

REPORT TITLE: VISION FOR WINCHESTER – UPDATE

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PURPOSE

At the meeting of 17th September, the Town Forum received a presentation from the consultants leading this project, Boyle and Summers, explaining the work undertaken to that point and setting out the next phase leading to the development of a new Vision for Winchester.

The purpose of this report is to update the Town Forum on the progress made on the development of the Vision. This will include presenting the outputs from a series of workshops that considered five key themes identified in the first phase of the work (Homes, Culture, Movement, Ecology and Lifetimes), to outline the draft Vision and map out the proposed process for delivery of the final document.

RECOMMENDATIONS:

1. That the Winchester Town Forum notes progress made on the Vision for Winchester and endorses the process for completing the project.

IMPLICATIONS:1 COUNCIL PLAN OUTCOME

- 1.1 Five themes emerged in phase 1 of the Vision work which aligns well with the aims of the Council Plan. The workshop groups looked at Ecology, Movement, Homes, Lifetimes and Culture and the outcomes for the groups will inform the final document which will focus on how the Council can make change happen.
- 1.2 Tackling the Climate Emergency and Creating a Greener District
- 1.3 The working group that considered Ecology looked at landscape, buildings and roots of the city, including its richness and heritage, with an overarching narrative around tackling the climate emergency.
- 1.4 The Movement group addressed travelling around in Winchester. It considered what the specific barriers and opportunities are in the city regarding the creation of a sustainable travel network and explored the relationship between choices over how we move around and our physical and mental health.
- 1.5 The Movement group focused on Winchester specific issues that ranged from the fine detail to the big picture with the aim of creating a city where access and movement patterns and behaviours are democratic, fair, and sustainable.
- 1.6 Homes for all
- 1.7 The Home group identified that Home is an emotive topic affecting so many dimensions of people's lives. Home and family lie at the foundation of all societies, and building and protecting both are at the core of our adult existence. This group focussed on housing and neighbourhoods and to identify ways to make positive changes across the town.
- 1.8 Vibrant Local Economy

Whilst no specific topic group was identified for Economy it was an area that overlapped with and was discussed as part of, all the other topic groups. For example, the key findings and actions recommended of the Movement group centred on a strong set of principles about why making a better environment and offering improved movement choices for everyone will benefit the whole of Winchester. This included businesses, whose voices were represented on the Movement working group. There are many smaller businesses, whose voices are often underrepresented, that will benefit significantly from fewer cars in the city centre, but more people. . The Ecology Group identified a very twentieth-century problem of disconnections. A richness of assets natural and human in Winchester that feel separated and so a key action identified was Wayfinding not only from one location or asset of Winchester to another but also between people who may be able to share experiences and skill.

1.9 Living Well

1.10 The theme of the Lifetimes Group was 'Living' in Winchester. At its heart, the group's concern was about people and they live in and inhabit the city. The many small narratives generated by the city that add up to a collective culture, a sense of place, feeling and community. It was understood to be a very broad concept so it can address the fine detail (for example how easy is it for an elderly person to cross the street) to the big picture relating to questions around demographics, class, gender and diversity, age, ability, identity.

1.11 Your Services, Your Voice

1.12 A key aspect of the brief was to involve a wide range of people including those that would not normally contribute to an initiative of this sort. Throughout the process of engagement (both online and offline) voices have been sought that have specific or unique insights into city life including those involved in the public, private and voluntary sectors –entrepreneurs, community workers, event organisers, activists and local champions.

2 FINANCIAL IMPLICATIONS

2.1 None at this point in the Vision process (work being delivered in line with the agreed budget) but there is the potential for further significant resources to be needed to undertake work identified in the document to enable delivery of the key objectives. The Steering Group will review how the final Vision is taken forward.

3 LEGAL AND PROCUREMENT IMPLICATIONS

3.1 None specifically relating to the finalising the Vision following the earlier procurement process which resulted in the consultants, Boyle and Summers, being appointed to deliver this project.

3.2 Whilst there is not a statutory requirement to have a Vision document in place for the city, it is intended that this work will form part of the statutory evidence basis for future Strategic Planning by the Council including the new Local Plan.

4 WORKFORCE IMPLICATIONS

4.1 None relating to the finalisation of the Vision but staff resource will be required to take forward its actions and will most likely need to be met from within existing staff resources.

5 PROPERTY AND ASSET IMPLICATIONS

5.1 None.

6 CONSULTATION AND COMMUNICATION

- 6.1 The Vision brief was agreed prior to the lockdown and scoping and engagement had started in accordance with Stage 1. Methods to continue engagement were adapted using virtual/digital channels to ensure continuation of the project. Therefore in combination the nature of the project, draft vision and engagement moved online and the second phase of the work evolved into a digital workshop format with opportunity for interested parties to feed into the workshop process via the One Great Win website set up specifically for the Vision and other social media channels.
- 6.2 In the first phase of work, a wide scoping exercise was undertaken and direct conversations were had with a range of officers, members, public and stakeholders using street audio tracks, interviews and digital walks and digital communication. Online engagement was undertaken via the One Great Win website, social platforms, online polls and blog posts. This resulted in the production of Handbook Part 1s which are the evidence base which framed the second phase of the work.
- 6.3 Phase 2 involved forming five themed based workshop groups looking at Homes, Movement, Culture, Lifetimes and Ecology, each having 4 sessions with volunteers, then posting blogs about each session on the website. A loop of communication was formed to link Winchester into these activities with interested parties outside the groups having a chance to contribute. The Council reached out widely to the community in relation to the workshop stage of the project through Residents e-newsletters, Parish Bulletins, direct emails to key stakeholders plus additional focus on groups promoting diversity and youth engagement, social platforms, City Voice, our website, and press release. The workshops produced Handbook Part 2s which inform the final Vision document (Handbook Part 3).
- 6.4 The workshops methods and outcomes of the Vision will add value to the ongoing work of the Council and will assist with engagement and collaboration to deliver major projects, outcomes of the Council Strategy and new Local Plan.

7 ENVIRONMENTAL CONSIDERATIONS

- 7.1 The Vision will support new ways of working and engaging on projects and other work which will result in improvements to the environment.

8 EQUALITY IMPACT ASSESSMENT

- 8.1 The Public Sector Equality Duty (PSED) under section 149 of the Equality Act 2010 requires the Council, when exercising its functions, to have due regard to:
- 8.2 (i) the need to eliminate discrimination, harassment, victimisation and any other conduct that is prohibited by or under the Equality Act 2010;

- 8.3 (ii) the need to advance equality of opportunity between persons who share protected characteristics and those who do not, and;
- 8.4 (iii) foster good relations between those who have protected characteristics and those who do not.
- 8.5 Note: ‘Protected characteristics’ are: age, sex, race, disability, sexual orientation, marriage and civil partnerships, religion or belief, pregnancy and maternity and gender reassignment.
- 8.6 The Council is committed to all of the above in the provision, procurement and commissioning of its services, and the employment of its workforce. In addition, the Council is also committed to improving the quality of life and wellbeing for all residents in respect of socio-economics and health determinants.
- 8.7 The balance of the five workshop groups in respect of equality and diversity, and input and experience of topic area in question, was considered at length and facilitated throughout.

9 DATA PROTECTION IMPACT ASSESSMENT

- 9.1 The Council engaged with a range of organisations and individuals throughout the Vision engagement process. Meeting the requirements of the General Data Protection Regulation for the data gathered and held is a significant responsibility. Formal agreement was secured with the Consultants to ensure compliance with the Data Protection Officers written instructions for the legal management of all information held and released.

10 RISK MANAGEMENT

Risk	Mitigation	Opportunities
<i>Property</i> None		
<i>Community Support</i> The Vision is not supported by communities of the city	Worked with stakeholders to provide opportunities to engage in the process and link into workshops if not a member using digital channels including the One Great Win website which is dedicated to the project.	Used the Vision work as an opportunity to engage with groups that traditionally would not necessarily have participated in this type of project
<i>Timescale</i> None	.	
<i>Project capacity</i> None		

<i>Financial / VfM</i> None		
<i>Legal</i> Incorrect evidence base for the local plan	Specialist skills and proper consultation	To ensure a vision which represents a strong vision for the city.
<i>Innovation</i> Risk of failure to deliver the Vision because of Covid constraints and from trying new techniques and digital formats for public engagement	Specialist skills of a multidisciplinary consultant team which enabled engagement to happen using digital channels.	Creation of a living document in a highly innovative and visually communicative way using digital means that could have wider applications.
<i>Reputation.</i> Vision delayed because of Covid constraints making engagement impossible.	Use of digital channels as above.	Developed new ways of working with wider applications possible.
<i>Other</i> None		

11 SUPPORTING INFORMATION:

- 11.1 Boyle and Summers (B&S) were appointed in February 2020 to lead on the work of developing a new Vision for Winchester. However, almost immediately, the approach to delivering the work had to be re-assessed in light of Covid which made face to face meetings and traditional workshops impossible.
- 11.2 In response, the project moved on to a digital footing using technology creatively to undertake the first scoping phase of work. Direct conversations were undertaken with a range of officers, members, public and stakeholders using street audio tracks, interviews and digital walks and digital communication. Online engagement was undertaken via the One Great Win website, social platforms, online polls and blog posts. This resulted in the production of Handbook Part 1s which are the evidence base which framed the second phase of the work.
- 11.3 As explained by B&S during their presentation at the last meeting of the Forum in September it became evident that there was a consistent message coming across that it was not so much about what the city wanted to see happen but how this could be achieved. There was a frustration that it was the mechanisms used to deliver some projects which were the reasons why they had not been successful. As a result, the next phase of the work would focus on the “how” rather than the “what” albeit with a spatial and practical dimension with specific examples included. The conclusion of phase 1 was the production of five themed handbooks covering Homes, Movement, Culture, Lifetimes and Ecology. These would form the platform the next phase of work.

- 11.4 After the last Forum meeting work began immediately on Phase 2 based on five themed workshop groups that met together at the beginning of the process before going away to look at each topic. Four sessions were held for each group, facilitated by B&S, with selected volunteers with knowledge or interest in that subject area and they then posted blogs about each session on the website. A loop of communication was formed to link Winchester into these activities with interested parties outside the groups having a chance to contribute. The Council reached out widely to the community in relation to the workshop stage of the project through Residents e-newsletters, Parish Bulletins, direct emails to key stakeholders plus additional focus on groups promoting diversity and youth engagement, social platforms, City Voice, our website, and press release.
- 11.5 Most of the feedback was seen via the social media channels (40 replies and comments combined) versus the project website (25 comments). Twitter was the most engaged social media channel of all three during this period with an overall 2.9% engagement rate. The percentage is worked out based on the total number of engagements (likes, retweets and replies) divided by total impressions the tweets have during that time period. Impressions is how many times the tweets have been seen in a certain time period. Twitter's 'good engagement rate' is closer to 1% according to latest reports so having achieved between 2-2.9% throughout the One Great Win campaign to date has been good to see.
- 11.6 Website visitors also surged during the Workshops - 40% of all unique users to date visited the website from 21st September to 31st October during the Working Group phase. The most read pages were the blogs and the average session duration per user was about 2m51secs. This shows that a lot of users may have read the blogs and engaged in the online poll over commenting directly.
- 11.7 The output from the workshops is attached at Appendix A which form Handbooks Part 2. Whilst each group focussed on a topic area it can be seen there is a commonality across the output of the groups in relation to matters such as public realm, use of open spaces, wayfinding and sustainable forms of transport, with a good range of ideas about how the town could be improved for everyone that lives in, works or visits Winchester along with ways these could be delivered by neighbourhoods and communities and not just the City or County Councils.
- 11.8 The Handbooks from the first two stages of the project will underpin the final phase which is the production of Handbook 3 which will be the overarching Vision and this will identify ways to improve delivery, so the how, and not just the what. This work is well underway and the draft Vision will be put together working closely with the Forum Steering Group with a presentation at the Forum meeting.
- 11.9 The final phase will therefore be to launch the draft Vision at a (virtual) symposium event on 1st December which will provide an opportunity for the

working groups to take to the digital stage and present their findings and recommendations. The event to be facilitated by B&S, making the connections between each group. This will be a celebratory evening of Winchester's people and a new culture of collaboration for the decade ahead.

11.10 After the symposium, we can make any final adjustments to the draft Vision which can then be considered by the Forum at the meeting in January.

11.11 After the Vision is in place the Steering Group can consider how best to begin taking forward its implementation so that it becomes embedded in the way the Council works in the city when looking at how to deliver future projects and policies.

12 OTHER OPTIONS CONSIDERED AND REJECTED

12.1 None.

BACKGROUND DOCUMENTS:-

Previous Committee Reports:-

CAB3191

REPORT TITLE: LOCAL PLAN 2036 CONSULTATION AND ENGAGEMENT
PROCESS

11 SEPTEMBER 2019 - WINCHESTER TOWN FORUM

18 SEPTEMBER 2019 - CABINET

1.1 A wide scoping exercise was undertaken and direct conversations were had

Other Background Documents:-

None

APPENDICES:

Appendix A - Handbooks