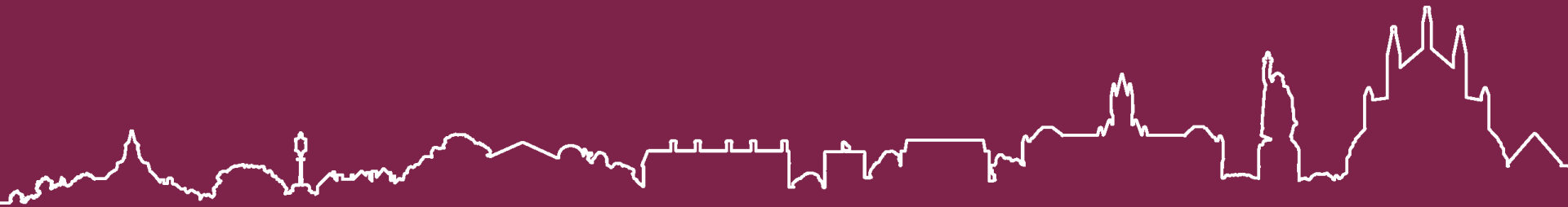








STATION APPROACH

Cabinet Committee:
Regeneration
09 March 2023



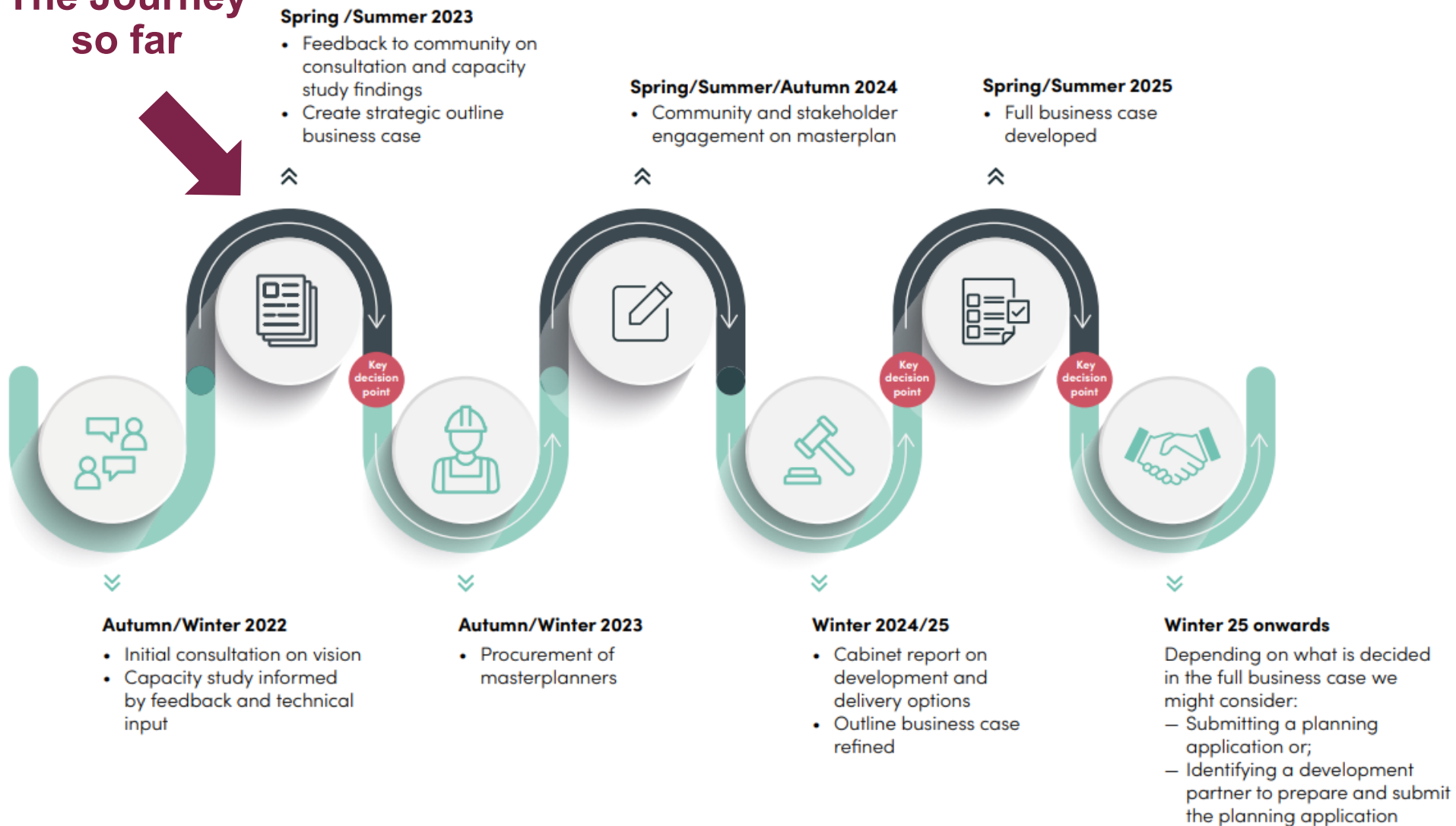
CABINET DECISION – JULY 2022

19 July 2022 Cabinet approved:

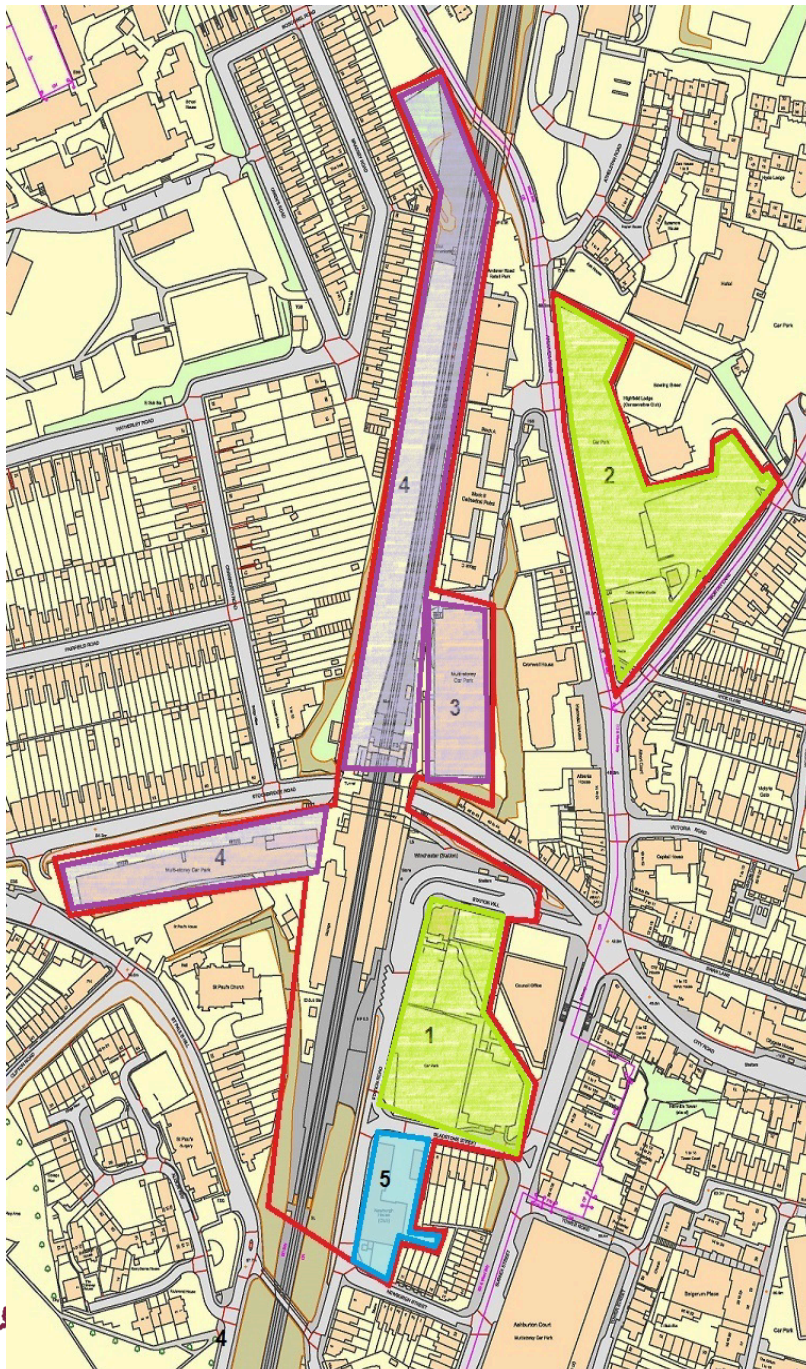
-  **Public communications and engagement** and associated timelines.
-  **A market value study** to provide a highest value and best use analysis of the sites held by the Council.
-  **A parking usage and forecasting study** to inform potential release of car parks for re-development
-  Establishment of **cross party reference group**
-  **A capacity study** to examine the existing conditions and constraints of the site and provide indicative information on how the site could realistically be developed
-  **Continued exploration** of opportunities with London & Continental Railways (LCR) and Network Rail (NR)



The Journey so far



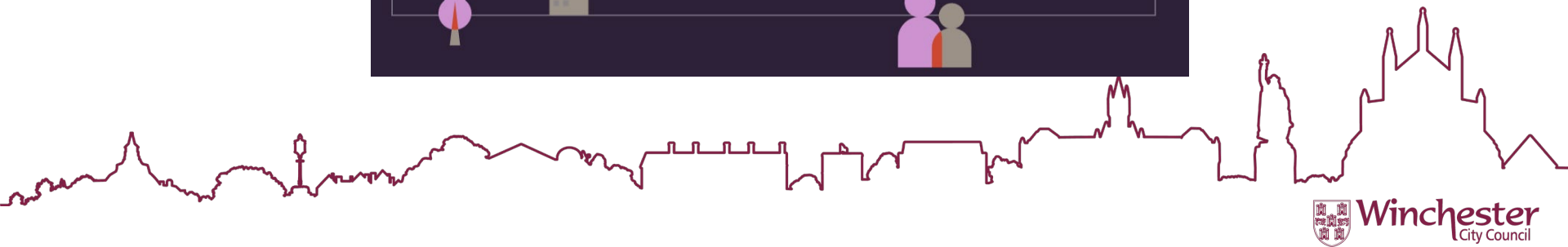
Project Area



1. The **Carfax Site** – Gladstone street car park, the leased parking adjacent and the former register office and to the south of HCCs Records Office. (owned by WCC)
2. The **Cattlemarket and Worthy Lane car parks** (owned by WCC)
3. The **multi-storey car park to the East** of the Station (owned by NR, operated by South Western Railway - SWR)
4. **Car Parking along the western** side of the railway line and the multi-storey car park to the West of the Station (owned by NR, operated by SWR)
5. Other potential sites in the vicinity which could include working with other partners/landholdings, if they are supportive, which will assist in bringing forward a potentially broader comprehensive scheme for the whole area.

STAKEHOLDER ENGAGEMENT STRATEGY




The City Council engaged Meeting Place Communications (MPC) as our Public Affairs consultancy to ensure that public and stakeholder views are actively sought and inform any future development proposals.

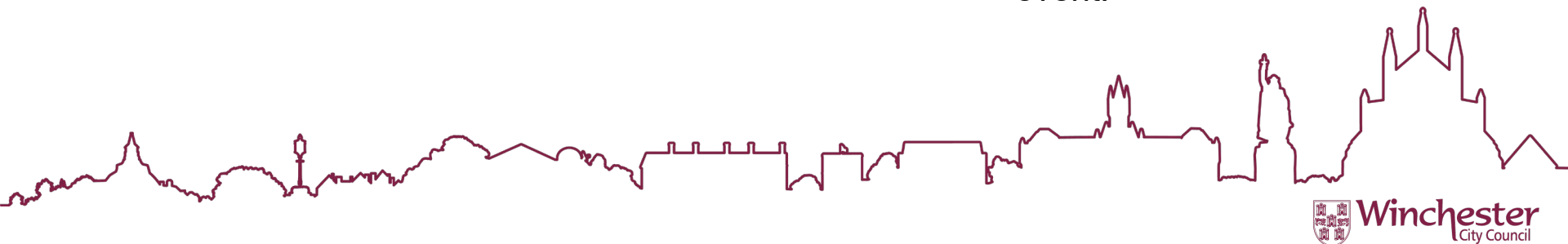


STAKEHOLDER ENGAGEMENT STRATEGY

Core principles:

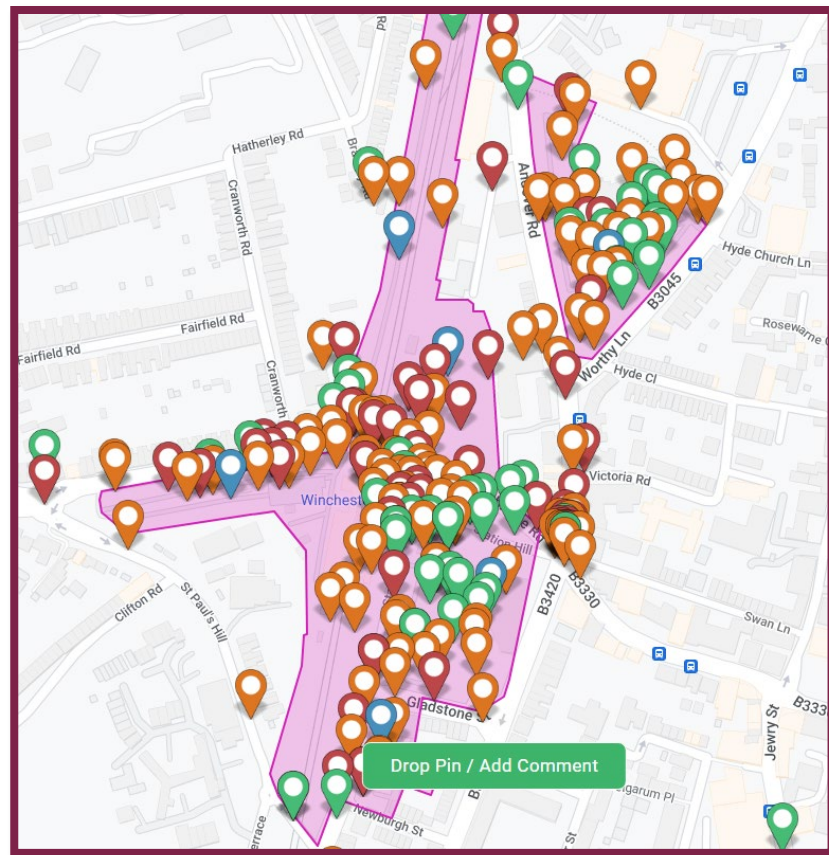


-  **Early and meaningful engagement** – to better understand the concerns and aspirations for this area before any plans are made.
-  **Inclusive engagement** – reaching out across the district of Winchester (geographically and demographically).
-  **Continued engagement** – using the feedback to inform the developing vision and making sure that this consultation is seen as the start of a conversation, rather than a fixed event.



INITIATIVES USED

-  **Member briefings** - these took place in June 2022 in advance of the consultation commencing and will continue at strategic intervals.
-  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 as well as updating on results and next steps.
-  An **interactive map** where residents are 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. At the close of the consultation period in October 2022, more than 6,000 different people had viewed the website.
-  A **four-page newsletter** delivered to all 6,247 households within 0.5 miles of the Station.
-  An **eight-page survey** accompanying the newsletter.



INITIATIVES USED

-  **Media coverage** in the Hampshire Chronicle before and after the consultation event
-  **Social media adverts**, which ran across the district and beyond in August and September 2022. More than 75,000 people viewed an advert at least once
-  **In person consultation events** in high footfall locations. Hundreds of conversations were initiated across both days.
-  **Walkabout** with near neighbours. 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.



BREAKDOWN OF FEEDBACK FORM CONTENT



Respondents were asked:



Quantitative (Multiple choice) Questions



How you use the area now



If they agree with the **development principles**



How they would like to use the area in future



What they think a good use for the area would be – commercial and residential options



Qualitative / free text answers and comments about any of the above



Map to add comments – for those without website access



STATION APPROACH

The future of Station Approach – *your feedback*

Thank you for taking the time to give us your thoughts on the opportunities at Station Approach. Winchester City Council, Network Rail, and London & Continental Railways (LCR) are currently exploring potential opportunities for regeneration in the area around Winchester Railway Station and whether a viable, local and community driven vision can be developed on their respective surrounding sites. Please respond to the questions below, as well as providing your likes, dislikes and ideas for the area on the map overleaf.

Your feedback will be used to help shape how Winchester City Council will proceed on the project and set the direction for the masterplan for the area. We will publish the results of the survey along with other information we will be using to inform the outline of this development in winter this year.

Please put your completed form in an envelope addressed to **Freepost MPC CONSULTATION** and post it in any post box. There is no postcode or stamp required.

Online survey

To complete this survey online please scan this QR code or visit



www.winchesterstationapproach.co.uk

1. We want to understand how people use the Station Approach area, so tell us about yourself, which best describes you:

- ☒ A resident of Winchester
- ☐ A visitor to Winchester
- ☐ A student in Winchester
- ☐ I am replying as/on behalf of a business
- ☐ A commuter who doesn't live in Winchester

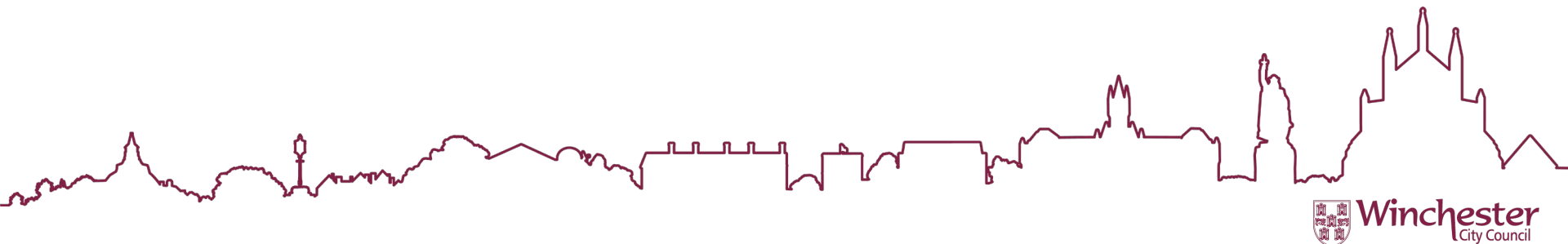
2. How do you currently use the Station Approach area? See map on page 6. Select all that apply.

- ☒ I live in or close to the area
- ☐ I run a business in or close to the area
- ☒ I travel through it on my way to and from work
- ☐ I travel through it on my way to and from education
- ☐ I park my car in one of the car parks
- ☒ I occasionally pass through the area on my way to other locations
- ☐ I visit businesses or residents in the area
- ☐ I do not currently use the area
- ☐ Other: _____







KEY FACTS

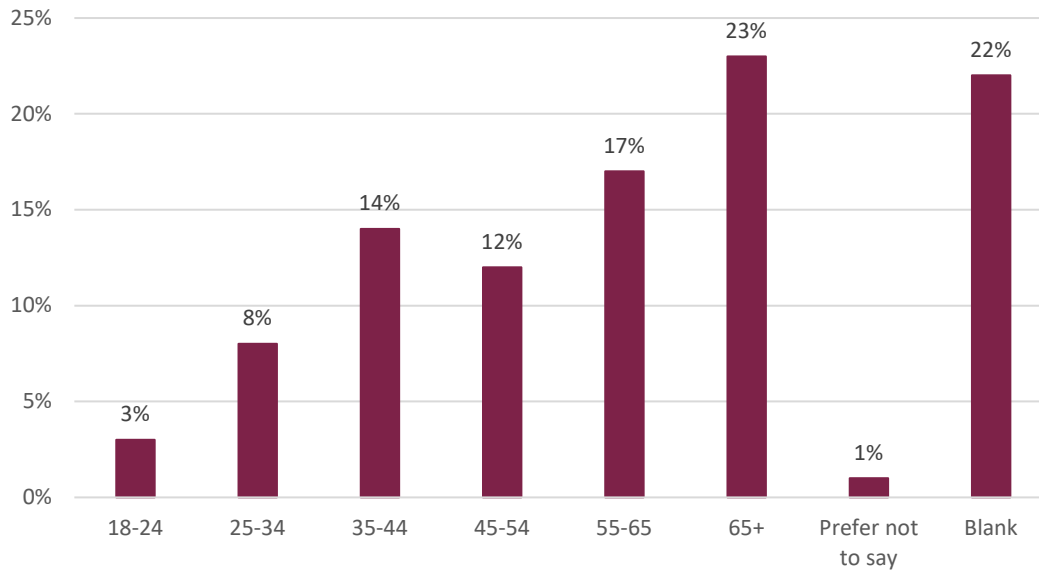
- Consultation period ran from 01 August to 23 October 2023
- Received over 1000 responses across the completed surveys and interactive map comments
- Pop-up events were well attended and provided another communication channel for stakeholders to discuss their views with members of the project team.
- Overall, the engagement programme was well received and there is clearly an appetite from residents and stakeholders to be involved throughout all stages of the project and help shape any future development.



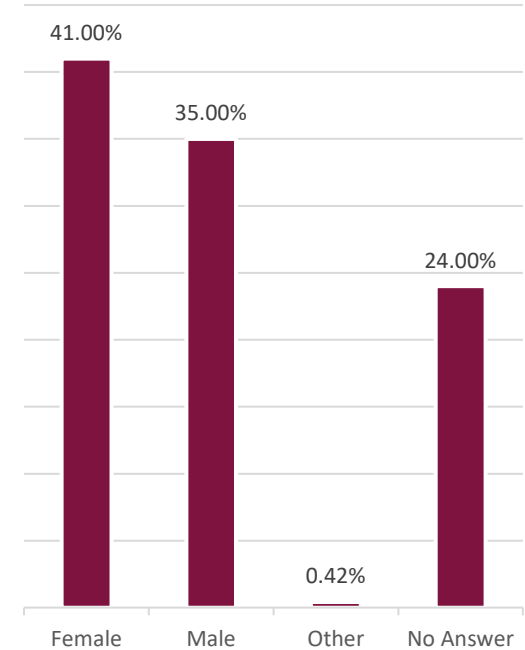
DEMOGRAPHICS

-  GENDER - slightly more women than men
-  AGE – appears slightly weighted towards the over 65's
-  DISABILITY – 10% identified as disabled
-  87% identified as residents of Winchester

AGE



GENDER



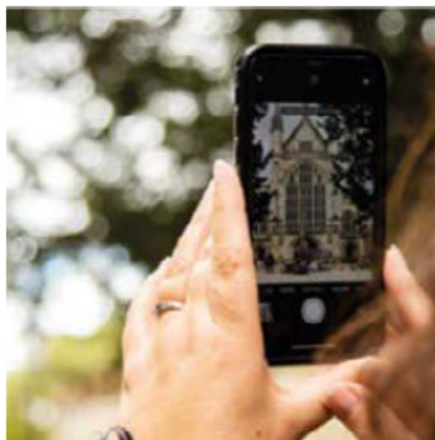
DEVELOPMENT PRINCIPLES

Connected Sustainable Development:



- WCC goal to be a carbon neutral city by 2030
- Any redevelopment to be exemplar sustainable, low-carbon
- Promote sustainable transport including pedestrian and cycling access
- Promoting vibrant and diverse communities
- Creating healthy places for people and planet; supporting the local economy
- Support biodiversity and greening

Development for Winchester's Future:



- Appropriate site mix to reinforce and complement Winchester's town centre and economic future
- Support affordable housing needs
- Promote an inclusive and accessible environment
- Development proposals should demonstrate consideration for how the scheme can promote public value principles

High quality design, positive Placemaking:



- Respecting Winchester townscape and character
- Enhancing public realm ensuring attractive, safe, and accessible design
- High quality architectural design
- Consider important local views and, preserve and enhance Winchester's heritage

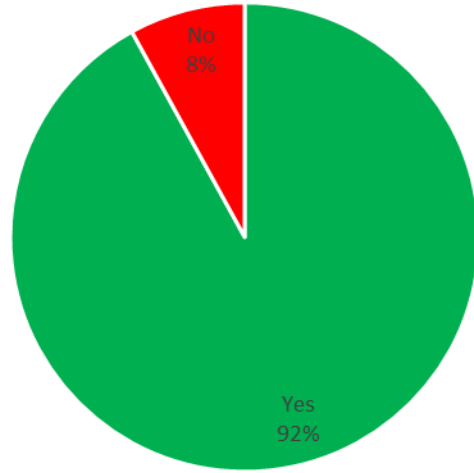
Co-creating with residents, businesses and stakeholders:



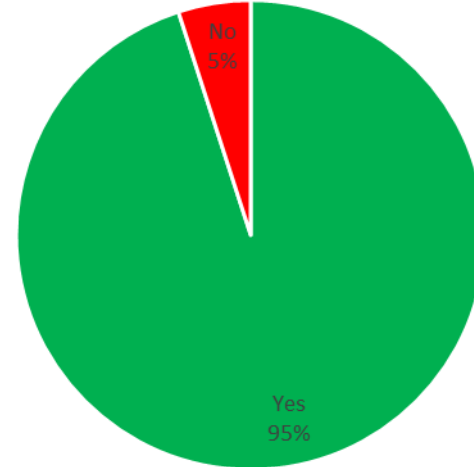
- Start the process with people
- Listen to and understand local stakeholder views through engagement and consultation
- Stakeholder engagement plan with clear objectives for consultation
- Understand public aspirations and balance opportunities for these site constraints.

Development Principles – support received

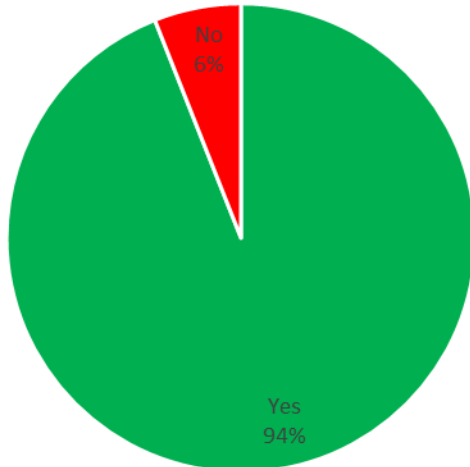
A connected sustainable development



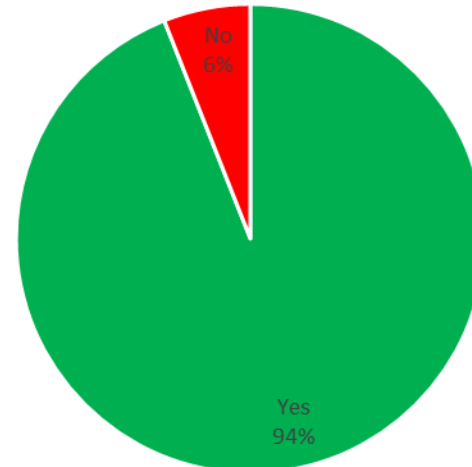
Development for Winchester's future



High quality design, positive Placemaking

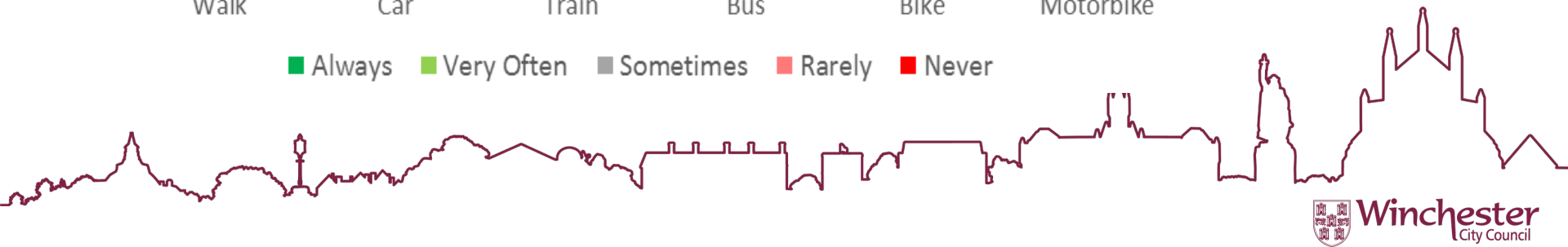
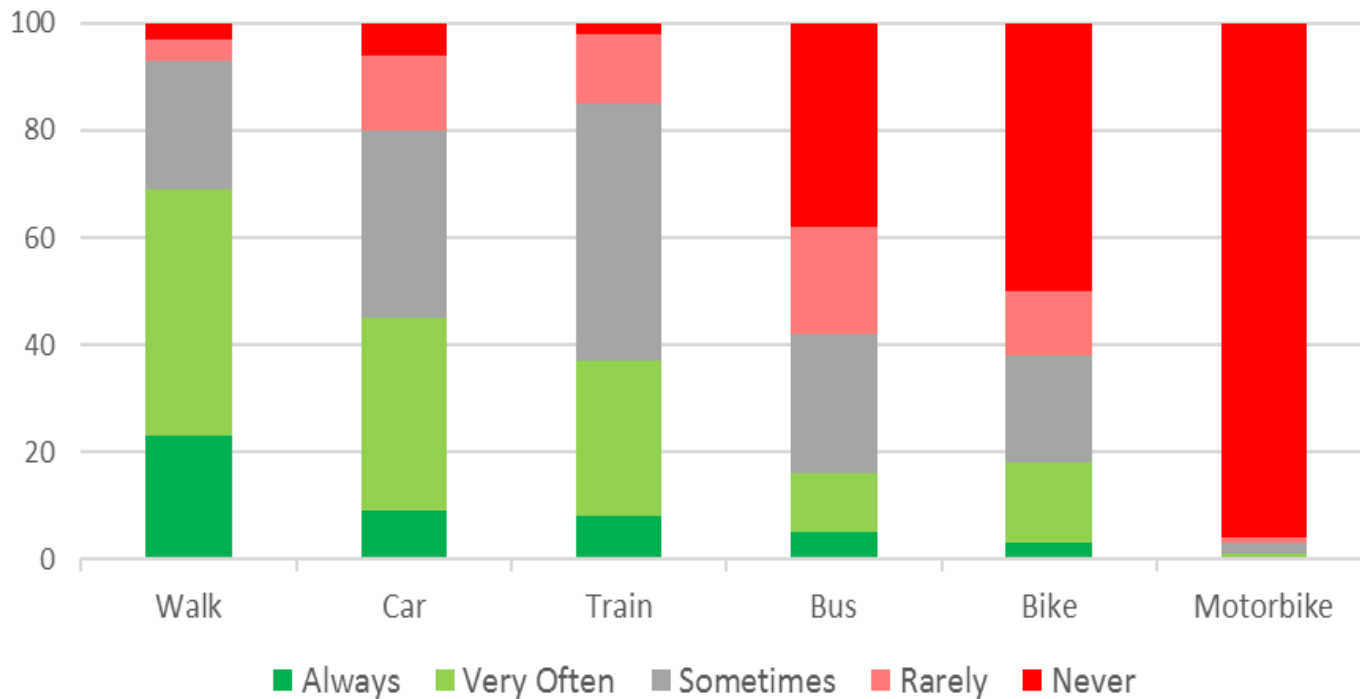


Co-creating with residents, businesses and stakeholders







How respondents travel to / through the area

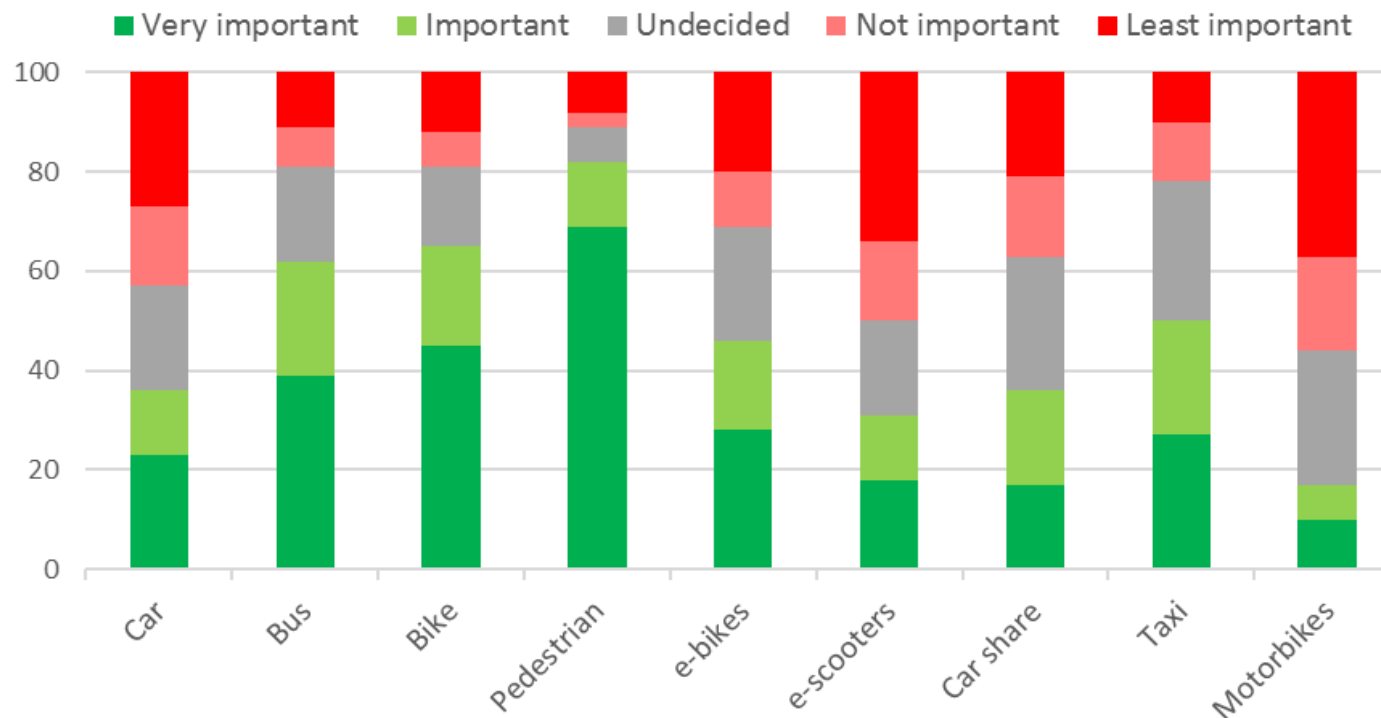
- Walking was the most popular mode of transport
- Car usage is still a very common in the area
- Train usage was fairly high overall
- Bus usage was surprisingly low, particularly in the younger demographic.



What respondents want from the area




The Importance of **better facilities for various modes of transport:**

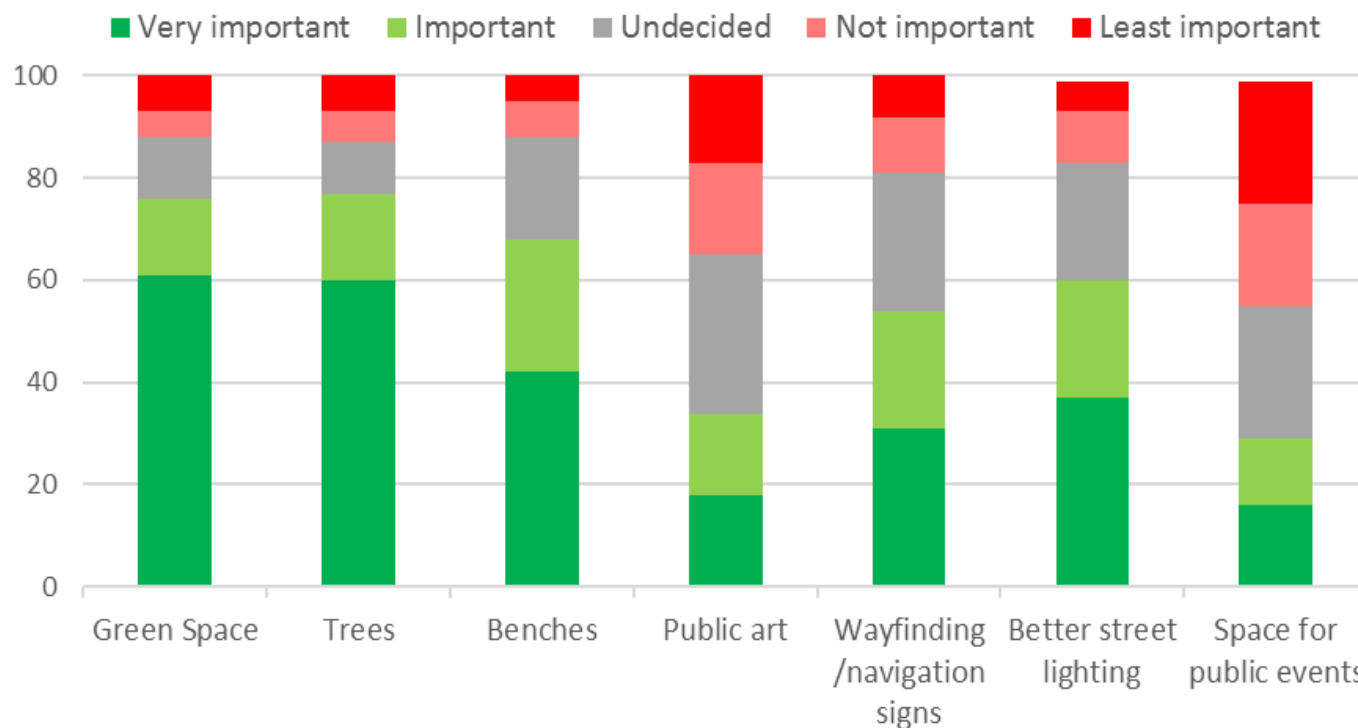
-  82% chose pedestrian improvements as 'important' and 'very important' followed by bicycles at 65%
-  Improvements for cars was not identified as a high priority
-  In the over 65's, improvements for bus facilities gained much more support
-  The least popular choices were motorbikes



What respondents want from the area

The Importance of **better facilities within public and shared spaces**:

-  Trees and green spaces were the most popular across all age groups
-  Benches and wayfinding were popular with the over 65's
-  Better street lighting was of greater concern to the younger age group





What commercial uses might be appropriate

- ☐ Cafés, restaurants and food stores were very well supported.
- ☐ General retail and co-working spaces were also popular.

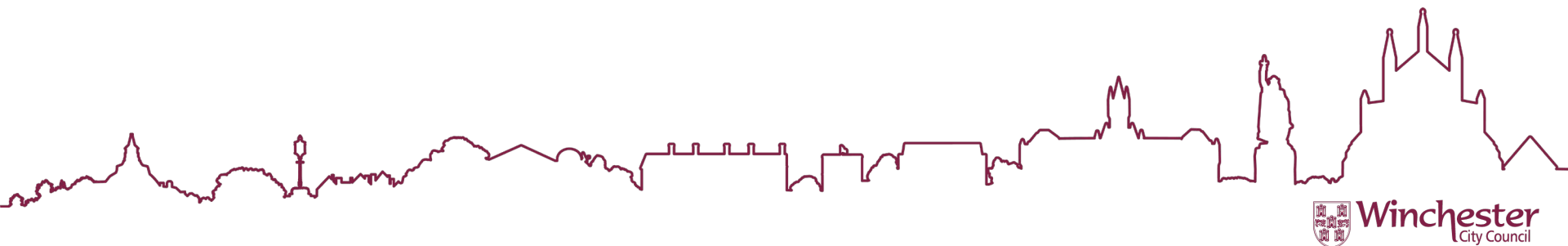
Commercial uses	Percentage of selections		
	all	-35	65+
Café / Restaurant	68%	81%	82%
Co-working space	34%	38%	32%
Retail	37%	42%	38%
Food Store	50%	65%	54%
Office Space	15%	12%	17%
Hotel	23%	28%	35%
Cultural / Recreation	34%	42%	29%
None of the above	4%	6%	5%



What residential uses might be appropriate






-  Affordable housing received the highest scores across all age groups.
-  Student accommodation was better supported in the younger demographic.

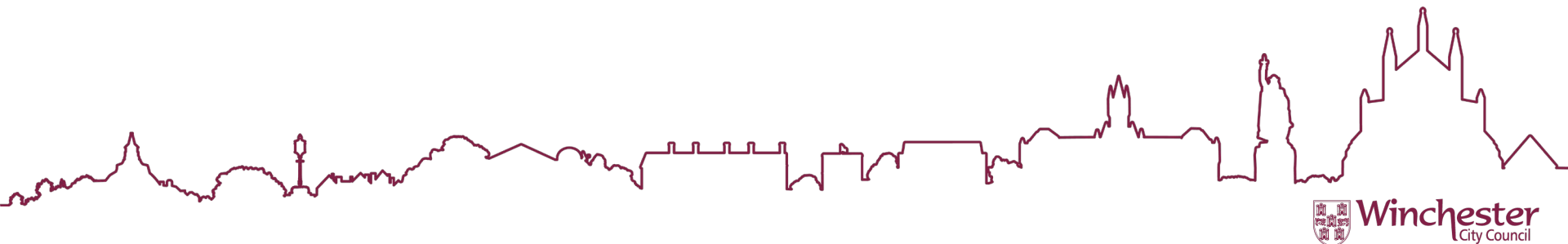
Residential uses	Percentage of selections		
	all	-35	65+
Co-living	18%	18%	21%
Affordable housing	38%	44%	47%
Family Housing	22%	27%	28%
Market rate apartments	26%	33%	27%
Student accommodation	10%	22%	9%
Not appropriate for residential use	30%	34%	37%



Qualitative Responses

Key Messages:

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



KEY HIGHLIGHTS OVERALL



- There was clear support for the development principles attaining between 92% and 95% support from survey respondents.
- Respondents want the station area to be sympathetic to 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.

KEY HIGHLIGHTS OVERALL - continued

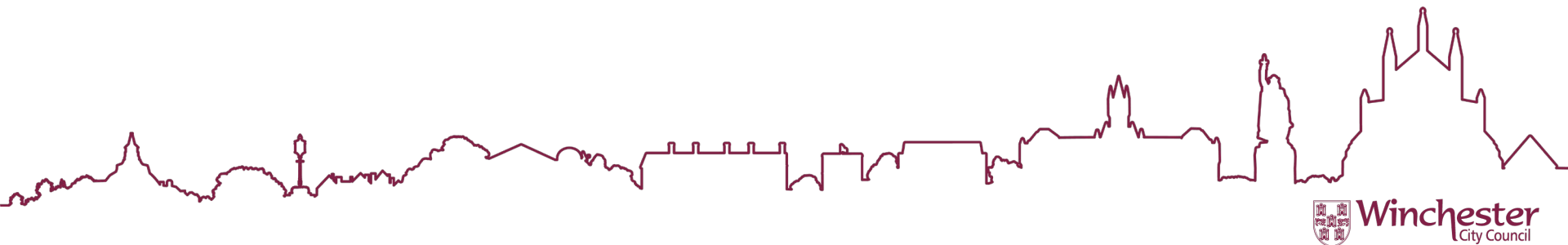
- Respondents were keen to ensure that any new development considered its environmental impact as well as its impact on Winchester's heritage.
- A clear desire to see local independent business occupying the commercial spaces, incorporating retail outlets into high quality and flexible work space.
- 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.



How we have used this feedback



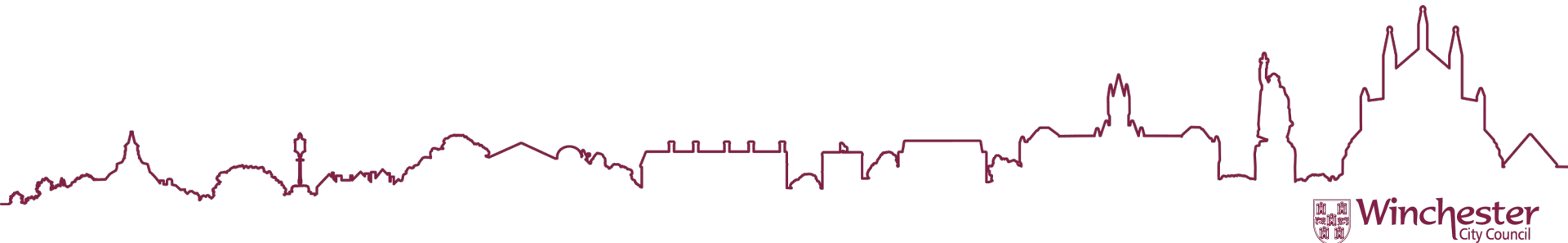
- Constraints and Opportunities identified within each site
- Feedback used to inform the options being explored through the capacity study
- Information and comments outside of project scope have been fed back to relevant officers and authorities



CONCLUSION



- Achieved the aim of early engagement, demonstrating commitment to putting people before plans.
- Satisfactory levels of awareness reached through significant effort to reach beyond only those have historically engaged.
- High numbers of survey respondents provided contact details and wish to be kept informed.
- Valuable information received with which to explore future options for regeneration.
- The start of an ongoing conversation to encourage stakeholders to engage in every step of the process and co-create a potential development worthy of Winchester.



Next Steps to key decision point

March	Viability work
March	Final report of capacity study
April / May /June	Development of Strategic Outline Case
June	Cabinet Committee: Regeneration
June	Open Forum
July	Scrutiny Committee
July	Cabinet

