

REPORT TITLE: STATION APPROACH PROJECT – RESULTS OF EARLY
ENGAGEMENT AND FACT FINDING

09 MARCH 2023

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PURPOSE

The council has spent a number of years considering the options for the development of the area around Winchester Railway Station, known as Station Approach. This is an important gateway to the city and has been identified in the Local Plan as a site worthy of regeneration (Local Plan WIN5-7).

A project to regenerate Station Approach (SA) was paused in 2019. Since then, work undertaken in respect of the Winchester Movement Strategy has illustrated that some of the original project's understanding around movement and sustainable transport is now out of date. This, coupled with the impact of the pandemic on work and travel patterns, means a review of opportunity at Station Approach is appropriate.

It was agreed at Cabinet in July 2022 that working with adjacent landowners, embarking on a comprehensive and active engagement with the community, updating the parking usage surveys and undertaking a capacity study would be beneficial in determining whether a viable project can be brought forward.

This report provides the results of the initial stakeholder engagement and consultation that was undertaken between August and October 2022.

RECOMMENDATIONS:

That Cabinet Committee:

1. Note the outcome of the initial stakeholder engagement indicating a high level of interest and broad support for the Station Approach project.
2. Note the results of the consultation on draft development principles demonstrating overwhelming support and a keen desire to continue to be involved in shaping any potential developments as the project progresses.
3. Note that a further report will be received later this year incorporating the conclusions of the capacity study and other technical works undertaken into a Strategic Outline Case setting out options for how this project may be progressed. This will be scrutinised prior to a Cabinet decision.

IMPLICATIONS:

1 COUNCIL PLAN OUTCOME

1.1 Tackling the climate emergency and creating a greener district

The Station Approach Area will be a key part of plans to decarbonise longer-distance travel to and from the city. This project provides the opportunity to realise a connected sustainable development that contributes to one of the council's key ambitions to be carbon neutral. This project will look to ensure any development proposals uphold and strengthen our commitment to tackling the climate emergency and sustainable transport. The re-use of this brownfield site and its role as a transport interchange / public transport hub provides economic, social and community benefit and further supports this aim.

1.2 Homes for all

Housing in our district is expensive and young people and families are moving further afield because they are unable to find suitable accommodation they can afford. Supported by the Local Plan to ensure the right mix of homes is built for all sectors of our society, including young people, this project will consider the market and evaluate the possibility of residential uses across the sites. If residential use is appropriate, we will ensure that any development provides affordable housing and homes at fair market value.

1.3 Vibrant local economy

Work patterns, commuter habits and the way people use city centres are changing. This project will make a vital contribution to Winchester's future economy – helping to deliver the council's objective for a vibrant green economy and ensuring that Winchester's centre continues to thrive.

The city of Winchester is an important source of district employment and we need to ensure that we have the right places for businesses to relocate/expand and start-up that will provide employment opportunities. We will be guided by market analysis and grow the economy by building, where appropriate, attractive commercial buildings that will realise economic, environmental and social benefits for our residents and compliment the work being progressed by the Central Winchester Regeneration project.

1.4 Living well

The council is committed to enabling and promoting improved cycling and walking in line with the Winchester Movement Strategy (WMS) and Local Walking and Cycling Improvement Plan (LCWIP). The railway station provides an important hub for trains, local bus services, Park & Ride, taxis, pedestrians and cyclists and we will further improve facilities and integration working in conjunction with the county council and train operators. This project will promote greater use of sustainable transport wherever possible in line with

the WMS. But it will not just be a 'good place to move through': the project's focus on high quality design and positive place-making will ensure that it is a 'good place to be' with regeneration of this area providing opportunities for significant improvement to the public realm.

1.5 Your services, your voice

The Station Approach project will provide the public with genuine opportunities to participate in shaping the future development of the area. The opportunity for active, positive public consultation has been included by outlining the process of consultation and all the points along the journey where public views will be captured. Feedback will be given and where views are used to shape the development of any scheme that comes forward as a result of our activities, this will be fully identified.

2 FINANCIAL IMPLICATIONS

2.1 A £1m budget for additional project delivery resources to support regeneration work in the district was approved by Cabinet in October 2021. £254,000 of this budget has been allocated to Station Approach for the 1st phase of this project.

2.2 Whilst this report does not identify further funding requirements at this stage, when the Strategic Outline Case is considered by Cabinet, if the council wishes to progress to the next stage, further funding for the development of delivery options and an Outline Business Case will be required.

2.3 An Outline Business Case would explore both the financial implications of losing existing income streams on the council owned parts of the site (i.e., car parking revenue from the Gladstone Street, Cattle Market, Worthy Lane and Carfax car parks; property rents received from the former Registry Office etc) – as well as options to replace them in other areas – and the costs of / income from future options for the site.

3 LEGAL AND PROCUREMENT IMPLICATIONS

3.1 This report provides the outcomes of the public consultation and therefore contains no legal or procurement implications.

4 WORKFORCE IMPLICATIONS

4.1 Project management continues to be led by the council's interim Project Lead and Project Manager, supported by contracted consultants. Teams from across the council are engaged in this project e.g., property, legal, communications. Ongoing staffing for all services, including regeneration projects, are included in annual budgets or individual business cases.

5 PROPERTY AND ASSET IMPLICATIONS

- 5.1 The council is a significant landowner in the Station Approach area. These landholdings consist of Gladstone Street car park and leased parking adjacent, together with the former registry office, Cattle market and Worthy Lane car parks. Whilst there are no implications at this stage of the project there will be issues to consider as the project progresses and options are identified such as how many and when parking spaces could be released to enable development and whether the council chooses to dispose of assets for development, enters into a joint venture partnership or self develops.

6 CONSULTATION AND COMMUNICATION

- 6.1 An external public affairs agency Meeting Place Communications (MPC) was appointed in April 2022 to support the council in developing a Communications and engagement strategy for the project. Section 2 of this report provides the outcome of the initial consultation period undertaken from August to October 2022.
- 6.2 In order to support the governance process a cross party Reference Group, similar to the successful Central Winchester Group, has been created to provide early and regular engagement as the project develops. The Reference Group acts as a sounding board, drawing on external experts as necessary and required to provide specialist advice and guidance to inform the decision-making process.

7 ENVIRONMENTAL CONSIDERATIONS

- 7.1 The regeneration of Station Approach will contribute towards the council's policy commitment to be carbon neutral and deliver an exemplar connected sustainable development that provides environmental as well as social and economic benefits.
- 7.2 Development proposals in this vital transport hub will need to promote sustainable transport to, from and around the city. Walking, cycling, public transport and other environmentally friendly urban mobility methods will be encouraged.
- 7.3 The business case will address sustainability principles outlined in relevant policies including the National Planning Policy Framework, Local Plan, City of Winchester Movement Strategy, Parking and Access Strategy, Winchester Green Economic Development Strategy and Vision for Winchester.
- 7.4 In developing the proposals for Station Approach advice will be taken from the council's sustainability officers, and other specialist consultants as required. A cross-party reference group has been established for the project that will include environmental expertise.

8 PUBLIC SECTOR EQUALITY DUTY

- 8.1 An equalities impact scoping on the public consultation and engagement strategy has been undertaken to ensure that our approach engages as many

residents and stakeholders as possible. This has been incorporated into the communications and engagement strategy. The equalities impact assessment is included at Appendix B

- 8.2 As the project progresses an equalities impact assessment will be undertaken on any development proposals.

9 DATA PROTECTION IMPACT ASSESSMENT

- 9.1 All data collected as a result of consultation and engagement for the project is held in accordance with the Data Protection Act 2018 and the General Data Protection Regulation (GDPR) 2018.

- 9.2 The council's Public Affairs Consultants, MPC, have provided their policy regarding Data Protection and it conforms to the Data Protection Act 2018 and the GDPR 2018. MPC will adhere to their policy in all matters relating to the protection of data gathered from engagement and communications activities. This has been set out in the contract specification.

10 RISK MANAGEMENT

- 10.1 The council's current overall risk appetite is defined as 'moderate'. This means the council remains open to innovative ways of working and to pursue options that offer potentially substantial rewards, despite also having greater level of risks. However, the council's preference is for safe delivery options which have a lower degree of risk, especially for those services required by statute.
- 10.2 The Project has a separate risk register which is managed by the Project Manager and maintained in line with the council's current risk rating. This report considers risks associated with developing a Strategic Outline Case for the project.
- 10.3 Key risks include:
- a) Lack of support and engagement from Stakeholders. To treat and manage this risk, the council has procured a Public Affairs consultancy to ensure that public and stakeholder views are actively sought and inform the development proposals. They have prepared a comprehensive communications and engagement strategy for this purpose and conducted a very successful first round of engagement with the public.
 - b) Global, national and local economic climate and social hardship. The consequences of the pandemic, war in Ukraine and cost of living crisis have brought significant challenge to our local communities and to the council. Costs of construction materials and energy have also increased. There is genuine concern that a scheme that is deemed acceptable and appropriate is not financially affordable at this time and

the project may need to be paused until the economic climate improves. The council will continue to use evidence based decision making and have the courage to stop the project if it is deemed unable to be successfully delivered at this time. We will ensure the council is transparent to the public and stakeholders about the reasons for not pursuing the project if that turns out to be the case.

10.4 Other risks are:

Risk	Mitigation	Opportunities
Financial Exposure - At this very early stage in the project there is an acceptable risk that we may begin the process and find that we are unable to present a viable scheme	Use of programme and project management methodology and the approval of each stage at the gateway point will ensure resources are only released one stage at a time.	There is an opportunity to understand the aspirations of stakeholders in determining how to revitalise this important gateway to the city.
Financial – risk that we do not have sufficient Funds for next stage of project	Set aside sufficient funds in earmarked reserves to undertake masterplanning and develop Outline Business Case. Build in gateway stop points in order to manage potential affordability challenges.	Consider how we might be able to share costs with other landowners in the area
Exposure to challenge - from getting the process wrong (at this stage of the project this risk is considered to be minimal)	Work with legal and procurement colleagues to ensure we adhere to the correct process.	Opportunity to present a thorough and well-planned consultation strategy for the whole potential lifecycle of the project – learning from other projects
Innovation	Seek and engage the right project and design team.	The interactive map on the project website continues to offer helpful insights into the strength of feeling regarding various suggestions for uses around the site and opportunities for improvements that could be made regardless of the project outcome.
Reputation – risk that the approach does not fully engage with the public	To ensure a comprehensive engagement and clear	Opportunity to introduce new ways of working and managing regeneration

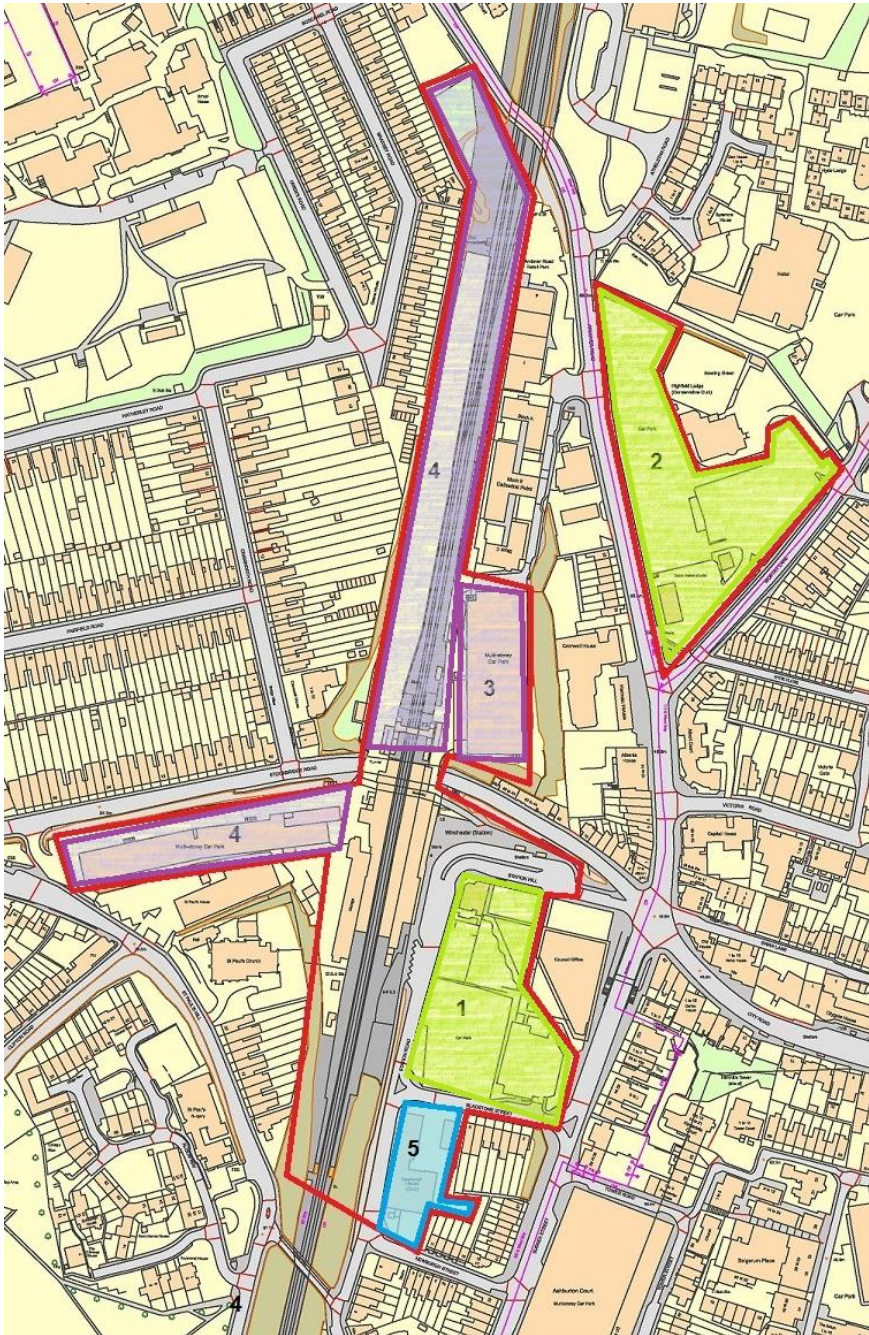
and other interested parties in developing options for the site resulting in lack of support for the project	comms/messaging plan is developed and this is achieved by working with public affairs consultants.	projects that will enhance the Council's reputation.
Risk that the project could fail	Develop a scheme that is viable, deliverable with public support and is planning compliant	To provide a process that has sufficient gateways to control release of funding and provides enough information to make sound, evidence based decisions
Risk on whether the future uses proposed (e.g., commercial) remain relevant/whether there is a demand post-pandemic	Undertake market analysis to ensure that future uses proposed have demand from the market. Ensure that key studies are updated as we cannot rely on pre-covid assumptions.	Opportunities to liaise with other developments and organisations within the city to provide solutions that bring city wide benefits
Achievement of outcome – risk that benefits will not be achieved	The creation and implementation of a benefits management strategy will form part of the output of future stages if the project is taken forward.	The council has the opportunity to explore all the available options that incorporate public aspiration, improvement of existing infrastructure and the development of a viable scheme within the constraints of the sites.
Property Risks	None at this stage	
Community Support – risk that the approach does not fully engage with the public and other interested parties in developing options for the site resulting in lack of support for the project	To ensure a comprehensive engagement and clear comms/messaging plan is developed and this is achieved by working with public affairs consultants	A full and comprehensive communications and engagement strategy will allow for wider public consultation and greater understanding of public aspiration for the site.
Timescales – risk of delay to project	A project plan has been developed and will be monitored by the project Board.	Ensure that the programme considers the impact of other developments within the city.
Project capacity	External advisors for stage 1 have been	Opportunity for knowledge transfer into

| appointed.

| the Council.

11 SUPPORTING INFORMATION:

- 11.1 In 2021, Winchester City Council were approached by London & Continental Railway Property (LCR), who are working in conjunction with Network Rail (NR), to look at sites in the vicinity of railway stations that could benefit from regeneration. LCR are regeneration experts with notable successes in areas such as King's Cross in London.
- 11.2 The council have agreed to explore opportunities to understand if a viable scheme can be progressed for the Station Approach area, allowing for the best possible use of the land as it interacts with its surroundings on our respective adjacent landholdings. The council has entered into a Memorandum of Understanding (MOU) with Network Rail and LCR to facilitate this.
- 11.3 The council is not obliged to work with LCR and Network Rail and therefore if after exploration we decide that it would be more advantageous to develop our landholdings alone then we can do so. However, our view is that a joined up plan for the area will produce greater regeneration benefits and therefore we are currently pursuing that route. A decision on whether to continue to collaborate with Network Rail/LCR will be taken when the Strategic Outline Case is considered later this year.
- 11.4 Being just 1 hour by direct train from London Waterloo, Winchester is also on direct routes from Southampton, Portsmouth, Bournemouth, Weymouth, Birmingham and the North of England. This is an exciting opportunity to explore how we can create a welcoming gateway to the city with enhanced public realm that boosts the vitality of the local economy. Station Approach gives the council the opportunity to lead by example – using brownfield sites within this transport interchange to deliver a sustainable programme of regeneration and a green transport hub that will produce lasting benefit for future generations.
- 11.5 The area in scope for this phase consists of:



Map key:

1. The **Carfax Site** – Gladstone Street car park, the leased parking adjacent and the former register office and to the south of Hampshire County Council's Records Office(owned by WCC).
2. The **Cattle Market and Worthy Lane car parks** (owned by WCC).
3. The **multi-storey car park to the East** of the Station (owned by NR, operated by South Western Railway - SWR)

4. **Car parking along the western** side of the railway line and the multi-storey car park to the West of the station (owned by NR, operated by SWR)
5. Other potential sites in the vicinity which could include working with other partners/landholdings, if they are supportive, which will assist in bringing forward a potentially broader comprehensive scheme for the whole area.

11.6 The council has held early discussions with partners including Hampshire County Council to improve understanding of the various strategies and policies which may help shape any proposed development and how the site's regeneration can help support these objectives – for example, the Winchester Movement Strategy, The Vision for Winchester, Parking and Access Strategy and Air Quality Management Area.

11.7 The council has procured specialist communications consultants, MPC, to help us engage better with the public and our stakeholders. A Communications and engagement strategy was drafted and approved by Cabinet in July 2022. CAB3349 attached in background documents refers.

11.8 Market Research

The council commissioned its strategic advisors Jones Lang LaSalle (JLL) to undertake market research to understand how the demand may have changed due to the pandemic. They provided a highest value and best use analysis of the sites held by the council.

This has provided an important insight into the current demand for commercial and other uses and any gaps in the city centre market that the regeneration of Station Approach could address. It is considered important to highlight opportunities that are not necessarily based upon purely the most financially rewarding for the council but support the council's wider priorities and desire to deliver a high quality development, with a strong sense of place, which benefits the community as well as the city's economy.

This analysis has been used to inform the consultation with the wider public and stakeholders and has been fed into the Capacity Study to inform the options that could be explored.

- 11.9 Draft development principles have been created with Network Rail and LCR and were included as part of the initial public engagement and consultation period to allow public feedback. These are headed:
- A connected sustainable development
 - Development for Winchester's Future
 - High quality design, positive Placemaking
 - Co-creating with residents, businesses and stakeholders'

11.10 Parking Usage and Forecasting Study

Key to any development proposals at Station Approach will be a parking plan that takes into account the provision of a new Park and Ride facility to the north of the city, the Winchester Movement Strategy and the Parking and Access Strategy.

City Science were commissioned jointly by Winchester City Council and Hampshire County Council. This work has updated the previous parking studies that were undertaken before the pandemic and considers parking and rail use behaviours post covid, including those associated with return to work, and how this will likely shape levels of future demand for parking spaces. This work will assist in determining what parking can be released for development and when.

11.11 Capacity Study

A capacity study of the sites within the Station Approach area is being undertaken to inform whether a viable scheme can be developed which meets the aspirations of stakeholders and the local community. The capacity study will suggest height and massing appropriate on the sites for potential development mixes identified from the local market conditions and stakeholder feedback. The study will investigate the key site constraints and identify relevant risks. A multi-disciplinary team led by Howarth Tomkins has been procured to undertake this work supported by IKON who are providing cost and viability advice.

The capacity study is exploring a number of mixed uses for each site and providing a helpful guide to understanding constraints, including the financial costs associated with their development. The final report will be received in March and will be reviewed and analysed before being submitted to Cabinet as part of the Strategic Outline Case.

If the capacity work demonstrates that there is the potential for a viable scheme and Cabinet agrees for the project to continue, the next stage will be masterplanning which will provide a design framework and parameters for Station Approach together with an Outline Business Case setting out delivery options.

12.0 PUBLIC ENGAGEMENT AND CONSULTATION RESULTS

12.1 INTRODUCTION

The council appointed Meeting Place Communications (MPC) as our communications / public affairs consultancy to deliver a comprehensive strategy for engagement and consultation during the early stages of this project.

At the heart of this strategy is the desire for meaningful community engagement. This has involved listening to the community and discussing development principles prior to commencing any work on development options.

MPC supported Winchester City Council to engage residents and stakeholders in a consultation period from 01 August to 23 October 2022 leading to over 1,000 individual responses across the completed survey forms and website contributions. This has provided a helpful insight into what local stakeholders want from this important area of the city.

A full description of the methodology, initiatives used and detailed results from each part of the survey and interactive map comments can be found in Appendix A.

12.2 RESULTS

12.2.1 Summary of Key Findings overall

The team received 991 completed surveys and 233 comments on the interactive map (as at 23 October 2022). It would not be plausible to include every comment and suggestion received, however, listed below are the ones with significant support across the website interactive map, the survey results and conversations at in person events.

- There was clear support for the development principles attaining between 92% and 95% support from survey respondents.
- Respondents want the station area to reflect the look, feel and history of the rest of the city. As the first impression visitors will get of the city, they want it to reflect all that Winchester has to offer.
- To generate a greater sense of arrival, measures such as benches and better navigation signs around the station area were a popular response.
- Creating more (and safer) ways for people to travel without needing to use the car, such as better street lighting and shelters would be supported.
- There are concerns around accessibility to the station using existing public transport and the desire to maintain facilities for those with disabilities who need to use a car.
- Most people want improved walking and/or cycling routes and bus services in the area.
- Respondents were keen to ensure that any new development considered its environmental impact as well as its impact on Winchester's heritage.
- A clear desire to see local independent business occupying the commercial spaces, incorporating retail outlets into high quality and flexible office space.
- A clear consensus that trees and green spaces around the station should be protected as much as possible.

- Should residential development be pursued as part of the mix of uses in this area, then there was a clear preference for affordable housing and some support for student accommodation, amongst other types.
- Respondents (particularly businesses) expressed an interest in more modern and flexible workspaces as opposed to traditional office space.
- There is a concern that the council should finish the other major projects within the district before embarking on any others.
- Many women expressed that they don't currently feel safe using public transport at night in this area.

12.2.2 Survey Demographics

Key outcomes:

- Slightly more women than men responded
- There appears to be an over representation of over 65's
- There appears to be an underrepresentation of under 35's
- Most respondents identified as white, able bodied, residents of Winchester.

Due to the slight skewing of data as a result of a higher proportion being over 65 than is represented in the demographics of the district as a whole, separate analysis has been undertaken to highlight any interesting differences between the under 35's who are underrepresented, and the over 65's. The outcomes for these subsets were broadly similar but notable differences have been highlighted in this report and in the full report at Appendix A.

Most respondents identified as able-bodied at 90%. Special consideration should be given to any future development in accordance with the Public Sector Equality Duty and Equalities Act 2010. Comments made by those individuals identifying as disabled have been highlighted for review.

While only 8 of the total respondents indicated that they represented a business, it must be noted that 2 of these were the Winchester BID and the Chamber of Commerce. Both of these organisations represent many businesses from across the district and separate stakeholder meetings were held to gather their views in parallel with this survey.

When analysing just the business respondents, it was helpful to note that they were broadly in line with the overall results except for their greater support for office space, better street lighting and the retention of more car parking.

12.3.2 Development Principles:

Draft development principles were created with Network Rail and LCR and were included as part of the initial public engagement period to allow public feedback and gauge public support. The principles were created in order to help guide the project through these early stages of engagement and

planning, providing the broad structure within which the team should seek to develop the area.

The results show that there is significant support for these principles with each securing over 91% support from respondents. Where there has been negative feedback, the council has sought to understand the concerns and how these can be addressed to provide the most suitable principles with which to underpin this project. Some examples of comments received are included in the full report at Appendix A.

12.3.3 How respondents currently use the area

Key results of those who answered this question:

- 66% live in or close to the area.
- 42% occasionally pass through on their way to other locations.
- 29% travel through the area on their way to or from work.
- 11% use one of the car parks in the area.

It should be noted that younger respondents made greater use of the car parks than the over 65's.

12.3.4 What methods respondents currently use to move to or through the project area:

Respondents were asked to score each mode with a range of answers from 'Always' to 'Never'.

Key results:

- Walking was the most popular mode of transport with 69% saying they did this 'always' or 'very often'. This was 8% higher in the younger demographic with a score of 77%.
- Car usage is still a very common in the area with a score of 45% using it 'very often' or 'always' overall.
- Train usage was fairly high with a score of 37% for 'very often' and 'always'. It should be noted this results was 13% higher for the younger demographic with 50% using it 'very often' or 'always'.
- Surprisingly low numbers reported that they used the bus with only 16% using it 'always' or 'very often', and 26% using it 'sometimes'. This was lower in younger respondents at 35% for 'always', 'very often' and 'Sometimes' compared to 67% for the over 65's.
- Motorbike usage was lowest overall.

The low usage of bus transport by the younger demographic in this important transport interchange area is noted. In order for this project to fulfil its aspiration to create a green transport hub within the project area, there will

need to be a better uptake of this method of transport in order to reduce reliance on the car and improve the congestion and air quality issues within the city. Although it should also be noted that this younger demographic makes very good use of the trains with 92% using it 'always', 'very often' or 'sometimes'.

There are a number of potential reasons why the uptake is currently low for bus usage in the lower age group and comments from stakeholders and the public suggest that improvements to the frequency and reliability of bus services would help to improve this, as well as the potential to create a Park & Ride facility in the North of the city to capture those entering from that direction. Other considerations would be the improvement of waiting facilities at bus stops and the station, as well as addressing safety concerns that were frequently raised during the consultation period.

12.3.5 **What respondents want from the Station Approach area**

a. **Better facilities for various modes of travel**

Participants were asked to rank the importance of providing better facilities for various modes of travel in order to understand what was deemed most and least important for the area.

Key results:

- 82% chose pedestrian improvements as 'important' and 'very important' for the area.
- Although 45% of respondents used a car 'very often' or 'always', this was not identified as a high priority improvement consideration for respondents.
- The least popular choices were motorbikes, followed by e-scooters and cars.

It is worth noting that the over representation of older persons has resulted in a slight under representation on active transport modes particularly e-bikes, these were more popular among the younger demographic.

In the over 65's, improvements for bus facilities gained much more support at 56% scoring it as 'very important'. This reflects the higher usage of buses in this age demographic. A proportionally higher score was given for improved taxi facilities by this age group demonstrating a greater need for this facility by this age demographic compared to the under 35's.

b. **What respondents would like to see in the shared and public spaces:**

Participants were asked to rank the importance of providing new facilities for the public and shared spaces in the area in order to understand what was deemed most and least important to respondents.

Key results:

- Trees and green spaces were the most popular across all age groups.
- Benches and wayfinding were popular with the over 65's.
- Better street lighting was of greater concern to the younger age group, with many highlighting the need for improvements to the area at night.
- Space for public events and public art were the least supported options.

c. Commercial uses

Respondents were asked to indicate what types of commercial uses they would prefer to be included in any future development of the area. This included the option to say 'none of the above' and add their own suggestions. These are listed in the full report at Appendix A.

Key results:

- Cafés and restaurants were the most supported with the highest number of selections.
- Food stores were very well supported.
- General retail and co-working spaces were also popular.
- Cultural or Recreation facilities were well supported by under 35's, but not well supported by over 65's.

d. Residential uses

Respondents were asked to select all the options they felt were a suitable use for the project area and were given the choice to select 'this area is not appropriate for residential use'. 30% of all respondents selected this option and some chose to suggest a different use. These are listed in the full report at Appendix A

Key results:

- Affordable housing received the highest scores across all age groups.
- Student accommodation was better supported in the younger demographic.
- Market rate apartments were well supported by all age groups.

12.3.6 Qualitative feedback

There were ample opportunities for stakeholders to provide comments and feedback both online and in person during the consultation period. The interactive map on the website remains active and the team frequently check the comments that are posted there.

Key themes:

- Winchester residents want the station area to be sympathetic to the look, feel and history of the rest of the city.
- It should be a welcoming gateway as the first impression many visitors will get of the city.
- The area should become a social / community hub for friends and family.
- The area needs to be accessible for all users via all forms of transport, stressing connectivity and sustainability.
- The area needs to function in a way that all residents feel safe to use.

12.4 **How we have used this information**

12.4.1 **Information and comments outside of scope**

In addition to the feedback provided on Station Approach there were some comments that were received which fall outside the scope of the project team. These comments have been collected into a separate document that has been sent to the relevant teams within the city council or Hampshire County Council.

These have included observations of illegal parking that is causing residents and road users distress and inconvenience, reports of anti-social behaviour resulting in pedestrians feeling unsafe and requests for improvements to infrastructure outside of the project area such as improvements to the pavements of Newburgh Street.

12.4.2 **Constraints and Opportunities identified**

This consultation has helped to confirm some of the constraints already known by the council, as well as identifying others that had not been previously considered. This will be used to consider options for the progression of the project. Listed below are some of the constraints and opportunities drawn from the public consultation.

Constraint	Opportunity
A design in keeping with the city's heritage is much preferred - less in keeping designs would be resisted due to the impact that this would have on the city's heritage	Inclusion of local heritage groups to help the station area reflect and sympathise with Winchester's history and a wider discussion with those groups about what "Winchesterness" looks like
A concern whether there is the demand for traditional office space	Residents and businesses were open minded about the creation of more modern and flexible workspaces. Development with commercial space should be designed for a post covid world providing high quality space that is flexible and can be adapted as needs change

Concerns around loss of car parking spaces	A recognition of the role that the loss of parking could play in encouraging more active travel and reducing car numbers. There is also the opportunity to re-introduce more drop-off and pick up spaces which people criticised the reduction of in place of underused taxi spaces
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Further Opportunities

Creating better and safer ways for people to travel without needing to use the car, such as better street lighting and shelters. Improving the public transport services.

More benches and navigation signs around the station to generate a sense of welcome upon arrival and connectivity with the city

12.4.3 Informing the options being explored through the capacity study

Carfax

- Exploring lower density options that are sensitive to height and massing. This was a concern raised a number of times in conversations with stakeholders.
- Retaining as many trees as possible and dramatically reducing the number of car parking spaces. This responds to the clear directive from survey respondents that this is very important to them. It also reinforces the council's commitment to the climate emergency. However, we aim to retain some parking to fulfil statutory requirements and to accommodate those with disabilities.
- If residential use is considered, aligning these opposite existing residential properties on Gladstone Street.
- Where commercial use is explored, aligning these elements to the station and station Hill.
- Ensuring pedestrian permeability is retained through the site so that walking routes from this area to the city centre can be improved.

Network Rail Car Parks

- Maintaining and improving the pedestrian routes through the site and exploring how the public realm can be improved here. Unsafe informal pedestrian routes through the existing car parks was a concern raised a number of times.

Cattle Market / Worthy Lane

- Being mindful of the congestion issues around Carfax junction and how this impacts Andover Road and Worthy Lane. Any development should seek to mitigate this.
- Ensuring the options we explore are sensitive to the residents of Worthy Lane and try to face residential options on this section of the site.

- Working with Hampshire County Council and the Winchester Movement Strategy to ensure that our explored options accommodate any future plans in this area. For example, a potential bus lane on Andover Road. This was mentioned by respondents as well as a possible cycle lane on the uphill towards the railway bridge. This has been fed back to the relevant officers.

12.5 **CONCLUSION**

This first round of consultation has been successful in fulfilling its goal of early engagement – demonstrating our commitment to put people before plans. There has been a significant effort to reach beyond only those who have historically engaged in these kinds of consultation and although satisfactory levels of awareness were reached, the team will continue to push for even greater engagement if Cabinet agrees to progress the project later this year.

The results of the public consultation have provided the project team with valuable information with which to explore the future options for regeneration of this area.

As a result of the high numbers of respondents to the survey, the council is now in a position to keep many people directly apprised of progress and to provide timely feedback as the project moves forward.

This is viewed as the start of an ongoing conversation to ensure that stakeholders are consistently encouraged to take every opportunity to engage in each step of the process, co-creating a future development worthy of Winchester with the council.

13.0 **PROJECT TIMELINE**

13.1 The indicative timeline for stage 1 of the project below provides an overview of proposed activities that will result in the production of a Strategic Outline Case and a Cabinet decision on whether there is a viable project to progress to the next stage.

Milestone	Start Date	Comments
Cabinet Committee: Regen	09/03/23	Public Consultation results
Members briefing	25/05/23	Capacity Study results and Open Forum
Cabinet Committee: Regen	07/06/23	Capacity study results
Open Forum	12/06/23	Public consultation and capacity study results
Members briefing	26/06/23	Cabinet report and Strategic Outline Case (SOC)
Scrutiny Committee	03/07/23	Thorough review of SOC prior to Cabinet decision
Cabinet - Strategic Outline Case (SOC)	18/07/23	Cabinet Decision – Go/No Go for Stage 2
Stage 2 – pending Cabinet decision	19/07/23	If approved, this stage will consist of more detailed studies and analysis of options available for development. It will continue to

		build on the engagement process to ensure stakeholders are involved in the development of any viable scheme that may come forward.
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14.0 BACKGROUND DOCUMENTS:-

Previous Committee Reports:-

CAB3349 – Agenda item 9, page 23 – 47 [Cabinet Public Documents Pack](#)

Other Background Documents:-

None

APPENDICES:

Appendix A – Full public consultation results report from Meeting Place (MPC)

Appendix B – Equality Impact Assessment (EIA) Public consultation and engagement strategy for Station Approach Project