

Report of Proceedings of the Winchester Local Development Framework Core Strategy campaign 'Live for the Future'

Executive Summary

In accordance with the Planning and Compulsory Purchase Act 2004, Winchester City Council is required to produce a Local Development Framework (LDF) to replace its Local Plan which was adopted in 2006. The Core Strategy is one of the first documents of the Winchester LDF to be produced. A key element of the Core Strategy is to interpret and deliver those parts of the Council's Community Strategy that relate to the development and use of land, whilst delivering the spatial changes that are needed to make Winchester's communities more sustainable.

Government guidance advises that it is essential to achieve local ownership and legitimacy for the policies that will shape the future distribution of land uses within a local authority area and that this needs to be achieved by involving the community at an early stage in the preparation of documents. The benefit of this early involvement is that it provides an opportunity to consider the needs, issues and aspirations of communities and stakeholders within an area, to provide a basis for making difficult choices and to build commitment to delivery. This early involvement and participation is referred to as 'frontloading'.

The LDF is one of a number of key implementation tools for the community strategy and to ensure that the outcomes of the LDF reflect the aspirations of the people who live and work in Winchester a campaign was launched in February 2007 under the heading of 'Live for the Future'.

The purpose of this report is to explain the techniques used to engage with the Winchester community, including young people and stakeholders and to provide a record of the outcomes of the events. This information will contribute to the Council's evidence base, and provide data primarily for the preparation of the Core Strategy and other development plan documents to be prepared as part of the LDF, but this information will also be used to inform the Community Strategy and other Council publications as appropriate. In addition the 'raw' data may be used by the Council's partners in developing their own plans and strategies.

The focus of the campaign was to explore the concept of sustainable communities which the City Council has defined as:

"Great places to live, work and do business, but also take care of the environment and leave a good legacy for future generations"

The various techniques employed used this definition together with the more detailed components of a sustainable community as a basis for developing questions and exercises to explore the views, aspirations and concerns of the wider community including young people and stakeholders. The techniques used included 9 community workshops, a stakeholder workshop, a young persons event, and an online questionnaire.

Whilst the range of techniques highlighted a number of local issues beyond the scope of the LDF they allow for comparisons to be made between the various parts of the district where common observations and concerns can be extrapolated. Using the concept of sustainable communities encouraged a broader approach to gathering local information looking beyond the traditional topics (i.e. housing, employment, transport) that have in the past been used to gain the views of local communities, in the preparation of planning documents.

A further benefit of this broader approach is that it raises awareness of the overall concept of the creation and maintenance of sustainable communities being a key consideration of the Council, and starts to link and consolidate the LDF and Community Strategy processes and desired outcomes.

This information will provide valuable data when determining the spatial portrait and subsequent spatial development strategy and policies for the district and will be used to determine the issues and options to be explored through the Core Strategy.

A Core Strategy Issues and Options paper will follow on from this campaign and will be available for consultation later in 2007. Following issues and options consultation the Council will be required to formulate a Core Strategy preferred option which will be subject of a further public consultation exercise. After this the Core Strategy will be formally submitted to be tested for soundness by the Planning Inspectorate on behalf of the Government.

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Introduction

Winchester District in Context

- 1.1 Winchester District lies within central/southern Hampshire bordered by Basingstoke and Deane, Portsmouth, Havant, Fareham, Test Valley, Eastleigh, and East Hampshire local authorities. A number of these are influential in the way Winchester District functions and is used by its residents.
- 1.2 The District covers an area of 64,750 hectares with a resident population of some 112,500 people, of which over 60% are of working age (16 – 74), with many residents holding managerial/professional occupations. In terms of age structure approximately a quarter of the population are over 60 and this is forecast to increase in the future. Car ownership is relatively high with over half of all households having access to two or more vehicles.
- 1.3 The District is mainly countryside interspersed with many small towns and villages. The main centre for commercial activity is the city of Winchester, with the market towns of Alresford, Bishops Waltham, Denmead, Wickham and Whiteley, being important for local goods and services. In terms of landscape many areas of the District are recognised for their natural beauty and biodiversity interest. A large part of the District lies within the East Hampshire Area of Outstanding Natural Beauty, currently being considered for National Park status.

The Local Development Framework and the Core Strategy

- 1.4 In accordance with the Planning and Compulsory Purchase Act 2004, Winchester City Council is required to produce a Local Development Framework (LDF) to replace its Local Plan which was adopted in 2006. The Core Strategy is one of the first documents of the Winchester LDF to be produced.
- 1.5 Government guidance in Planning Policy Statement 12 (PPS12) states that the Core Strategy should set out all the key elements of the planning framework for the area, including a spatial vision and objectives and once adopted should last for at least 10 years. It will take its lead from the regional spatial strategy, which in this case is the South East Plan.
- 1.6 Due to its strategic nature the Core Strategy will only include broad locations for land use, including the spatial distribution of land for housing and employment purposes, together with policies that will aim to deliver the spatial objectives. A key element of the Core Strategy is to interpret and deliver those parts of the Council's Community Strategy that relate to the development and use of land, whilst delivering the spatial changes that are needed to make Winchester's communities more sustainable.
- 1.7 The Council's Statement of Community Involvement was adopted in January 2007 and sets out consultation options for the development plan documents of the LDF including the Core Strategy.
- 1.8 Planning Policy Statement 12 (PPS12) acknowledges that local development frameworks are intended to not only streamline the local planning process but also to promote a proactive, positive approach to managing development. This is to be achieved through the strengthening of community and stakeholder

involvement in the development of local communities by their involvement from the outset in the preparation of local development documents (PPS 12, para 1.3).

- 1.9 PPS 12 then elaborates on this further, by stating that it is essential to achieve local ownership and legitimacy for the policies that will shape the future distribution of land uses within a local authority area by involving the community at an early stage in the preparation of documents. Also that such early involvement provides an opportunity to consider the needs, issues and aspirations of communities and stakeholders within an area, to provide a basis for making difficult choices and to build commitment to delivery. This early involvement and participation is referred to as 'frontloading'.
- 1.10 The purpose of this report is to explain the techniques used to engage with the Winchester community through the frontloading campaign, including young people and stakeholders and to provide a record of the outcomes of the events. This report does not undertake any detailed analysis of the results from the various events and data collection methods employed. The evidence contained within this report will contribute to the Council's evidence base, and provide data primarily for the preparation of the Core Strategy and other development plan documents to be prepared as part of the LDF, but this information will also be used to inform the Community Strategy and other Council publications as appropriate. In addition the 'raw' data may be used by the Council's partners in developing their own plans and strategies.

Sustainable Communities

- 1.11 What makes a community sustainable? This is a key question that the City Council wishes to explore as part of its LDF and Community Strategy. To do this there is a need to break down the various elements that make up a sustainable community into parts that can be understood by local communities and applied at a local level.
- 1.12 UK Government (DFRA) Securing the Future – UK Government sustainable development strategy (2005) sets out eight requirements (see below) of what makes a sustainable community whilst recognising that sustainable communities are diverse, reflecting their local circumstances.
- 1.13 There is no standard template, but they should embody the principles of sustainable development, by:-
- balancing and integrating the social, economic and environmental components of their community
 - meeting the needs of existing and future generations
 - respecting the needs of other communities in the wider region or internationally also to make their communities sustainable.
- 1.14 And be:-
- ACTIVE, INCLUSIVE AND SAFE – fair, tolerant and cohesive with a strong local culture and other shared community activities

- WELL RUN – with effective and inclusive participation, representation and leadership
 - ENVIRONMENTALLY SENSITIVE – providing places for people to live that are considerate of the environment
 - WELL DESIGNED AND BUILT – featuring a quality built and natural environment
 - WELL CONNECTED – with good transport services and communication linking people to jobs, schools, health and other services
 - THRIVING – with a flourishing and diverse local economy
 - WELL SERVED – with public, private, community and voluntary services that are appropriate to people's needs and accessible to all
 - FAIR FOR EVERYONE – including those in other communities, now and in the future
- 1.15 Winchester City Council has taken these definitions and simplified them to apply to the Winchester District :-
- ACTIVE, INCLUSIVE AND SAFE, WELL RUN AND FAIR FOR EVERYONE ... (is your area fair, tolerant with a sense of community identity, does it allow participation and representation and consider the needs of future generations in current decisions and actions)
 - WELL DESIGNED, BUILT AND THRIVING ... (is your area well designed with a sense of place, with access to homes, jobs, open space)
 - ACCESSIBLE WITH GOOD SERVICES ... (are there transport services to link people to jobs, schools, shops and services, are services available to all?)
 - ENVIRONMENTALLY SENSITIVE ... (does your area provide places to live, work and play that are considerate of the environment?)
- 1.16 Through this, the City Council has created its own definition of a sustainable community to be :-

“Great places to live, work and do business, but also take care of the environment and leave a good legacy for future generations”

Winchester District Statement of Community Involvement (SCI)

- 1.17 The City Council considers that it is important for local people and organisations to be able to influence and play a part in the future of the places where they live and work. The SCI was adopted in January 2007 and sets out what methods will be used and how the involvement of others including those groups in the community that are often left out, will be taken into account in preparing the plans and strategies for the future.
- 1.18 This frontloading campaign falls within the pre-production stage or stage 1 of development plan document preparation (page 19/20 of the SCI) – giving the community and other interested parties a chance to get involved in Plan-

making from the beginning of the process. The SCI recognises that this stage will focus on community involvement, particularly identifying issues and concerns.

- 1.19 PPS 12 requires development plan documents to be judged for 'soundness' and includes nine tests that must be satisfied if a document is to be determined as sound. These tests are divided into three categories i) compliance, ii) procedural, and iii) contextual.
- 1.20 Test ii of the procedural tests states that "The DPD has been prepared in compliance with the Statement of Community Involvement (SCI), or with the minimum requirements set out in the regulations where no SCI exists." This report therefore sets out the various techniques and mechanisms used to involve the community and other interested parties at this early stage in the preparation of the Core Strategy, as identified in the Councils adopted SCI.

The 'frontloading' campaign - Live for the Future

Promotion

- 2.1 Winchester City Council is keen to promote the creation and maintenance of sustainable communities and through its Community Strategy identifies some important changes which need to happen over the next 20 years to help communities become more sustainable. The LDF is one of a number of key implementation tools for the community strategy and to ensure that the outcomes of the LDF reflect the aspirations of the people who live and work in Winchester a campaign was launched in February 2007 under the heading of 'Live for the Future'.
- 2.2 The prime purpose of the campaign was to raise awareness, stimulate queries and promote attendance at the community events, which aimed to get the views of local residents, to explore what the concept of what a sustainable community meant to them and more importantly what they liked about where they lived now and what they felt needed to change over the next 20 years.

Crib Sheet for Councillors

- 2.3 To assist City and Parish Councillors to become familiar with and understand the purpose and key messages of the campaign a 'crib sheet' was circulated to all councillors in January, along with the dates/venues of the community events. This information was also sent to County Councillors covering the District and the local MP.

Press and campaign Launch

Photo 1



- 2.4 The campaign was officially launched the week of 5th February with a large promotional banner announcing “Live for the Future....find out how”, erected across the High Street in Winchester. At the same time, a press release (Appendix 1) was issued and used by the local media with a feature on the WIN FM breakfast show and a promotional article within the Hampshire Chronicle (Appendix 2). In addition, during this 'launch' week city council staff handed out fliers in Winchester city centre promoting the campaign and advertising the community events.
- 2.5 The press release explained the purpose of the campaign - to help communities become more sustainable and set out how local people and interested organisations could become involved by either attending one of the community events or completing a questionnaire either on-line or as a paper version (Appendix 3). In addition, those wishing to be kept up-to-date with the LDF process could also sign up for an e-bulletin, by registering on the website.

Poster and Fliers

- 2.6 Posters and fliers (Appendix 4) were placed in a range of locations across the district timed to coincide with the local event in that area. Fliers were also issued to local groups and parish councils who offered to assist with the promotion of the campaign.

Banners at travelling road shows

- 2.7 Other Winchester City Council events around the district such as the recycling road shows and a tourism event (see photo below) were also used to promote and raise awareness of the Live for the Future Campaign and community events using a set of three smaller promotional banners.

Photo 2



Website

- 2.8 The Council's website ran the Live for the Future campaign as the lead item for a week promoting the community events, the questionnaire and e-bulletin. To date over 130 local people and organisations have signed up to receive the e-bulletin.

Audiences

Community Events

- 2.9 In addition to all the open promotion, over 300 invitations were sent out to local groups and organisations including Parish Councils, inviting them to specific events.

Stakeholder Event

- 2.10 For the stakeholder 'visioning' event on 22nd March, 117 invitations were sent out to a wide range of stakeholders - both statutory and non-statutory consultees including members from the Local Strategic Partnership. The purpose of this event was to gain the views of a professional and technical audience on their understanding of the issues, constraints and opportunities in the Winchester district that needed to be addressed through the LDF.

Black Minority and Ethnic Community

- 2.11 The Black Minority and Ethnic community within the district was invited to both the community and stakeholder events, using the groups identified by the Winchester Black Minority Ethnic Engagement Project carried out in 2006. This project was sponsored by the Winchester District Strategic Partnership to identify and make contact with black and minority ethnic (BME) communities and individuals living and working in the district.

Young Persons events

- 2.12 A multi-purpose young persons event was held on 18th April in conjunction with Hampshire County Council Children's and Young Peoples Partnership, at the West Downs Campus under the heading of Young People Living for the Future.
- 2.13 Invitations were sent to the high schools within and adjoining the district, and a specific workshop at this event explored the concept of sustainable communities with 11-16 year olds. In addition, a group of children aged 8-9 in a local primary school also completed the same workshop exercises to give a broader young persons view.

Methodology and Initial Results

- 3.1 The following sections of this report detail the data collection techniques and mechanisms used across the campaign to gain a variety of views, aspirations and concerns of the people who live and work within the District. The full results are set out in the appendices whilst summary information has been included in this section to give a flavour of the matters being raised.
- 3.2 No attempt has been made at this stage to analysis in detail all these results, this will be undertaken through the preparation of the Core Strategy Issues and Options Report.

Community Events

- 3.3 A series of 9 community events were held in the following locations :-

Date	Venue
Tues 13 Feb	Wickham Community Centre, Mill Lane, Wickham
Weds 21 Feb	All Saints Church Hall, Hambledon Road, Denmead
Tues 27 Feb	The Lionel Tubbs Hall, Kings Worthy Community Centre, Fraser Road, Kings Worthy, Winchester
Weds 28 Feb	The Meadowside Centre, Whiteley Way, Whiteley
Thurs 01 Mar	Weeke Community Centre, Taplings Road, Weeke, Winchester
Fri 02 Mar	Priory Park Clubhouse, Elizabeth Way, Bishops Waltham
Tues 06 Mar	Otterbourne Village Hall
Weds 07 Mar	Perins School, Alresford
Thurs 08 Mar	Winchester Family Church, Stanmore Lane, Winchester

- 3.4 Each event was held during a weekday evening commencing at 7/7.30 pm for a period of two hours. The above locations were chosen to provide a good coverage of the whole of the district, due to the size of the urban area of Winchester two events were held to enable a range of organisations and local people to attend.
- 3.5 The invitations that were issued inviting local organisations and community groups to a specific community event targeting their area, also stressed that

alternatives dates and venues were available if potential participants could not attend the venue nearest to them.

- 3.6 The events were staffed by officers from Winchester City Council and volunteers from Winchester Area Community Action (WACA) and staff from neighbouring local authorities who were members of the local facilitators network.
- 3.7 On arrival participants were requested to sign in and to provide contact details if they wished to be kept informed of the LDF process. They were then requested to complete a demographics chart by ticking a series of boxes covering questions such as age and ethnicity. In addition each participant was given a set of sticky dots colour coded according to where they lived (for use in exercise 1).
- 3.8 The table at Appendix 5 sets out the levels of attendance at each event together with the results of the age/ethnic survey.
- 3.9 Each event was run on the same basis and commenced with a welcome by a Winchester City Councillor (if available) followed by a short introductory presentation by City Council officers, explaining the purpose of the evening, the legislative obligations for the process including the need to take into account planning advice and guidance at both the national and regional level. The presentation also gave an introduction and some background information as to the concept of sustainable communities.
- 3.10 Two exercises were undertaken during the evening the first explored participants travel patterns when shopping for a range of goods and services and the second was expressed to investigate what participants liked about their local community and what they felt needed to change when compared to a series of headings looking at the components of a sustainable community. The second exercise was undertaken in smaller groups with 1-2 facilitators per group.

Photo 3



- 3.11 The events concluded with officers explaining that the information gathered will contribute to the development of an issues and options report for the Core Strategy that will be available for comment later in 2007. Finally participants leaving were requested to complete a feedback sheet as to how they felt the evening was run and would they attend a similar event in the future. The results of this feedback are set out at Appendix 6.

Community Event Exercise 1

- 3.12 Exercise 1 looked at travel patterns when shopping for a range of goods and services, and where people spent most of their time. A series of 9 maps covering the local area and the district were set up around the venue each covering one of the following questions:-
- Qu 1. Where do you go for every day/top up shop?
 - Qu 2. Where do you do your weekly/monthly food shop?
 - Qu 3. Where would you go to buy bulky goods and/or CD's/books?
 - Qu 4. Where do you go for financial/banking services?
 - Qu 5. Where would you go to buy clothes/shoes?
 - Qu 6. Where do you go for health and related services?
 - Qu 7. Where do you work/go to college/spend your day?
 - Qu 8. Where do you go for your evening/social activities?
 - Qu 9. Where would you prefer to go to access these goods and services?
- 3.13 The purpose of this exercise was to let participants demonstrate how far they travelled to access certain goods and services by asking some simple straight forward questions about behaviour. Each participant was requested to place one of their dots at the place that they undertook a particular activity. Facilitators were available to ensure participants only nominated one place per map and clarified the aim of the exercise was to get a general indication of behaviour. In all cases an 'internet' option was available as well as the opportunity to nominate places beyond the Winchester District boundary.
- 3.14 This information provides a useful insight into how settlements function and are used by the local community, including how far people are willing or have to travel to access certain goods. This data will contribute to the consideration of the spatial development strategy for the district. The results of this exercise at each of the 9 events are set out in full within Appendix 7.
- 3.15 Table 1 summarises the total number and percentage of people participating in the exercise and how far they travel to access different facilities/vices.

Table 1

	Qu1	Qu1	Qu 2	Qu 2	Qu 3	Qu 3	Qu 4	Qu 4	Qu5	Qu5
	Number	%	Number	%	Number	%	Number	%	Number	%
Within Parish	85	66	46	24	18	11	56	35	23	14
Neighbouring Parish	21	16	37	19	3	2	14	9	8	5
Further within District	7	5	34	18	15	9	16	10	21	13
Outside District	15	12	66	35	80	50	33	21	110	65
Internet	0	0	7	4	43	27	41	26	6	4
Sum	128	100	190	100	159	100	160	100	168	100

	Qu6	Qu6	Qu7	Qu7	Qu8	Qu8	Qu9	Qu9
	Number	%	Number	%	Number	%	Number	%
Within Parish	101	62	87	56	71	43	76	58
Neighbouring Parish	30	18	10	6	23	14	23	17
Further within District	19	12	14	9	22	13	15	11
Outside District	14	9	44	28	47	29	16	12
Internet	0	0	0	0	1	1	2	2
Sum	164	100	155	100	164	100	132	100

3.16 Figure 1 and Figure 2 show the general patterns of travel within the district. The graphs on the map indicate the total number of participants travelling to that parish to access a facility or service. The graphs below the maps show the distances travelled to access these facilities.

3.17 A brief analysis of the results suggests the following:-

3.18 Larger settlements play an important part in providing a range of facilities and services, however, parishes are also an important resource for everyday goods. While Winchester City is an important source for all facilities and services, the larger settlements such as New Alresford, Bishops Waltham, Wickham and Whitely are important for providing everyday/top up shop facilities and also play an important role in providing health and related services. The pattern of where people go for the majority of their daytime and evening activities is much more scattered.

3.19 Participants predominantly travel within their own parish for everyday/top up shops. However, a high percentage of participants tend to travel outside the district for weekly/monthly shopping, clothes and shoes and larger bulky goods than for health and related services. A lot of participants also spend their evening and daytimes outside the district, rather than in any neighbouring parish, or further within the district.

Figure 1. A) Map shows where participants go to access different services based on questions 1,2,3 and 5 in the key. B) graph shows the percentage of participants travelling within/outside the District to access these goods/services.

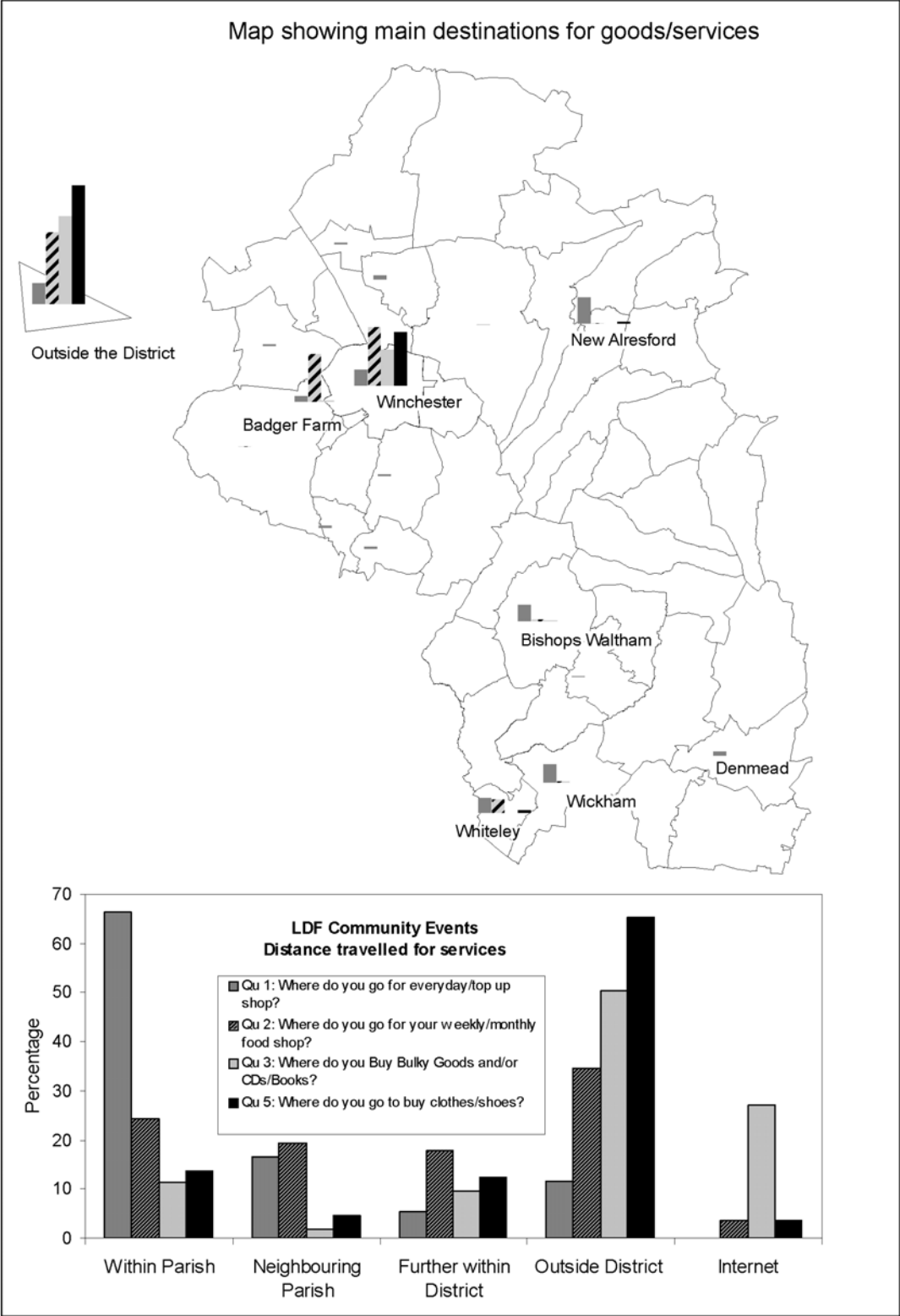


Figure 2. A) Map shows where participants go to access different services based on questions 4, 6,7 and 8 in the key. B) graph shows the percentage of participants travelling within/outside the District to access these goods/services.

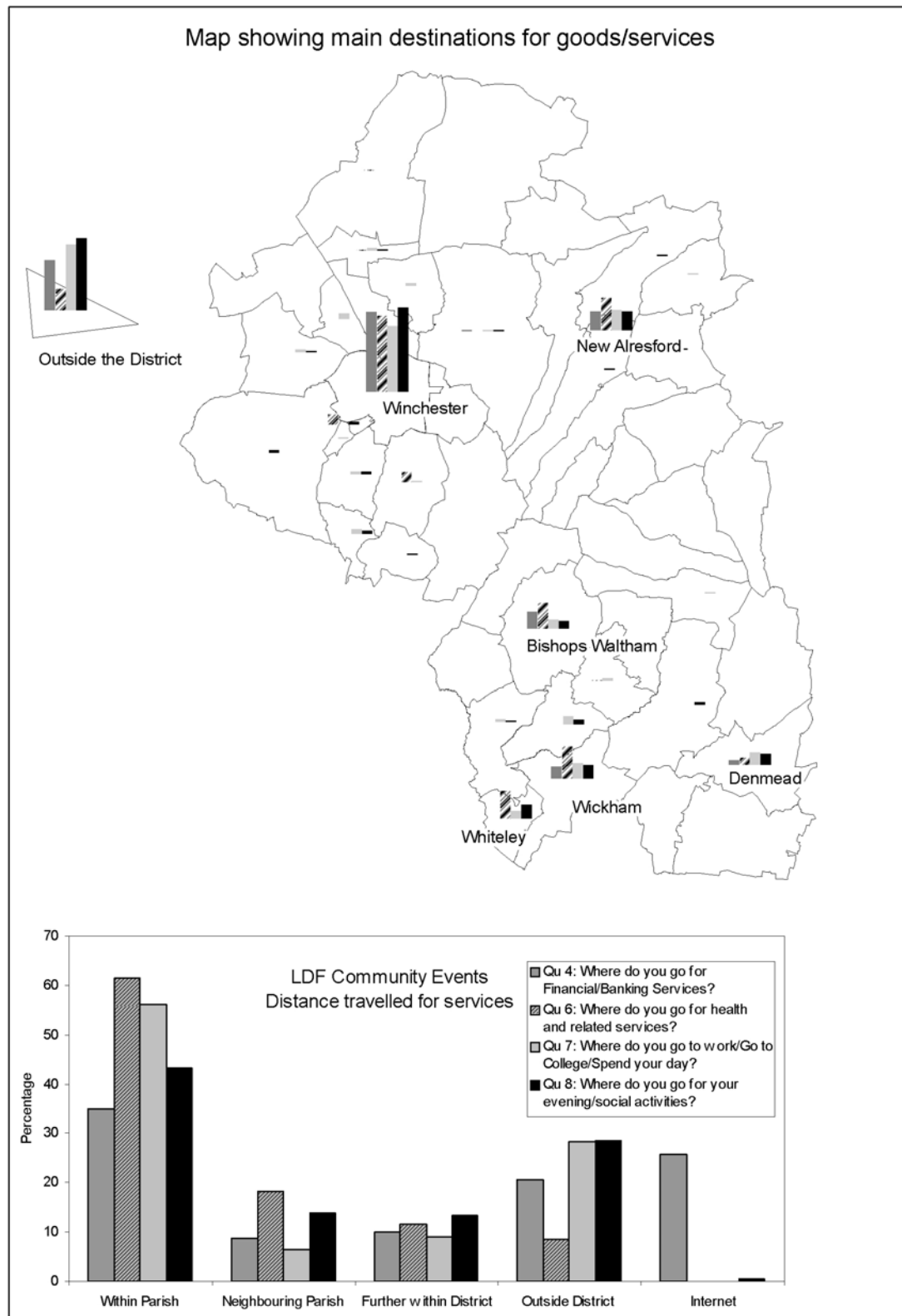
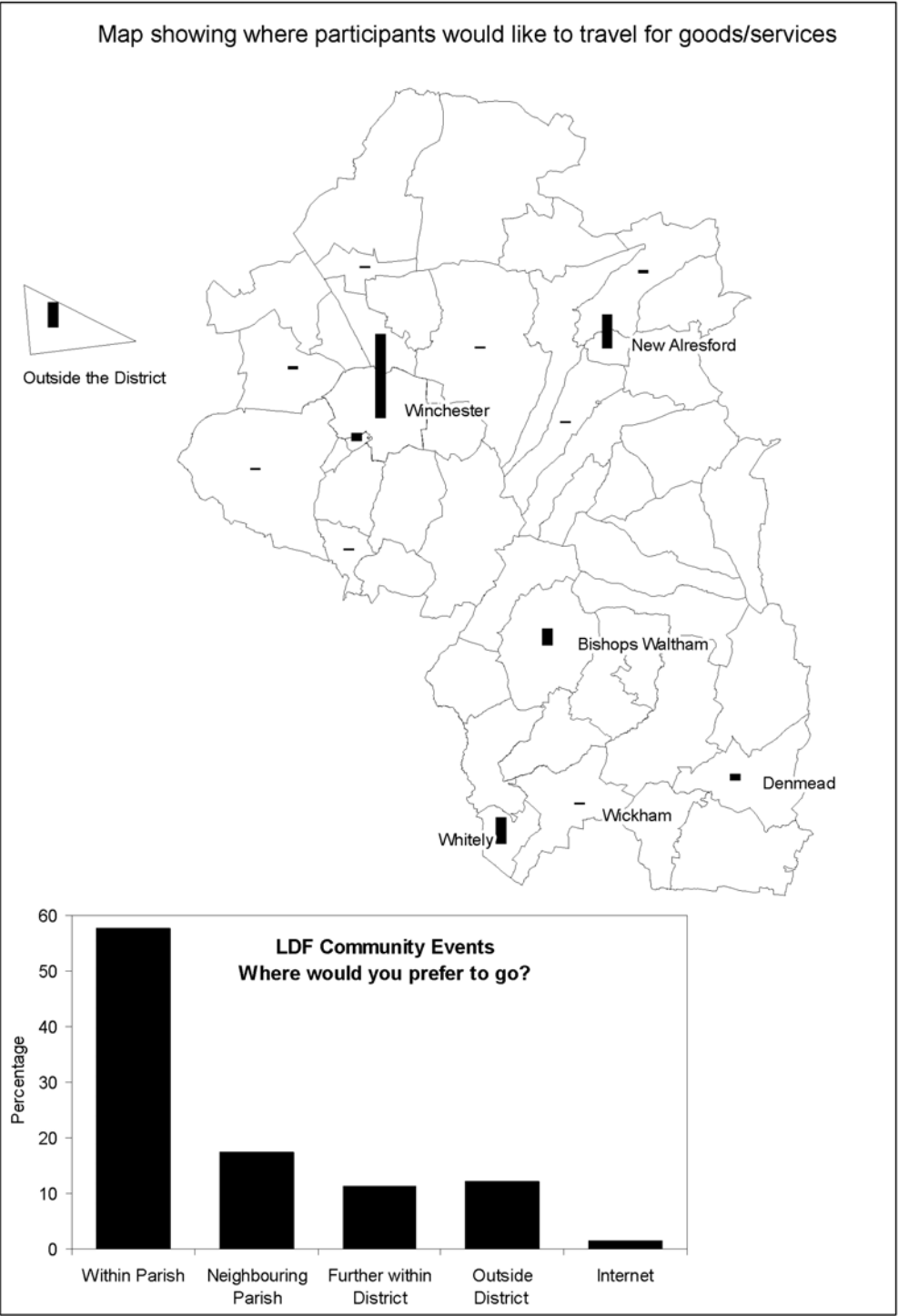


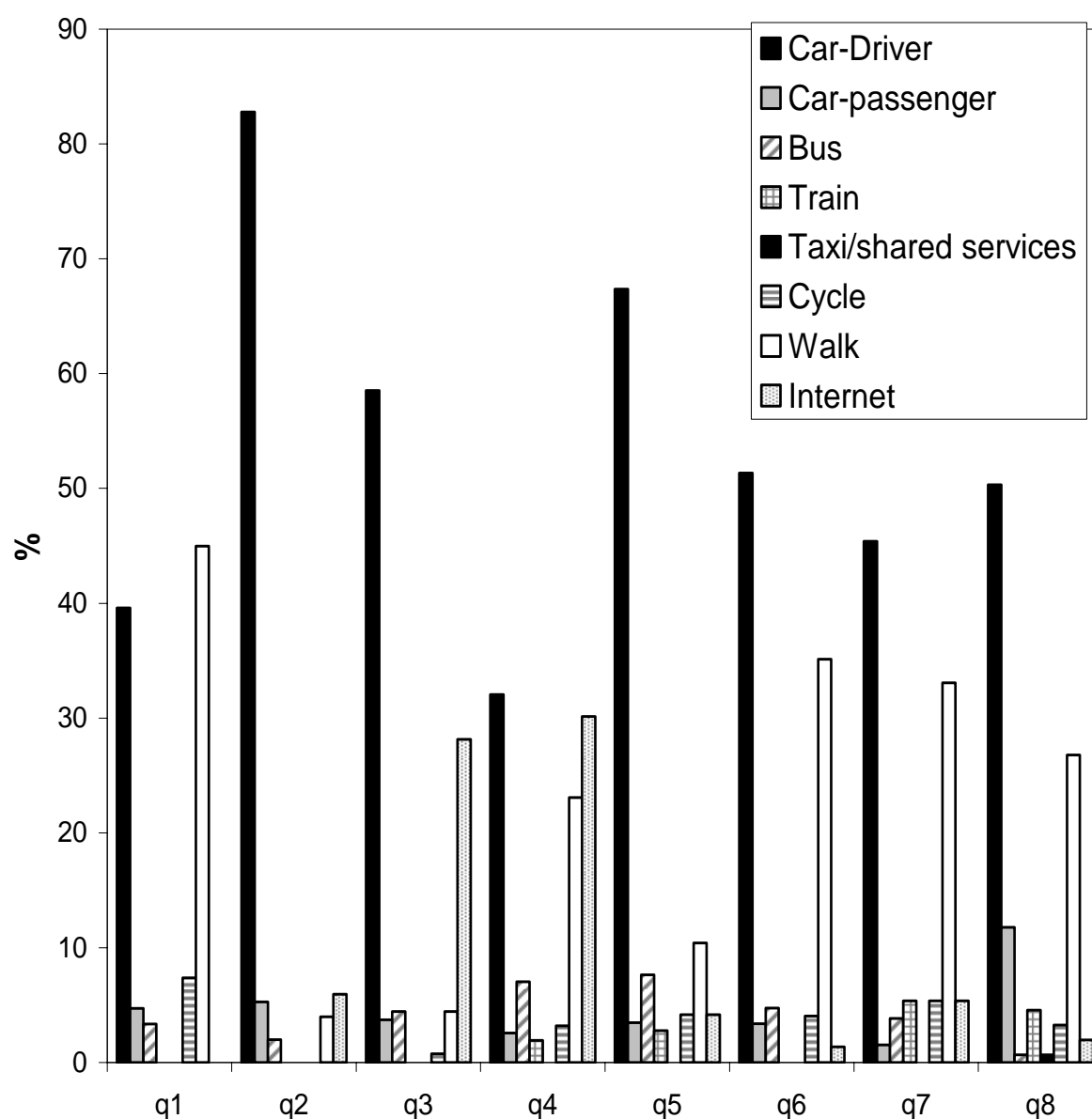
Figure 3. Map showing the number of participants who would like to travel to a parish to access facilities and services and graph indicating the distance they would need to travel by percentage of participants.



3.20 Figure 3 shows the destinations where participants would like to travel to, to access the facilities and services highlighted in the questions. The graph demonstrates that a high proportion of participants if they were given the choice and the service was provided locally would use that facility.

- 3.21 Finally this exercise concluded with participants placing dots in boxes relating to how they travelled to/ accessed the various goods and services on the previous maps. The results of the travel exercise at each of the 9 events are set out in full within Appendix 8.
- 3.22 **Figure 4** below summaries how participants predominately travel to the various goods and services listed in para. 3.12.
- 3.23 The chart shows that use the car is the main mode of transport for many of the activities listed. Driving a car was particularly high for buying heavy and bulky goods (for example their weekly or monthly shop). Walking is also a popular means of travel, especially for lighter shopping and accessing services and activities near to their home. The internet had a high response rate for accessing bank and financial services and for buying bulky goods and CDs. Little use was made of public transport services.

Figure 4 Methods of travel to services & activities



Community Event Exercise 2

- 3.24 What makes a community sustainable? This is a key question that the City Council wishes to explore as part of its LDF and Community Strategy.
- 3.25 The following four key themes have been adapted from the government guidance on sustainable communities. These were then used with a series of 'prompt' questions to allow participants to debate and agree what they liked about their area and what they felt needed to change looking ahead 20 years:-
- Active, inclusive and safe, well run and fair for everyone
 - Well designed, built and thriving
 - Accessible with good services
 - Environmentally sensitive

Section 1 : Active, inclusive and safe, well run and fair for everyone...

- Is there a sense of community identity? Does everyone mix and participate?
- Is there a range of facilities available for everyone?
- Does your area consider the needs of future generations when making decisions and taking actions?

Section 2 : Well designed, built and thriving...

- Is there a range of housing which is accessible and affordable?
- What opportunities are there to encourage economic prosperity?
- What do you enjoy about where you live?

Section 3 : Accessible with good services...

- Is there good access to: jobs; shops; health and related services?

Section 4 : Environmentally Sensitive...

- Do you consider that new development is designed to minimise its impact on the environment (climate change, energy efficiency etc)?
- Do you have good access to the countryside and green spaces?
- Are there many sites for wildlife in your area?

- 3.26 The use of the 'prompt' questions whilst not restricting the debate guided the discussion to ensure that all the workshop groups at a particular event had the opportunity to contribute to all the themes being explored. Each debate was recorded by the facilitators on flip charts following the same format:-

What is the situation like now?	What needs to change?
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- 3.27 This method whilst highlighting a number of local issues beyond the scope of the LDF also allows for comparisons between the various parts of the district where common observations and concerns can be extrapolated. It also looks beyond the traditional topics (i.e. housing, employment, transport) that have in the past been used to gain the views of local communities. It raises awareness of the overall concept of the creation and maintenance of sustainable communities being a key consideration of the Council, and starts to link and consolidate the LDF and Community Strategy processes and desired outcomes. The results of this exercise at each of the 9 events are set out at Appendix 9 in full.
- 3.28 This information will provide valuable data when determining the spatial portrait and subsequent spatial development strategy for the district. Despite the range of locations for these community events a number of common themes have been expressed by the participants for example :-

Section 1	Active, inclusive and safe, well run and fair for everyone...
a	Within the rural areas there is a general consensus that there is a strong sense of community identity, whilst there is an acknowledgement that only certain sectors of the population participate – typically the same groups and organisations for all purposes. In Winchester participants commented on there being lots of little communities and less integration.
b	All participants valued access to community/village halls and observations were made as to the presence of specific facilities – some aimed more at the older population whilst others were targeted at the young.
c	There was an overwhelming consensus recognising the need for more affordable, accessible housing so as to retain families and young people within the various communities and settlements.

Section 2	Well designed built and thriving...
a	Most participants liked the fact that they had access to a range of facilities (both locally and further afield) and more importantly the countryside, and generally enjoyed living where they did, and were proud of their area.
b	Reiteration of the need for more affordable housing but not at the cost of high density inappropriate development – recognition of the need for traditional forms of housing whilst making use of new technologies particularly in terms of being more energy efficient.
c	At a number of the events there was an acknowledgement that whilst jobs may be available people could not afford to live in the same area and had to commute. There was also a recognition that the nature of employment was changing through home working etc, and in some areas there was demand for small business units. In Winchester it was acknowledged there was a lack of ‘high quality’ jobs and opportunities for local enterprise, but there were many jobs in the retail and service sector.
d	The need for facilities (including access) to be provided at the time of development and change was a concern raised by a number of participants.

Section 3	Accessible with good services...
a	A number of the larger rural settlements acknowledged and enjoyed the fact that they were fairly self-sufficient with a range of facilities and services – shops, schools, but were poorly provided for in terms of health services, many doctors/dentists closing or amalgamating. All commented that it was essential to have a car to access more specialised facilities.
b	Many comments were made on the lack of public transport services or if there was a service that it was expensive and infrequent.
c	Both the rural areas and Winchester made comments relating to cycling and walking primarily relating to the lack of safe routes and the need for routes to link places.
d	The issue of car parking was raised in Winchester with contradictory comments – some suggesting the need for more parking spaces and others for less.

Section 4	Environmentally Sensitive...
a	There was a general consensus from all participants that they had reasonable access to the countryside and open space – many commenting on the richness of the wildlife. Within some settlements participants commented on the need for play space/open space to be better maintained.
b	Within the rural areas and Winchester participants commented on the need for more sensitive development both in scale and appearance.
c	There was a consensus for all new development to be more energy efficient.

Stakeholder Event

- 3.29 This event was held in Winchester Guildhall on 22nd March 2007, and followed a slightly different format to the community events due to the nature of the participants representing professional and technical organisations that will be informally and formally consulted throughout the LDF process. To assist council officers with facilitation, this event was lead by Enfusion the company employed by the City Council to undertake its sustainability appraisal/strategic environmental assessment, as they have experience in undertaking visioning type exercises with a range of audiences.
- 3.30 A total of 38 professionals from both within and outside the Council participated in the event (a list of participants is set out at Appendix 10). As per the community events the format used followed a workshop style, following a welcome by the Council's Chief Executive and then a presentation by the Head of Strategic Planning to explain the purpose of the event and the need to explore the potential spatial options available.
- 3.31 After signing in on arrival, participants were given 3 'post its' and requested to write down the three most important issues from their professional/technical perspective that they thought the City Council needed to deal with through its LDF. These were then placed on boards under the general themes of movement, economy, workplace and technology, society, education and living and environment. During a break participants were then requested to 'vote' for those issues that they thought were the most important, the results of this are set out in full at Appendix 11.
- 3.32 Key issues for Sustainable development for the District were:
- Ensuring adequate facilities and services to support population growth;
 - climate change/renewable energy/reducing car dependency;
 - affordable housing;
 - and retaining Winchester's heritage and landscaped setting.

- 3.33 Two further exercises were undertaken in smaller workshop groups of between 8-13 participants, lead by facilitators from the City Council or Enfusion.

Photo 4



Stakeholder Event Exercise 1

- 3.34 Futuring & Drivers for Change – the aim of this exercise was to try and identify what are the drivers for change in the Winchester District area over the next 10-20 years, and how will they affect the different areas of the district in terms of the city, the market towns, and the rural areas. More explicitly what are these drivers going to be, for example climate change and energy, transport, etc. and what impact will these have on spatial planning in the Winchester district – what opportunities will there be, what should the council's priorities be. And finally what is the vision for the District over the next 10-20 years?

When it came to imagining the future....

- 3.35 People expressed concern with how Winchester will cope with additional growth without losing it's environmental quality and distinctiveness.
- 3.36 They felt that people's aspirations will change because of climate change; that we may adopt less demanding lifestyles in the long term and travel less (although some participants were concerned that mobility and traffic/ congestion would increase). Home working will become a more popular option & on-line shopping and deliveries will increase.
- 3.37 There will be more of a role for local agriculture, with an increased demand for local produce, speciality produce and organic farming. We will look at the countryside and value it differently, as a multi-use environment (e.g. farming, green infrastructure, habitat..) . Green infrastructure and the preservation of green wedges and networks will be important.
- 3.38 The full results of this are set out at Appendix 11.

Stakeholder Event Exercise 2

3.39 Four Potential Scenarios for Spatial Planning were explored and participants had the opportunity to contribute to each of the following:-

A Concentration of Development within Defined Settlements

B Dispersal of development

C New Settlement

D Release of Major Development Area

3.40 Under each scenario a series of matters were explored and key questions debated including - How & Where will we live? What kind of households? How & Where will we play? Study/learn? Shop? How will we relax? How and where will we access air and nature? How will we move – cars, trains, buses, walking, or bikes?

3.41 The purpose of this type of exercise was to get the participants to raise issues from their professional point of view as to matters that would need to be addressed through the LDF but also to raise awareness of the whole sustainable communities debate and to get interaction between participants as to a best case scenario taking into account the views of others.

3.42 The outcome of this exercise is set out in full at Appendix 12 and is summarised below :-

3.43 Each of the options had a range of benefits and constraints, and there was however, no clear consensus on the best option.

3.44 **Option 1 (concentration within existing settlements)** may improve existing infrastructure, but concerns re: environmental quality/heritage and increased traffic/congestion in Winchester. Also concerns that growth in the southern settlements may benefit Portsmouth and Southampton, and not Winchester District (particularly in relation to affordable housing).

3.45 **Option 2 (dispersal by expanding existing settlements)** could improve facilities and services, however sites would be smaller, and may not help achieve the critical mass required to meet overall affordable housing needs and infrastructure requirements. However, it may have a positive impact on existing facilities through making them more viable. The option is likely to increase car travel.

3.46 **Option 3 (new settlements)** would better enable housing affordability (overall), but less likely to meet need in locations where it is required (e.g. Winchester, rural villages). This option has benefits in terms of creating a critical mass for transport infrastructure (e.g. rail), renewable energy and sustainable design. However there are less benefits for existing communities, and less incentives to develop brownfield land first.

3.47 **Option 4 (Major Development Areas)** has similar benefits to option 3, but on a larger scale. There are opportunities for new infrastructure and creating sustainable travel patterns (e.g. through Green Travel Plans). Impacts dependent on location, but some were concerned that if development was at

Whiteley, then it may not benefit Winchester District. Concerns were expressed re: availability of water resources, and some felt this was a decision to be made at a regional planning level (i.e. should have been addressed in the RSS).

Young Persons Events

3.48 The City Council recognised the importance of capturing the views of young people as part of its frontloading campaign; consequently a special event was planned in conjunction with Hampshire County Council, entitled Young People Living for the Future. To maximise the contributions of this special audience the event focussed on three workshops:-

- Sustainable Communities
- Winchester District Play Strategy (dealing with all aspects of what young people want to do in their free time up to and including 16 yrs old)
- The Children and Young People's Plan for Winchester District

Photo 5



3.49 The event was held on 18th April at the University of Winchester's West Downs Campus. Over 40 children attended from Peter Symonds Sixth Form College, Perins High School Arlesford and The Westgate School, Kings School in Winchester. Students and staff attending were pleased to be able to contribute to some key projects, and the City Council issued a press release highlighting

the success of the event which resulted in a number of items in the local media (see Appendix 13)

- 3.50 In addition to this event targeted at 11- 16 year olds, officers were fortunate enough to be invited by Western Primary School in Browning Drive, Winchester to talk to their year 4 (8-9 year old) children who were about to study the pros and cons of a large development. This event followed an identical format to the high school event and raised some interesting findings about what children of this age group like and dislike. Both high school and primary aged children completed the same exercises, the methodologies and summary results are set out below.
- 3.51 In terms of the Live for the Future Campaign and exploring the concept of sustainable communities, the aim of involving young people was very much focussed on getting this audience to think longer term and primarily what would make them come back to live/work in the Winchester District when they grew up.
- 3.52 Following a short presentation by Council officers the students were set to work with 'post-its' and coloured dots. Student feedback from this event is set out at Appendix 14, with many of the students found the event worthwhile attending and would wish to attend a similar event in the future.

Young Persons Event Exercise 1

- 3.53 Each student was requested to first identify all the positive things they liked about where they lived and the environment they were familiar with – these were then placed on a board marked 'likes'. The students were then asked to think into the future and suggest things that would need to change to make their area a better more sustainable place – these contributions were placed on a board marked 'dislikes'. The full lists of these likes and dislikes are set out at Appendix 15 (Young Persons Event) and Appendix 16 (Primary School Event). However, there are a number of common themes being raised which are summarised below :-

Common Likes	Common Dislikes
Winchester is the right size	Buses too expensive
Places are friendly	Increase in anti-social behaviour
Can access facilities by bus or walking	Lack of more specialist facilities for young people
Being near to shops, sports facilities	Traffic – congestion and pollution
Being near to countryside and open space – lots of parks	
Feeling safe and knowing people locally	

Young Persons Event Exercise 2

3.54 This exercise was entitled 'thinking about the future' and the students were given examples of some key matters to think about :-

- What sort of place/area would you like to live in?
- What type of house would you want to live in? Could you afford it?
- What do you think needs to change in the future?
- Do you want to work near to where you live?
- Will you have a car for all your journeys?
- What type of job/occupation will you have?
- Where will you go shopping or will all purchases be made using the internet?
- Where will you go for your social activities?
- What will your children do in their spare time? Where will they go to school?
- What do you think will be important to you in the future?
- Do you think you will wish to live in Winchester when you grow up?

3.55 A series of question boards were placed around the room, each with a set of options that the students had to vote for. The voting system used employed a 'traffic light' method whereby each student had a series of green, yellow and red dots and were requested to vote for the options according to the following code :-

Green = MOST IMPORTANT

Yellow = QUITE IMPORTANT

Red = LEAST IMPORTANT

3.56 In addition each question board had a suggestion box; these together with the full results of this exercise are set out at Appendix 17.

3.57 This exercise has revealed some interesting answers:-

3.58 Where you will work? – the most favoured options were - locations close to home that were accessible on foot or by bus, or in a town near to home but too far to walk to. Commuting out of the area was considered the least important.

3.59 Where you will live in the future? – being near to family was the most favoured option there was no conclusive answer in terms of general location expressed under the other options.

- 3.60 How you will live in the future? – this revealed some strong aspirations to be home owners either of a small or large property, there was some interest in living in a property that you could also work from. Renting a property and building your own home was the least favoured option.
- 3.61 How will you travel to get to places in the future? – walking and cycling were voted the most favourite followed by driving a car or using the bus/train.
- 3.62 What type of place do you want to live in? – the most favoured options were where there is little crime and anti social behaviour and where you feel safe in a friendly place. This audience did not consider the option 'where people have priority over cars and lorries' to be important.
- 3.63 What type of environment do you want to live in? – there was no strong most or least favourite option under this category.
- 3.64 How will you spend your free time? - being with friends and family was considered the most important followed by participating in sport or recreation.
- 3.65 What facilities do you think will be important to you in the future? – job opportunities followed by access to health facilities then facilities with learning opportunities were considered the most important. Banks and financial services were considered the least important.
- 3.66 How should we build in the future? – the two options under this category with the most almost equal votes were 'use land within the towns and villages before building on farm land' and 'build using renewable energy and recycled materials', these options were closely followed by 'replace existing buildings before building new ones'. The 'encourage traditional styles' option was considered the least important.

Questionnaire

- 4.1 The key purpose of the questionnaire is that it was available at the commencement of the front loading programme and people could complete it either on line or via a paper version up until 30th March. This tool gave those residents/interested individuals who could not attend one of the community events an opportunity to contribute to this key project.
- 4.2 The questions were structured around four key elements of sustainable communities:-
- health, wellbeing and safe communities
 - economic prosperity
 - high quality environment
 - inclusive society
- 4.3 The questions covered a range of matters, exploring issues that may be of concern to local people. Respondents were requested to rank each statement in order of preference with 7 being the most important and 1 the least, for both how they considered the specific statement in relation a) to their local area and b) the Winchester district.
- 4.4 91 questionnaires were submitted on-line and 65 paper versions were received within the specified period.
- 4.5 The full results of the questionnaire are set out at Appendix 18. In summary the results for the Winchester District reveal the following statements to be the most/least important:-

Category	Most Important	Least important
Health, wellbeing and safe communities	Transport services are available	New developments are designed to minimise opportunities for crime
Economic prosperity	Public transport should be improved to reduce congestion	A wide range of training opportunities exist for those who need them
High quality environment	Existing natural habitats are protected and enhanced and new ones created	Sufficient off road car parking spaces should be available
Inclusive society	The development of community centres, schools and health services should match the planned growth in housing	New housing should offer a choice of size and types of homes

- 4.6 In addition to this questionnaire the City Council had carried out a citizen's panel questionnaire in October 2006 in preparation for the frontloading campaign and to gauge general opinion as to issues that may be of concern. The questionnaire was set out in three broad areas – housing, transport and the economy and the environment, participants were requested to nominate what they thought should be the Council's priorities for the planning of the future development of the District up to 2026.
- 4.7 The October 2006 Citizens' Panel was the 12th time the panel had been used to canvas the views of the people of Winchester. The panel is made up of a representative population sample of the district. Topics covered in this questionnaire included Winchester Museums, Environmental Health Issues, Private Sector Housing, Planning Winchester's future, Winchester's early evening economy and aspects of the Council's financial reporting. A total of 1,553 questionnaires were dispatched and 838 returned; a response rate of 54%.
- 4.8 The results of that part of the panel survey relating to 'Planning Winchester's Future' are set out at Appendix 19. The following lists the top six priorities that were recorded as 'very important' by the Panel:-

Priority 1	Retain existing trees and encourage the planting of more
Priority 2	To encourage and support the provision of good public transport to link urban and rural centres
Priority 3	Promote use of renewable energy, energy saving mechanisms and recycling to reduce the impact of climate change
Priority 4	To plan new development and service provision at the same time
Priority 5	To ensure all new development has access by means other than the private car to facilities and services
Priority 6	To safeguard the countryside and the natural environment in the District by directing development mainly to existing built-up areas

Conclusions

- 5.1 The above demonstrates the results of a successful frontloading campaign using an extensive range of mechanisms and tools to engage with the community and stakeholders of the Winchester District. This has revealed some valuable information in terms of aspirations and concerns, that will be used to develop the Core Strategy and other development plan documents as appropriate.
- 5.2 It is acknowledged that these results have been gained from a relatively small sample of the Winchester population. However, it is considered that the range of techniques and audiences will provide a cross section of views, to give council officers and others a reliable indication of matters to be explored further through the preparation of the Core Strategy issues and options.
- 5.3 This information will also make a valuable contribution to the Council's wider evidence base to inform other plans and strategies being produced by the Council and its partners.

Next Steps

- 6.1 Having undertaken this valuable campaign it is important for the City Council to maintain momentum in terms of input of the community and other interested parties.
- 6.2 A key stage of the Core Strategy is the identification of issues and options.
- 6.3 As previously stated data collected through the frontloading campaign together with a range of information being collected through various technical studies being undertaken by the Council or consultants will be used to develop the issues and options.
- 6.4 The issues and options paper will be published for consultation during 2007 in accordance with the adopted SCI, the Local Development Scheme, PPS12 and the Town and Country Planning (Local Development) (England) Regulations 2004.
- 6.5 Following issues and options consultation the Council will be required to formulate a Core Strategy preferred option which will be subject of a further public consultation exercise. After this the Core Strategy will be formally submitted to be tested for soundness by the Planning Inspectorate on behalf of the Government.
- 6.6 For further information about the LDF visit www.winchester.gov.uk and sign up for the Live for the Future e-bulletin.

Appendices

Appendix 1: Campaign Promotion: Press Release

Appendix 2: Campaign Promotion: Hampshire Chronicle Promotional Article

Appendix 3: Campaign Promotion: Questionnaire Example

Appendix 4: Campaign Promotion: Posters and Fliers

Appendix 5: Community Events: Levels of Attendance and Ethnic Breakdown

Appendix 6: Community Events: Feedback

Appendix 7: Community Events: Exercise 1. Results: Facilities and Services

Appendix 8: Community Events: Exercise 1. Results: Travel

Appendix 9 Community Event: Exercise 2. Results

Appendix 10: Stakeholder Event: List of Participants

Appendix 11: Stakeholder Event: Issues, Futuring and Drivers for Change

Appendix 12: Stakeholder Event: Scenarios

Appendix 13: Young Persons Event: Press Release

Appendix 14: Young Persons Event: Student Feedback

Appendix 15: Young Persons Event: Exercise 1. Likes and Dislikes

Appendix 16: Primary School Event: Likes and Dislikes

Appendix 17: Young Persons Event: Exercise 2. Results

Appendix 18: LDF Community Engagement Questionnaire Summary of Results

Appendix 19: Results of Citizen's Panel Questionnaire (Oct 2006)