Meeting Place

Consultation report

Station Approach
Winchester City Council

February 2023

1. Executive summary

This document details the methodology and results of the feedback received from the public consultation for the Winchester Station Approach project between 1st August 2022 and 23rd October 2022. Over several months, MPC supported Winchester City Council to engage residents and stakeholders in a consultation leading to over 1,000 individual responses via the feedback forms and website contributions. This has provided a helpful insight into what stakeholders want from any future development in this area.

The methodology for the consultation is detailed below before providing analysis of the results. The feedback has been split into quantitative survey feedback (multiple choice questions) and qualitative comments (free text) from the respondents on both general and specific issues to do with the Station Approach sites and surrounding area. The report also gives special consideration to younger respondents and businesses with analysis on their feedback. Lastly the document presents the main challenges and opportunities going forward for Winchester City Council in considering the regeneration of the Station Approach area.

Key findings from the report are as follows:

- 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.

2. Methodology

2.1 Our principles

- **Early and meaningful** engagement - to better understand the concerns and aspirations for this area before any plans are made.
- **Inclusive** engagement – reaching out across the Winchester district (geographically and demographically). Specific engagement with parish councils and extension of engagement period due to school holidays. Extension of in person events into the evening to allow more people to attend.
- **Continued** engagement – using the feedback to inform the vision and making sure that the consultation was seen as the start of a conversation , rather than a fixed event

2.2 Our initiatives

Using the above principles as a guide, the consultation included a range of initiatives in order to maximise engagement. This included:

- **Member briefings** (these took place in June 2022 in advance of the consultation commencing)
- An **easy to navigate website** – www.stationapproachwinchester.co.uk – which features information about the project, the proposed development principles, and a variety of methods to gather feedback including an online survey, as well as providing updates on results and next steps.
- An **interactive map** (Appendix A), where residents were able to comment on what they like and dislike about the Station Approach area, as well as being able to read and like what fellow residents have been saying. More than 6,000 different people had viewed the website as of 23 October 2022.
- A **four-page community newsletter** (Appendix B) delivered to all 6,247 households within 0.5 miles of the station (a map of the circulation radius can be found in Appendix C)
- An eight-page **Feedback form** accompanying the newspaper (page examples Appendix D)
- **Media coverage** in the Hampshire Chronicle before and after the consultation event (Appendix E)
- **Social media adverts**, which ran across Winchester district in August and September (Appendix F). More than 75,000 people viewed an advert at least once
- In person **consultation events** in high footfall locations – Saturday 24th September, 10:00 to 14:00, and Wednesday 28th September 2022, 14:00 to 19:00. Hundreds of conversations were initiated across both days.
- **Walkabout** with near neighbours –organised and attended by members of the project team and ward councillors on 8th October 2022. A letter of invitation was distributed to 633 households.
- Other in person events - Winchester City Council ran two **pop-up consultations** on the University of Winchester's main campuses and met with a number of stakeholder groups including the City of Winchester Trust, Winchester BID and WINACC.

3. Quantitative feedback summary

3.1 Key summary

- Completed feedback forms returned by **991 respondents** (as at 23 October 2022).
- **Balanced gender** split, mostly **above the age of 55**, of **white** ethnicity and **able-bodied**.
- Most were **residents of Winchester** who predominantly **lived close to the station** or regularly passed through the area.
- Most **people walked or drove to the area** and wanted **better facilities for buses and walking.**
- In the public and shared areas around the project area, respondents' main priorities were **expanding and protecting green spaces and trees** as well as **enhancements to** the environment across the Station Approach area where possible.
- If the area was going to be used for commercial spaces, then people wanted **restaurants, cafes, and food stores** to be incorporated within **more modern post Covid workspace.**
- If there was going to be new housing around the site then there was a clear desire for more **affordable housing** as well as the inclusion of student accommodation for younger people.

3.2 Survey demographics

Of those who provided their gender, there was a near equal split between respondents being male or female, with slightly more women taking part in the survey.
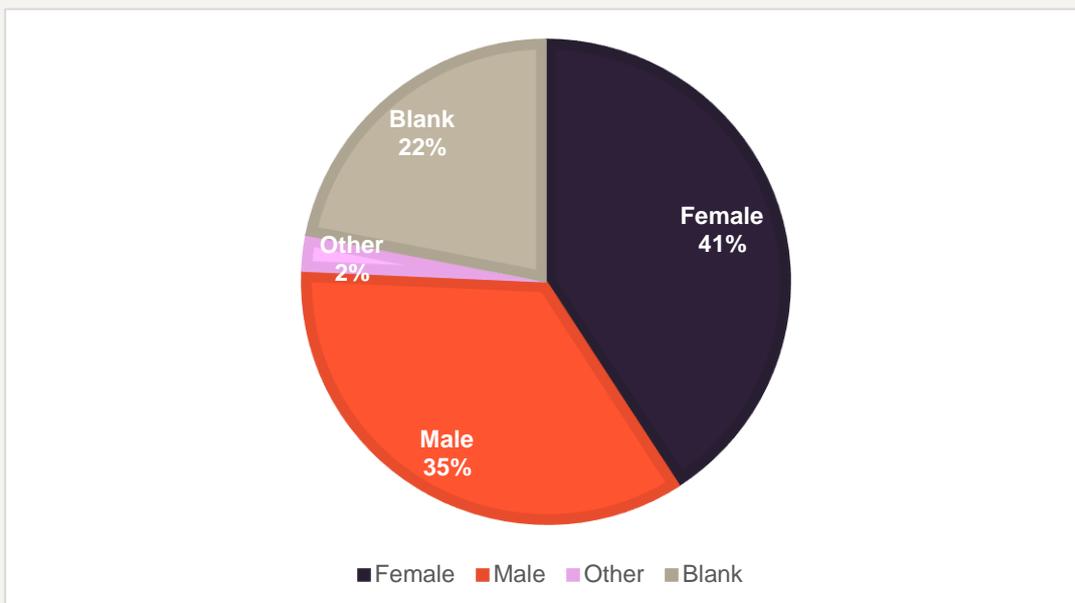
Of the respondents who chose to reveal their age , the largest age group taking part in the survey appears to be the over 65s, making up 23%. People under 35 made up just 11% of the respondents (who chose to answer the question) which is unrepresentative in relation to the population of Winchester. However, 23% of respondents chose not to answer the question and as a result, we cannot be certain of the exact age demographics of all who took part.

The data showed that most of the people identified as able-bodied at 90%.
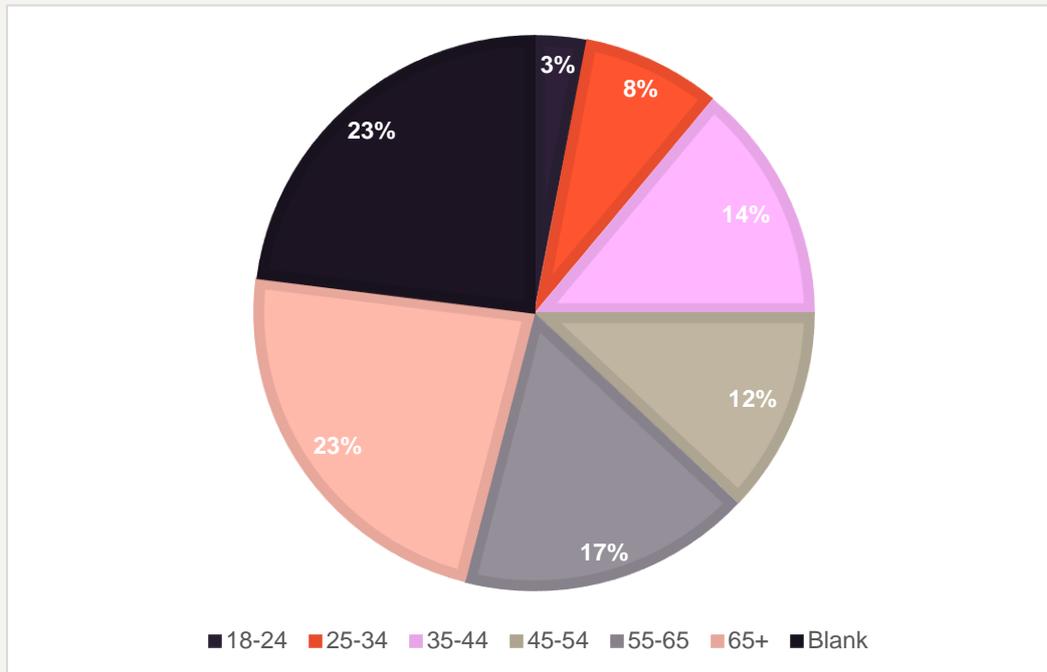
In terms of ethnic origin, again, 23% of respondents chose not to answer this question. It is therefore difficult to say with accuracy what the overall ethnicity of the respondents were. However, there does appear to be a large percentage of respondents identifying as 'white', with mixed-race and British Asian the largest of the ethnic minority representation. This is in line with the demographic make-up of the Winchester district.

Ethnic Origin
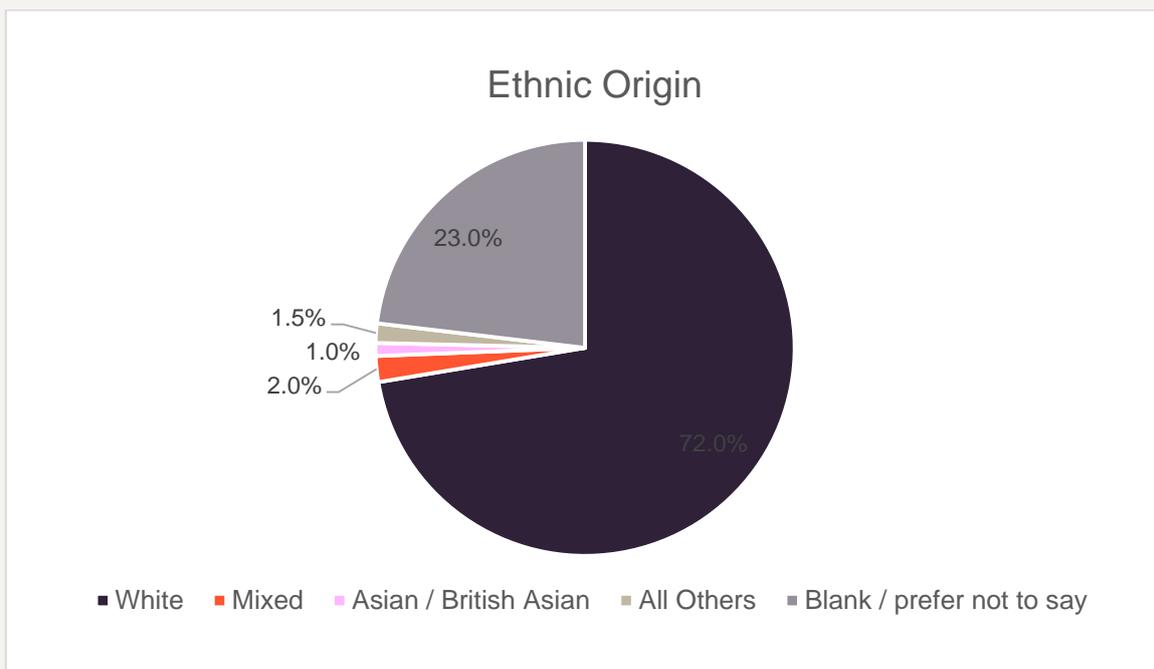
Over 85% of the survey respondents were residents of Winchester, with some respondents being visitors or those who commute into Winchester.
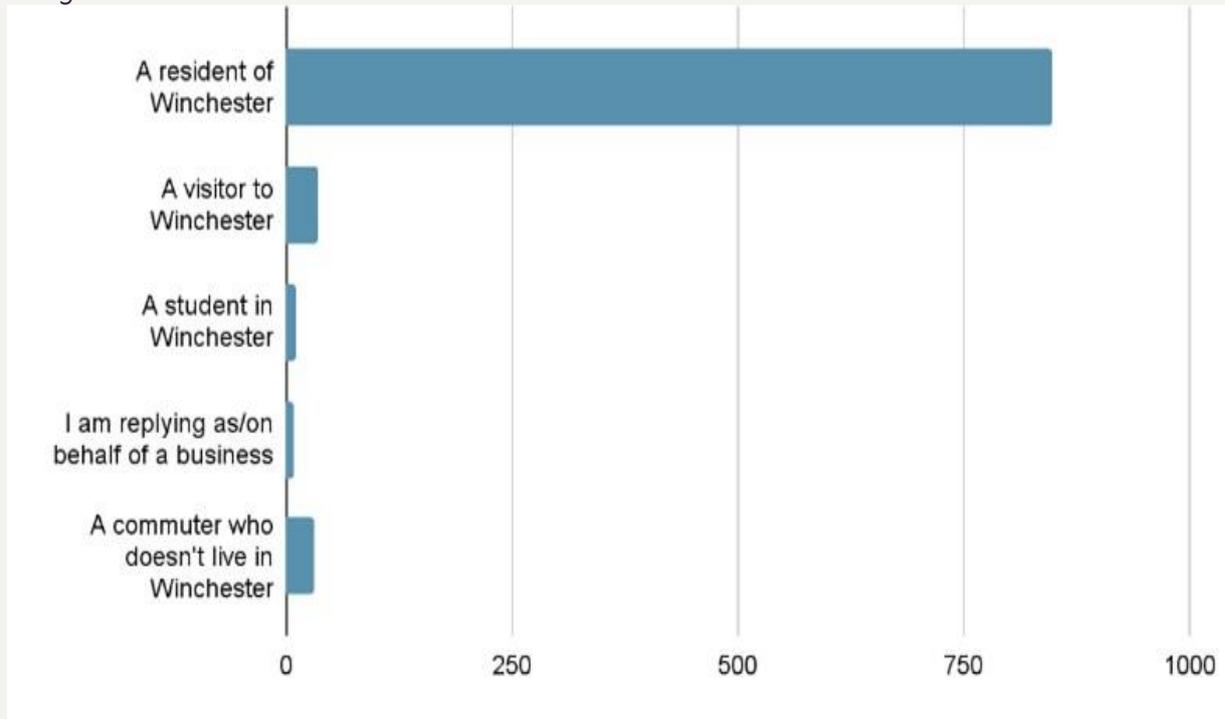
3.3 How respondents use the Station Approach area

For this key question, multiple answers were permitted.

- More than 60% of respondents lived in or close to the area.
- 42% passed through the station area on the way to other areas and 29% used the area on a regular basis for work.
- Approximately 15% of respondents used the car parks and/or used the area to visit residents or businesses.
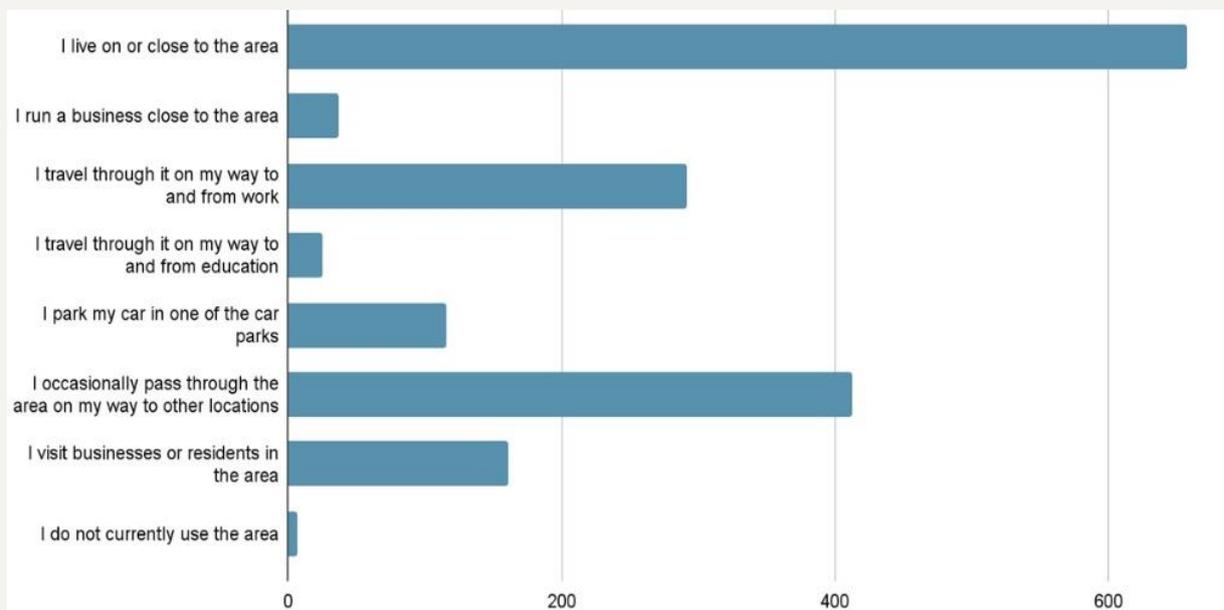
More than 60% of respondents lived in or close to the area of the station

The survey then went through different methods of transport to garner how respondents travelled to or through the station area (see Appendix G for a full breakdown of results by age group). The transport methods which had the highest combination of 'always' and 'very often' used to get to or through the area was walking with 69%. Next was car with 45% and train with 37%. The transport methods reported to be used rarely or never were the motorbike, bike and bus.
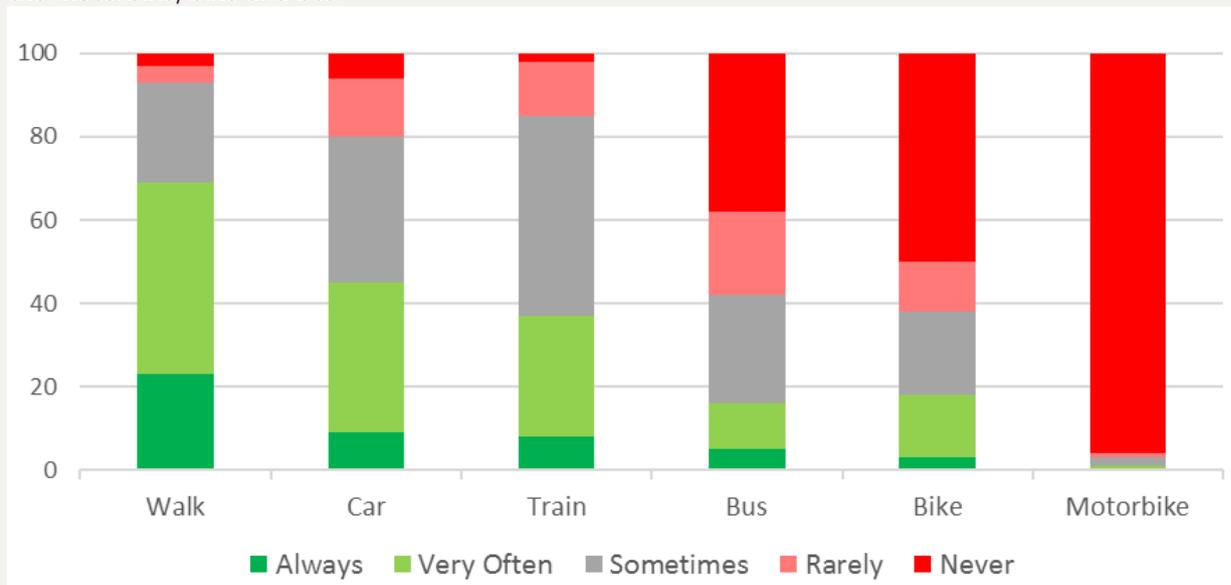
3.4 Project development principles

The survey then assessed respondents' attitudes towards the project principles. These 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 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 showed that there is significant backing for these principles with each securing over 91% support from respondents. Where there has been negative feedback, this has been included in our report so that the council can consider these comments and make amendments to the principles if necessary.

Draft principles with the responses received

A connected sustainable development:

Winchester City Council has set a goal to be a carbon neutral city and district by 2030. Winchester's Station Area sits at the heart of our objectives for low carbon travel and connectivity – and any redevelopment should be an exemplar for sustainable low-carbon development and living and working.

Proposals should champion sustainable transport to from and around the city including improved station links to the city centre and other communities outside Winchester. Walking, cycling, public transport and other innovative environmentally friendly urban

mobility methods should be encouraged. Proposals should align with the City of Winchester Movement Strategy, Parking and Access Strategy and Vision for Winchester. All proposals will need to support safe, economic and efficient running of the public transport operation and enhance the customer experience within this transport interchange.

All development should actively encourage good practice in: promoting vibrant and diverse communities; creating healthy places for people and planet; supporting and developing the local economy (see Winchester Green Economic Development Strategy) and considering sustainability principles outlined in the National Planning Policy Framework.

Overall, this principle received 92% support from the survey respondents.

A connected sustainable development

No
8%

Yes
92%
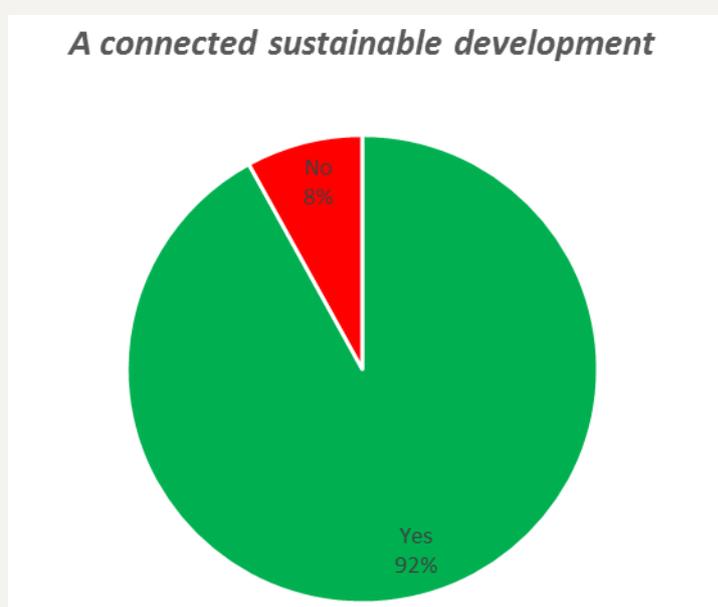
Those who disagreed with the principle were concerned largely with the existing infrastructure of the area and the desire for better sustainable transport options to be in place to encourage less reliance on cars before development takes place. Many referenced accessibility issues and use of the station as well as commuters from this area, who would continue to have to rely on their cars until such time as better services and facilities could be provided.

Other concerns were raised about the specific meaning of the words used and that it would be helpful if these could be translated into 'plain English' and given examples to help with understanding. The City of Winchester Trust suggested unpacking some of the content of the Winchester Movement Strategy and incorporating this into this principle, in particular, the 3 priorities - Reduce city centre traffic, Support healthier lifestyle choices and Investing in infrastructure to support sustainable growth. These priorities link very well to this principle and the project team will consider how this connection can be made by explicit.

Development for Winchester's future:

Work patterns and needs are changing – and the way people use city centres is changing. We need a development that understands these changes and enables Winchester to make the most of the future economic and residential opportunities that these present.

This will require any development proposals brought forward to be inclusive and aim to offer an appropriate site mix to reinforce and complement the town centre and the economic future of Winchester and consider incorporating different housing tenures to meet Winchester's housing need including affordable homes and those whose needs are not met by the market. The Winchester Housing Development Strategy 2021-2030 states a target of building '1,000 new council built homes across the district between 2021 and 2030'. Any proposals should identify opportunities where the scheme can support affordable housing needs, government housing targets and where market research and Strategic Housing Market Assessment (SHMA) provide objective justification for this to be considered the appropriate mix.

Proposals should promote an inclusive environment which recognises and accommodates differences in the way people would likely use the development. It should facilitate dignified, equal and intuitive use by everyone. Any development should support public sector equality duties, uphold and have due regard to the principles outlined in the Equality Act 2010.

Development proposals should demonstrate consideration for how the scheme can promote public value principles identified in the Green Book 2020 (financial value; economic value; social value and environmental value), balancing these opportunities with site constraints to deliver a viable scheme.

Overall this principle received 95% support.

Development for Winchester's future

No
5%

Yes
95%
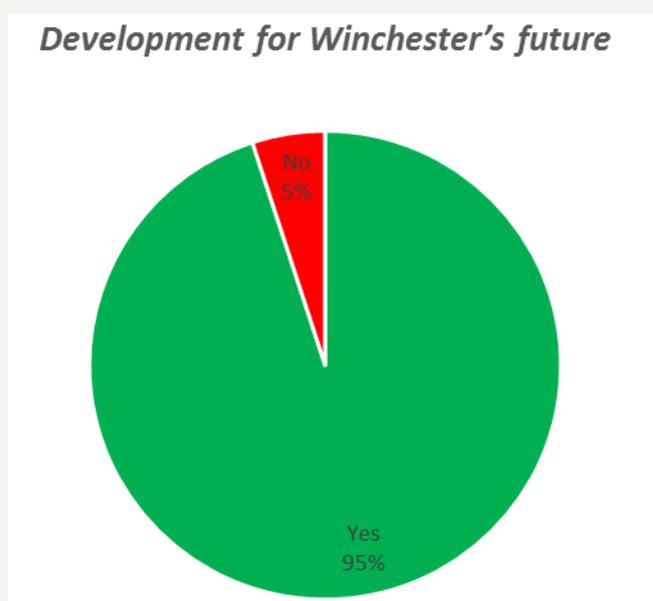
Those who disagreed with this principle were concerned with ensuring that there is inclusion for those whose work patterns have not changed due to the pandemic and are still required to commute to a place of work. There was some concern about the other developments within the city centre and that these should be addressed first before any more plans were developed for the city – for example, the Central Winchester Regeneration and the old leisure centre at River Park.

Further concerns highlighted the looseness of the wording that could allow for any number of uses to be squeezed into an area that for some, does not need to be addressed as urgently as the High Street, public transport and congestion issues within the city centre.

High quality design, positive Placemaking:

Winchester is a special city with many high quality buildings, an attractive walkable centre and much used public spaces. Any development should promote high quality design principles by showing consideration for National Planning Policy Framework (NPPF) and relevant Local Plan and Development Plan and High Quality Places SPD 2015 policies including (but not limited to):
   a) *Respecting Winchester town and surrounding landscape characteristics;*
   b) *Enhancing public realm ensuring attractive, safe, and accessible design;*
   c) *Improving pedestrian and cycling access within the area;*
   d) *Demonstrate a high standard of architectural design;*
   e) *Consider important locally significant views and*
   f) *Aim to conserve, enhance and promote Winchester's rich heritage and its essential character by showing consideration to the legacy of the city's history, spaces, buildings and artefacts.*

This principle also received 94% support.

High quality design, positive Placemaking

No
6%

Yes
94%
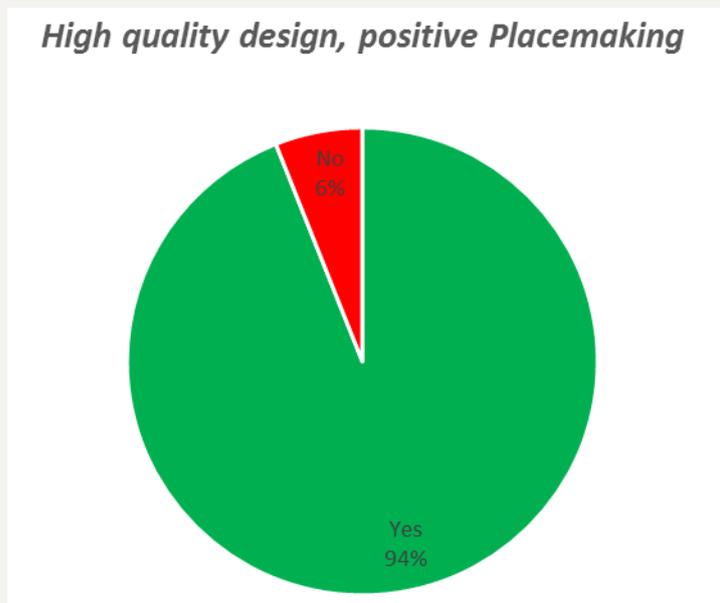
Those who did not agree with this principle sighted that it was vague and hard to understand. Others suggested that the Council should not waste effort on expensive design options and focus on functionality rather than form. Although there were a wide variety of suggestions about what 'high quality design' should include, there was a strong consensus that the stakeholders of Winchester should be consulted every step of any design process so that the result is compatible with the desire for this to reflect all that Winchester has to offer – past and future.

Co-creating with residents, businesses and stakeholders':

The council believes that the most effective initiatives in Winchester are those that reflect close work alongside residents, businesses and other local stakeholders. We want to:
- *Start the process not with buildings, masterplans and development proposals but with people.*
- *Adopt a proactive approach to listening and understanding local stakeholder views through local engagement and consultation.*
- *Agree a stakeholder engagement plan and clearly identify the objectives for each round of consultation.*

This engagement should seek to understand public aspiration and balance opportunities against site constraints. We will engage with residents early in the process and encourage stakeholder participation from the whole community in all stages in the development.

This principle received 94% support from survey respondents.

Co-creating with residents, businesses and stakeholders

No
6%

Yes
94%
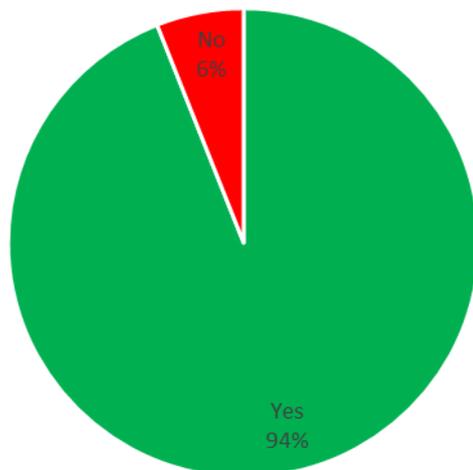
While in principle, many agreed, there was a desire to be involved and 'have a say' once there are some plans/sketches/options in place so that stakeholders could make a more informed decision. There was a strong recommendation that experts of all kinds should be involved in bringing any plans together. There was also a concern that historically, the council has spent considerable time and money on bringing plans forward that were ultimately unsuccessful. There was a desire to see the process streamlined "as a priority, giving us, the residents change for the better in our lifetime!"

3.5 What respondents want from the Station Approach area

    a.   *Modes of travel*

The next question asked respondents, on a scale from 1 - 5, with 1 being unimportant and 5 being very important, their opinion on having better facilities for various methods of travel in the Station Approach area. The method of transport having the most 4-5 ratings, indicating a strong desire for improved facilities, was pedestrians with 82%. This was followed by bike with 65% and bus with 62%.
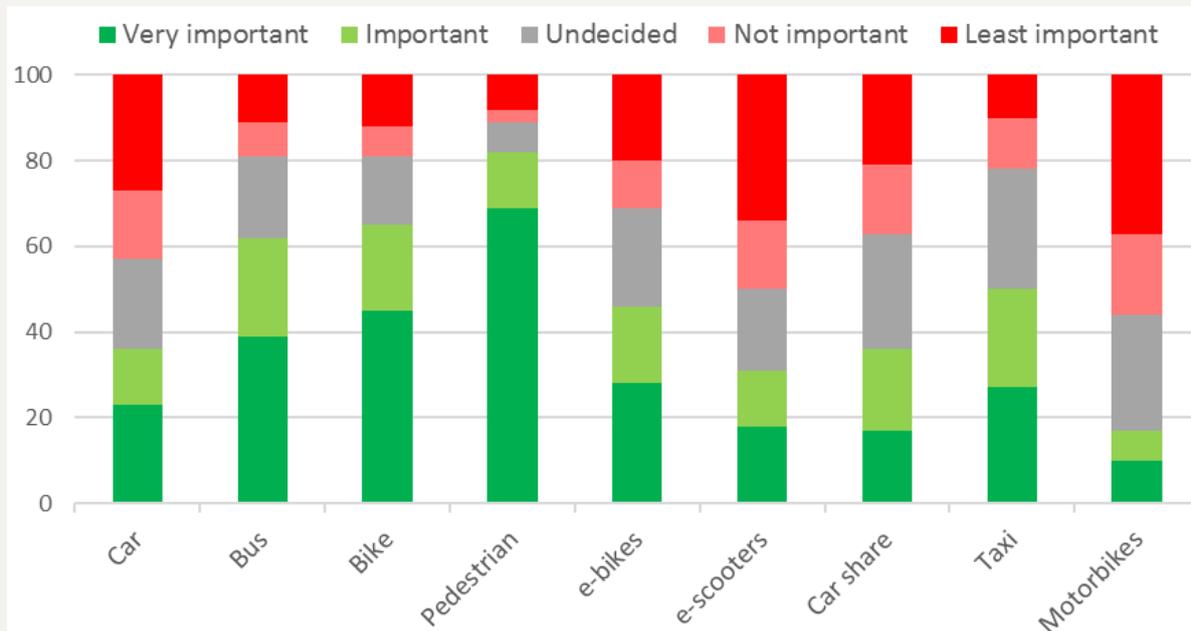
It is notable that the over representation of older persons has resulted in a slight under representation on active transport modes particularly e-bikes, these were more popular among the younger demographic (see Appendix H for a full breakdown by age group). Another interesting observation is that younger respondents demonstrated a clear dislike and disuse of motorbikes – as shown in only 2% using a motorbike rarely within the project area and a larger proportion believing that this is the least important mode of transport whose facilities should be improved as part of this project.

82% of respondents thought that improvements to pedestrian facilities were very important

b. New facilities

The survey then explored what other facilities respondents would like. Firstly, they were asked about what they wanted in public and shared spaces, ranking answers from 1 - 5, with 1 being unimportant and 5 being very important (see Appendix I for a full breakdown by age group). The feature that had the highest 4-5 ratings was trees with 77%, tightly followed by green spaces with 76%. More benches were also deemed to be very important, scoring 68% here. Street lighting and navigation signs also came out of the survey as important features for people.
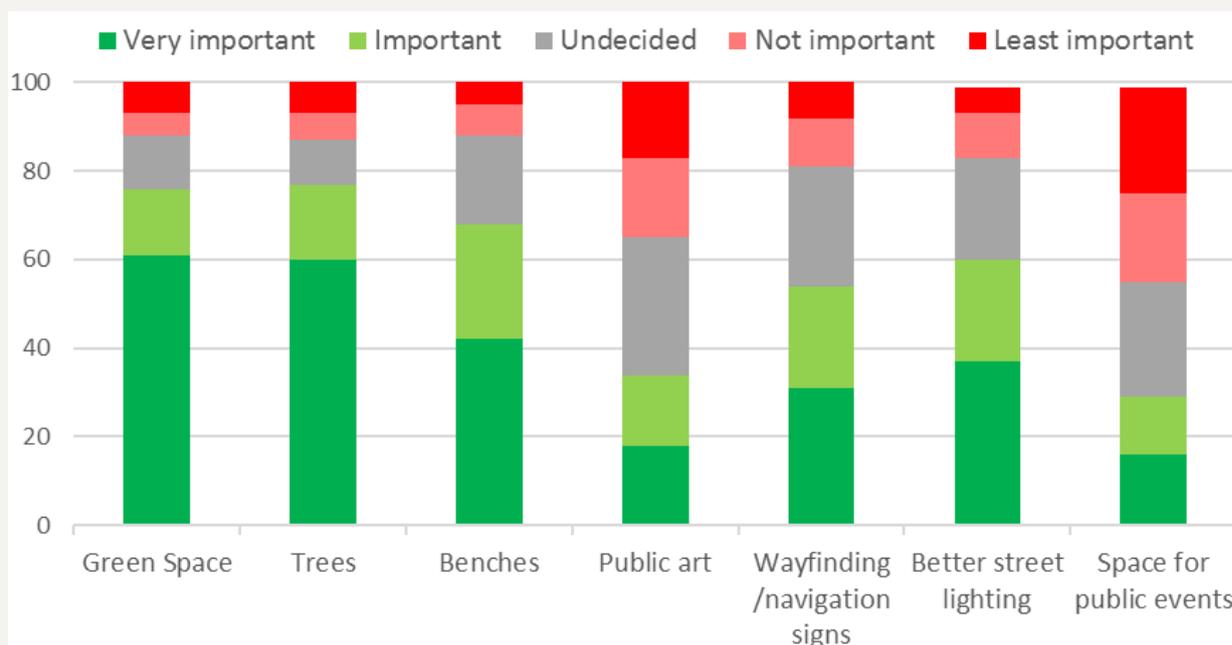
Expansion and maintenance of trees and green spaces were very important for over 75% of respondents

c.   *Commercial uses*

Respondents were asked about potential commercial uses of the space and were able to select more than one response (see Appendix J for a full breakdown by age group). This included the option to say 'none of the above' and add their own suggestions. These are listed in the table on page 23 below.

Cafes and restaurants were the most popular desires for commercial space with over 68% of respondents making that selection, followed by food stores. General retail space, co-working space and culture/recreational venue were the next most popular.

Commercial uses	Percentage of selections
Café / Restaurant	68%
Co-working space	34%
Retail	37%
Food Store	50%
Office Space	15%
Hotel	23%
Cultural / Recreation	34%
None of the above	4%

d.   Residential uses

Respondents were then asked what residential options they would consider supporting for the space (see Appendix K for a full breakdown by age group). Again, respondents were able to give more than one answer and 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 also incorporated into the table of suggestions at on page 23 below. The most popular response was affordable housing, with 38% of respondents expressing that as their preference. The next most popular uses were market rate apartments and family housing.

Residential uses	Percentage of selections
Co-living	18%
Affordable housing	38%
Family Housing	22%
Market rate apartments	26%
Student accommodation	10%
Not appropriate for residential use	30%

4. Qualitative feedback summary

4.1 Key summary

- 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 that doesn't feel over commercialised.
- 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**

4.2 Future development designs

- *'Winchester should look like Winchester, don't make it look like London'*
- *'Low key relaxed and attractive'*
- *'It should act as a gateway to the city'*

The most prominent theme of the feedback was residents wanting the design of Station Approach to reflect the unique history and architecture of Winchester. There were negative comparisons to the modern designs of station areas in other cities, wanting to keep it in the unique style of the rest of Winchester and feeling it should give a reflective first impression of the city to visitors.

There was a clear view that the Station Approach area should not become a tourist attraction by becoming too prominent or distracting from the rest of what the city has to offer. They do not want the primary function of allowing people to go to and from the city to be forgotten behind any attempts to make the station area too overbearing. This is especially something that WINACC highlighted. Engagement from Winchester heritage groups was encouraged by many to find ways to allow the station area to reflect the city, with better signage, plaques, and information boards on the city's history and what it has to offer today.

People were mostly in favour of a new design, recognising that the area needs a facelift, but just to make it distinctively 'Winchester', rather than making it look like any other town or city. There was also a degree of frustration amongst many respondents with regards to the desire to see regeneration take place in the city – citing various other projects in which progress had been slow.

4.3 What should the space be used for?

- *'Commercial aspects should be independent rather than big chains.'*
- *'Green spaces in keeping with the heritage architecture of the area.'*
- *'If more accommodation has to be provided, I would only agree with co-living or affordable housing.'*

Whilst there remained a mixed attitude towards greater residential development – recognising the cumulative impact that housing has had on the city's congestion – the

delivery of more affordable housing was the preferred option with most respondents who referenced housing.

Whilst the vast majority of respondents accepted that the nature of work has changed and therefore expressed concern about any increase in traditional office space, many accepted the need to provide a great working environment with an increase in high quality and flexible office space, which could incorporate independent retail outlets.

Respondents were generally worried about adding much more retail to Winchester when there are currently vacant units in other areas that need to be filled, making the Station Approach area too much of an attraction and adding more competition to other parts of the city. Whilst identified by some as what they wanted, respondents spoke negatively towards a highly commercialised hub of chains and global brands, particularly citing the regeneration of stations like King's Cross. What would clearly be popular, however, is a collection of independent and local business giving a feel of an authentic community hub, with coffee shops and restaurants. People do want spaces in which they can socialise but in a way that feels special to Winchester rather than just making a carbon copy of any collection of retail outlets.

Maintaining green spaces in and around the Station Approach area is a non-negotiable for many residents, who want a place for their community to gather. Like the general design of the station building, there was a keen desire for these spaces too to reflect Winchester. Wanting the site to be carbon neutral and sustainable came up many times which it was felt that the maintenance and expansion of green spaces will help.

The table below sets out the various ideas put forward by respondents, with a column indicating their frequency.

Suggestion	Frequency
Indoor space	
Café/restaurant	87
Shops	36
Grocery/convenience store	29
Integrated transport hub/ eco-friendly transport options	29
Social/ Community Hub / place to meet friends	27
Tourist information centre	21
No change – keep as it is	19
Entertainment venue	18
Office/work and co-working space	19
Waiting spaces for transport	16
Toilets	14
No office/work space	12
Art gallery/Art and Craft studio	10
No more shops	10
Bicycle rental	7
Hotel/youth hostel	7
Heritage/ Cultural hub	4
Cinema	3
Police station	3
Improved disabled facilities / access	3
Florist	2
No cafes	2
Quiet residential area	2
Sport facilities	2
Gym	2
Renewable energy production	2

Social Housing / council housing	2
Low cost co-living	2
Dry cleaner	1
Shoe repair	1
Adapted housing for disabled residents	1
Nursery/Pre-school	1
Recycling facilities	1
Low Carbon construction	1
Shelters for the homeless	1
Record office	1
Outdoor space	
More green spaces	51
Safety concerns	41
More car parking	27
More trees/greenery	26
Drop off and pick up point	24
Improvement to public realm	22
Children's playground/ play area	20
Safer cycle lanes	17
Information / navigation signs	17
Safer pedestrian routes	16
Less car parking	16
Electric charging points	15
Secure Bicycle storage	15
Outdoor seating	14
CCTV coverage to improve safety	7
Fountain	7
Higher quality footpaths	4
Shuttle busses	3
No smoking	3
Lido	3
Open-air markets, pop up food stalls/trucks	2
Table tennis tables	1
Speakers corner	1
No public open green space – this encourages anti-social behaviour	1
Statue of the Queen	1

4.4 Accessibility and safety at the station

- *'Better transport interchange arrangements'*
- *'Places to wait and shelter from weather that have been designed with women in mind.'*
- *'Many of us rely on car access to the station'*

Residents expressed a significant desire for the station to be accessible for all methods of transport, becoming a transport hub. People wanted better pedestrian access from all sides, providing walking routes into the rest of the city. The same was said for cycle and wheelchair access. Better spaces for taxi ranks were also mentioned, especially related to issues of women's safety. Linked to this, better street lighting and shelter was wanted around the station to ensure people felt comfortable travelling to and from it when dark. A frequent wish from respondents was the ability to use the area as a way of using all methods of transport, especially buses, alongside better facilities for those waiting for their next transport connections.

Car parking was more of a contentious issue, between those respondents who (with the environment in mind) wanted the station area to be designed to ward off many cars coming to the area and those who were keen to stress that the city already had issues with having enough parking so any design would have to ensure adequate parking. If reducing car parking spaces, better connectivity to the station from the rest of Winchester and surrounding areas would have to be a priority as many said it was the only way they could get to the station. Promoting more sustainable transport in general was important, with residents wanting charging points for electric cars and e-bikes.

The station remaining a safe place for all residents also came out as vital to create a welcoming and friendly interchange for all. The presence of people begging, homeless people and drug users – although not the direct responsibility of the regeneration team - were referenced in terms of people expressing that they wanted the area around the station to be cleaned up before it could feel like a family-friendly social hub for the community.

5. Interactive map feedback summary

5.1 Key summary

- There were **233 responses** on the Station Approach website's interactive map of the surrounding area as at 23 October 2022.
- This feedback has shown that residents **are wary of what impact any development will have on the area's green spaces and car parks**, which are important to them.
- There are also many **issues around accessibility to the station** in the road system and cycle/pedestrian use which residents would want improved in any development.

5.2 The station

The biggest theme from the comments around the station was the expression of concerns around overdevelopment occurring at the expense of the green spaces opposite the station. The trees around there are popular and there was a desire to see these protected. Even if they remained there is a concern from approximately 20 respondents that developments might be so tall that the existing trees might be dwarfed by development. The views across the rest the city centre (particularly from the top of Andover Road) are popular and any future development will need to be mindful of these.
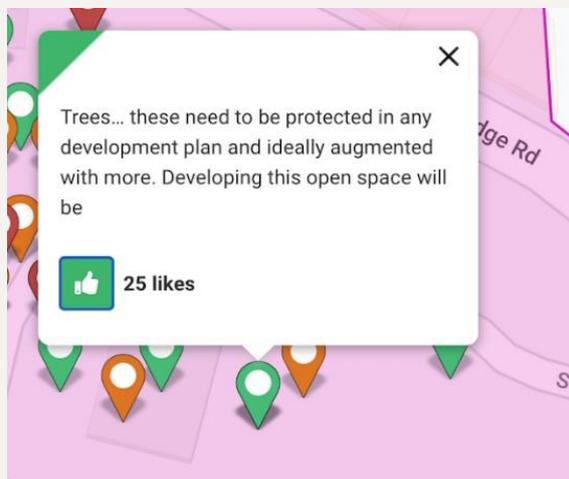
The front of the station was judged to need an uplift but in a style that respected Winchester's heritage and unique style rather than a general modern upgrade. There was also a highlighted need for better signage to the rest of the city and potential tourist landmarks which many felt any new design could include. Respect for Winchester's past was also reflected in approximately 30 people wanting the old registry office to be preserved.

In and around the station, people wanted more independent shops, highlighting the popularity of the flower shop and wanting a bakery/coffee shop for commuters or passers-by. A warm place to wait for trains and opportunities to make the building more family friendly (such as the inclusion of a dedicated space for children or activity room) were also for potential inclusion in any new design.
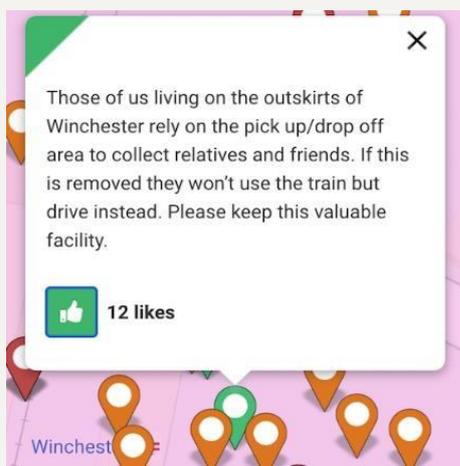

There was a concern expressed that any future design might not include a pickup and drop off zone for drivers. Many who are travelling from outside the close vicinity of the station rely on this and do not want to pay or compete for a parking space at peak times. It was identified on several occasions that the spaces near the station which had recently become for taxis have been majorly underused and would be

better utilised for more parking or a pick up and drop off zone.

5.3 Car parks

Whilst historic issues and concerns around congestion meant that respondents were keen to see the level of parking numbers protected, dozens of respondents recognised the opportunities that greater pedestrianisation around the station (as well as the aims of the wider Winchester Movement Strategy) would encourage fewer car journeys into the city and therefore improve air quality.

The Worthy Lane and Cattlemarket car parks are popular as a good location to get to the station and the rest of the city, and residents were clear in wanting the car parks to better support eco-friendly methods of transport like having charging points. There was also a suggestion to have a car park entrance opposite Tesco to manage traffic down Worthy Lane.
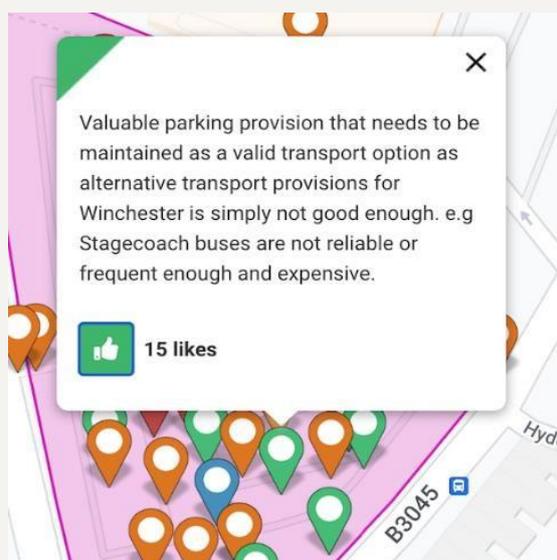

There were a number of concerns raised about the current design of the car park to the west of the station, with a general consensus that more could be done to improve its appearance. Residents agreed that the spaces were currently too narrow, that the design was making cyclist and pedestrian access here difficult and that this had an impact on the congestion experienced on Stockbridge Road. Residents wanted an expansion of the greenery at various car parks.
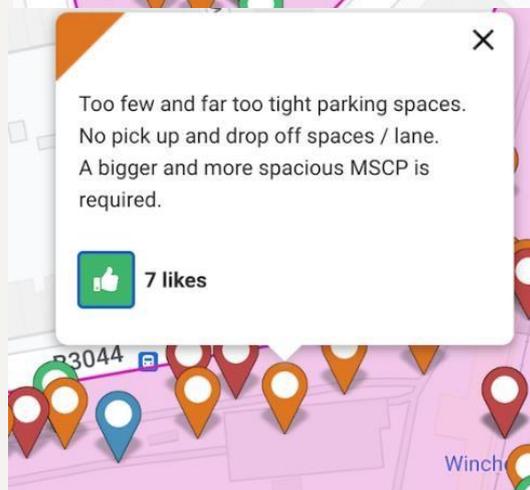
5.4 Accessibility

By a significant margin, the site which saw the most accessibility issues raised was around Carfax Junction and heading into the station bridge. The most prevalent concern was about the traffic lights, with complaints that they changed too quickly for safe crossing of

pedestrians and cyclists. The roads themselves around the junction are seen to be too narrow for safe passage too, with concerns about the visibility for cyclists especially at night.
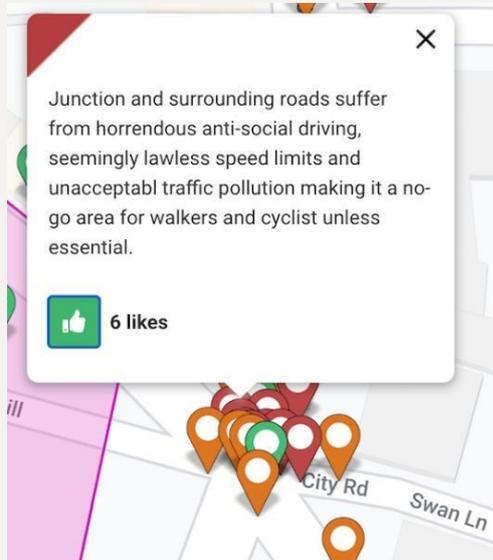

General accessibility for pedestrians, cyclists and the disabled were an area of concern across the site which residents felt could be improved. The most popular areas sited for improvement were wanting a wider footpath from Worthy Lane to Andover Road and the need for a cycle track on Andover Road from the Tesco to the Jolly Farmer as, going uphill, the cyclists currently slow down traffic causing potentially dangerous conditions. Better pavements and safer cycling and walking routes were also called for.

Not all the feedback around accessibility was negative, with residents expressing their admiration for the contraflow bike lane on Upper High Street. Other positive references were for the new steps on Stockbridge Road to the station and cycling at the Romsey Road and Queen's Court junction.

Some other accessibility issues were concerns regarding regular illegal parking on Victoria Road which residents wanted tackling (something which can be fed back to the relevant members of the Winchester City Council team), and issues around drainage and flooding on Worthy Lane and Carfax Junction.

5.5 Traffic

As with issues around accessibility, very specific issues were highlighted about usage of the roads and their design, particularly about speeding and traffic flow.

The most popular complaints were anti-social driving at Carfax Junction, linked to the aforementioned accessibility issues, and the filter lane from Andover Road to Sussex Street being too short to cope with the volume of cars using it.
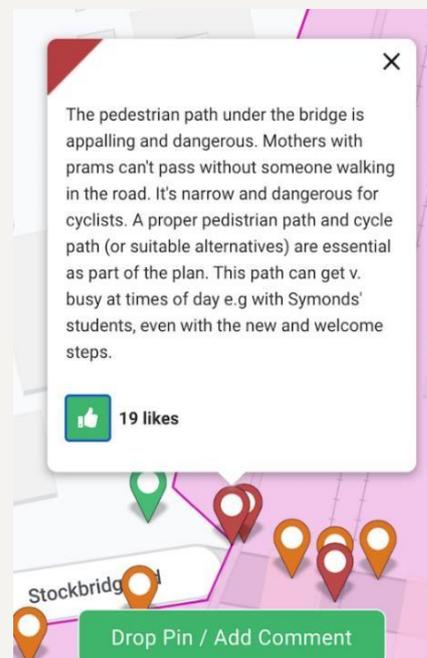
5.6 Wider considerations

During the course of the consultation a number of suggestions and issues were raised by respondents that fall outside the scope of the Station Approach area. This will be compiled into a separate report and fed back to the appropriate authorities.

6. Analysis of under 35's

Given the dominance of older demographics in this survey, specific analysis has been undertaken on those aged under 35 who responded. The purpose of doing this is to understand and explore if there were any particular themes or issues that were more prominent amongst the younger generation in comparison to the wider set of responses.

Some data from the over 65 group has been included where interesting comparisons and differences have occurred.

6.1 Key summary - under 35's

- Of the 991 survey respondents, **112 of them were under 35**.
- The overall data from the survey does show that on the major issues, there is **overall similarity between young people and the rest of the survey respondents.**
- The demographics of this group were broadly similar to the overall data, and **most were residents of Winchester.**
- A higher proportion were students and some issues more likely to benefit younger people like **wanting more student accommodation** did come out higher in this group than overall survey feedback.
- **Most respondents walked to the station area** like all age groups, although a slightly higher proportion got there by train, and they agreed with the project principles with similarly high numbers to all groups.
- Like the older groups they **wanted better transport facilities for pedestrians, bikes, and buses**, despite their lower usage of bikes and buses.
- As a higher proportion, they did **not see improved car facilities as particularly important.**
- They showed a similar passion for the **protection of green spaces and trees** as all respondents.

6.2 Survey demographics – under 35's

There were slightly more females than males in this younger group which is in line with the rest of the survey, although the male makeup is marginally less here.

The ethnic origin appears to be slightly more diverse than the overall survey, but the majority of younger respondents were still white, with mixed-race and British Asian the largest of the ethnic minority representation just like the overall survey.
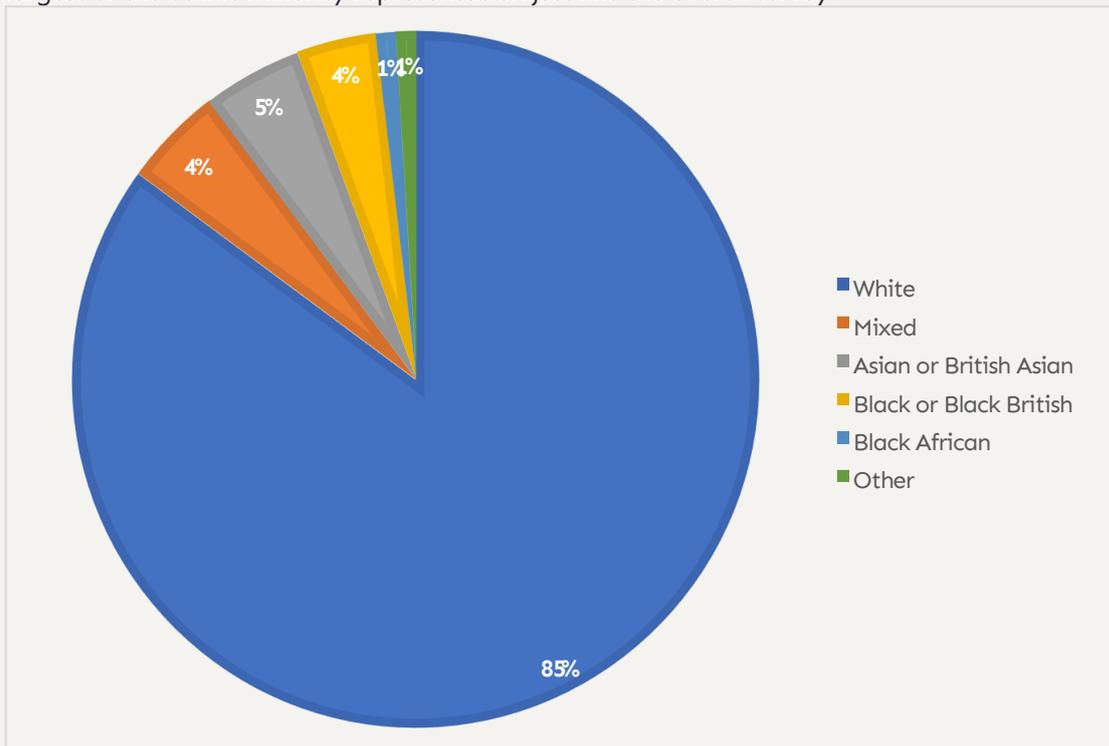
As with the overall survey, over 80% here were residents of Winchester, with students being a higher proportion of this group than the overall survey, understandably given the age of most students.
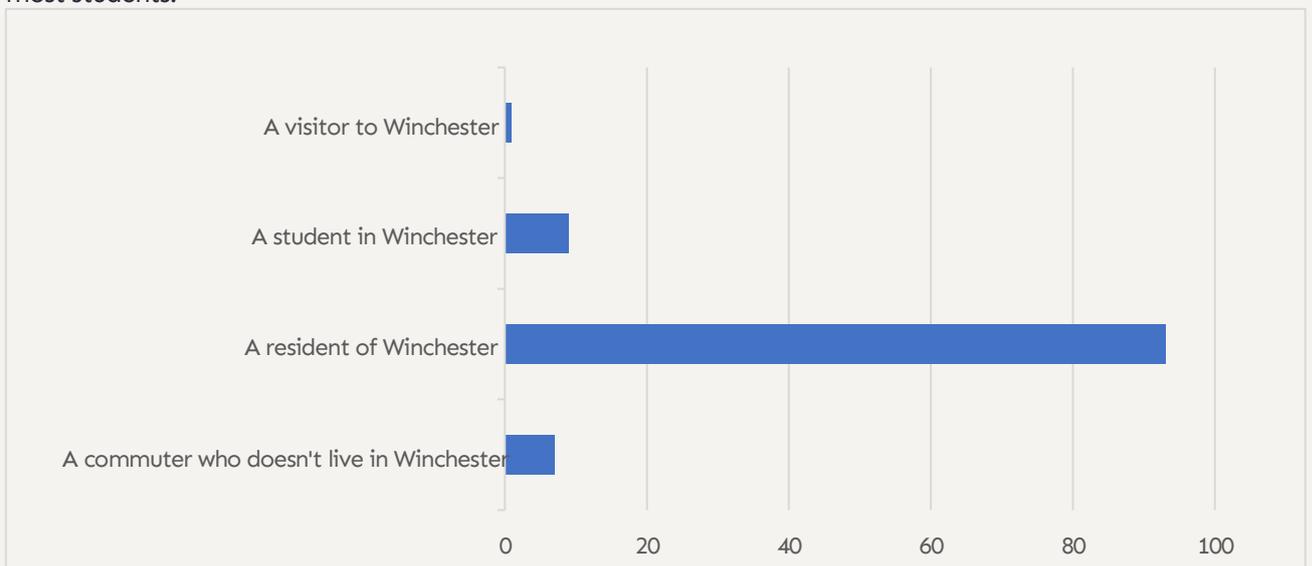
6.3 Development Principles – under 35's

The under 35's demonstrated a high level of support for the development principles, in line with the overall results. However, it is notable that the 'High quality design and positive placemaking' principle received even higher support at 97% for this age group. (Appendix L).

6.4 How under 35's use the Station Approach area

Like the overall respondent data, over two-thirds of these young people lived in or close to the area. The next most frequent uses were travelling through it for work or passing through to get to other locations, both at just over 40% of the respondents. Some respondents visited businesses or residents in the area, and a few used the car parks but none of them were local business owners. These proportions were broadly in line with the overall data apart from the business owners and a smaller proportion of car park users.
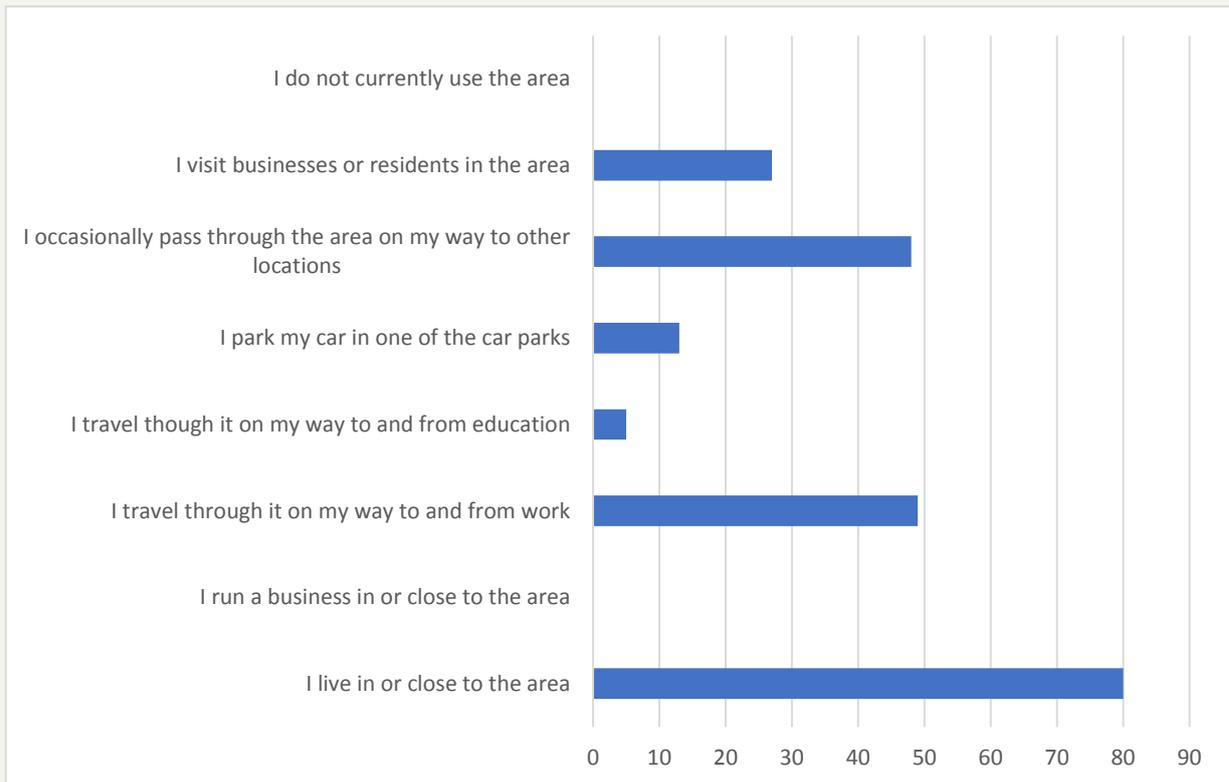

Younger people were regularly using trains at a higher rate than older age groups

   a.   *Transport to and through the area*

In terms of which transport methods used to get to the Station Approach area, walking was the most popular answer with 77% of respondents saying they did so 'always' or 'very often' (see Appendix G for a full breakdown by age group). Walking was also the most popular answer for the overall survey, but more young people are represented in this as a group, 8% higher. Like the overall group, train and car were the next most popular at 50%

and 42%, although notably train came out higher here as a method people used 'always' or 'very often', whereas the overall group favoured the car slightly.
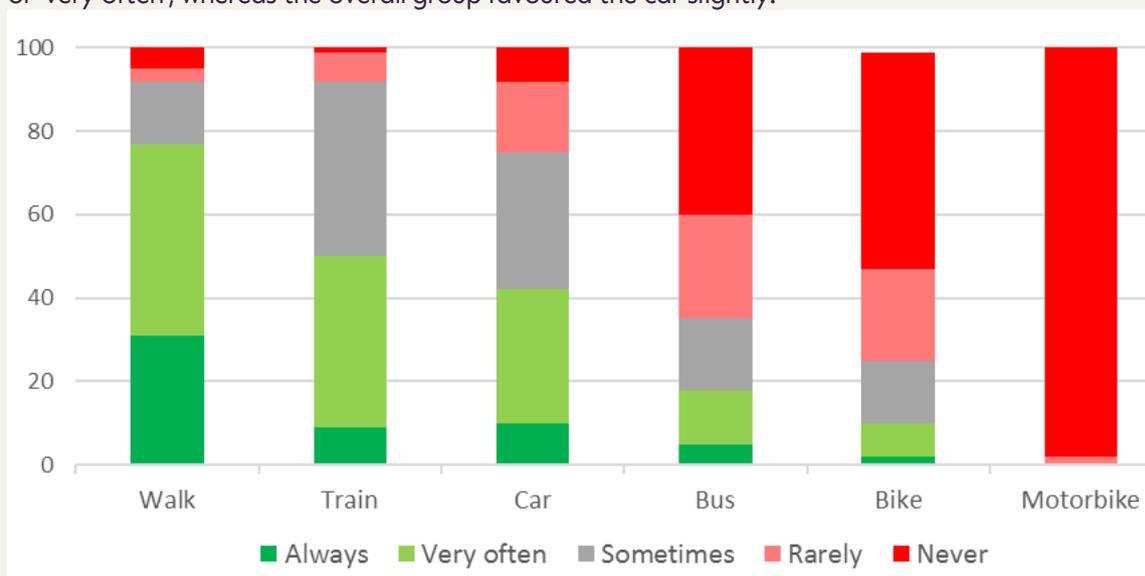
The most unpopular method of transport was motorbike with a slightly higher rate than the overall survey, with 98% of respondents saying they never travelled that way. Compared to the overall group, bus usage in young people was slightly lower and bike usage significantly lower, with 74% of respondents 'never' or 'rarely' using a bike compared to 62% for the overall group. This does suggest some generational shifts, particularly on train and bike usage.

6.5 What under 35's want from the Station Approach area

a.   Transport improvements

In analysing what younger respondents want from the area going forward, transport improvements will be looked at first (see Appendix H for a full breakdown by age group). This was measured on a scale from 1 - 5, with 1 being unimportant and 5 being very important, in terms of improvements to each method. The method of transport with the most 4-5 ratings, meaning a strong desire for improved facilities, was pedestrians with an identical score to the overall group at 82%. This was followed similarly by bike at 62% which is notable given how current usage was fairly low for this age group, and bus at 51%, both similar levels to the overall group, although bike was a few points higher.

It should be noted that the over 65's strongly supported improved bus facilities at 56% citing it as 'most important' versus only 27% of the under 35's. This reflects the conclusion above that more over 65's currently make use of bus services than under 35's. 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.

E-bikes came out next as the most popular at 49%, slightly higher than the overall group suggesting this method of transport is more relevant to younger people. Motorbike and e-scooter facilities came out the most unpopular with the highest percentage of 1-2 scores at 69% and 53%. Car share and car facilities were the next least popular which is evidence that these younger people do not see cars as the main source behind the future of transport in the city.
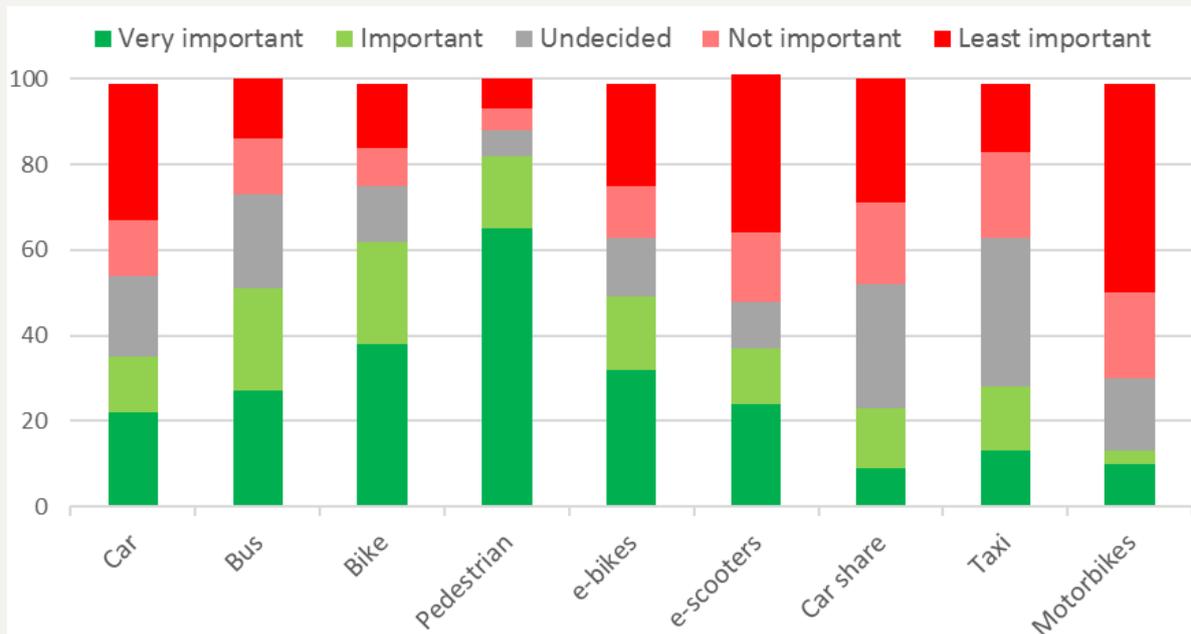
Facilities for e-bikes were more popular with younger people

b. New facilities for public and shared spaces

Using the same 1-5 ranking system, the survey then explored attitudes towards the public and shared spaces around the area in terms of ranking peoples' expression of what they wanted in importance (see Appendix I for a full breakdown by age group). Whilst this subset had them the other way round, similarly to the overall group, green spaces and trees came out with the highest 4-5 ratings at 78% and 77% respectively. Street lighting came out with a slightly higher number of 4-5 ratings than the overall group with 68% 4-5 ratings compared to 60%. Like the overall group, benches scored highly with 60% although it is below the 72% overall score. The least important facilities were, identically to the wider figures, space for public events and public art.
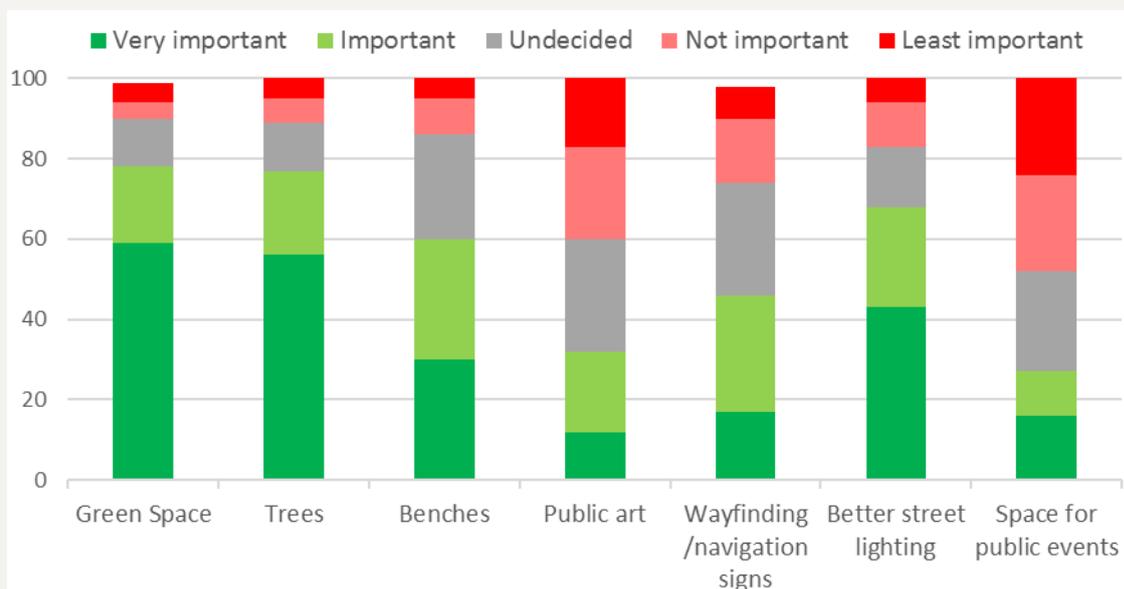
c.   Commercial Uses

Respondents were then asked about potential commercial uses of the space and were able to select more than one response. Like the overall group, cafes and restaurants followed by food stores were the most popular answers although these were at a higher proportion when compared to the overall group. The rest of the results also follow a similar pattern to the overall numbers with general retail space, co-working space and culture/recreational venue being the next most popular. These were all at a higher proportion than the overall group.

Commercial uses	Percentage of selections		
	all	-35	65+
Café / Restaurant	68%	81%	82%
Co-working space	34%	38%	32%
Retail	37%	42%	38%
Food Store	50%	65%	54%
Office Space	15%	12%	17%
Hotel	23%	28%	35%
Cultural / Recreation	34%	42%	29%
None of the above	4%	6%	5%

d.   Residential Uses

Respondents were then asked to consider what the appropriate form of any residential use of the space might be. Affordable housing came out on top with 44% of respondents, which was the most popular answer of the overall group but around 6% higher. Student accommodation was unsurprisingly more popular here than the overall group, with 22% thinking it was appropriate use for that compared with 10% overall. Co-living was supported by 18% of respondents which matches the overall result.

Residential uses	Percentage of selections		
	all	-35	65+
Co-living	18%	18%	21%
Affordable housing	38%	44%	47%
Family Housing	22%	27%	28%
Market rate apartments	26%	33%	27%
Student accommodation	10%	22%	9%
Not appropriate for residential use	30%	34%	37%

6.6 Qualitative feedback summary

- *'Should be developed into a more pedestrian friendly area'*
- *'Winchester Station can be a carbon neutral station'*
- *'a transport hub, with access to convenient food/drink outlets'*

The qualitative feedback from this younger group was not too dissimilar to the themes emerging overall and those shared by the older age groups too, with a desire to maintain the architectural themes and green spaces for example. There were certain elements here which did come out more strongly than in other groups, firstly on green spaces and trees. On those issues it was significantly more focused on the scientific aspects of the environmental cause and a desire for Winchester to lead the way on climate change rather than protecting spaces just for their beauty which older respondents focused on.

The overall message on transport from younger respondents was that they wanted car usage around the station to be reduced with a bigger focus on walking and cycling, as well as more charging points for environmentally friendly methods of transport like electric cars and e-bikes. As the quantitative data showed too, there is certainly a desire from young people for the area to develop a more commercial focus with a particularly want for coffee shops and general leisure activities.

Recurring themes which also emerged stronger than in older age groups were better toilet access, bag storage and phone charging spaces.

7. Businesses

7.1 Key summary

- Included within the 8 business respondents were the Winchester BID and the Chamber of Commerce - both organisations represent many businesses from across the district and separate meetings were held with both in parallel with this survey.
- Their views were mostly similar to the overall survey group except **more support for car parks, street lighting, and office spaces** as a commercial solution to the site.

7.2 Findings for Businesses

The business respondents were all of white ethnic origin and able bodied, with an equal split between male and female. Half were between the age of 35 and 44, with the others split across the 45-54 and 55-64 age groups.

Half of the respondents used the area primarily to park their car, which shows that some local businesses rely on car parking facilities. Three of them passed on their way to other places and all but one agreed with the project principles.

All of them at least sometimes used the car to get to the area, with walking and by train the next popular methods. The bus, bike and motorbike were not regularly used by these respondents. Like the overall survey group, improvements to facilities for pedestrian was their biggest priority, followed by car, bus and e-bikes. Motorbikes, e-scooters, and car sharing were not seen as important as important areas where facilities should be improved.

Their most important priority for facilities in public and shared spaces was street lighting which was a priority for other groups but not the highest, so this is a specific issue for businesses, potentially those operating at night-time. This was followed closely by a desire for more trees, benches and green spaces. Space for public events by this subset was not deemed to be an appropriate area for focus.

Unlike the overall group, more office space was the most popular commercial facility wanted by five out of the eight respondents, followed by cafes/restaurants and cultural/recreational venues. Hotels and food stores were the least popular.

There was no clear priority from the question on residential use with the most favoured answer only having three votes out of eight. The answers with this were co-living, affordable housing and that the space was inappropriate for residential use. Family housing was the least popular with only one selection.

8. Constraints and opportunities

Assessing the feedback received during this initial consultation, MPC has sought to separate some of the key issues raised by residents into two categories – those which will limit what can be achieved on the site and which will need to be born in mind when developing any future masterplan, and those which offer the Council an opportunity to immediately improve the area, and which are feasible.

Constraint	Opportunity
A clear consensus that trees and green spaces around the station should be protected and retained where possible	In addition to greater tree protection, there may be opportunities to enhance biodiversity as a part of any new development
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
Some resistance to a greater intensification of the Station Approach area for residential use, due to concerns about the impact on congestion	Should residential development be pursued as part of the mix of uses at Station Approach, then affordable housing should be maximised subject to viability. To minimise traffic movements, there is an opportunity to explore "car free" developments within the Station Approach area
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 strong preference for independent businesses occupying future commercial space, as opposed to well-known chains	An opportunity to involve more local independent business into the new commercial spaces
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

Further Opportunities
Creating better and safer ways for people to travel without needing to use the car, such as better street lighting and shelters
More benches and navigation signs around the station to generate a sense of welcome upon arrival and connectivity with the city

9. Reflections

When concluding any major consultation, it is worth reflecting on the experience and exploring the key lessons learnt during the process. We achieved a satisfactory level of awareness beyond those who traditionally participate in the consultation process, and this was largely due to three key factors – sustained advertising on social media, a newsletter to a large distribution area and the pop-up consultation events which occurred on days and in areas of high foot fall. Through these methods a large number of survey responses were received, and this has led to a good number of email addresses that have been stored and can be used to communicate with residents at the appropriate time as the project progresses.

Depending on the nature of the future consultation, MPC would recommend that the team once again advertise Station Approach, and the website, on social media. Pop up consultation events and opportunities for greater engagement should continue.

Through engaging with both the BID and the Chamber of Commerce we believe that the important voice of business has been heard through this consultation. Efforts to continue to work with businesses to understand their needs and requirements will continue alongside any further engagement with residents and visitors to the city. The next phase of consultation should also explore how it can reach a greater number of young people as their feedback was notably different in some areas to that of the wider group.

10. Appendices

10.1 Appendix A – example from website map
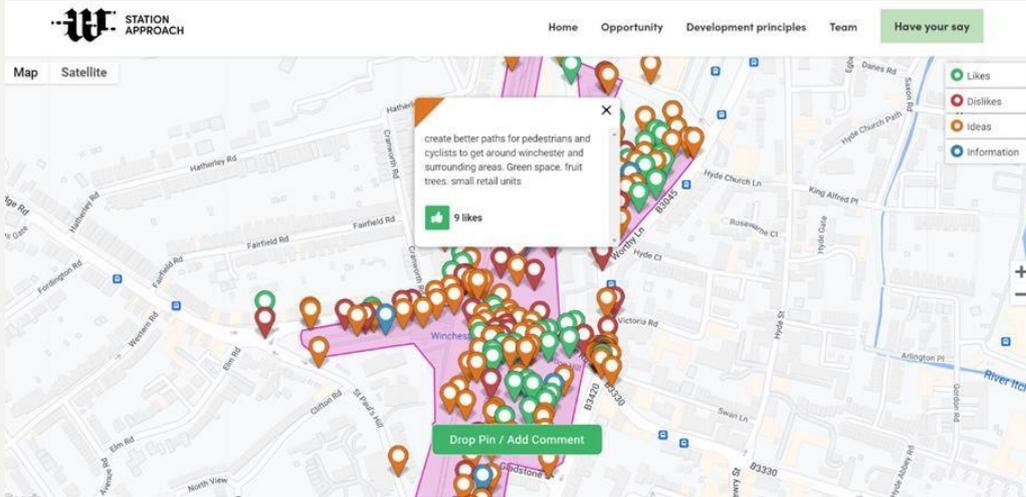
10.2 Appendix B – newsletter delivered to local residents
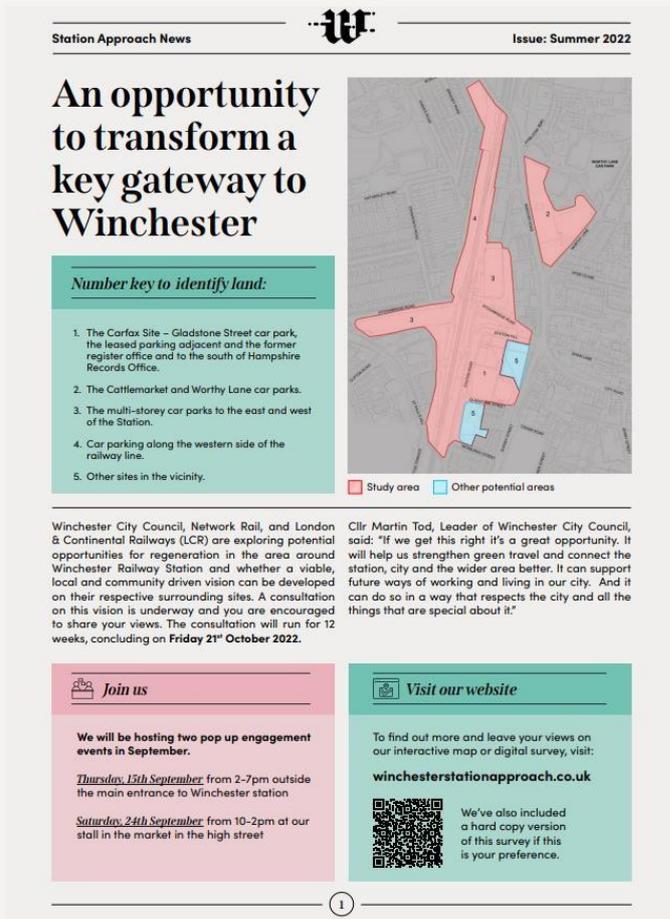
The past

Many residents will remember that in September 2019 a Planning Application for Station Approach was prepared, consulted on and approved by Winchester City Council's Planning Committee. It included 140,000 sq ft of Grade A office space as well as shops, restaurants and cafés. The approval, however, was challenged at the High Court in December 2019. This, and the subsequent COVID-19 pandemic, introduced uncertainty around the market demand for office space, which ultimately led to the project being put on hold.

The present

While the opportunity for redevelopment remains strong, a lot has changed.

The site continues to be allocated for development in Winchester City Council's current Local Plan. There is a new Local Plan consultation process underway and Station Approach will remain an allocation in the emerging Draft Local Plan.

1 The pandemic has changed and continues to change market conditions, travel patterns and working patterns.

2 The city council's emerging Movement Strategy requires us to revisit our assumptions around movement and parking.

3 By seeking to work with adjacent landowners (Network Rail and LCR) Station Approach can be even more ambitious in transforming the local area in and around the station, but in a way that is sympathetic to local concerns.

© Harvey Mills Photography

The future

| Summer/Autumn 2022 | Winter 2022/23 | Spring/Summer 2023 | Winter 2023/24 | Spring/Summer 2024 | 2025 onwards |

Key decision point (between Winter 2022/23 and Spring/Summer 2023)

Key decision point (between Spring/Summer 2023 and Winter 2023/24)

Key decision point (between Spring/Summer 2024 and 2025 onwards)

- Initial consultation on vision
- Capacity study informed by feedback and technical input

- Feedback to community on consultation and capacity study findings
- Create strategic outline business case for approval by Winchester City Council

- Preparation of masterplan or alternative planning routes
- Community and stakeholder engagement on development and delivery options

- Outline business case refined
- Council decision on development and delivery options

- Full business case developed and submitted to Cabinet

Depending on what is decided in the full business case we might consider:
- Submitting a planning application or
- Identifying a development partner to prepare and submit the planning application

2

3

Development principles

A connected sustainable development

Winchester City Council has set a goal to be a carbon neutral city and district by 2030. Winchester's Station Area sits at the heart of our objectives for low carbon travel and connectivity – and any redevelopment should be an exemplar for sustainable low-carbon development and living and working.

High quality design, positive placemaking

Winchester is a special city with many high quality buildings, an attractive walkable centre, rich heritage and much used public spaces. Any development should promote high quality design principles by showing consideration for National Planning Policy Framework (NPPF) and relevant Local Plan and Development Plan and High Quality Places SPD 2015 policies.

Development for Winchester's future

Work patterns and needs are changing – and the way people use city centres is changing. We need a development that understands these changes and enables Winchester to make the most of the future economic and residential opportunities that these present.

Co-creating with residents, businesses and stakeholders

The most effective initiatives in Winchester are those that reflect close work alongside residents, businesses and other local stakeholders. We want to:

- Start the process not with buildings, masterplans and development proposals but with people.

- Adopt a proactive approach to listening and understanding local stakeholder views through local engagement and consultation.

- Agree a stakeholder engagement plan and clearly identify the objectives for each round of consultation.

Further information about the development principles and more can be found on our website - **winchesterstationapproach.co.uk** If you have any questions please do get in touch via any of the details listed below.

Help us shape the vision for Station Approach

Visit our website

www.winchesterstationapproach.co.uk

Tell us what you think by leaving a comment on our interactive map or by filling in our digital or hard copy feedback form.

Contact us

Email:
info@winchesterstationapproach.co.uk

Call:
0800 148 8911

Write to:
Freepost MPC CONSULTATION
(no stamp or post code required)

4

10.3 Appendix C – 0.5-mile radius of newspaper circulation
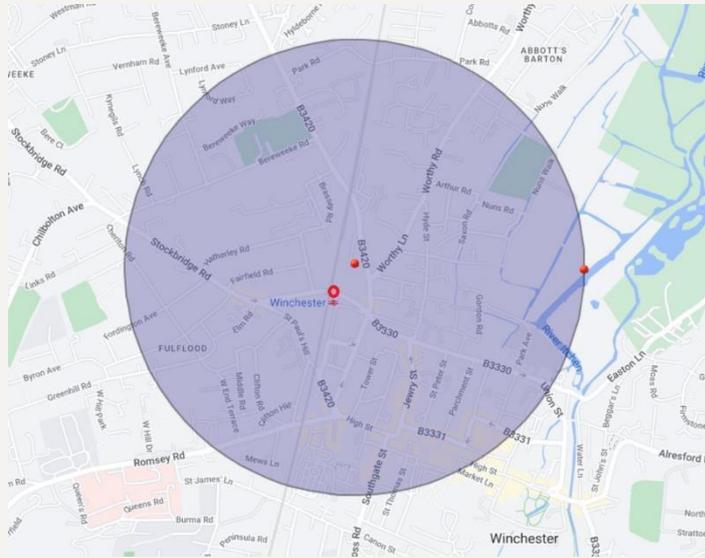
10.4 Appendix D – example of survey form pages

10.5 Appendix E – Hampshire Chronicle coverage of consultation event

Station Approach: Consultation receives 1,000 comments on new £150m plan to revamp land around Winchester railway station

24th September

By Kimberley Barber
Regional editor
@kimberleybarber

Share 3 Comments

10.6 Appendix F – social media adverts

Meeting Place Communications
Sponsored

The future of Winchester belongs to you. Have your say on Station Approach.

STATION APPROACH

Help us write the next chapter in Winchester's story.
Have your say

winchesterstationapproach.c...
Have Your Say
Winchester City Council, ...

Learn more

Like   Comment   Share

Meeting Place Communications
Sponsored

We're holding two consultation events in Winchester to discuss the future of Station Approach.

STATION APPROACH
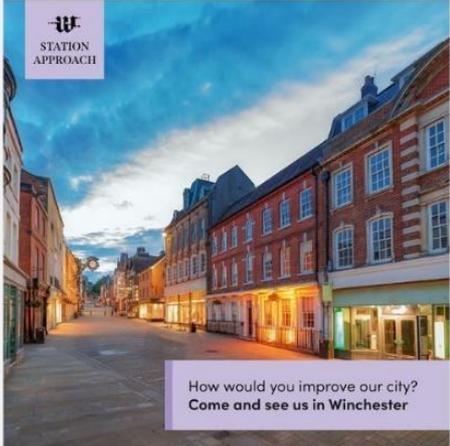
How would you improve our city?
Come and see us in Winchester

eventbrite.co.uk
Register to attend
Winchester City Council, ...

Learn more

Like   Comment   Share

10.7 Appendix G – How respondents move to and through the area

Results are shown as % of those who answered each question		
Always	5	
Very often	4	
Sometimes	3	
Rarely	2	
Never	1	

Mode of Travel	% 'always'			% 'very often'			% 'sometimes'			% 'rarely'			% 'never'		
	all	u35	65+	all	u35	65+	all	u35	65+	all	u35	65+	all	u35	65+
Train	8	9	6	29	41	21	48	42	53	13	7	18	2	1	2
Car	9	10	7	36	32	31	35	33	42	14	17	13	6	8	7
Bus	5	5	9	11	13	19	26	17	39	20	25	14	38	40	19
Bike	3	2	4	15	8	13	20	15	12	12	22	8	50	52	63
Walk	23	31	26	46	46	42	24	15	25	4	3	4	3	5	3
Motorbike	0	0	0	1	0	1	2	0	3	1	2	0	96	98	96

10.8 Appendix H – Importance of improved facilities for various modes of travel

Results are shown as % of those who answered each question		
Very important	5	
Important	4	
Undecided	3	
Not important	2	
Least important	1	

Improved Facilities for	% of 5			% of 4			% of 3			% of 2			% of 1		
	all	u35	65+	all	u35	65+	all	u35	65+	all	u35	65+	all	u35	65+
Car	23	22	28	13	13	13	21	19	29	16	13	14	27	32	17
Bus	39	27	56	23	24	18	19	22	13	8	13	5	11	14	8
Bike	45	38	40	20	24	16	16	13	20	7	9	4	12	15	13
Pedestrian	69	65	72	13	17	11	7	6	8	3	5	4	8	7	5
e-bikes	28	32	25	18	17	17	23	14	23	11	12	10	20	24	25
e-scooters	18	24	20	13	13	12	19	11	19	16	16	12	34	37	37

Car share	17	9	25	19	14	15	27	29	27	16	19	15	21	29	17
Taxi	27	13	44	23	15	23	28	35	20	12	20	7	10	16	6
Motorbikes	10	10	14	7	3	8	27	17	29	19	20	19	37	49	31

10.9 Appendix I – New facilities in public and shared spaces

Results are shown as % of those who answered each question		
Very important	5	
Important	4	
Undecided	3	
Not important	2	
Least important	1	

New Facilities	% of 5			% of 4			% of 3			% of 2			% of 1		
	all	u35	65+	all	u35	65+	all	u35	65+	all	u35	65+	all	u35	65+
Green Space	61	59	57	15	19	16	12	12	15	5	4	6	7	5	5
Trees	60	56	59	17	21	16	10	12	11	6	6	8	7	5	5
Benches	42	30	48	26	30	27	20	26	17	7	9	4	5	5	4
Public art	18	12	16	16	20	12	31	28	37	18	23	17	17	17	18
Wayfinding /navigation signs	31	17	39	23	29	25	27	28	24	11	16	5	8	8	12
Better street lighting	37	43	35	23	25	25	23	15	23	10	11	11	6	6	5
Space for public events	16	16	15	13	11	9	26	25	25	20	24	20	24	24	30

10.10 Appendix J – Commercial Uses

Commercial uses	Percentage of selections		
	all	-35	65+
Café / Restaurant	68%	81%	82%
Co-working space	34%	38%	32%
Retail	37%	42%	38%
Food Store	50%	65%	54%
Office Space	15%	12%	17%
Hotel	23%	28%	35%
Cultural / Recreation	34%	42%	29%
None of the above	4%	6%	5%

10.11 Appendix K – Residential Uses

Residential uses	Percentage of selections		
	all	-35	65+
Co-living	18%	18%	21%
Affordable housing	38%	44%	47%
Family Housing	22%	27%	28%
Market rate apartments	26%	33%	27%
Student accommodation	10%	22%	9%
Not appropriate for residential use	30%	34%	37%

10.12 Appendix L – Project development principles under 35's

A connected sustainable development

91% Yes, 9% No

Development for Winchester's future

94% Yes, 6% No
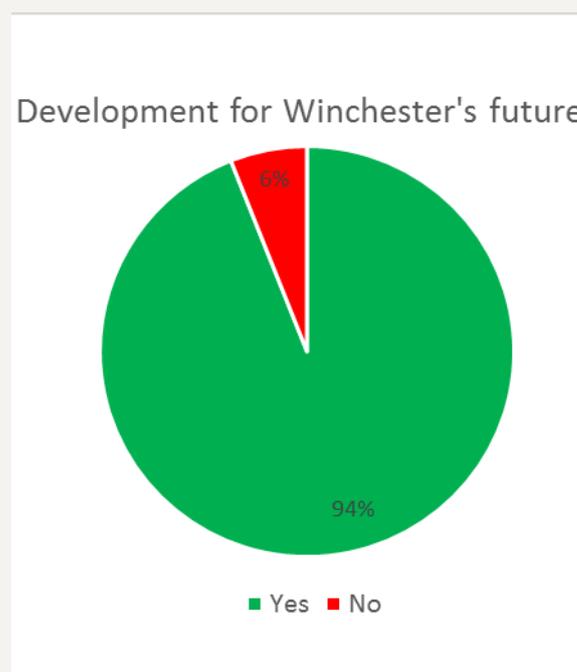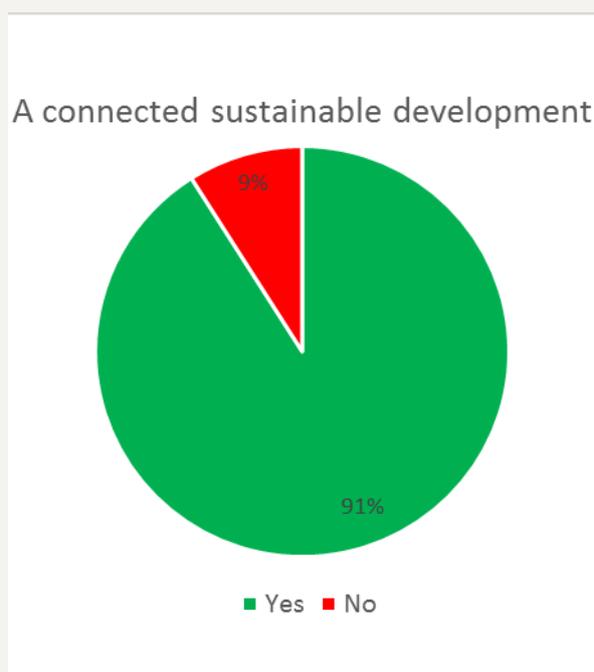
High quality, positive placemaking

3%

97%

■ Yes ■ No

Co-creating with residents, businesses and stakeholders

5%

95%

■ Yes ■ No