

**STRIDE TREGLOWN**

**WINCHESTER SPORT &  
LEISURE PARK**  
DESIGN FRAMEWORK

ADOPTED  
6<sup>TH</sup> JUNE 2018



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# 1. Introduction

The City Council is progressing a scheme to build a new high quality Sport & Leisure Centre at Bar End, Winchester, as part of a Sport & Leisure Park utilising existing community sports facilities in this location, including sports pitches and the Sports Stadium. This facility will serve the needs of local residents, sports groups and families in Winchester and the wider District.

Below: Design Framework Boundary



Following the purchase of the Garrison Ground by the City Council, and a technical evaluation, an area at Bar End has been agreed as the preferred location for the new Winchester Sport & Leisure Centre (WSLC).

By working with the University of Winchester, The Pinder Trust and the County Council, the Council is seeking to create a new Winchester Sport & Leisure Park at Bar End.

## The Design Framework for Winchester Sport & Leisure Park

In order to deliver an appropriate, viable and inclusive Sport & Leisure Centre within the Winchester Sport & Leisure Park, the City Council has commissioned a design and technical team to analyse the relationship between the proposed uses and neighbouring residential areas and to engage thoroughly on this with residents, users and stakeholders. Understanding this relationship is important in shaping the Sport & Leisure Park and meeting local and wider needs which are acceptable to the community. It will also help to shape an aspirational sporting, leisure and development vision for the wider area including emerging proposals, initiatives and interventions in the years to come in the form of a Design Framework.

The Design Framework provides guidance for future considerations and decisions of the landowners in the area including the City Council, the County Council and the University of Winchester. It is not a formal planning document but does provide guidance and sets out the aspirations for the area derived through a thorough process of engagement and which should be referred to when considering future investment/ improvement plans for the area.

Its immediate use is to inform the design and layout of the new Sport & Leisure Centre, car parking, landscaping and accessibility. It will also help to inform the City Council's investment plans for King George V (KGV) and the remaining Garrison Ground open spaces/ playing pitches and facilities, such as changing pavilions and play areas.

## The Aims of the Design Framework

- Encourage active and healthy lifestyles
- Promote inclusive recreation, leisure and sporting activities
- Create an attractive environment for people of all ages and abilities to enjoy

## The Design Framework Vision

The overall vision for the whole Design Framework area, including the Sports & Leisure Park at Bar End, is to create an area for sport and recreation, leisure, wellbeing and enjoyment which provides for residents, families, athletes, young and older people and which fits and accords with its surroundings. This vision is the Council's commitment to neighbours and users of the Sport & Leisure Park and reflects the support and input which has been given from these groups over the past few years.

We want to create a high quality, highly valued and accessible facility for the community. We want to establish a range of facilities to cater for all the family, whether utilising 'clip and climb' in the Leisure Centre or walking around the park. We want to bring together complementary uses and facilities such as hydrotherapy, treatment and recovery alongside sporting and competitive activities. This will be set within an overall theme and vision which can be reflected in any potential future development in and around the area.



Above: King George V playing fields

## Engagement Feedback

A great deal of feedback has been received on a wide range of issues from many different people and groups.

These views have been captured and carefully reviewed. The feedback received is from many different perspectives and therefore highlights different concerns. Local residents are understandably concerned about issues that will affect them directly, such as impact on their everyday activities whereas, while sports users are more focused on the types and quality of sporting provision. The Design Framework seeks to balance these interests carefully and feed them into in the design of the new Sport & Leisure Park.

*Below: Public engagement events*



## Feedback received and how its has been addressed

### 1. Environment and Landscape:

- Preserve natural qualities of the area; retain / create new areas and or facilities to enhance ecological value
- Consider peripheral routes for running, training and walking

Response: The Design Framework addresses this, as shown in Theme 2: A Place to Enjoy, by identifying areas for biodiversity enhancement and for physical activities. A network of paths has been identified around the park.

### 2. Relationship between the Sport & Leisure Park and adjacent uses:

- What are future plans for the Depot Site? Concerns over its impact both visually and from traffic
- Impact on nearby residential houses from noise, light and visual impact
- How will flooding and drainage be addressed so as not to worsen the situation for local residents?
- Parking is a concern in terms of impact of traffic, accessibility and parking management/overspill into adjacent neighbourhoods

Response - The Council's Depot Site off Bar End Road is being considered for future development and this will be informed and shaped by this Design Framework and by the input received through the three engagement phases undertaken over the past eight months.

A full drainage study and strategy are being prepared which will be submitted as part of the planning application for the new Sport & Leisure Centre. These have been informed by detailed hydrological assessments and soil investigations.

Parking demand for the new Sport & Leisure Centre has been carefully considered which makes use of nearby Park & Ride car parks for special events, thus reducing the amount of parking required on the site. On street parking in adjacent areas is also being considered and following a consultation with residents, a new residents parking scheme will be implemented in Chilcomb Lane. A consultation with Highcliffe residents will also be undertaken over the summer of 2018 to determine whether amendments or additions to the existing residents parking scheme are required.

We have formulated a high quality landscape strategy to provide screening to nearby residential properties and to ensure that the park and its facilities, such as parking, fit with the overall parkland setting. A visual impact assessment has been undertaken based on views from key points around the Park and utilising a 3D model of the Sport & Leisure Centre. Full lighting and acoustic and air quality assessments are being undertaken to inform the design.

### 3. Sport & Leisure Park:

- It must work for the community
- The Park should be an inclusive place, for the use of everyone
- A Sporting Centre of excellence for elite athletes / swimmers
- It should retain King George V Playing Fields and pavilions

Response - The Highcliffe Community Plan provides a good basis for considering local issues such as: Crime and Community Safety, Travel and Transport, the Local Living Environment and Community Amenities. We have kept these issues and the overall plan in mind when formulating this document.

We are seeking to provide a mix of facilities which will meet all these needs and aspirations. The Park will be accessible to everyone and a new link will be provided connecting King George V playing fields with the Garrison Ground. Some areas of the park, such as parts of the Sport & Leisure Centre and the Sports Stadium, will have controlled access, but other areas such as the café will be available for everyone to use. A full district-wide Playing Pitches assessment which will evaluate the impact of the Centre on playing pitch provision is currently being undertaken. Engaging with users of the playing pitches at Bar End is taking place and will continue to do so to ensure that all needs are met both during and after construction of the new centre. Part of King George V playing field is already in Trust and the remaining part which isn't, is currently in the process of being dedicated, thus protecting its use in perpetuity.

We have a good dialogue with Sports Groups and Sporting National Governing Bodies to inform the design of facilities. The facilities to be provided have been subject to a detailed Needs Assessment utilising Sport England models and guidance.

### 4. Access and Movement:

- Adequate parking provision within the Park is key
- Consider pedestrian and cycling facilities and good connecting routes into the Park
- The impacts of traffic on local roads and adjacent neighbouring areas.

Response - The Park is being considered in relation to the wider Winchester Transport Study and Strategy. Relocating the Leisure Centre will change people's travel behaviours and it is therefore important that these changes are considered in relation to other potential changes taking place and how they will feed into and complement other measures being considered. Key considerations in this regard are providing good facilities for pedestrians, cyclists and bus users and making sure that parking provision fits with the overall parking strategy for the City.

A full transport impact assessment is being prepared, which will quantify the impacts and appropriate measures required to address them and has fed into the wider Study referred to above. This will include consideration of cyclist and pedestrian facilities and access by bus. It is hoped that a new cycle and pedestrian link can be provided from the National Cycle Route Network Route 23 to the new Centre and a new link to the South Downs Way from the Park is being considered.

The local area is served by Bus Service Number 4 and Park & Ride buses. These services are being considered in relation to how they can additionally serve the new Centre.

Good crossing points will be provided across Bar End Road to improve pedestrian connections. Parking demand for the new Sport & Leisure Centre has been carefully considered. In order to reduce the amount of parking required on the site, the Sport & Leisure Centre will make use of nearby Park & Ride car parks for special events.

### The Purpose and Status of the Design Framework

The Design Framework is an informal guide to inform the preparation and determination of future planning applications involving land within the Design Framework area.

It is not the purpose of this Design Framework to prepare or present detailed technical assessments relating to all aspects of the aspirational vision for the Park; technical assessments pertinent to each formal planning application will be required to justify development proposals with regard to the cumulative impacts at the time of their submission.

Planning applications will be determined in accordance with the adopted local planning policy framework at that time, unless material considerations indicate otherwise.

The first such application will be for the new Winchester Sport & Leisure Centre.

Other subsequent applications may follow: potentially on the Council Depot site to the north of the proposed Sport & Leisure Centre; and physical interventions and the creation of new facilities within the wider Park – facilities such as: the refurbishment or redevelopment of the pavilions within King George V Playing fields.

The Design Framework is aspirational and therefore includes facilities and opportunities for sport and recreation which sit outside the remit of the WSLC project or its future planning application boundary.

It is the aspiration of the Council to realise the vision for the Sport & Leisure Park as set out within the Design Framework, however this will be delivered over time and in partnership with others as required.

### Design Framework – Key Objectives

The Design Framework has the following strategic objectives:

1. Set out a vision for the site as an inclusive, connected and accessible destination venue for sports, leisure and recreation to help serve the sporting needs of the district and deliver tangible local community benefits.
2. Create a land use framework and set of development principles to guide development and physical interventions in the area aimed at the leisure, health and economic opportunities in the area.
3. Set out to understand the characteristics of the local area and the Design Framework study area and identify ways in which local access and movement strategies can be developed to improve connections to strategic networks, but not at the expense of creating unintended detrimental consequences in relation to residents who live adjacent or close to the site.
4. Ensure that a new Winchester Sports & Leisure Centre strengthens the relationship with the adjacent Winchester Sports Stadium and establish a landscaped setting at this important gateway. into the City.

5. Establish principles which ensure that the redevelopment of the Winchester Sport & Leisure Centre and adjacent Depot Site are designed to be sensitive to the amenity of adjacent residential properties.
6. Support design principles for the area that respond to the representations generated from public consultation and key stakeholders undertaken during previous, and ongoing consultation phases.
7. Encourage a design and landscape quality across the Design Framework area which achieves local distinctiveness appropriate to its edge of the settlement and National Park setting.
8. Identify opportunities to enhance biodiversity and improve green infrastructure links particularly to South Downs National Park.

### Key Challenges and Opportunities

The Design Framework seeks to recognise and put into place ideas and actions to address a range of existing challenges and opportunities. These include, but are not limited to:

1. How new and improved cycling and pedestrian connections to the City Centre, existing Park & Ride sites (and, in a wider recreational sense, South Downs Way) can increase the propensity of the users to use modes of sustainable travel.
2. How to ensure new development can be accessed without creating detrimental impacts such as local congestion and visitor parking in adjacent residential streets.
3. How to deliver a coherent, long term vision for the Park which is delivered in phases and which reflects the need for external funding sources and/or collaborative working relationships between the existing public and private landowners and the community.
4. What alternative development is possible on the Depot Site that is consistent with the aims and objectives of the Park, the planning policy framework and views of local residents.

5. How the design, delivery and management of the Park can support both sporting endeavour, passive recreation and healthy activities enjoyed by all.
6. How to create a landscape scheme which links into existing green infrastructure and ecology whilst identifying opportunities to enhance these whilst screening and blending the development into the setting.



## 2. The Site and Surroundings

The new Sport & Leisure Park will be located across a number of currently separate sites, including the Garrison Ground and King George V Playing Fields, the Council's Depot Site and Winchester Sports Stadium. Its location within Bar End is strategically important for the surrounding communities and for the city as a whole.

The Winchester Sport & Leisure Park site benefits from being adjacent to the Sports Stadium and grassed playing pitches; it has a close proximity to the centre of Winchester and sustainable transport networks such as existing public transport services, cycle and pedestrian routes, and; easy access to the M3 and outlying villages and settlements across the District.

Winchester's historic City Centre is a 15 minute walk from the site along either urban streets to the north or via the National Strategic Cycle Network Route 23 which passes close to the site (off Barfield Close) to the west.

Bar End marks the south-eastern entrance into the City of Winchester. Bar End Road, which forms the western boundary of the site, provides a direct link from the M3 motorway to the City Centre. The existing Barfield Close and St Catherine's Park & Ride sites are located to the west and south of the site.

To the north of the Design Framework area are the residential areas of Highcliffe and Winnall. Milland Road effectively forms the northern boundary of the western half of the Park site with the existing allotments forming the northern boundary of King George V Playing Fields, the eastern half of the Design Framework area.

Chilcomb Lane and the M3 forms the southern boundary of Design Framework area.

The picturesque 100 mile (160km) South Downs Way passes within 200m of the eastern edge of the Design Framework area. The route starts/finishes at the King Alfred statue in the City Centre and links to the seaside town of Eastbourne.

### Current uses

The Park forms an important southern gateway into the City. The Bar End area comprises a mixed use area including residential, light industry and leisure uses. The Winchester recycling centre is located within Bar End, as is the local bus depot.

The existing sports fields at both Garrison Ground and King George V Playing Fields make up the majority of the proposed Park area. A long history of sport and leisure activities have shaped the way in which the area is perceived and used by sports participants and the local community. The area is popular with dog walkers, runners and is home to a community children's play area, young people's play area, Skate Park and a multi-use games area all accessed from the KGV drive.

In addition to these informal activities it is used for formal sport including cricket and football. Football pitches set out on the Garrison Ground will need to be re-provided once the new Sport & Leisure Centre construction commences. A district-wide playing pitch assessment is currently underway, involving discussions with National Governing Bodies and Sports Groups.

The Council Depot Site currently accommodates a two storey commercial office and a range of storage buildings and external compounds. The latter beyond their effective economic life. The site houses a derelict fuel storage facility. Reuse or redevelopment of the site is expected to involve considerable remediation to enable alternative uses to come forward.

Images left to right: Winchester City Centre; Milland Road Properties (community to the north of the site); Bar End Road.



### 3. Key Sites and Related Opportunities

#### The Winchester Sport & Leisure Centre

Winchester City Council agreed the facility mix of the WSLC on the 13th November 2017. This decision does not prejudice or pre-determine the outcome of any future planning application. The decision enables the Project Team commissioned by the Council to proceed with a range of technical assessments in support of a planning application and to finalise the Design Framework. Formal determination of a planning application for the new Sport & Leisure Centre, will be made by the Council at the appropriate time and after due consideration of the merits of the proposals.

#### The Council Depot Site

As an existing Council asset, the City Council has stated that the redevelopment of the Depot Site will be considered to be a separate scheme from the proposal to develop the adjacent site for the Winchester Sport & Leisure Park / Centre.

However, the Design Framework is intended to set out a series of fundamental design features for development of the Depot site. It is not the intention of the Design Framework to be so prescriptive to define a series of permitted uses. Any redevelopment proposal will be considered in the context of local planning policy as well as the development guidelines as set out in Theme 4: Areas for New Development, later in this document.

#### The King George V (KGV) Playing Fields

It is the Council's intention that the KGV Playing Fields are retained as grassed pitches for the enjoyment of the local community and sporting organisations. Notwithstanding this primary objective, physical interventions involving KGV and which are supported in the Design Framework include, but are not limited to: considering the laying out of new shared surface pathways for cyclist and pedestrians, redevelopment or refurbishment of one or both existing pavilions and distributed activity stations around the periphery of the site. These possible interventions will be considered by the City Council when setting future expenditure plans and in consultation with residents and users of the area.

The KGV Playing Fields are held in Trust, which provide open areas for the benefit of the surrounding community, but the Council will continue to be responsible for the management of these fields.

#### Garrison Ground

In addition to the future Sport & Leisure Centre the Garrison Ground will continue to provide an area of open space and Sport Pitches.



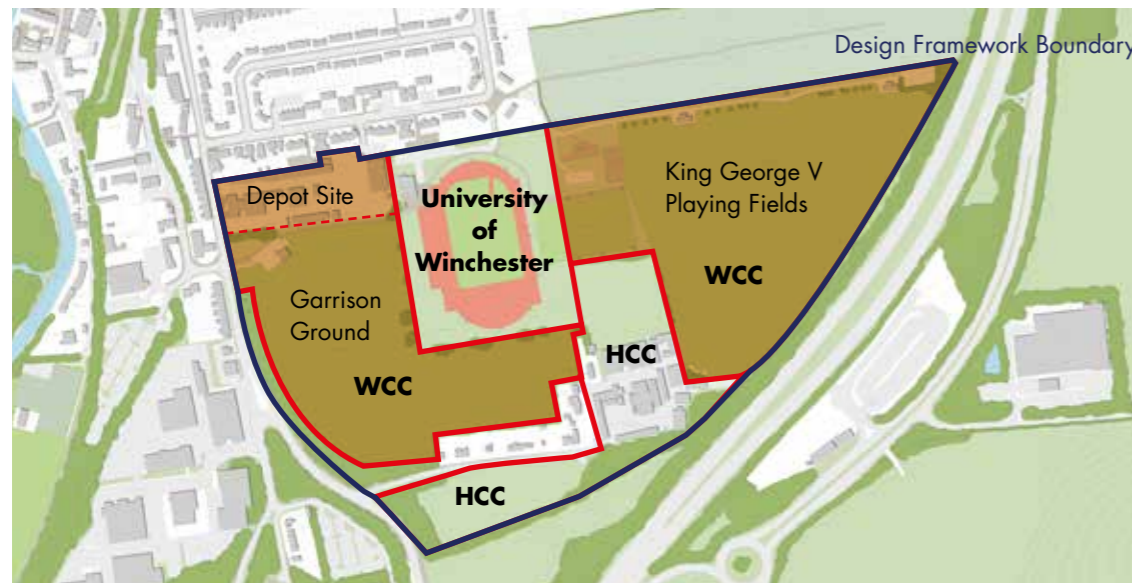
— Sport & Leisure Park Boundary  
 — Design Framework Boundary

Existing area plan





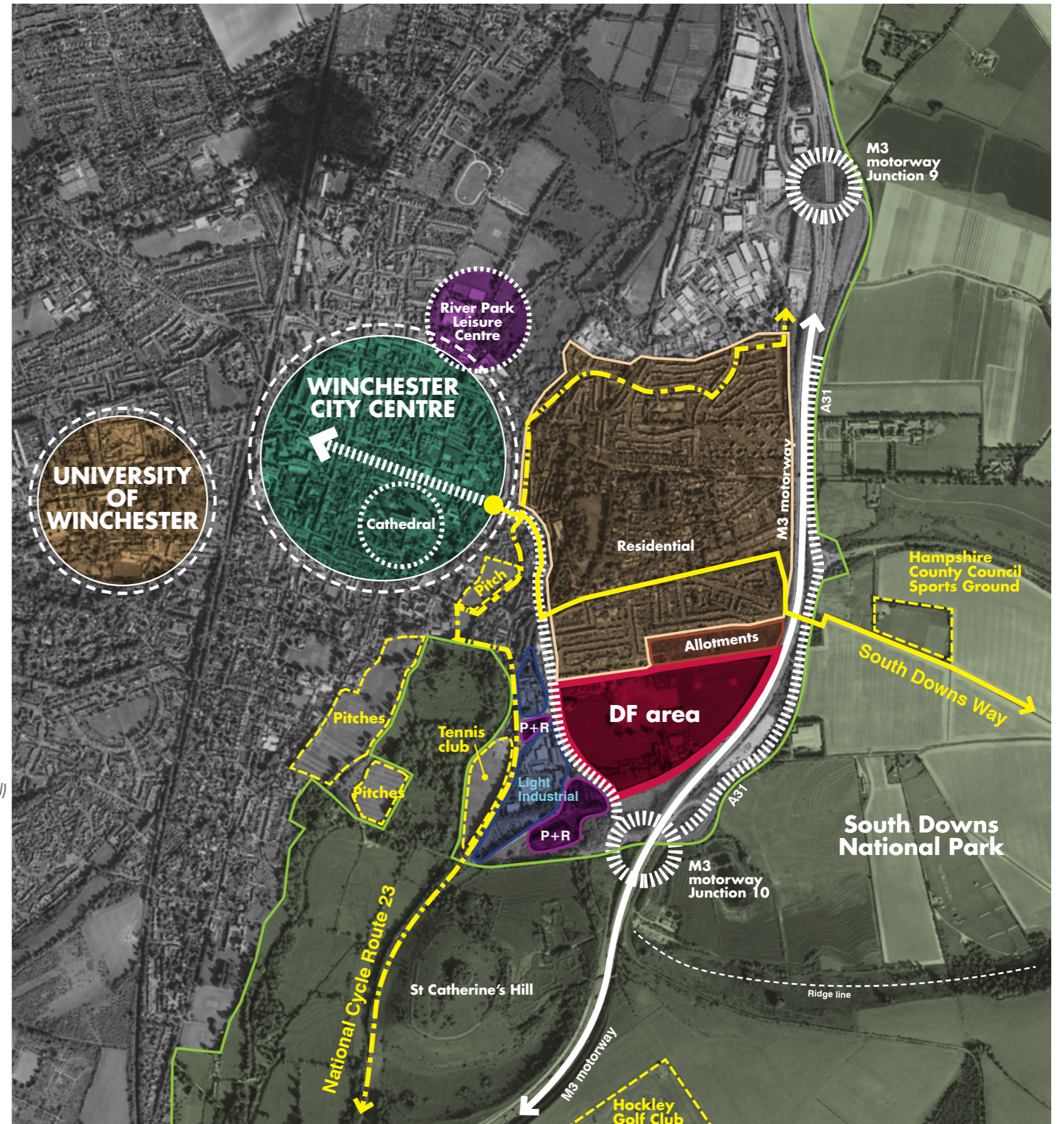
Existing Local Movement Network Surrounding the Park



Existing Land Ownership: (WCC = Winchester City Council shaded in red, HCC = Hampshire County Council)



Existing Environmental Factors



City context



### Environmental Influences

The Design Framework area has many positive characteristics and opportunities. There are a number of trees that are protected by a Tree Preservation Order (TPO): these are primarily concentrated along the Bar End Road and along the southern boundary of the Depot site. Natural vegetation offers an important visual screen into the site from the south, west and east.

Due in part to the proximity of the River Itchen (and being located in a high water table area), the site is within Flood Zone 2 as defined by the Environment Agency. Evidence provided by residents of Chilcomb Lane has highlighted incidents of flooding over many decades: flood alleviation and stormwater attenuation channels have been created on Council land in the area to address localised flooding events. Surface (standing) water is a regular occurrence, particularly within the southern end of the Garrison Ground in the winter months.

Ecological surveys have been undertaken over an extended period with known wildlife habitats/species identified, including slow worms. Proposals for the Design Framework will seek to retain these habitats and mitigate any impacts the proposals might have on them as well as identifying ways in which ecology can be enhanced.

Bar End Road is a Roman Road and, while more recently bisected by the construction of the M3 motorway, provides immediate access onto the local highway network, with the Park & Ride sites, and City Centre beyond.

### Planning Policy Context

The Winchester Sport & Leisure Park site is located outside, but adjacent to the settlement boundary of Winchester.

The Joint Core Strategy, which sets out the development intentions of the Council for the period to 2031 was adopted in 2013 and is to be taken into account when determining planning applications. Until the South Downs National Park Authority adopt a new plan for their area, the Joint Core Strategy will also cover the National Park area. Views of the Sport & Leisure Park are possible from elevated views from the National Park.

The Joint Core Strategy identifies the amount of development, broad locations for change, growth and protection, including allocating strategic sites. The Sport & Leisure Park at Bar End is allocated as 'Countryside': other policies seek to protect existing sports and recreation facilities.

The Council recognise that open space, sport and recreation play an important role in enabling local communities to live active and healthy lifestyles. The Council's Strategy identifies the need to provide opportunities for everyone to become more active, to promote not only healthy lifestyles but also improve general wellbeing.

Council planning policies, notably CP6 and CP7, seek local sports and recreational improvements where deficiencies have been identified, with new facilities being provided to meet the needs of larger-scale development or the cumulative needs of smaller-scale development. This will be achieved by new and improved provision, such as that to be accommodated at the Winchester Sport & Leisure Park and as included within the Design Framework.

### Integration within the wider community

The character of the wider area has helped shape the fundamental principles of development included within the Design Framework. It will take time, Council resources, external funding opportunities and partnership working between the landowners to deliver a fully integrated Winchester Sport & Leisure Park.

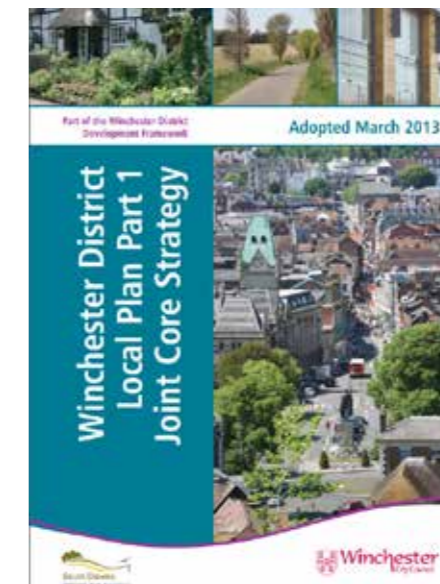
The fact that only part of the long term vision can be delivered in an initial phase does not hinder the ambition set out in this Design Framework which seeks to deliver tangible community benefits that can grow to meet the ever changing needs of the local population and the district.

### Highcliffe Community Plan

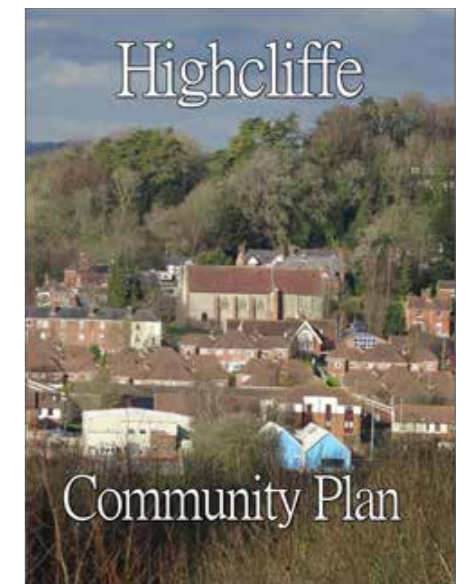
Prepared in 2015, and the result of a series of community engagement events and surveys, the Highcliffe Community Plan presented a detailed profile of the area covering issues such as Community Safety, Travel & Transport, the Local Living Environment and Community Amenities.

A series of objectives and initiatives were identified to address local concerns. These included, but were not limited to, a deficiency in local retail and service provision. At present, the only retail facility is the petrol filling station. The area lacks a Community Hall and local healthcare services.

The Highcliffe Community Plan has been one of the many sources of local empirical evidence that has helped to shape the proposals as set out in the Design Framework.



Joint Core Strategy



Highcliffe Community Plan



## 4. Public Consultation and Engagement Summary

The Design Framework (DF) for the Bar End area of Winchester sets out a long term vision as to how the Council, working with landowning partners, would like to see the area develop over time. It is designed to be an informal guide to help development proposals and recreation improvements in the area. The Design Framework has been shaped by the responses generated by three phases of engagement carried out between June 2017 and January 2018.

The Design Framework is the result of a baseline data gathering exercise involving asking local residents how they currently use, and would like to use, the area in future. The Design Framework identifies how proposals will need to reflect, and where appropriate overcome, existing constraints and challenges in the area. The Design Framework provides a context in which to inform the preparation and determination of planning applications, though such decisions will ultimately need to be taken in accordance with the adopted Planning Policies of the Council rather than the Design Framework in isolation.

The key issues raised by the general public and interested parties during the phases of engagement were wide ranging. Over 1,000 completed surveys were received in addition to the numerous and valuable conversations and discussions held during the 14 sessions across 6 venues.

Key issues included, but were not limited to:

- the value placed upon the landscape setting and qualities of the Park
- the importance of retaining grassed pitches for organised play
- creating improvements to the local highway network that encourage walking, cycling and bus patronage as a means of safely getting to and from the Park
- setting out fundamental principles of development which would seek to protect the residential amenities of those living adjacent to the Sport & Leisure Park, and in particular from redevelopment proposals of the Council Depot Site and the lighting impact of enhanced sporting uses

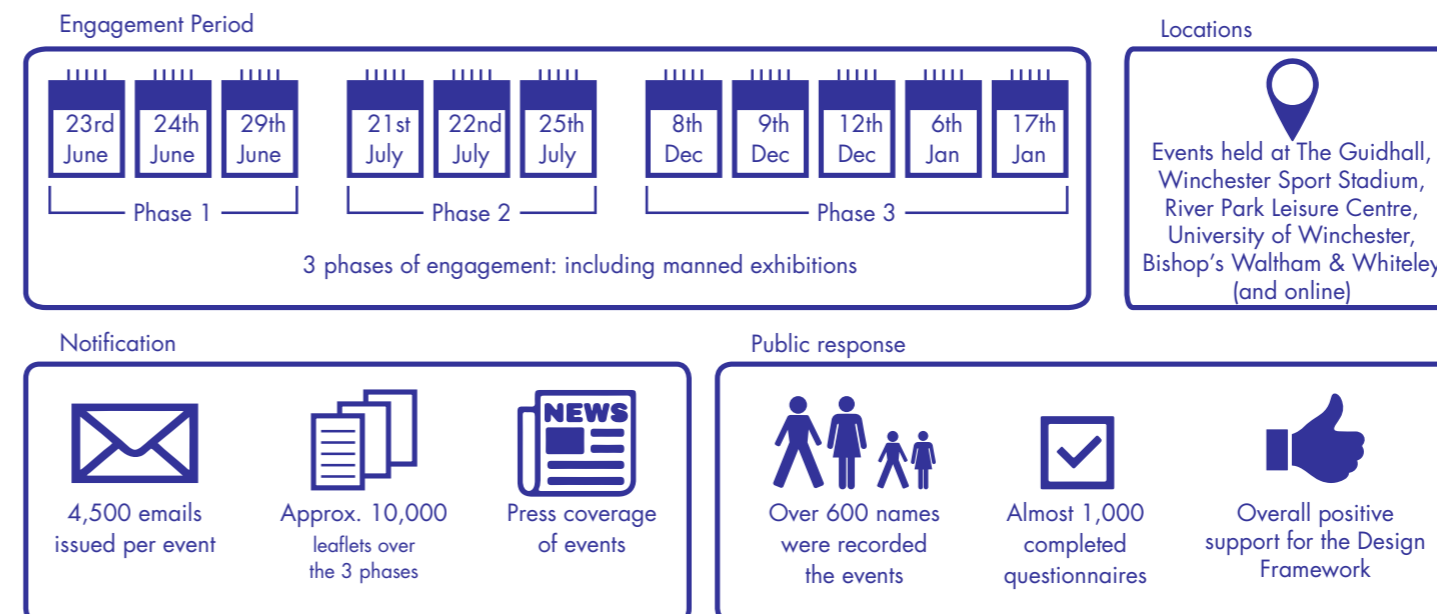
- the importance of assessing the identifying suitable drainage and transport solutions for the area, and;
- the importance of meeting the needs of local people who want to enjoy the Park as well as those driven by the pursuit of sporting excellence – in short, the creation of a fully inclusive recreational environment for all.

The Council has welcomed the public and group participation of those who engaged in the process. Their input has shaped the proposals and provides a greater understanding of the conversations that will be required with landowners in the area to agree, design and deliver phased improvement of the area. The objectives of the Design Framework are designed to leave a positive and lasting legacy for all Park users.

*A more detailed summary of these engagement phases is set out in the Appendix: 'Public Consultation and Engagement Findings'.*



Selection of completed activity sheets from the first phase of engagement



## 5. The Design Framework: Key Features

The overall vision for the Sport & Leisure Park at Bar End is to create an area for sport and recreation, leisure, wellbeing and enjoyment which provides for residents, families, athletes, young and older people and which fits and accords with its surroundings. This vision is the Council's commitment to neighbours and users of the Sports & Leisure Park and reflects the support and input which has been given from these groups over the past few years.

At the heart of the vision is the desire to encourage an active and healthy lifestyle for local residents across the District. A combination of key design features are proposed that seek to create an attractive environment that promote inclusive recreation, leisure and sporting activities and which support new redevelopment opportunities to meet the needs of the wider area.

This Design Framework captures the aspirational strategy for Winchester's new Sport & Leisure Park. It provides a long term vision for the delivery of a range of community and sporting facilities that serves Winchester and its surrounding communities. Some of these aspects will be delivered quickly (in the first phase), others are longer term aspirations. The key features of the Design Framework are as follows:

### 1. Gateway to the City

There is the opportunity to create a vibrant and striking arrival sequence along Bar End Road with the installation of a series of artistic features, including: sculptures, planting and lighting to celebrate the importance of this route as a gateway to the city centre. This sequence of installations, using local artists as appropriate, could extend into the Park to add visual interest and celebrate local artistic talent. This opportunity needs to be carefully considered in terms of the actual location and type of provision.

### 2. New Sport & Leisure Centre

The new Sport & Leisure Centre will form the hub of the Sport & Leisure Park, with a mix of sports facilities to serve the local and wider community. The Centre will also form the main entrance to the Winchester Sports Stadium.

### 3. King George V and Garrison Ground Playing Fields

The Design Framework aims to connect the King George V Playing Fields with the Garrison Ground with a link that hooks into the wider strategic routes in the vicinity of the Park.

### 4. Strategic Pathways

The long term aim is to have a network of new pathways, along with a dedicated route that connects the South Downs Way (north east) with the City Centre and the National Cycle Network Route 23 (west). This strategic link could be designed for both pedestrians and cyclists subject to detailed consideration. Additional paths will be considered and provided if feasible around the Park to promote the Park as a place of leisure.

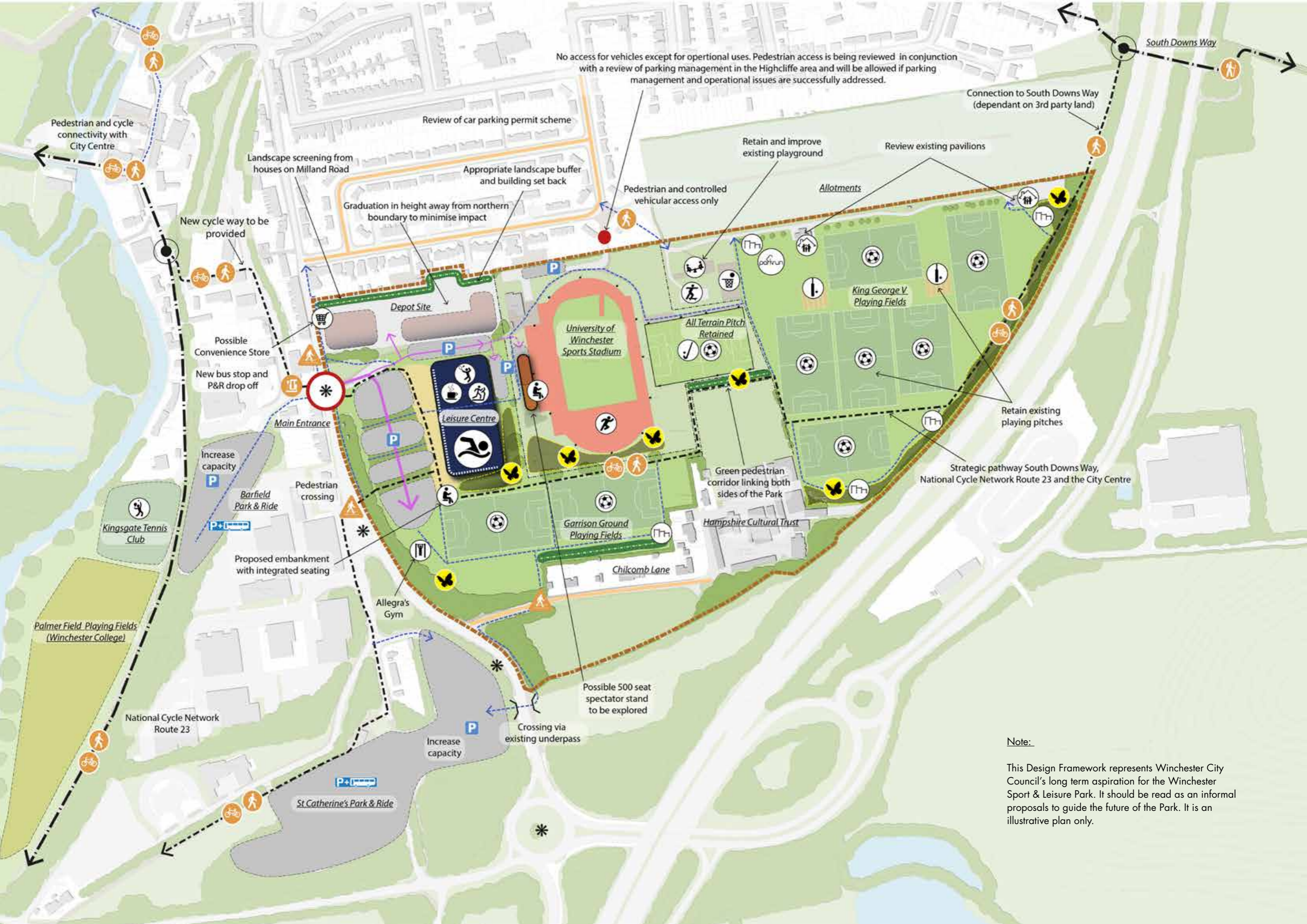
### 5. Depot Site

Plans for the Depot Site will likely be developed at a future stage though it is envisaged to be a mixed-use scheme, the parameters of which will include: building heights to be a maximum of 12m along the northern edge of the site and not to exceed the height of the proposed Sport & Leisure Centre along the southern edge. Details of development guidelines for how this site could be developed are provided in Theme 4 later on in this document.

### Key

-  DF boundary line
-  Primary vehicular route
-  Secondary vehicular route
-  Overflow vehicular route
-  National Cycle Network Route 23
-  Strategic route (preferred alignment)
-  New / improved pedestrian route
-  Athletics Club perimeter fence
-  Parking restrictions
-  Key facades
-  Park & ride
-  Car parking
-  Pedestrian access
-  Countryside walk access
-  Cycle route
-  Pedestrian crossing
-  Bus stop
-  Entrance roundabout
-  Possible convenience store
-  Controlled vehicular access only (subject to ongoing review)
-  Landscape screening
-  Enhance biodiversity
-  Wildflower meadows
-  Potential locations for activity stations
-  Parkrun possible start and finish
-  Spectator seating
-  Cafe
-  Allegra's outdoor gym
-  Fitness suite
-  Sports hall
-  Swimming pool
-  Basketball court (MUGA)
-  Children's play area
-  Skate park
-  Athletics track and field
-  Cricket pitch
-  Hockey pitch
-  Football pitch
-  Suggested location for gateway installation





No access for vehicles except for operational uses. Pedestrian access is being reviewed in conjunction with a review of parking management in the Highcliffe area and will be allowed if parking management and operational issues are successfully addressed.

Review of car parking permit scheme

Connection to South Downs Way (dependant on 3rd party land)

Landscape screening from houses on Milland Road

Retain and improve existing playground

Review existing pavilions

Appropriate landscape buffer and building set back

Pedestrian and controlled vehicular access only

Allotments

Graduation in height away from northern boundary to minimise impact

New cycle way to be provided

Possible Convenience Store  
New bus stop and P&R drop off

Depot Site

University of Winchester Sports Stadium

All Terrain Pitch Retained

King George V Playing Fields

Leisure Centre

Retain existing playing pitches

Increase capacity

Green pedestrian corridor linking both sides of the Park

Strategic pathway South Downs Way, National Cycle Network Route 23 and the City Centre

Barfield Park & Ride

Garrison Ground Playing Fields

Hampshire Cultural Trust

Proposed embankment with integrated seating

Chilcomb Lane

Allegra's Gym

Possible 500 seat spectator stand to be explored

Crossing via existing underpass

Palmer Field Playing Fields (Winchester College)

National Cycle Network Route 23

St Catherine's Park & Ride

Note:

This Design Framework represents Winchester City Council's long term aspiration for the Winchester Sport & Leisure Park. It should be read as an informal proposals to guide the future of the Park. It is an illustrative plan only.



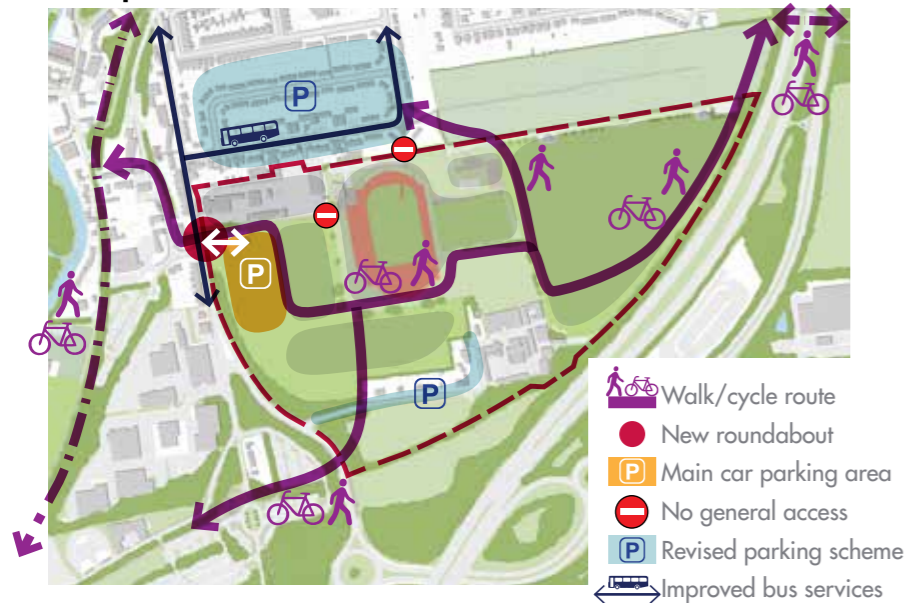
## Theme 1: Getting to the Park

*It is clear from the responses received during the various stages of engagement with the local community that effective and easy access is essential for the success of the Park. Pressures on the surrounding residential areas will be eased with active measures to promote better public transport, pedestrian and cycling routes in the area, along with measures to discourage private vehicle movements entering existing residential areas.*

An enhanced roundabout junction off Bar End Road will be designed and delivered to serve the Winchester Sport & Leisure Park. This will be designed to cater for a large number of cyclists and pedestrians, as well as car borne visitors.

The Design Framework proposes a landscaped car park to serve the Sport & Leisure Centre with level access arrangements to enter the building. A spur off an internal vehicular route will serve the needs of the adjacent Depot Site: a component of the Design Framework area.

### Concept:



## Public Transport

Bar End Road serves as a main arterial route into the City Centre. The Barfield Close and St Catherine's Park & Ride sites, with a combined capacity of 650 car parking spaces, are served by a frequent Park & Ride service during the day.

The City Council will work with bus operators to ensure that new bus stopping points close to the entrance of the Winchester Sport & Leisure Park along Bar End Road are available for visitors. Continuing bus services into the evening will be investigated to increase the propensity for bus service patronage.

Existing Park & Ride sites and better lit and direct paths into the Sport & Leisure Park will have an important role to play in the management of visitors to the area, especially during special events within the park - whether that be within the Sports Hall, Swimming Pools, Athletics Track or wider Park.

On occasions where there is a significant demand for parking, additional spaces will be provided at the existing Park & Ride facilities to the west of Bar End Road. Winchester City Council will look to improve and expand these facilities to tie in with the requirements of the Park.

Public transport proposal





## Pedestrian and Cycling Access

### Strategic Cycling and Pedestrian Routes

The Council will investigate the design and delivery of a pedestrian and cycling connection towards South Downs Way to the north-east of the site. This connection will involve works over third party land. Notwithstanding this, the connection was viewed positively through the series of public engagement process. The Council will engage with local residents and provide regular updates in relation to how this Design Framework feature is being progressed.

Respondents engaged during the public consultation periods supported the objective of delivering enhanced, safer and more direct means of connecting into the National Cycle Network Route

23 to the west of the site. The Design Framework presents this as part of a wider cycle and pedestrian shared surface route across the site, connecting National Cycle Network Route 23 in the west with the South Downs Way in the east.

The Design Framework proposes a route to connect the King George V Playing Fields in the east with the Garrison Ground and Winchester Sport & Leisure Centre in the west.

The initial proposal as agreed with Hampshire County Council is that the route will follow the internal field boundary of the Fallow Field to provide access between the two parts of the Park.

Pedestrian access into the Sport & Leisure Park could also be enhanced with the creation of two additional entrances, one at the southern edge of the site alongside the Chilcomb Lane houses, and a second into the proposed landscaped car park, subject to consultation and feasibility.

### Secondary Cycling and Pedestrian Routes

The hierarchy of paths spreading out across the site will help to encourage greater use of the Park for leisure activities, as opposed to purely sporting activities. These paths are intended to provide people of all ages the means to enjoy the whole Park for walking. These paths will be complemented by sympathetically designed benches and outdoor activity stations subject to design considerations.



## Vehicular Access

Access to Winchester Sports Stadium is currently from Milland Road and the new Sport & Leisure Centre proposal offers the opportunity to review this arrangement.

With a pedestrian gate from Milland Road into the Sports Stadium, there remains a propensity for visitors to park in residential streets to access the Sports Stadium facilities.

A revised resident on street parking scheme will be considered by the Council in the Highcliffe area and along Chilcomb Lane in conjunction with the residents.

A component part of the Design Framework is therefore to restrict all vehicular access, except for emergency and maintenance vehicles and some staff use, and all pedestrian movements into and out of the Sport & Leisure Centre using Milland Road. However, options consistent with operational requirements will be explored to facilitate local pedestrian access from Milland Road.

The existing access to the KGV Playing Fields will be maintained, however with a secure Sports & Leisure Centre (and Sports Stadium) site, there will be no direct connection between KGV and the Sports & Leisure Centre. An indirect route will exist, however this will be around the Garrison Ground playing fields to the south.





## Theme 2: A Place to Enjoy

*The Park is envisaged to be a place that encourages people to enjoy being outside, without necessarily partaking in sporting activities. The Park will be a community area with different features for all ages to enjoy throughout the seasons.*

## Identity

The Park has the capacity to act as a canvas for sculptural art works dotted throughout the area to help create a distinctive identity for the Park. There are many successful examples of this in other more natural settings around the country.

The opportunity exists to allow local artists and the arts courses at local colleges and the University to use the Park to showcase exemplary work in an engaging manner. Such artwork could be suspended from the tree canopies or weave its way around through the landscape. This approach could strengthen the collaboration between the Council, the local community and other arts-based organisations in the area, while drawing more people into the Park.

The Sport & Leisure Park has the potential, subject to detailed consideration and consultation, to:

- Add value and interest to the overall scheme.
- Celebrate the culture of Winchester, along with that of the local neighbourhoods of Winnall and Highcliffe.
- Connect to people locally to ensure there is a resonance and relevance for them within the work.
- Bring a range of high quality artists to Winchester and, where possible, offer opportunities to up-and-coming talent and suitably qualified local artists.
- Develop strong partnerships locally, building on local expertise and interests.

### Concept:



### Selection of precedent images





## Environment and Landscaping

This Design Framework promotes an environment that is friendly and engaging to the whole community, including those who have no sporting interests.

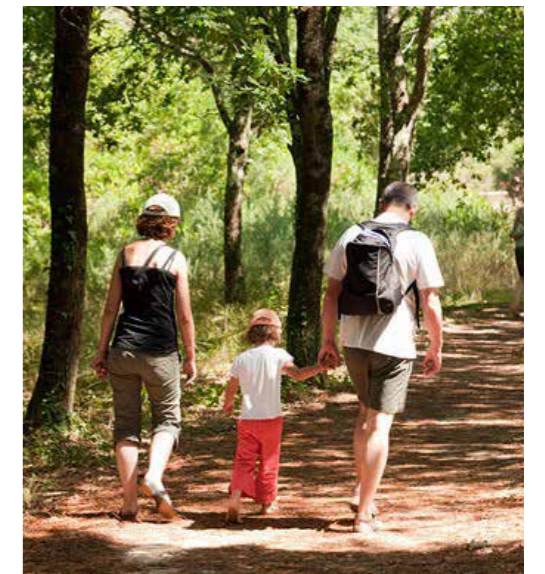
All physical interventions that are delivered within the Park must contribute towards improving the character of the Park and in support of sport, recreation and leisure uses which promote inclusiveness. Encouragement will be given to facilities and features which are delivered to support fun and play. The Design Framework supports the following non-exhaustive list of features, although ongoing engagement with the Community has the potential to identify additional or alternatives.

- activity stations around the site that encourages and facilitates physical activity and enjoyment
- informal play facilities that are integrated into the landscape
- paths that meander through areas of wildflowers around the edge of the Park

- installation of distinctive artworks
- planting of trees, shrubs and flowers that add colour and interest throughout the seasons

The Design Framework proposes three key areas of strategic landscaping;

- the creation of screening to the northern edge of the Depot Site;
- the strengthening of the tree line adjacent to Chilcomb Lane to provide screening from the new Sport & Leisure Centre; and
- opportunities for biodiversity gains by the creation of enhanced grassland margins and wildflower meadows around the periphery of the site, notably to along the southern and eastern edge of the Design Framework area.



*Selection of precedent images*

## External Lighting

A detailed lighting strategy for all paths and car parking areas will be required at the time of the planning application submission for the Sport & Leisure Centre. The principles outlined in that strategy, based upon an appropriate, 'fit for purpose' (rather than unified single strategy of floodlighting) will be implemented and which reflects the sensitive ecological characteristics of the area.

Where appropriate, the lighting strategy may be carried through to subsequent pathways across the wider Design Framework area, though at the present time the details have not been agreed.

A lighting review will be undertaken in advance of the introduction of subsequent interventions across the Design Framework area to understand the impact low level lighting could have on the enjoyment of the Park, as well on the surrounding properties and from views from elevated ground within South Downs National Park.

The long term aspiration is to develop a second All Terrain Pitch within the Sport & Leisure Park subject to agreement with residents. In that event that funding is made available, and partners can agree a viable pitch scheme. A detailed technical Lighting Assessment will be required to help inform proposals and the necessary mitigation measures, including design of cowls and hours of operation, to avoid excessive light pollution to existing residential properties.



## Landscape and Ecological Management Approach

The long term management of areas of new landscaping within the extent of a red line planning application boundary will be set out and implemented in accordance with the details of a Landscape and Ecological Management Plan (LEMP). The Council will require subsequent

landscape and ecological enhancement proposals across the Design Framework area to follow appropriate LEMP requirements, reflective of the nature of the specific landscape and ecological enhancement measures.





## Street Furniture

A palette of materials will be developed to complement and enhance the different character areas and uses of the development.

The materials proposed should be robust and reflect the character and use of established materials within the local area. The subtle differences of use and character will also be emphasised through specific planting and street furniture.

To ensure consistency and a common language across the whole of the Park, a limited and coherent pallet of furniture should be used which in turn expresses the identity of the development.

Furniture should:

- Be high quality, durable and robust;
- Be fixed using anti-vandal fixings which are hidden or recessed;
- Be located safely with consideration to movement through spaces, so as not to impede access and mobility through the space;
- Seating should be orientated to be facing into the adjacent open space;
- Litter bins should be located at entrances/exits to the park and at intersections between paths within the Park;
- Dog waste bins should only be located on pedestrian entrances/exits to the Park;
- Signage should be kept to a minimum being fixed where possible to existing poles/posts;
- Bollards, where needed, should be of solid and robust design with consistency of materials used across the Park.



*Selection of precedent images*

## Play Areas

Play areas will be welcoming to all ages and easily accessible from footpaths, as well as being overlooked to encourage passive/natural surveillance.

Play areas should be designed to be bespoke and site specific to their location. They should have an emphasis on natural play and use of non-prescriptive equipment. They should be unique, imaginative and inspiring spaces which fit with their surroundings but have the potential to accommodate more structured play equipment where appropriate.

Play space design should derive from UK design guidance, such as Play England, Fields in Trust, PLAYLINK and the Forestry Commission.

## Theme 3: A Place to be Active

*Sporting facilities are already well established. The Design Framework aims to reinforce these with additional measures to establish the Park as a place to be active, either through individual or more formally organised activities.*

### Concept:



## Outdoor Sports and Leisure

There will be a mixture of natural turf playing pitches available for a variety of sports, including football and cricket. Local sporting clubs would like a second All Terrain Pitch. This is a long term aspiration, subject to agreeing a suitable site and consultation.

The intent is to retain and, as part of a longer term improvement programme, improve the existing playground next to the entrance off Milland Road to continue to serve the local community. Age appropriate equipment to serve groups currently not accommodated within this area are supported.

Complementary recreational and leisure facilities such as an outdoor gym and activity stations could be positioned around a network of new and/or existing pathways (such as the service route along the northern boundary of KGV Playing Fields) to promote alternative outdoor exercise and passive activities (such as dog walking).

A network of paths and routes which involve different types of surface treatments reflective of their primary (strategic), secondary or tertiary purposes, would allow opportunities for a Parkrun course to be held within the Sport & Leisure Park utilising both the King George V Playing Fields and the Garrison Ground.

A combination of permeable, impermeable, natural, semi-natural (grasscrete) or man-made surfaces would offer variety, form and function to the area to enhance permeability across the site in all weathers. It is important that the essential landscape and natural feel of the area is not lost, particularly to the peripheral areas in the south and east of the retained grassed areas.

### Allegra's Outdoor Gym

Through the engagement sessions, a local charity, Allegra's Ambition approached the City Council to explore ways in which an outdoor gym could be provided via a charitable donation. The Design Framework makes provision for an outdoor gym in the memory of Allegra Whittome, a local talented athlete who passed away in February 2015. The City Council thanks the charity for its kind offer and will work with them to ensure that the design and delivery of the gym will be a lasting positive legacy for the enjoyment of users for years to come.



Selection of precedent images



## Provision of Playing Pitches

The Design Framework has avoided a comprehensive redesign of the existing playing pitch layout across both the Garrison Ground and KGV. The layout, informed by the Councils review of Playing Pitches across the District and engagement with local sporting teams will be undertaken as soon as possible to establish the nature and frequency of flexibility of their sporting requirements.

The long term aim is to enhance both KGV and the remaining pitch area of the Garrison Ground so they have a shared character and sense of place. The footpath link between the two areas offers an opportunity to provide more than a physical connection.

The district wide sports playing pitch assessment will help guide the provision of playing pitches to meet demand for the next 20 years. A review of grassed pitches may establish the need for a mix of pitch sizes that differs from the current provision.

The role of the existing pavilions along the northern edge of KGV will be reviewed. New community uses could be housed in these buildings that better serve the local neighbourhood, in addition to providing changing facilities and accommodation for officials associated with the pitches.

*Below: The pavillions on KGV; and Winchester Sports Stadium*

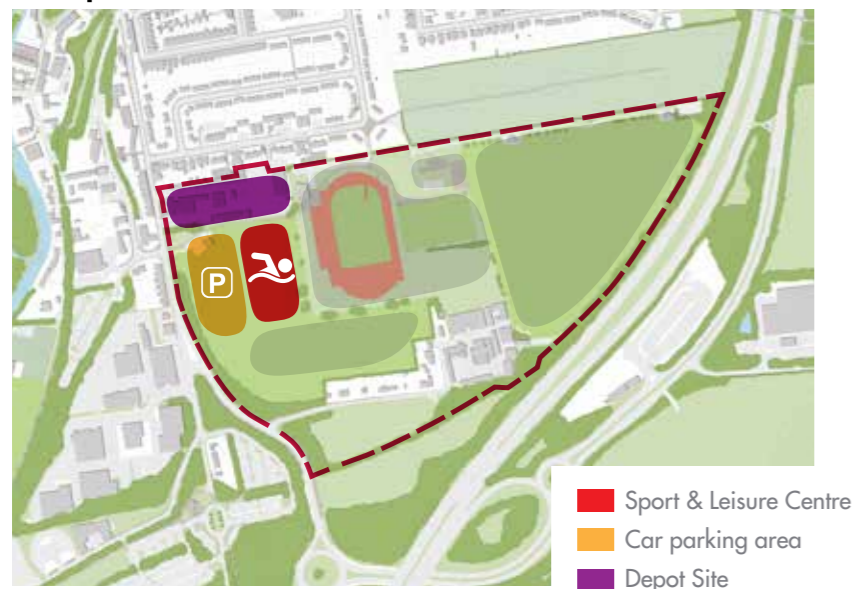




## Theme 4: Areas for New Development

*It is envisaged that many of the Depot Site buildings will be demolished and that new buildings will be limited to the north western part of the Design Framework area. This will include the new Winchester Sport & Leisure Centre, which will form the heart of the Sport & Leisure Park, and the redevelopment of the Depot Site.*

### Concept:



## New Development / Depot Site Redevelopment

The Depot Site development will be guided by the principles set out in this design framework. These principles include, but are not limited to:

- Appropriate separation distances with residential properties located along Milland Road sufficient to maintain appropriate daylight and sunlight levels in accordance with the Building Research Establishment guidelines;
- Encourage a use that takes account of the sites proximity to the Park
- Create a buffer of the natural vegetation along the northern boundary of the Depot Site (zone 1);
- Limiting development to low vehicular traffic generation uses;
- Securing a vehicular access from within the proposed Winchester Sport & Leisure Centre use, thereby enabling the closure of the existing two access junctions into the Depot Site directly off Bar End Road;
- Providing a better footway link across the western boundary of the depot site to improve connectivity to the City Centre to the north;
- The scale and massing of buildings will be limited to a maximum height of 12m (equivalent to a 3/4 storey house) towards the north of the site (zone 2) and no more than the height of the proposed Sport & Leisure Centre to the south of the site facing the Sport & Leisure Centre (zone 3), and only if it can be demonstrated that daylight / sunlight and the reasonable protection of existing residential amenities will be secured;
- Uses that would give rise to unacceptable levels of pollution via means of commercial extract ventilation systems or noise will be discouraged.

Depot Site development guide plan



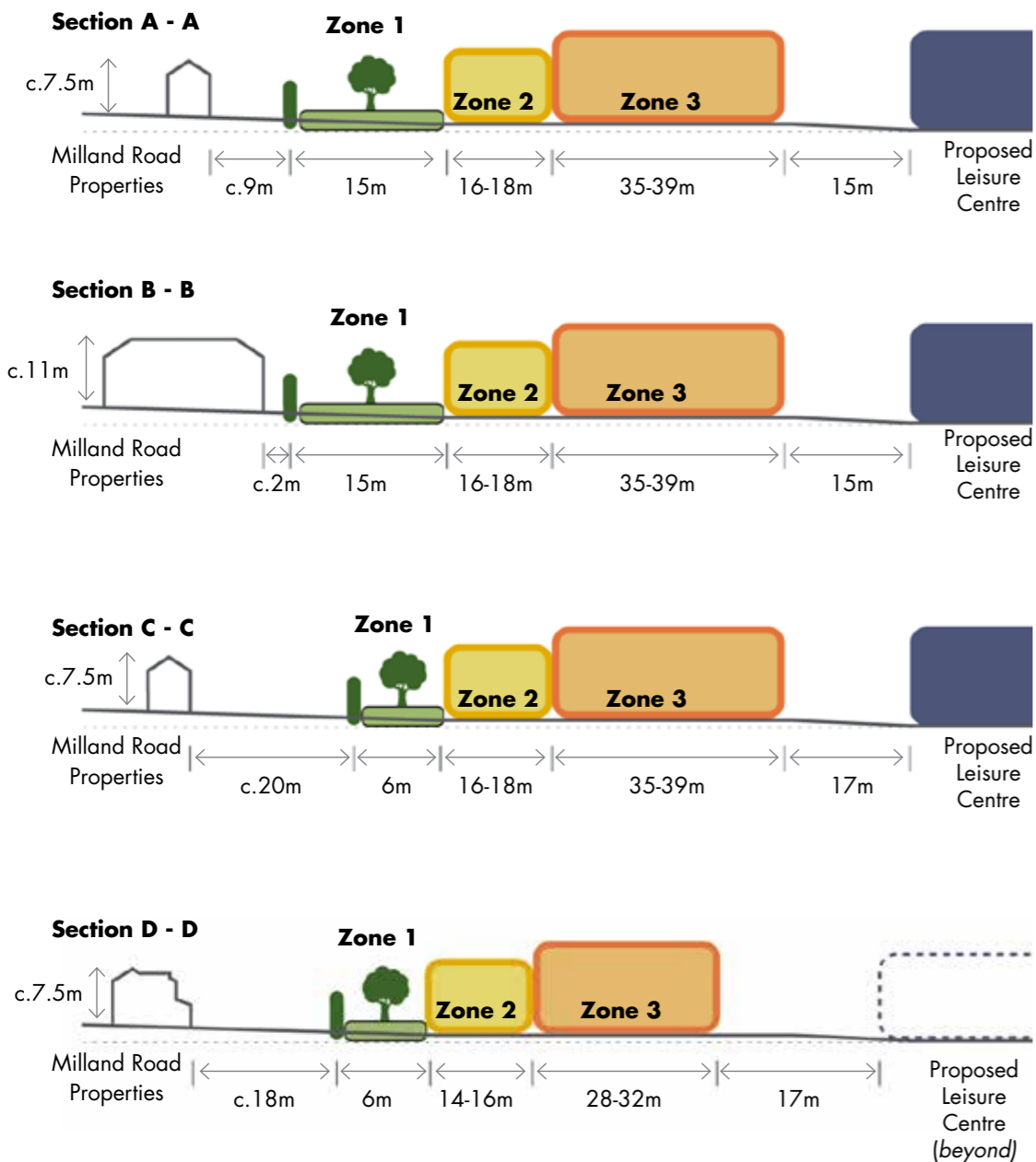


# Leisure Centre

**Key**

-  Mitigation planting
-  **Zone 1** - Save for soft and hard landscaping, car parking and small scale storage structures. This is a 'no build zone', thereby creating an appropriate distance between existing Milland Road Properties and new buildings.
-  **Zone 2** - Building heights up to 12m
-  **Zone 3** - Building heights not to exceed the height of the leisure centre
-  Proposed Sport & Leisure Centre

*Depot site development heights guide*



The Design Framework proposes the new Winchester Sport & Leisure Centre building is in close proximity to the existing Winchester Sports Stadium and Athletics Track. The intention is that a single, joint management company will run the two facilities. Bringing both elements together therefore enables a stronger physical connection to be secured.

The Design Framework, in Section 5 on page 13, makes reference to a long term opportunity to erect a 500 seat raked spectator stand overlooking the finishing straight of the athletics track. This reflects the potential of the stadium to host regional events. Depending on the nature of the design of the stand, and availability of funding, the creation of a covered space for race officials, training and/or external temporary storage could be possible, subject to planning and consultation.

The location of the new Centre on elevated ground offers the opportunity to utilise glazing at ground and first floor levels to create internal spaces which look out over landscaped and grassed pitched areas: a centre within a landscaped setting being a design driver of the scheme highlighted during the public engagement sessions.

One of the core landscape objectives of the Design Framework is applied to the new Centre car park. The use of natural sustainable urban drainage systems will support the managed attenuation and discharge of surface water and offer wildlife benefits. Native species tree planting and sympathetic surface treatments are encouraged to soften the visual appearance of the c330 space car park and the view of the development when travelling along Bar End Road.

While alternative options which positioned the Centre adjacent to Bar End Road were considered as part of early concept schemes, these were discounted given the importance of the physical connection and inter-divisibility of the Centre and the Sports Stadium.

**Event Management Plan**

The operator of the Centre will be required to prepare and submit an Event Management Plan prior to the operation of the new Centre. This Plan will demonstrate measures to manage flows of people to and from the site using a range of options, including excess parking capacity at Park & Ride and other sites as appropriate to avoid local congestion and illegal parking.



*Proposal for the new Sport & Leisure Centre (LA Architects)*

## Theme 5: Delivering the Vision

*Winchester City Council does not currently own all of the land needed to deliver all of the aspirations of this Design Framework. However, it has already begun to work with landholding partners to identify a series of strategies to assist their delivery.*



*First phase of the Park's delivery  
(area edged in red)*

## Delivery of the Design Framework

Given the importance of external or additional funding to bring forward subsequent phases of the Design Framework vision it is acknowledged that delivery of all aspects is a long term plan.

### Short Term

The first phase of the Sport & Leisure Park will be the new Sport & Leisure Centre. Design concepts have been progressing alongside, and in general conformity with the Design Framework, to ensure a coherent, integrated and meaningful design and delivery.

The extent and indicative layout of the initial phase is located and shown within the red line boundary on the diagram on the left. Primarily this involves the Sport & Leisure Centre, but this also includes car parking, and reconfiguration of movement into and through the site.

Off-site interventions required to be delivered in association with the Sport & Leisure Park include cycling and pedestrian connections to the west, footpath connections to ease movements between the Park and St Catherine's Park & Ride site and public transport service arrangements.

### Long Term

The phasing of the remainder of the component elements of the Design Framework will be implemented over a long-term period, they may be adapted or even added to. There is no fixed time period for the commencement or completion of any of the suggested strategies or facilities, as development should take place in line with local needs and is dependant on funding and land availability.

One of the more significant objectives of the Design Framework is the desire to create a direct pedestrian connection between the eastern and western areas of the Sport & Leisure Park. This will require Hampshire County Council to grant 'permissive use' to enable this connection.

The Design Framework identifies a long-term vision for the entire site. However, it should be noted that, should ongoing public engagement identify additional or replacement facilities or features, discussion with the Council has the potential to include these within any subsequent review of the Design Framework. A review exercise in 5 years time (2023) is recommended in order to reflect the impact of the Sport & Leisure Centre and potentially other committed or completed developments within or close to the Design Framework study area and beyond.



## 6. Conclusion

*This Design Framework will help to place the first project, the Winchester Sport & Leisure Centre, at the heart of Winchester Sport & Leisure Park. The Park will be created over many years.*

The Sport & Leisure Centre is to be built on land principally owned and controlled by the Council. The Centre will incorporate the athletics track and existing All Terrain Pitch to create one sporting facility. The design, funding and delivery of longer-term interventions across the wider Sport & Leisure Park will involve land owned and controlled by WCC, Hampshire County Council and the University of Winchester.

In commissioning an Design Framework, the Council has engaged with local residents, sports groups and clubs, and land owners (the University being a

funding partner for the Sport & Leisure Centre). The engagement process has helped us to understand the land use issues relevant to local people and has contributed towards a set of key design features which the City Council can now seek to deliver in partnership with others.

The Council owned Depot Site adjacent and to the north of the proposed Park is within the boundary of the Design Framework. This site may not be available for redevelopment or re-use until after the target opening date of the Sport & Leisure Centre. As landowner, the Council must safeguard its long-

term position over the future of the Depot Site and the Design Framework adopts a flexible approach to future uses to meet this objective.

Notwithstanding this, the redevelopment of the site will involve low vehicular traffic generation activities and will be informed by building height restrictions set out within this Design Framework. The relationship between redevelopment proposals on the Depot Site and the residential properties on Milland Road will have regard to both appropriate planning principles and mitigation measures raised by local residents during the engagement process.

Existing lease agreements, outside the control of the City Council, may result in development proposals and other interventions being delivered over a longer time frame than many may wish to see. However, with the principles and ambition established at this stage, the Council has an end state vision for the Sport & Leisure Park and the desire to see positive change being delivered that will leave a lasting legacy for the City and the wider area.

### Summary

The Design Framework sets out suggested parameters and design principles which combine together alongside the new Sport & Leisure Centre to form Winchester Sport & Leisure Park.

In essence, the long-term vision for the Design Framework aims to create an integrated, attractive and vibrant destination which promotes healthy lifestyles, sporting and leisure activities.

Its variety of sporting activities, opportunities to walk in open spaces, promotion of biodiversity and connections to both the city centre and the countryside mean that the Sport & Leisure Park has the potential to become a not only a gateway to the City but also a jewel for the region.





## Appendix: Public Consultation and Engagement

The views of the local community and key stakeholders have guided the evolution of the vision of this Design Framework. Three significant phases of public engagement raised a wide range of issues, providing the City Council with details of what the community would like to see happen both within and surrounding the Park. The responses generated by each of the three series of engagement periods has helped shape the strategies and ideas contained within this Design Framework.

Following appointment of the Design Team in May 2017, a Consultation and Engagement Strategy was prepared and presented to the Leisure Cabinet in May 2017. Engagement has taken place over the past 6 months with one work stream focussing on: user group engagement (initiated and led by LA Architects and which focusses upon the demand and requirements for sporting facilities linked to the Sport & Leisure Centre) and the second work stream focussing; on public engagement (managed by Stride Treglown which covers the Design Framework for the wider Winchester Sport & Leisure Park within which the Sport & Leisure Centre will sit).

The first phase of public engagement was focussed on listening to local residents in order to better understand the issues facing them on a day to day basis and to test the degree to which the Sport & Leisure site and area analysis as presented by the Design Team was accurate. Phase 1 was therefore aimed at ensuring that the Design Framework was informed by a robust evidence base.

### Phase 1 Engagement (June 2017) Key Conclusions:

90% of over 530 respondents either strongly agreed (74%) or agreed (16%) with the Winchester Sport & Leisure Park proposals / concept at Bar End.

73% of responses either strongly agreed (26%) or agreed (47%) that the area analysis diagrams presented an accurate picture of the opportunities and constraints facing the project. Only 1% disagreed.

97% of responses either strongly agreed (71%) or agreed (26%) with the statement that the Sports & Leisure Park has the potential to become an important community hub for residents and sporting organisations.

While the private car is anticipated to be used by 80% of respondents, more sustainable methods of travel are anticipated by many (Cycling 33%, Walking 30%, Bus 17%).

65% of respondents anticipate using the facility on at least a weekly basis. This compares with 32% in relation to the River Park Centre.

Qualitative issues raised in Phase 1 included, but were not limited to, the following key issues:

#### Sporting / Leisure Issues:

1. There was an overwhelming support for an improved sporting and leisure offer at the site
2. There was a degree of support for a second ATP, Indoor Athletics Training facility, Basketball Court and Ice Rink to be included 'in the mix'.

3. Support for the retention of both Garrison Ground and King George V Playing fields.
4. The importance of ensuring fully inclusive facilities, accessible by all was presented as an important driving objection – concerns that the Park would become an elitist sporting venue being expressed by some.

#### Access and Movement:

1. While there were numerous references to Bar End being an ideal / appropriate location for the Sport & Leisure Park, some preferred to see the redevelopment of the River Park Leisure Centre.
2. The importance of sustainable modes of travel (Bus, Cycle and Pedestrian) of getting to and from the site to the City Centre and beyond was referenced by many.
3. A minority of respondents considered the location was more suited to a District Wide Facility than for "Winchester" residents.
4. The updating of the residents permits scheme in the Highcliffe area was referenced by local residents.

#### Environmental issues:

1. Empirical evidence referred to at the drop-in sessions was reflected in the survey responses.
2. Flooding, Transport and Lighting impacts were raised as concerns by some local residents.
3. There were limited references to the perceived ecological importance of peripheral area.

### Phase 2 engagement (July – August 2017) Key Conclusions:

Phase 2 of the engagement presented feedback in relation to the results of Phase 1 and also the emerging Design Framework. The intention in Phase 2 was to engage with a larger, widely distributed population: essentially targeting those with a long term interest in using the facilities to be provided at the Sport & Leisure Park.

A more comprehensive notification strategy was adopted to generate interest for the Phase 2 sessions. Around 4,500 leaflets were distributed, over 4,000 emails were issued (many through the Membership of the River Park Leisure Centre) and press coverage utilised.

A total of 253 people recorded their attendance across the three manned exhibition events at the Guildhall and Winchester Sports Stadium between Friday 21st July and Tuesday 25th July. This was a slight increase on Phase 1 (240). Project team representatives were present at each session to discuss issues as required. A notable number of young people were in attendance at the Saturday 22nd July event held at the Sports Stadium. A static (unmanned) exhibition was in-situ at the River Park Leisure Centre over a 4 week period: this tended to generate responses from an older population profile.

Phase 2 generated 389 completed questionnaires: a reduction on Phase 1, but possibly due to the absence of early concept images relating to the Sport & Leisure Centre building.

*Engagement sessions at Winchester Stadium*





Detailed feedback from the Phase 1 engagement was presented on the exhibition boards and hard copies given to event attendees to read at their leisure. 82% of respondents felt that the feedback summary helpful. Phase 2 generated similar local development impact concerns resulting from the development as was cited in Phase 1.

The questionnaire sought feedback as the degree to which respondents use other sporting facilities. Just under half of the respondents (of which there were 357) visit other sport and leisure centres. Their reasons for using other centres included the range of facilities (64%), the quality of facilities (41%) and ease of access (34%). The three principle activities which respondents undertake at these destinations are swimming (58%), Gym (26%) and sports hall uses (24%).

Without exception, there was an overwhelming positive reaction from respondents to each of the 22 proposed Design Framework suggestions or strategies.

The three Design Framework components which generated the highest approval rating (by adding the “Strongly Agree” and “Agree” percentages) were:

1. Investigating pedestrian and cycle connections to the existing St Catherine’s Park & Ride site (87%)
2. Encouragement for the existing Park & Ride Bus Service to serve the Sport & Leisure Park (87%)
3. Amendments to the local road network resulting in safe pedestrian and cycle connections between the site and the National Cycle Route 23 to the west (85%).

The strategy which generated the highest “Strongly Agree” response was the encouragement to utilise the existing Park & Ride and Bus Service Number 4 to serve the Sport & Leisure Park (50%). This is a WCC / Public Transport operator management issue, though would need to be accommodated by means new bus stopping points either within or adjacent to the site.

The use of the Garrison Ground to accommodate the Sport & Leisure Centre generated the highest degree of disapproval from residents (23%). 61% of respondents supported this location for the Sport & Leisure Centre.

The use of open ended questions under each of the main topics in the questionnaire generated the following number of comments. In order, highest first:

The Sports & Leisure Park (195)

Issues raised included: the importance of balancing the needs of the community with the perception that the Park could become a Sporting Centre of excellence (for elite athletes/swimmers); support for the retention of the King George V Playing fields as grassed pitches and a pavilion to serve their use; the importance of making a natural, direct, footpath connection between the two halves of the Park (over land currently controlled by HCC) and support for ‘activity stations’ round the periphery of the site (linked to a strengthening of the landscape boundary).

Access and Movement strategy (122)

Issues raised included: Parking demand and adequate provision within the Park, relationship to (and capacity of) the nearby Park & Ride Sites, support for pedestrian and cycling facilities and safer connecting routes into the Park, residents parking permit scheme revisions in the adjacent

areas. Concerns were raised by some over the relative accessibility of the Park at Bar End over the existing River Park Leisure Centre.

The relationship between the Sport & Leisure Park and the South Downs National Park (80)

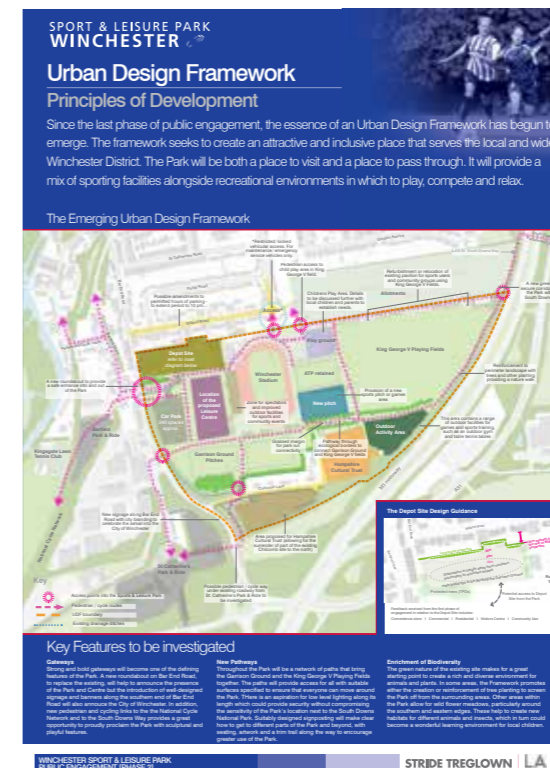
Issues raised included: Opinion was divided as to the relevance of connecting the Park with the South Downs Way. Many considered that those accessing the South Downs National Park (SNDP) would not wish to participate in Leisure Centre activities as part of a dual trip: others suggesting that if the connection was encouraged, South Downs Way walkers would use the on-site Leisure Centre parking spaces to the detriment of users.

The relationship between the Sport & Leisure Park and adjacent uses (78)

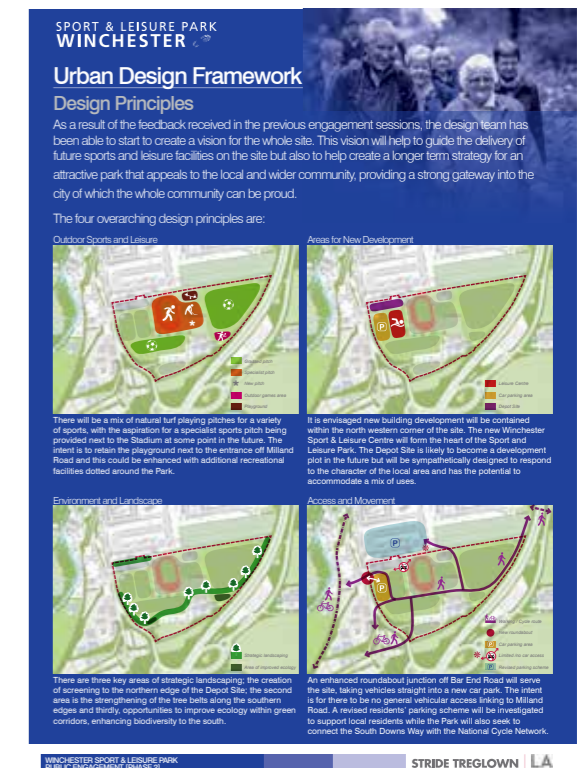
Issues raised included: A concern was raised by some that the absence of a formal proposal for the Depot Site resulted in an inability to fully understand the ‘end state’ impact of the Design Framework. The absence of technical assessments to demonstrate how the development will impact upon residents was cited as a concern by those who are live immediately adjacent or close to the site. As with Phase 1, a well organised but small interest group supported the idea of an Ice Rink on the adjacent Depot Site.

Environmental and Landscape (76)

Issues raised included: The natural qualities of the area remain important to many respondents, with numerous references supporting the retention of, or creation of new, ‘areas for wildlife’ as a way of increasing biodiversity gains. Many respondents supported the initiative to provide for peripheral routes for running / training / walking, though support was not as strong for the creation of an ‘outdoor gym’.



Selection of boards from Phase 2 engagement





**Phase 3 Engagement (December 2017 – January 2018)  
Key Conclusions:**

Phase 3 of the engagement strategy (November / December 2017) presented the Draft Design Framework as informed by earlier engagement activities and the concept designs (scale, massing, general appearance) of the Sport & Leisure Centre and immediate surroundings.

During the 6 week period of public consultation (8th December to 21st January 2018) 84 responses were received. Just under two thirds of respondents agreed with the main features of the Design Framework as proposed during Phase 3; just over one fifth did not agree.

The Phase 3 survey asked respondents to rank their first, second and third choice of Design Framework facilities to be delivered in subsequent phases(s) of the Design Framework following the completion of the Sport & Leisure Centre, with a new pedestrian link to the South Downs Way being the highest ranked result.

A total of 64 respondents provided additional commentary in relation to the Design Framework. A number of 'grouped' issues were raised across the responses received. The most frequently raised issues included:

1. Walking and Cycling measures (18)
2. Connectivity and Integration across the Design Framework area and with the wider area (8)
3. Pitch provision and distribution (7)
4. Parking Provision and Management (7)

In addition to the comments raised above, respondents covered a range of topics including, but not limited to: traffic and traffic pollution, public transport provision, the objective of the Council's Vision, support for Athletics spectator seating, energy performance requirements, facilities mix (including Tennis, Netball, Ice Rink, outdoor gym and Parkrun), the perceived requirement for a larger sports hall, ecological management, drainage, the arrival experience, residents permits and concerns over organised sporting groups potentially dominating the survey results. In relation to the last issue, the range of activities (sporting and passive

recreation in nature) were balanced, with no strong organised lobby of any particular sporting facility.

There were a number of references to community use of the area, pavilions and play areas. These responses continue to demonstrate the importance the community place on ongoing local engagement to deliver facilities and interventions.

References were also made that Hampshire County Council are encouraged to work with the City Council to deliver an east – west connection linking the Garrison Ground with the King George V Playing fields.

Walking and cycling comments tended to refer to safety concerns, the need for greater emphasis on shared routes and crossing points, and avoiding a car-centric arrival taking the form of a large car park. The use of close proximity Park & Ride sites to accommodate visitor parking demand was cited, as was a notable number of respondents who argued that parking was vital for the new Sport & Leisure Centre to be successful. Direct public transport connections and more frequent services was also supported.

Engagement sessions at Winchester Stadium

**SPORT & LEISURE PARK WINCHESTER**

You said...	We did...
<b>The Sport &amp; Leisure Park:</b>	
• Must work for the community	• The Park will be an inclusive place, for the use of everyone
• A Sporting Centre of excellence for elite athletes / swimmers	• The Park provides for excellence and elite sports
• Retain King George V Playing Fields and pavilions	• The playing fields will be retained
• A natural, direct footpath connection between the two halves of the park	• The land is owned by Hampshire County Council and we are in discussions with them
• A natural trim trail around the edge of the site	• Detailed plans for this are evolving
<b>Access and Movement:</b>	
• Adequate parking provision within the Park is key	• An appropriate parking strategy will be finalised shortly
• We need to think about the relationship to, and capacity of, the nearby Park and Ride Sites	• Crossing points have been identified to improve connections; capacity is to be increased
• Consider pedestrian and cycling facilities and safer connecting routes into the Park	• The Urban Design Framework (UDF) continues to promote safe access to the Park by foot and bicycle
• Review the residents parking permit scheme in the nearby areas	• Discussions with residents are planned
• Investigate accessibility of the Bar End site in comparison to River Park Leisure Centre	• Assessments identified Bar End as the best location



**SPORT & LEISURE PARK WINCHESTER**

In response to your feedback during the last public engagement exercise in July 2017, the vision for the Sport & Leisure Park has evolved, and a concept design for the Sport & Leisure Centre has been developed. The Urban Design Framework (UDF) captures the long term aspirations for the Park, and the first phase of its implementation includes details of the new Sport & Leisure Centre.

**Key features of The Urban Design Framework**

- New Sport & Leisure Centre**  
The Sport & Leisure Centre forms the hub of the Park.
- The Depot Site**  
Plans for this site will be developed at a future stage though it is envisaged building heights will be 8 storeys along the northern edge of the site and 4/5 storeys facing the Sport & Leisure Centre.
- Hampshire County Council Land**  
It may be possible in the future for some of the land to be transferred to the Park. A shorter term aspiration is to create a pedestrian link to connect the two halves of the Park together.
- Strategic Pathways**  
The long term aim is to have a network of free pathways, along with a dedicated route that connects the South Downs Way (north east) with the City Centre and the National Cycle Network (west).
- Gateway to the City**  
The aim is to have a vibrant and striking arrival at the entrance off Bar End Road to celebrate the importance of the entrance to the City.



**Selection of boards from Phase 3 engagement**

**SPORT & LEISURE PARK WINCHESTER**

**Engagement Period**  
3 focused exhibitions  
Consultation ended  
18th August

**Notification**  
Over 4,000 emails issued  
4,500 leaflets distributed  
Press coverage of event

**Public Response**  
188 events held at the Stadium & the Sports Stadium (and online)  
213 people attended  
188 completed questionnaires  
Overall Positive Support for the Urban Design Framework  
82% felt Phase 1 Engagement was helpful

You said...	We did...
<b>Environment and Landscape:</b>	
• Preserve natural qualities of the area; retain / create new, 'unkept areas' to enhance ecological value	• Proposals identify new areas for enhanced biodiversity
• Consider peripheral routes for running / training / walking	• The trim trail delivers this aspect

You said...	We did...
<b>The relationship between the Sport &amp; Leisure Park and adjacent uses:</b>	
• What are future plans for the Depot Site	• Proposals remain flexible to facilitate commercial negotiations
• Flooding and transport are a particular concern to adjacent residents	• Concerns are noted and assessments are ongoing and have influenced the Urban Design Framework
• There is interest in the possibility of an ice rink on the adjacent Depot Site	• The Depot Site is not currently on the market and there have been no negotiations to date regarding a sale. Any future development would be subject to the land being marketed for sale or lease and the submission of a planning application



**SPORT & LEISURE PARK WINCHESTER**

THANK YOU FOR TAKING THE TIME TO ATTEND THIS PUBLIC EXHIBITION.



**What happens next?**  
The Council will continue to work with adjoining land owners to ensure the deliverability of this emerging strategy as we do not control all aspects within the boundary to this UDF.  
A detailed engagement process is being followed to help design the Sport & Leisure Centre and a consultation with further detail will be made part of the planning application process next year.

If you would like to be updated on the progress of this exciting project, please use the following email address: [consultation@stridetreglowin.com](mailto:consultation@stridetreglowin.com)  
Winchester City Council is looking for as much feedback as possible from those interested in the future development of the Sports & Leisure Park. Local residents, those involved in sports and community activities, and people from across the district are all encouraged to provide their views.  
The completed online survey and comments should be received no later than Sunday 21st January 2018.

To review these presentation boards online, please visit: [www.winchester.gov.uk/projects/5740/replacement-leisure-centre-project](http://www.winchester.gov.uk/projects/5740/replacement-leisure-centre-project)

To complete the online questionnaire, please visit: <https://winchester.zlitemspace.com/policy/sport-leisure-park>





**STRIDE TREGLOWN**