

## Appendix 1 – CAB3349

# Winchester City Council | Station Approach

## Engagement Strategy note for Cabinet July 2022

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### Our approach to engagement

The project team behind Station Approach believes that places that are shaped by local people are better places in which to live, work and play. It is essential that the community has an active and on-going role in the development of the vision and masterplan for Station Approach.

Through this strategy we are committed to listening to the community and stakeholders throughout the process. This will enable local people and groups to influence how the proposals evolve as the project moves forward. Our commitment exceeds the minimum requirements of Winchester City Council Statement of Community Involvement (2018).

The team will pro-actively listen to local people, adopting a ‘you said we did’ approach, using what they have said to shape the vision, business case, masterplan and future planning applications. We will explain how the project is evolving, presenting emerging design and technical work as the proposals develop. The team will reach out widely to a diverse audience, using different formats and offering choice in the way conversations are held. The iterative design and engagement process will help the team refine the proposals, establishing a richer and more robust context for the project.

Our approach is guided by the following principles:

- Delivering economic, social and environmental value - the first stage of engagement will set out the opportunity of Station Approach and the benefits that it will deliver for the city – social and environmental as well as economic. A key message will be the Council’s desire to work with the community to co-create sustainable development in this transport hub. Key questions to ask include, what is it that local people want to see Station Approach’s legacy to be? What does this part of the city need? How can it link with existing organisations and initiatives to deliver maximum value to the people of Winchester?
- Ongoing, transparent engagement – Ongoing engagement with the local community, stakeholder and members will be crucial to the ultimate success of the project. We will be

clear about what we are asking of consultees, how we will communicate throughout and at what points residents and stakeholders can engage.

- **Take it to the people** - This consultation programme must work hard to engage with residents and stakeholders as widely as possible to include people that the council has found historically hard to engage. Through innovative techniques such as an interactive online map, engagement events in high footfall areas and targeted social media advertising, and learning from the valuable experience gained when developing the Vision of Winchester, we will take the opportunity of Station Approach to the people and facilitate a city-wide discussion.
- **Who we will engage with**

Audience	Rationale	Stakeholders	Indicative approach	Channels used
Key decision-makers	These groups will make decisions on the project and are critical to its future for example business case, planning	Winchester City Council and Hampshire County Council Leaders  Winchester City Council portfolio holders  Winchester City Council Planning Committee members  Winchester City Council and Hampshire County Council officers  Statutory consultees	Collaborate and carry out iterative engagement that seeks feedback, acts on it and clearly explains how the feedback has influenced the proposals  Regular, proactive communication	Regular in person or virtual group meetings  Ongoing communication via phone, Teams and email  Information shared via project website  Public events
Local elected representatives	These representatives will have an influential role at a local level and will be critical in determining local	Ward members  County Council member  Steve Brine MP	Collaborate and carry out iterative engagement that seeks feedback, acts on it, and	Regular in person or virtual group meetings  Ongoing communication via phone and

Audience	Rationale	Stakeholders	Indicative approach	Channels used
	public opinion of the scheme.	Neighbouring ward members  Neighbouring County Council member	clearly explains how the feedback has influenced the proposals  Regular, proactive communication	email  Information shared via website  Public events
Local interest groups	These groups may take an interest in the formation of the proposals and the project team will ensure they are personally invited to take part in any engagement activity	Local business groups incl. the LEP, Winchester BID, the Hampshire Chamber of Commerce  Community groups incl. City of Winchester Trust, WinACC, and Hampshire Buildings Preservation Trust	Personal invitations to engagement events  Proactive and reactive contact as and when required during the lifetime of the project	In person group meetings  Ongoing communication via phone and email  Information shared via website  Public events
People living, working and visiting the area	It is essential to ensure that people living in the area have an informed understanding of the project, feel that they have had the chance to contribute to proposals and understand potential impacts. This needs to include under-represented and	Residents living close to the site  People working in the area  Local businesses or organisations close to or who use the site including The Winchester Club, Peter Symonds College, Hampshire County Council, Territorial Army	Regular updates through public engagement events  Setting expectation as to when information will be made available  Ensuring questions are directed to the correct members of the	Regular updates to the online engagement platform  Project freephone and email  Mailouts  Public events  Door to door canvassing

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	seldom heard groups who are traditionally hard to reach.	Visitors to the area	project team and answered in a timely fashion	
Wider community	These groups may have an interest in the project through its wider impacts.	Other interested parties such as Bespoke Biking, Sustrans, Winchester CTC, University of Winchester, Theatre Royal	Proactive and reactive contact as and when required during the lifetime of the project  Ensuring questions are directed to the correct members of the project team and answered in a timely fashion	Email/letter to those on the stakeholder list at early stage in the project  Regular updates to the website  Project freephone and email  Public events

### How we will engage

Forum	Rationale	Audience	Indicative dates
Pop up public consultation event in two locations – outside the station and on the high street	Held in an area of high footfall, outside the station and in a location of prominence on the high street, we will invite local people and interested groups to attend but we also hope to speak to passers-by. This should drive up the number of people we engage and help us reach a more diverse audience. The event will include boards with information about the project and a feedback form that can be filled in on the day or posted back to a Freepost address.	Key decision makers  Local elected representatives  Local interest groups  People living or working in the area  Wider community	Sept 2022  Further events to be held at other key milestones in the project
One-to-one engagement	Initial engagement will focus on the wider public consultation and build to the public	Key decision makers	Near neighbours of the site July

Forum	Rationale	Audience	Indicative dates
	<p>event in September. We will use the period of July and August to meet with very near neighbours of the site on a one-to-one basis. Write to local groups and interested stakeholders to invite them to visit the website and attend our consultation event in September. After the conclusion of the wider engagement piece, we will meet one-to-one with local interests groups to discuss the feedback received and understand their views.</p>	<p>Contractual Partners</p> <p>Local elected representatives</p> <p>Local interest groups</p>	<p>and August.</p> <p>Local interest groups, after the public event.</p>
Website	<p>We will set up an online engagement platform which will act as a repository for all information about the proposals. It will provide details of the project, public engagement events, provide FAQs and clearly demonstrate our 'you said we did' approach. This will be an accessible platform available throughout the duration of the project.</p>	<p>Key decision makers</p> <p>Local elected representatives</p> <p>Local interest groups</p> <p>People living or working in the area</p> <p>Wider community</p>	<p>Throughout the project</p>
Paid for advertising	<p>Targeted social media advertising</p> <p>Advertorial</p>	<p>Local residents</p> <p>Local businesses</p> <p>WCC and HCC representatives</p>	<p>Upon launch of the engagement programme</p>
Community newsletters, press notices	<p>The team will issue community newsletters throughout the engagement programme, as appropriate and where agreed. The first newsletter will introduce the forthcoming engagement programme, advertise the website and the public event taking place. Interested parties will be encouraged to visit the website to sign up for updates and interact with the project team.</p> <p>The distribution area will be agreed with the WCC in advance to take in the most affected residents and businesses nearby. All newsletters will also be uploaded to the website.</p>	<p>Key decision makers</p> <p>Local elected representatives</p> <p>Local interest groups</p> <p>People living or working in the area</p> <p>Wider</p>	<p>July 2022</p> <p>Ongoing as needed throughout the project lifecycle</p>

Forum	Rationale	Audience	Indicative dates
	Press releases will be issued at key milestones including but not limited to the launch of the consultation programme and utilised to advertise subsequent public engagement activity during the next stages of the project.	community	
Open/Town Forum	Will be used to take the conversation to the people, provide updates, and listen to views and feedback to the community.	Local interest groups  Wider community	On-going
Reference Group	A reference group will be established to act as a sounding board as the project progresses.  It will provide specialist advice and guidance to the Project team.	Cross party representation  Stakeholder representation  External Experts	On-going

