3. We shall explain how the final outputs will be generated and configured

## DIRECT CONVERSATIONS



Street Audio Tracks



Interviews



Digital Walks

## WEBSITE & ONLINE ENGAGEMENT



One Great Win Website



Social Platforms

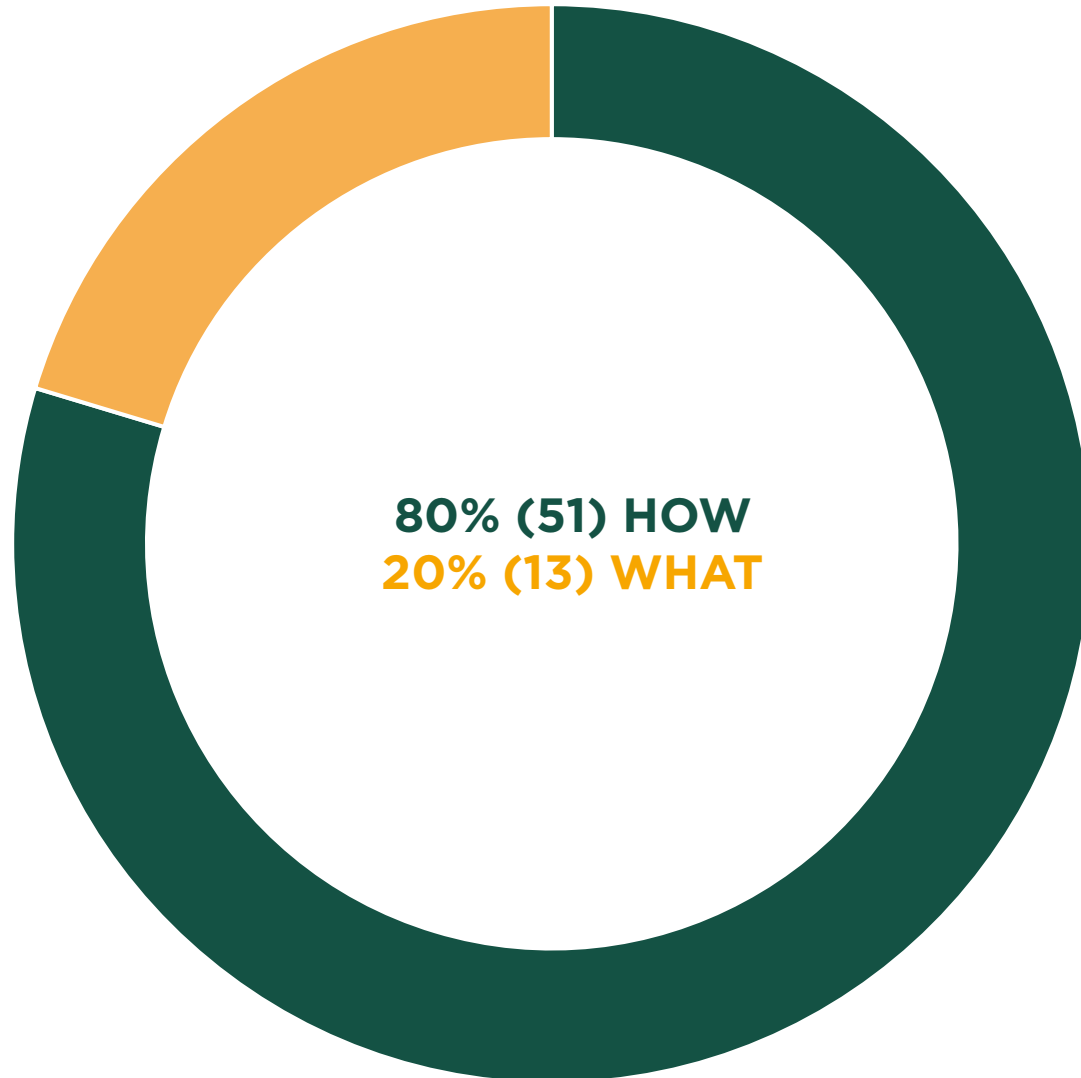


Online Polls



Blog Posts

**What was  
our main  
research  
finding?**



**You need  
a new  
way of  
working**



**What we've been told...**



**The new Winchester model?**



How do we realise a vision that is about the how, not the what?

We have specifically chosen **target** not **theme** here as this is about actions and achievements



Target #01  
**LIFETIMES**



Target #02  
**HOME**



Target #03  
**ECOLOGY**



Target #04  
**CULTURE**



Target #05  
**MOVEMENT**



**Working  
Groups**  
Curation  
of the  
groups

## Why the working group approach?

- We were encouraged from the earliest stages of this project to give a voice to those that would not normally contribute to a initiative of this sort
- Therefore, throughout all our engagements (both online and offline) we have sought out those voices that have specific or unique insights into city life
- These include those involved in the public, private and voluntary sectors – entrepreneurs, community workers, event organisers, activists and local champions
- We now have names suggested for all 5 x groups, with confirmations expected shortly



**Working  
Groups**  
Curation  
of the  
groups



**“Designing a  
dream city is  
easy. Rebuilding  
a living one takes  
imagination”**

Jane Jacobs



The people that make up the working groups  
will be those with the imagination

**Working  
Groups**  
Tasks and  
targets

## How will the groups work?

- We do not want to create another “talking shop” and several individuals that have expressed a willingness to participate have made clear it will be on the basis of action not words
- The groups will therefore undertake task-based research and collaborate around common goals to produce a bespoke output for their chosen target group
- Through the period of collaboration, the groups will be encouraged to record their work in a “digital scrapbook” format – snippets of maps, drawings, text, film and so on – and these recordings will be returned to the project team at the end of the working phase





**Working  
Groups  
Timeline**

## September

- **Thursday 17<sup>th</sup> September** – WTF Meeting
- **Tuesday 22<sup>nd</sup> September** – All Working Groups convene for the first time on an agreed digital platform
  - Joint introductory session, then spin-out into 5 x individual groups
  - Group members quickly introduce themselves. This could be in the form of a max. 30 seconds “mini-manifesto” from each – name, why I am here, what I want to see happen
  - Task-based to be completed by the end of the first hour. This sets the tone for the rest of the phase – this process is about doing, not talking; speed and accuracy, not plodding disagreement
  - Agree a forward plan of action, who does what, why etc
  - Assign task and responsibilities – e.g. a reporter, a fact-finder, an engager, a photographer, a scribe, the organiser etc.



## Handbook

How we  
they  
compile  
Part 2

# Recording the progress of the working groups

- Before the first session, each working group will receive Handbook Pt. 1
- This has been prepared by the consultancy team and contains instructions for the working phase and a summary of findings and ideas
- At the first session, each working group will be given access to a digital file storage area (tbc) to record their findings – the “digital scrapbook”
- When complete, this will become Handbook Pt. 2 – to be compiled by the people of the city, not us



## Handbook

How we  
they  
compile  
Part 2



## Recording the progress of the working groups

- We have parallel processes planned e.g. a teenage girls urban design group, youth-only focus groups
- At the end of the working period, our team will collect and translate the 5 x digital scrapbooks into a single entity, creating a more polished, publishable version
- This combined report will be the final Winchester Vision
- This output will be subject to a Steering Group meeting and a WTF meeting before any wider circulation and/or publication

**Digital Support for the Working Groups**



# We want to create positive feedback loops



Each Working Group will be required write a short blog post after each session



These blogs will be shared on the website and on the social channels (and hopefully members share them on their own channels too to get greater engagement)



These bog publications will create online galleries of their workings – proof of action and of being heard



We want the wider public to comment on these blogs, react to the ideas and make suggestions for topics/actions the groups should focus on next



This is “Winchester talking to Winchester” and the positive feedback loop the city needs



**Working  
Groups  
Timeline**

## October/November

- **Friday 23<sup>rd</sup> October** (tbc) – Conclusion of working phase and all groups hand in their research, findings and ideas. Project team review all groups content, translate and convert into the publishable report, drawing conclusions from each to inform the final vision report
- **w/b 2<sup>nd</sup> November** (tbc) – Project Steering Group meeting
- **Wednesday 11<sup>th</sup> November** – Scheduled WTF meeting
- **Late November** (evening, platform/venue, tbc) – “The Winchester Vision Symposium” – this will be the launch event
  - Groups take to the digital stage (not us) and present their findings and recommendations
  - Event to be facilitated by our team, making the connections between each group – *remember, we’ll have had advance sight of all content*
  - This will be a celebratory evening of Winchester’s people and a new culture of collaboration for the decade ahead





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Thank You

