



<b>Meeting</b>	Cabinet Committee: Regeneration
<b>Date and Time</b>	Thursday, 9th March, 2023 at <b><u>2.00 pm.</u></b>
<b>Venue</b>	Walton Suite, Guildhall, Winchester (& a live stream video broadcast available via <a href="https://youtube.com/WinchesterCC">youtube.com/WinchesterCC</a> )

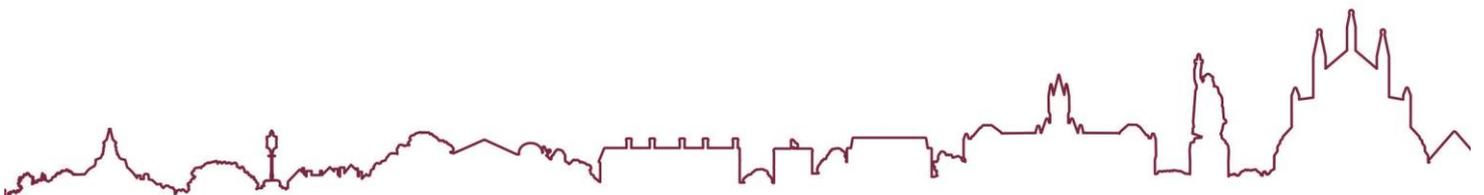
Note: This meeting is being held in person at the location specified above. Members of the public should note that a live video feed of the meeting will be available from the council's YouTube channel ( [youtube.com/WinchesterCC](https://youtube.com/WinchesterCC) ) during the meeting.

A limited number of seats will be made available at the above named location however attendance must be notified to the council at least 3 working days before the meeting. Please note that priority will be given to those wishing to attend and address the meeting over those wishing to attend and observe.

## AGENDA

### PROCEDURAL ITEMS

- 1. Apologies**  
To record the names of apologies given.
- 2. Disclosure of Interests**  
To receive any disclosure of interests from Members and Officers in matters to be discussed.  
*Note: Councillors are reminded of their obligations to declare disclosable pecuniary interests, personal and/or prejudicial interests in accordance with legislation and the Council's Code of Conduct.*
- 3. To note any request from Councillors to make representations on an agenda item.**  
*Note: Councillors wishing to speak about a particular agenda item are required to register with Democratic Services three clear working days before the meeting (contact: [democracy@winchester.gov.uk](mailto:democracy@winchester.gov.uk) or 01962 848 264). Councillors will normally be invited by the Chairperson to speak during the appropriate item (after the Cabinet Member's introduction and questions from other Cabinet Members).*



4. **Public Participation**

NB members of the public are required to register with Democratic Services three clear working days before the meeting (contact: [democracy@winchester.gov.uk](mailto:democracy@winchester.gov.uk) or 01962 848 264).

Members of the public and visiting councillors may speak at decision days on a specific item due for decision, provided they have registered to speak three working days in advance. Please contact Democratic Services by **4.30pm on Friday 3 March 2023** via [democracy@winchester.gov.uk](mailto:democracy@winchester.gov.uk) or (01962) 848 264 to register to speak and for further details.

**BUSINESS ITEMS**

5. **Minutes of the previous meeting held on 7 February 2023** (Pages 7 - 12)

6. **Chairperson's announcements**

7. Station Approach project - results of early engagement & fact finding (Pages 13 - 84)

**Key Decision** (CAB3399(R))

8. Kings Walk contract award (Pages 85 - 102)

**Key Decision** (CAB3400(R))

9. Friarsgate Medical Centre planning application (verbal update)

**Laura Taylor**  
**Chief Executive**

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1 March 2023

Agenda Contact: Nancy Graham, Senior Democratic Services Officer Email: [ngraham@winchester.gov.uk](mailto:ngraham@winchester.gov.uk) or phone 01962 848 235

*\*With the exception of exempt items, Agenda, reports and previous minutes are available on the Council's Website [www.winchester.gov.uk](http://www.winchester.gov.uk)*

## **CABINET COMMITTEE: REGENERATION – Membership 2022/23**

Leader and Cabinet Member for Asset Management (Chairperson) – Councillor Tod, Cabinet Member for Community & Housing (Councillor Ferguson), Cabinet Member for Climate Emergency (Councillor Learney) and Cabinet Member for Business & Culture (Councillor Thompson)

Non-voting invited councillors: Councillors Cunningham, Edwards, Godfrey and Westwood

In the event of any member of Cabinet not being available for a meeting of the Cabinet Committee another member of Cabinet may deputise where no conflict arises.

Quorum = 2 voting members

### **Terms Of Reference**

#### **Membership**

The Committee's membership will be the Leader and Cabinet Member for Asset Management (Chairman), plus 3 other Cabinet members.

In the event of any member of Cabinet not being available for a meeting of the Cabinet Committee another member of Cabinet may deputise where no conflict arises.

In addition, it is proposed that the 4 other members (2 from each political group) be invited to attend and offer views at meetings of the Committee.

#### **Delegated Matters**

1. To oversee the Regeneration projects of the Council and to ensure that the objectives established by Cabinet are met, and in particular:
  - (i) to exercise those financial management and procurement powers of Cabinet set out below in respect of the major regeneration projects;
  - (ii) to agree the Project Plan and monitor progress of the project against that Plan including key milestones;
  - (iii) to agree progression to the next stages of design as set out in the Project Plan;
  - (iv) to ensure effective actions are in place to address key risks;
  - (v) to consider and agree methods of consultation and engagement;
  - (vi) to consider and agree a communication strategy.
  - (vii) to approve, where applicable, the Outline, Strategic and Full Business Cases;

2. To exercise the powers of Cabinet under the Financial Procedure Rules in respect of each regeneration project.
3. To exercise the following powers of Cabinet under the Contract Procedure Rules in relation to the procurement of contracts for works, goods, software or services in connection with the Project:-
  - (i) approval of price/quality evaluation criteria;
  - (ii) approval of short-listing procedures, short-list selection and approved lists of contractors, including the authorisation of any departures from Contract Procedure Rules;
  - (iii) award of Contract.
4. To consider and approve the submission of any planning applications to the council as Local Planning Authority to take forward the Project.
5. To agree any land disposals (including, sales, leases and grants of easements) at best consideration or where the undervalue does not exceed £100,000, to take forward the Project.
6. To agree any land acquisitions (including acquisitions of freehold/leasehold land, and easements) to take the Project forward, within the budget allowed for the Project.

### Referred Matters

#### To advise Cabinet on:

7. Any proposals in which the limitations set out above in the Delegated Matters would be exceeded or where risks are considered needed to be raised with Cabinet.

#### To advise Cabinet and Council on:

8. Approval of a capital or revenue virement or supplementary capital or revenue estimate over £250,000.
9. Any other matter as considered appropriate by the Cabinet Committee

### **Public Participation at meetings**

Representations will be limited to a maximum of 3 minutes, subject to a maximum 15 minutes set aside for all questions and answers.

To reserve your place to speak, you are asked to **register with Democratic Services three clear working days prior to the meeting** – please see public participation agenda item below for further details. People will be invited to speak in the order that they have registered, subject to the maximum time period allowed for speaking not being exceeded. Public Participation is at the Chairperson's discretion.

### **Filming and Broadcast Notification**

This meeting will be recorded and broadcast live on the Council's website. The meeting may also be recorded and broadcast by the press and members of the public – please see the Access to Information Procedure Rules within the Council's Constitution for further information, which is available to view on the [Council's website](#). Please note that the video recording is subtitled, but you may have to enable your device to see them (advice on how to do this is on the meeting page).

### **Disabled Access**

Disabled access is normally available, but please phone Democratic Services on 01962 848 264 or email [democracy@winchester.gov.uk](mailto:democracy@winchester.gov.uk) to ensure that the necessary arrangements are in place.

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## **CABINET COMMITTEE: REGENERATION**

**Tuesday, 7 February 2023**

Attendance:

Councillors  
Tod (Chairperson)

Ferguson  
Learney  
Thompson

Edwards  
Westwood  
Horrill

### **Non-voting invited councillors**

Councillors Edwards and Westwood

### **Apologies for Absence:**

Councillors Cunningham and Godfrey

### **Deputy Members:**

Councillor Horrill (acting deputy non-voting invited councillor)

### **Other members in attendance:**

Councillors Read and Porter

[Video recording of this meeting](#)

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## 1. **APOLOGIES**

Apologies were received as noted above.

With the agreement of the Chairperson, Councillor Horrill was invited to take part in the meeting as a deputy for the Conservative group non-voting invited councillors.

## 2. **DISCLOSURE OF INTERESTS**

Councillor Tod declared a personal (but not prejudicial) interest in agenda items due to his role as a county councillor.

Councillor Learney declared a personal (but not prejudicial) interest due to her role as the Council's appointee on the St John's Winchester Charity as the organisation was mentioned during public participation contributions.

### 3. **PUBLIC PARTICIPATION**

Ian Tait and Richard Baker spoke during public participation and their comments are summarised briefly below.

#### Ian Tait

He expressed concern about the perceived lack of progress on the Central Winchester Regeneration (CWR) project since the previous “Silver Hill” project had been halted in 2015. He requested that the council consider redevelopment of the Friarsgate surgery area for a housing scheme in conjunction with St John’s Winchester Charity which was a neighbouring landowner. There were several planning applications and proposals coming forward for significant sites surrounding this area and he therefore believed there was a risk the council could lose control of the redevelopment unless a clear timeline was agreed.

#### Richard Baker (City of Winchester Trust)

He requested updates on current planning applications in the CWR surrounding area, namely the demolition of the Friarsgate surgery, the redevelopment of the RAOB building and 149-150 High Street. He also requested further information regarding the timetable for consultation on the final set of proposals to implement the Winchester Movement Strategy. The Trust believed that it was fundamental these detailed proposals were in place before progress could be made on the regeneration schemes for CWR or Station Approach.

Councillor Tod responded to comments made including advising that external planning applications did not fall within the remit of this Committee. He highlighted that the Winchester Movement Strategy had been formally adopted with ten priorities identified for which funding would be sought. However, it was not possible to finalise all proposals before funding was in place, a process which necessarily involved both the county council and central government and would take several years. An update on the council’s proposals for Friarsgate would be provided under discussion of report CAB3373(R) below.

### 4. **CHAIRPERSON'S ANNOUNCEMENTS**

As this was the first meeting of the new Cabinet Committee: Regeneration, Councillor Tod outlined its remit and governance arrangements as set out in the agreed terms of reference for the committee. This included agreement of land disposals up to the financial limits set.

### 5. **MAJOR REGENERATION PROJECTS - VERBAL UPDATE**

The Committee received presentations on the following items. The presentations were published on the council’s website and available [here](#).

#### 5.1 Central Winchester Regeneration timetable update

The Head of Programme (Central Winchester Regeneration) provided an update on the CWR timetable which included the following points:

- a) The decision on the appointment of a development partner for the scheme would be considered by Scrutiny Committee on 28 February prior to Cabinet at an additional meeting on 6 March 2023.
- b) Subject to Cabinet approval, there would be a formal standstill period of ten days before the name of the development partner could be announced.
- c) It was anticipated that the development partner would seek the approval of a delivery plan for the scheme within 6 months of their appointment.
- d) The development partner would also commence communications and consultation on proposals, together with work on “meanwhile uses”.

## 5.2 Station Approach timetable update

The Strategic Director: Place provided an update on the timetable for the Station Approach redevelopment and responded to questions from members, including on the following points:

- a) Recognition of the requirement to ensure there was provision to check back regularly on any assumptions made.
- b) The importance of the involvement of National Rail together with London & Continental Railways in bringing significant expertise and additional capacity to the project.
- c) The timeline for proposals, particularly having regard to plans for the CWR redevelopment and the council’s capacity to manage both projects concurrently.
- d) Correlation between the project and the Winchester Movement Strategy.
- e) It was intended that a decision be made at Cabinet in July 2023 on whether the project should progress further.

RESOLVED:

That the contents of the presentations be noted.

## 6. CENTRAL WINCHESTER REGENERATION (CWR) ARCHAEOLOGY (CAB3373(R))

Councillor Tod introduced the report and highlighted the detailed information contained therein.

The Head of Programme (CWR) provided an update on discussions regarding the former Friarsgate surgery. The planning application had been paused to allow further consideration of possible archaeology works and the possibilities of including educational opportunities alongside. Various options would be explored and a report submitted to a future committee meeting for decision.

The Head of Programme responded to members’ questions on the report, including advising that if the trial trenching found anything of significance this would not automatically result in a further extensive dig as further discussions would be involved.

The Committee agreed to the following for the reasons outlined above and set out in the report.

RESOLVED:

1. That the procurement of early stage archaeological evaluation (trial trenching) and brief be approved, as set out at Appendix B of report CAB3373(R).
2. That a 70% quality to 30% commercial evaluation model be agreed as a derogation from the council's Contract Procedure Rules (paragraph 29) in order to ensure the winning bidder has the required expertise to undertake this specialist area of work.
3. That expenditure of £350,000 from the remaining £352,000 of Central Winchester Regeneration project budget be approved.
4. That authority be delegated to the Strategic Director with responsibility for the Central Winchester Regeneration project to finalise documentation for the procurement process, to progress such procurement in accordance with the Public Contract Regulations 2015 (PCR20150) and the council's Contract Procedure Rules (CPR's) and to award and enter into the contract for archaeological evaluation (trial trenching) in consultation with the Service Lead Legal (interim).

7. **GOVERNANCE OF THE CENTRAL WINCHESTER REGENERATION PROJECT**  
(CAB3395(R))

The Service Lead – Legal introduced the report and advised that paragraph 11.3 together with Appendix 1 set out how the framework for decision-making would work and emphasised that the proposals did not amend the council's constitution in terms of its decision-making structure.

The Service Lead – Legal and the Head of Programme (Central Winchester Regeneration) responded to members' questions on the governance proposals, including confirming the following points:

- a) Decisions would be taken at the appropriate level depending on the nature and type of decision to be made which could be at this Committee, at Cabinet or at Council. It was anticipated that most decisions required would be taken at this Committee.
- b) The type of lease chosen would be a matter of further discussion with the development partner.
- c) The CWR Open Forum would continue to meet alongside other forms of public consultation (and Appendix 1 would be amended to correct the accidental omission of the Open Forum).
- d) There was a commitment to ensure transparency of decision-making as far as possible whilst also having regard to the restrictions relating to commercial sensitivities.
- e) The membership of the Project Board would include two Cabinet Members and two members from the council's executive leadership board (to maintain balance of numbers with the four project directors from the development partner).

- f) One of the next steps in the project following the selection of the development partner would be to bring a communication and engagement strategy for consideration at this Committee.

The Committee agreed to the following for the reasons outlined above and set out in the report.

RESOLVED:

1. That the governance framework set out in Appendix 1 of report CAB3395(R) be approved, with the addition of a new paragraph 2.20(c) which makes reference to the Central Winchester Regeneration Open Forum.

2. That authority be delegated to the Strategic Director with responsibility for the Central Winchester Regeneration project to incorporate the key principles and mechanisms set out in these proposals into the development agreement with the selected development partner, subject to any minor clarification or fine-tuning agreed with the development partner.

The meeting commenced at 10.00 am and concluded at 12.00 pm

Chairperson

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CAB3399(R)  
CABINET

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

09 MARCH 2023

REPORT OF CABINET MEMBER FOR ASSET MANAGEMENT: Cllr Martin Tod

Contact Officer: Emma Taylor Tel No: 07980 732199

Email [etaylor@winchester.gov.uk](mailto:etaylor@winchester.gov.uk)

WARD(S): ST PAUL, ST BARTHOLOMEW

PURPOSE

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

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

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

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

RECOMMENDATIONS:

That Cabinet Committee:

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

IMPLICATIONS:1 COUNCIL PLAN OUTCOME

## 1.1 Tackling the climate emergency and creating a greener district

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

## 1.2 Homes for all

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

## 1.3 Vibrant local economy

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

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

## 1.4 Living well

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

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

#### 1.5 Your services, your voice

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

## 2 FINANCIAL IMPLICATIONS

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

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

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

## 3 LEGAL AND PROCUREMENT IMPLICATIONS

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

## 4 WORKFORCE IMPLICATIONS

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

## 5 PROPERTY AND ASSET IMPLICATIONS

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

## 6 CONSULTATION AND COMMUNICATION

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

## 7 ENVIRONMENTAL CONSIDERATIONS

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

## 8 PUBLIC SECTOR EQUALITY DUTY

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

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

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

## 9 DATA PROTECTION IMPACT ASSESSMENT

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

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

## 10 RISK MANAGEMENT

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

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

#### 10.4 Other risks are:

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

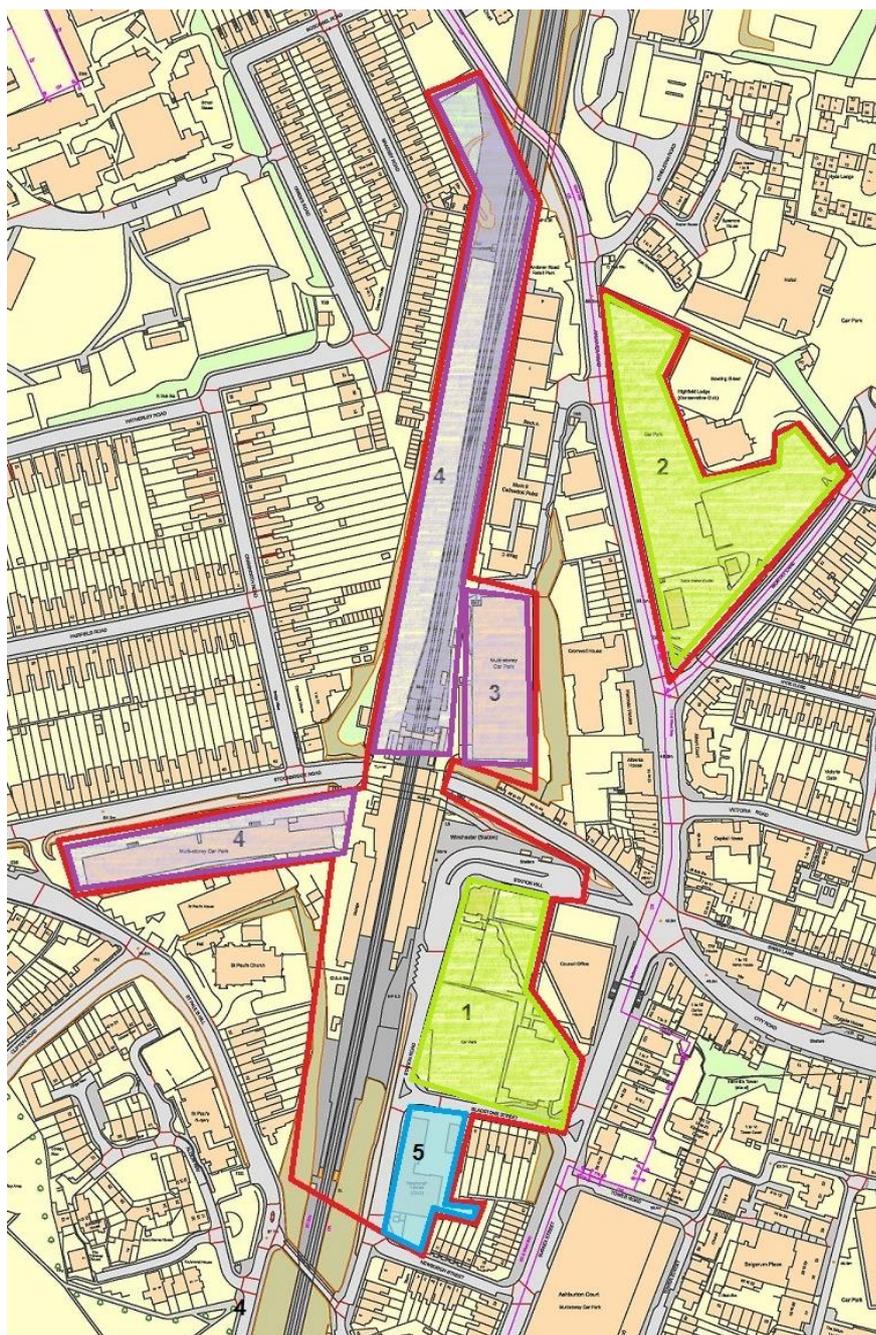
and other interested parties in developing options for the site resulting in lack of support for the project	comms/messaging plan is developed and this is achieved by working with public affairs consultants.	projects that will enhance the Council's reputation.
Risk that the project could fail	Develop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

| appointed.

| the Council.

11 SUPPORTING INFORMATION:

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



Map key:

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

4. **Car parking along the western** side of the railway line and the multi-storey car park to the West of the station (owned by NR, operated by SWR)
  5. Other potential sites in the vicinity which could include working with other partners/landholdings, if they are supportive, which will assist in bringing forward a potentially broader comprehensive scheme for the whole area.
- 11.6 The council has held early discussions with partners including Hampshire County Council to improve understanding of the various strategies and policies which may help shape any proposed development and how the site's regeneration can help support these objectives – for example, the Winchester Movement Strategy, The Vision for Winchester, Parking and Access Strategy and Air Quality Management Area.
- 11.7 The council has procured specialist communications consultants, MPC, to help us engage better with the public and our stakeholders. A Communications and engagement strategy was drafted and approved by Cabinet in July 2022. CAB3349 attached in background documents refers.
- 11.8 Market Research

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

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

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

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

#### 11.10 Parking Usage and Forecasting Study

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

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

#### 11.11 Capacity Study

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

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

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

## 12.0 PUBLIC ENGAGEMENT AND CONSULTATION RESULTS

### 12.1 INTRODUCTION

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

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

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

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

## **12.2 RESULTS**

### **12.2.1 Summary of Key Findings overall**

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

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

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

### 12.2.2 Survey Demographics

Key outcomes:

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

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

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

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

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

### 12.3.2 Development Principles:

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

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

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

### 12.3.3 How respondents currently use the area

Key results of those who answered this question:

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

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

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

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

Key results:

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

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

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

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

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

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

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

Key results:

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

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

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

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

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

Key results:

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

c. Commercial uses

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

Key results:

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

d. Residential uses

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

Key results:

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

### 12.3.6 Qualitative feedback

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

Key themes:

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

## 12.4 **How we have used this information**

### 12.4.1 **Information and comments outside of scope**

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

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

### 12.4.2 **Constraints and Opportunities identified**

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

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

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

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

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

#### 12.4.3 Informing the options being explored through the capacity study

##### Carfax

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

##### Network Rail Car Parks

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

##### Cattle Market / Worthy Lane

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

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

## 12.5 **CONCLUSION**

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

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

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

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

## 13.0 **PROJECT TIMELINE**

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

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

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

##### Previous Committee Reports:-

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

##### Other Background Documents:-

None

##### APPENDICES:

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

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

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Consultation report

# Station Approach Winchester City Council

February 2023

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## 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 1<sup>st</sup> August 2022 and 23<sup>rd</sup> 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](http://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 24<sup>th</sup> September, 10:00 to 14:00, and Wednesday 28<sup>th</sup> 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 8<sup>th</sup> 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.

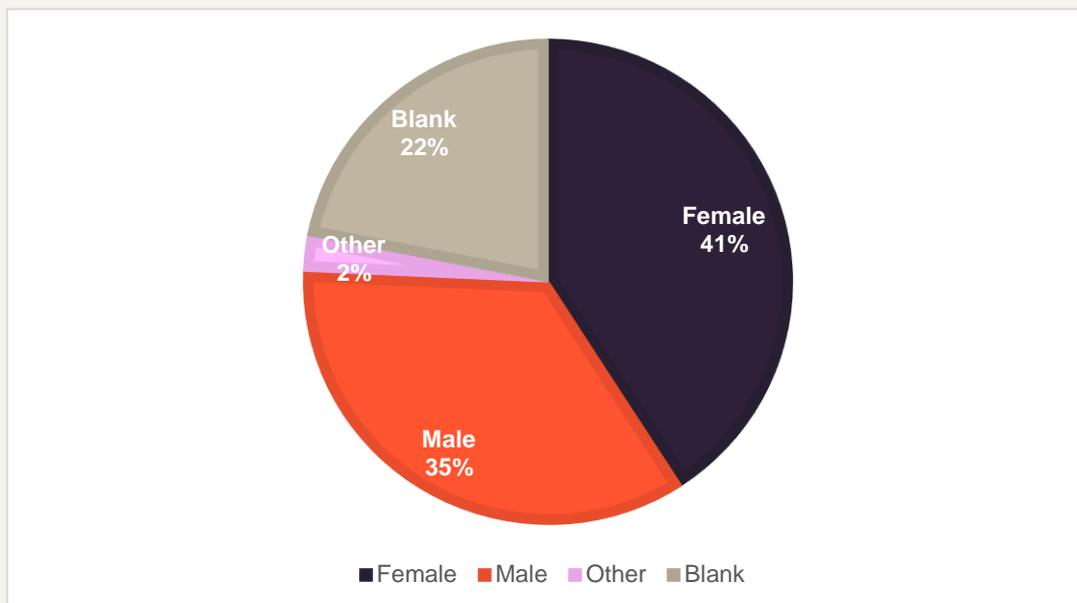
### 3. Quantitative feedback summary

#### 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.

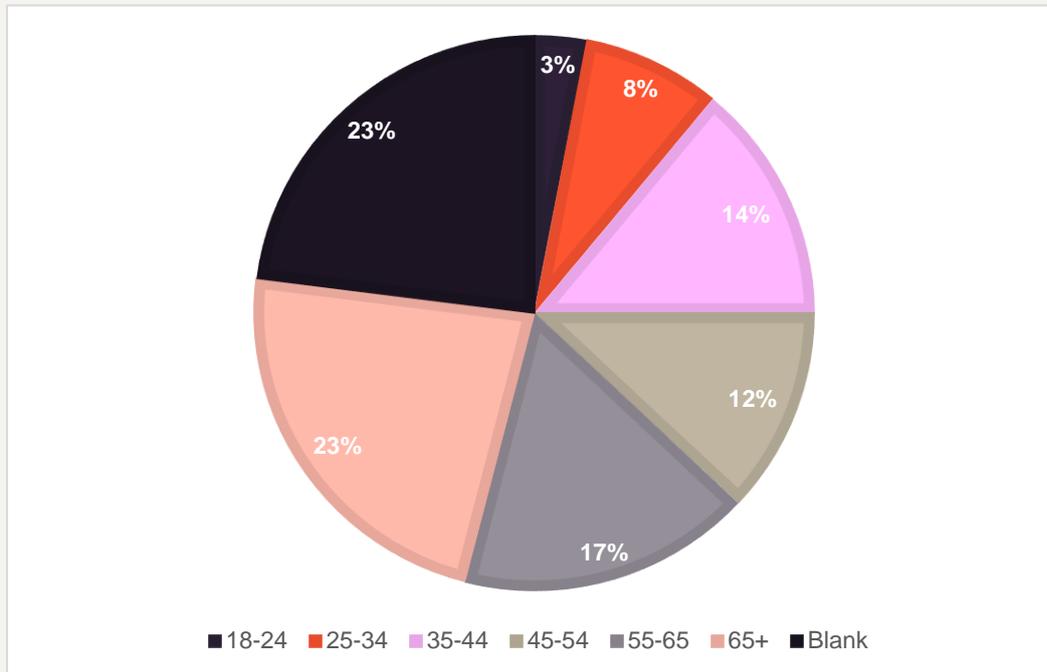
#### 3.2 Survey demographics

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.

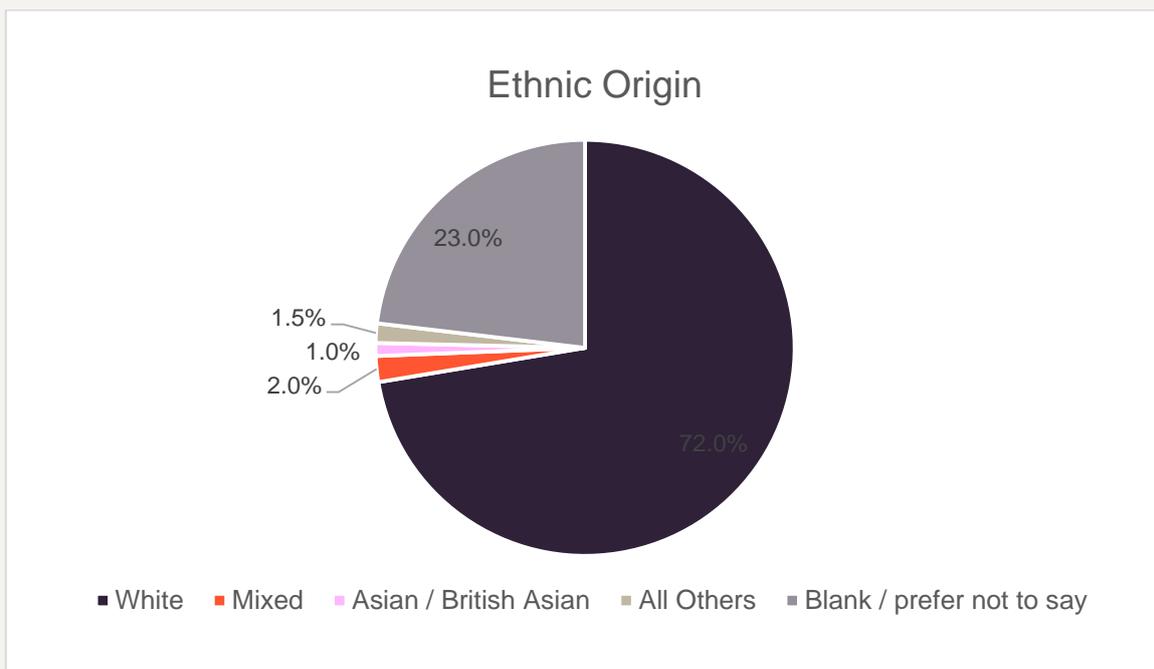


Of the respondents who chose to reveal their age, the largest age group taking part in the survey appears to be the over 65s, making up 23%. People under 35 made up just 11% of the respondents (who chose to answer the question) which is unrepresentative in relation to the population of Winchester. However, 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.

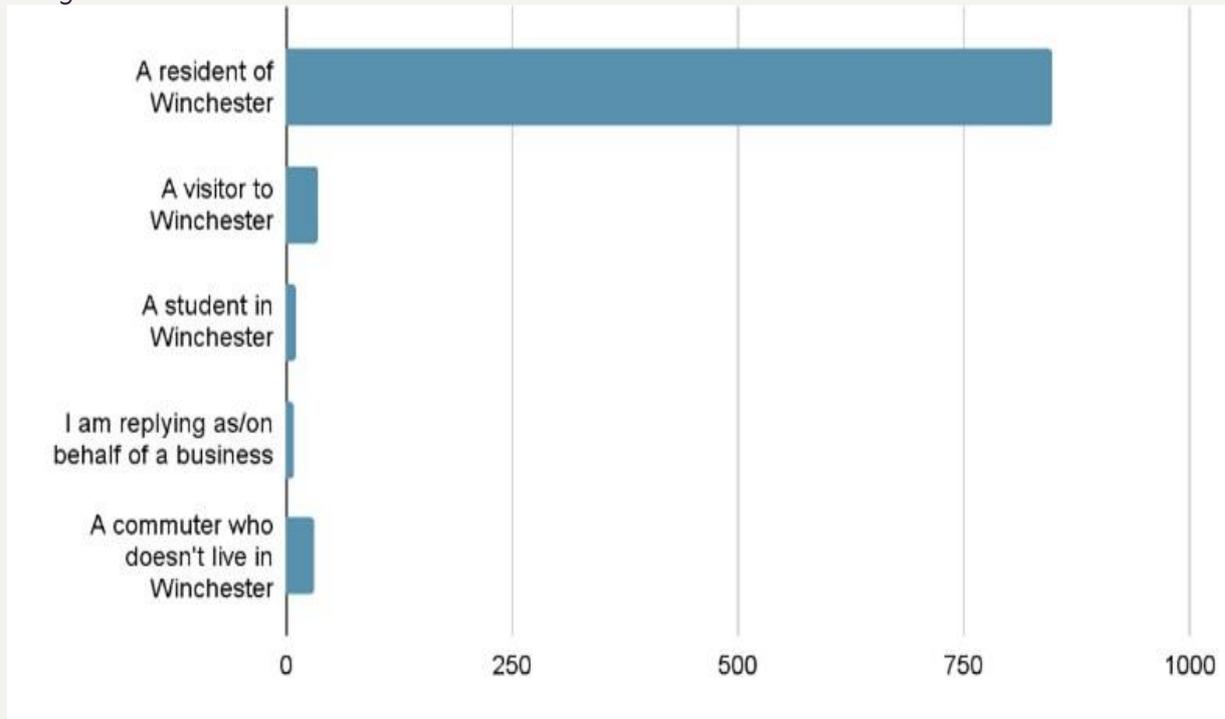
The data showed that most of the people identified as able-bodied at 90%.



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.



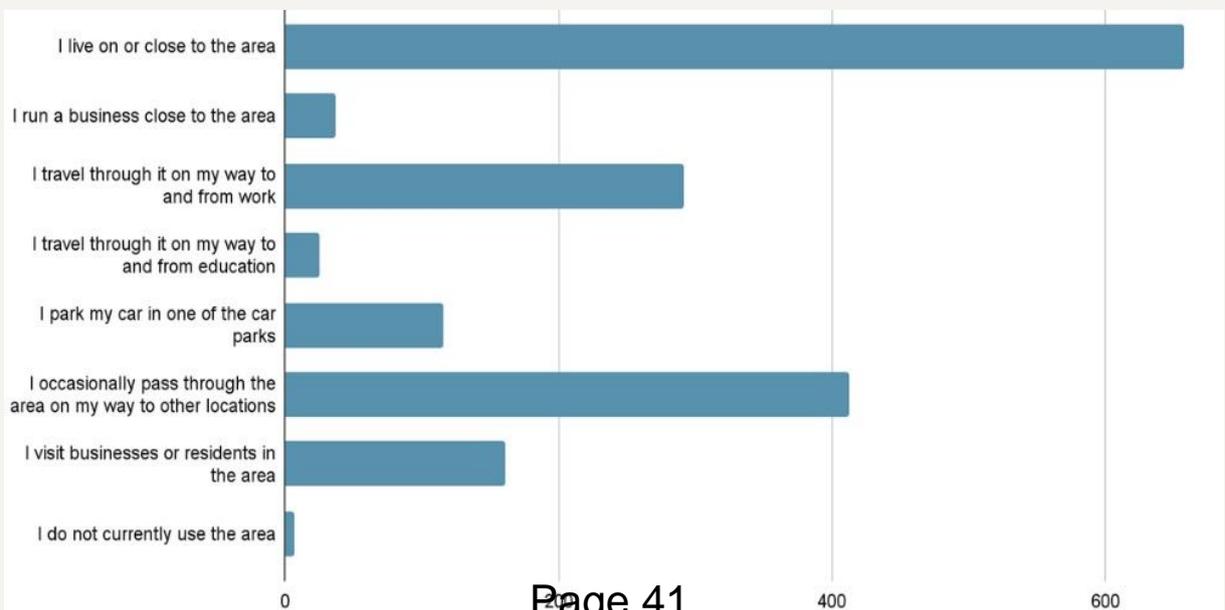
Over 85% of the survey respondents were residents of Winchester, with some respondents being visitors or those who commute into Winchester.



### 3.3 How respondents use the Station Approach area

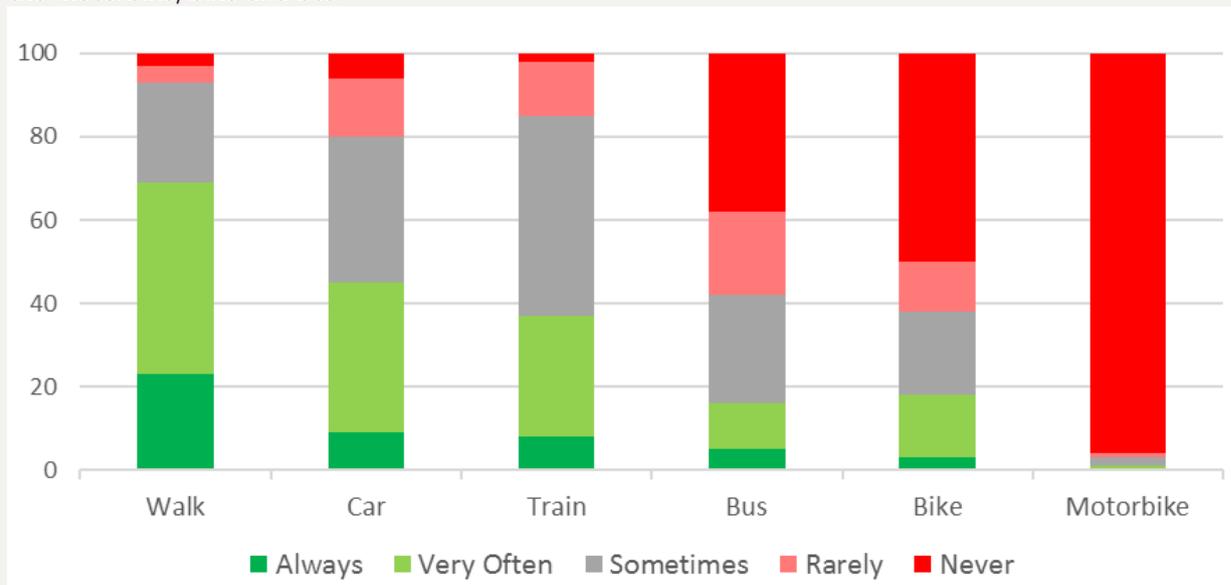
For this key question, multiple answers were permitted.

- 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:***

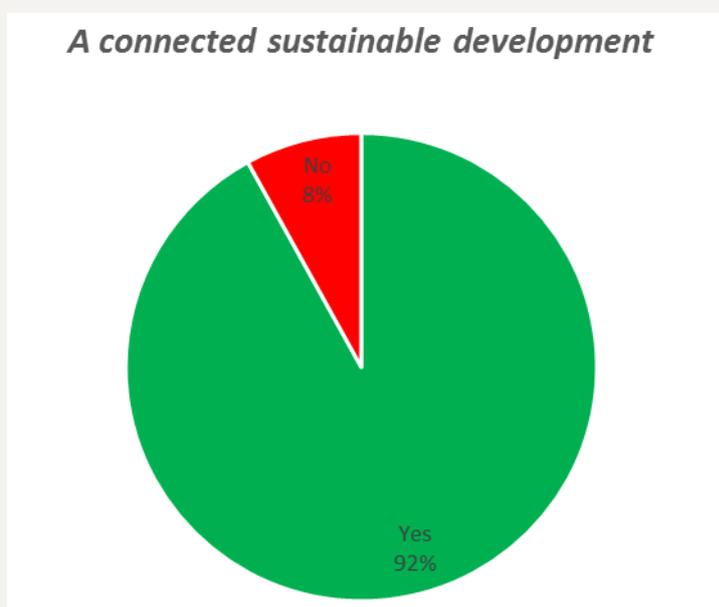
*Winchester City Council has set a goal to be a carbon neutral city and district by 2030. Winchester’s Station Area sits at the heart of our objectives for low carbon travel and connectivity – and any redevelopment should be an exemplar for sustainable low-carbon development and living and working.*

*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.



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:***

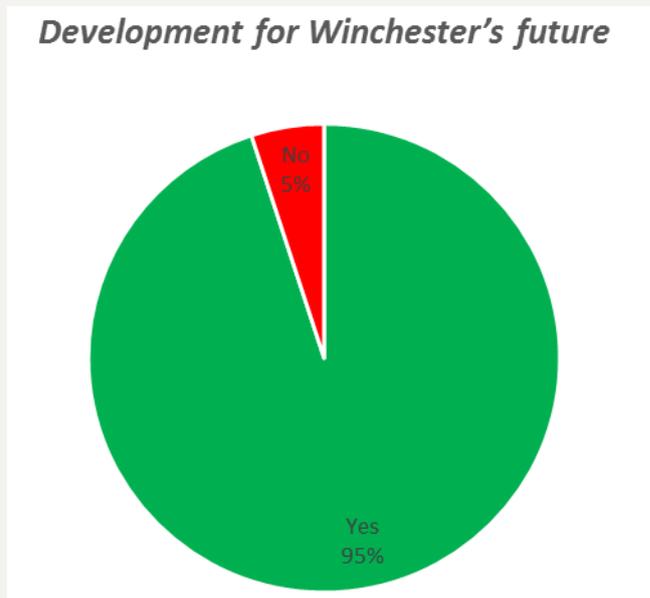
*Work patterns and needs are changing – and the way people use city centres is changing. We need a development that understands these changes and enables Winchester to make the most of the future economic and residential opportunities that these present.*

*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.



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.

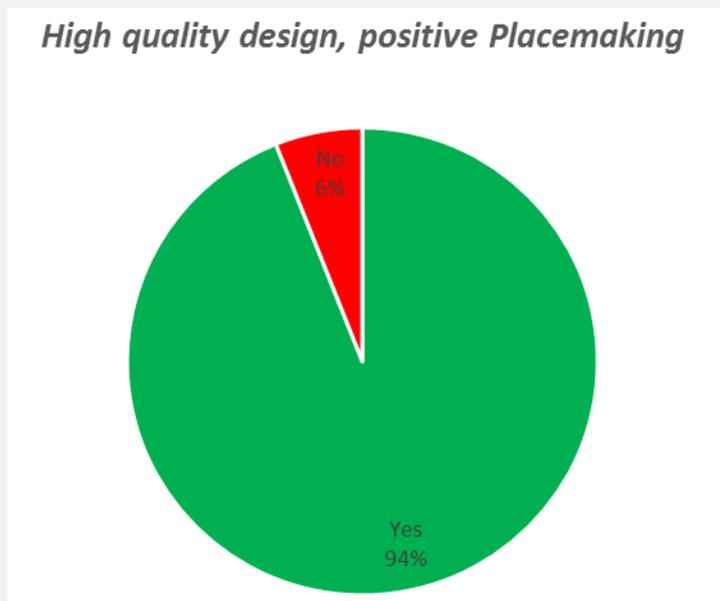
Further concerns highlighted the looseness of the wording that could allow for any number of uses to be squeezed into an area that for some, does not need to be addressed as urgently as the High Street, public transport and congestion issues within the city centre.

### ***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.



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:***

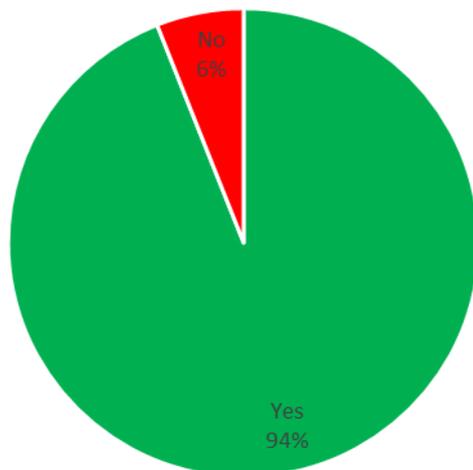
*The council believes that the most effective initiatives in Winchester are those that reflect close work alongside residents, businesses and other local stakeholders. We want to:*

- 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***

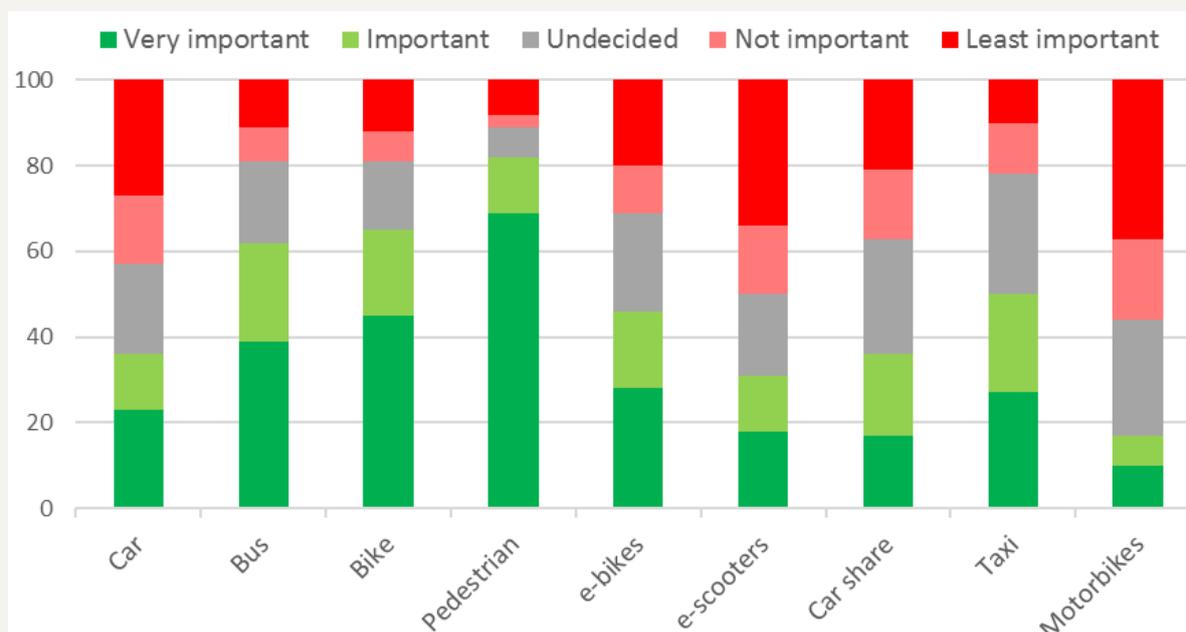


While in principle, many agreed, there was a desire to be involved and 'have a say' once there are some plans/sketches/options in place so that stakeholders could make a more informed decision. There was a strong recommendation that experts of all kinds should be involved in bringing any plans together. 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%.

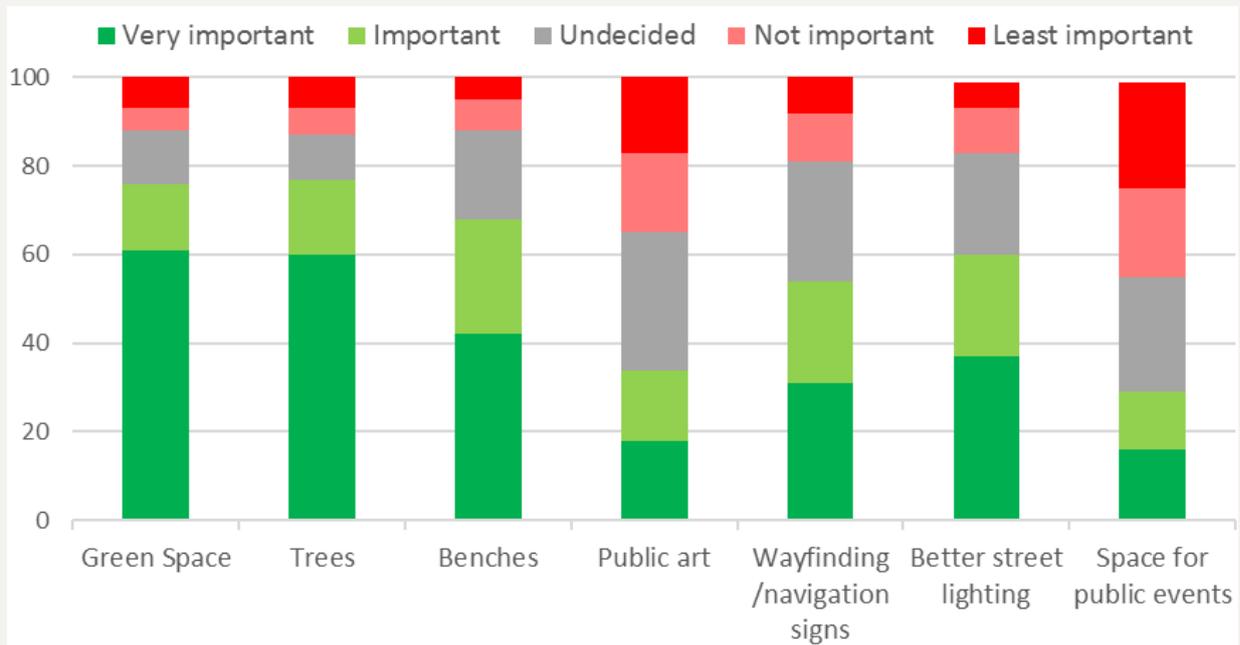


It is notable that the over representation of older persons has resulted in a slight under representation on active transport modes particularly e-bikes, these were more popular among the younger demographic (see Appendix H for a full breakdown by age group). Another interesting observation is that younger 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.

<b>Residential uses</b>	<b>Percentage of selections</b>
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.

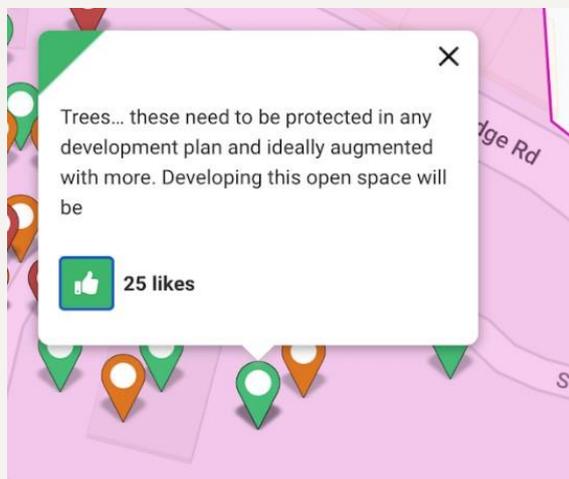
## 5. Interactive map feedback summary

### 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.



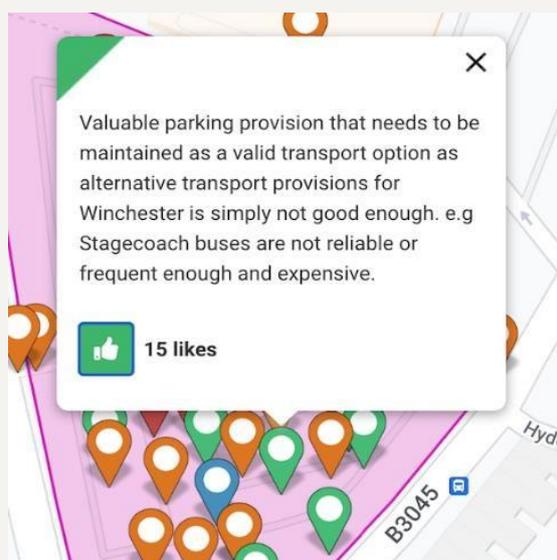
There was a concern expressed that any future design might not include a pickup and drop off zone for drivers. Many who are travelling from outside the close vicinity of the station rely on this and do not want to pay or compete for a parking space at peak times. It was identified on several occasions 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.

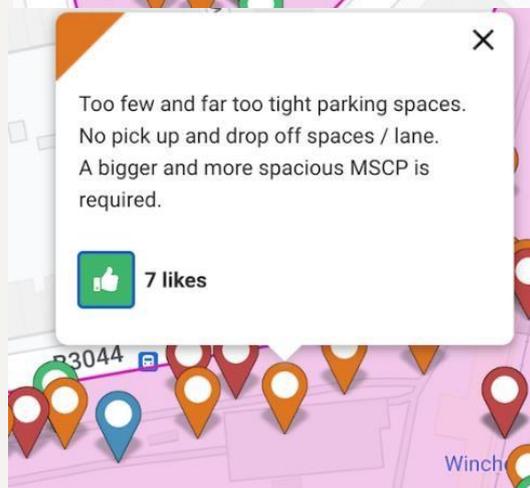
### 5.3 Car parks

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.



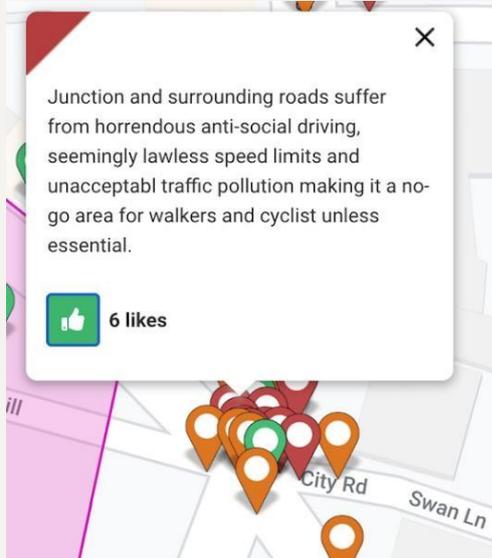
There were a number of concerns raised about the current design of the car park to the west of the station, with a general consensus that more could be done to improve its appearance. Residents agreed that the spaces were currently too narrow, that the design was making cyclist and pedestrian access 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

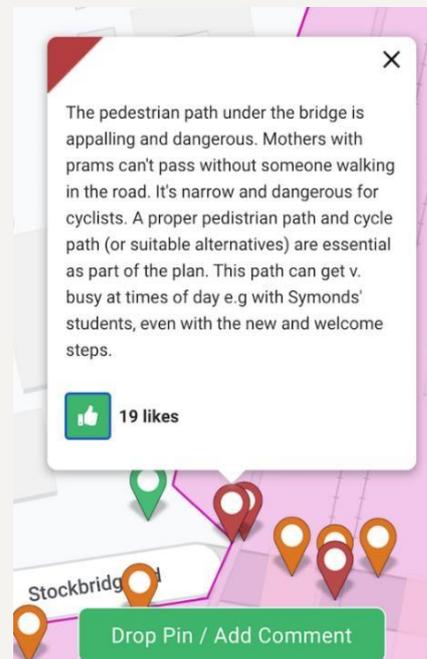
By a significant margin, the site which saw the most accessibility issues raised was around Carfax Junction and heading into the station bridge. The most prevalent concern was about the traffic lights, with complaints that they changed too quickly for safe crossing of

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.

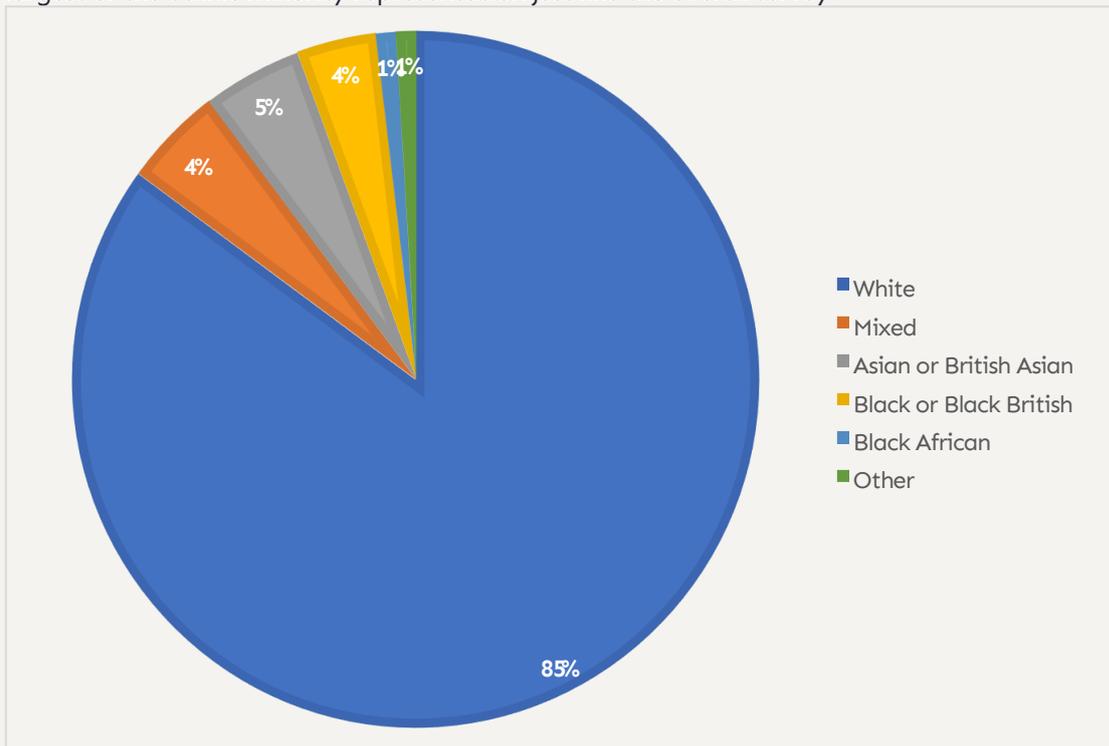
### 6.1 Key summary - under 35's

- 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.

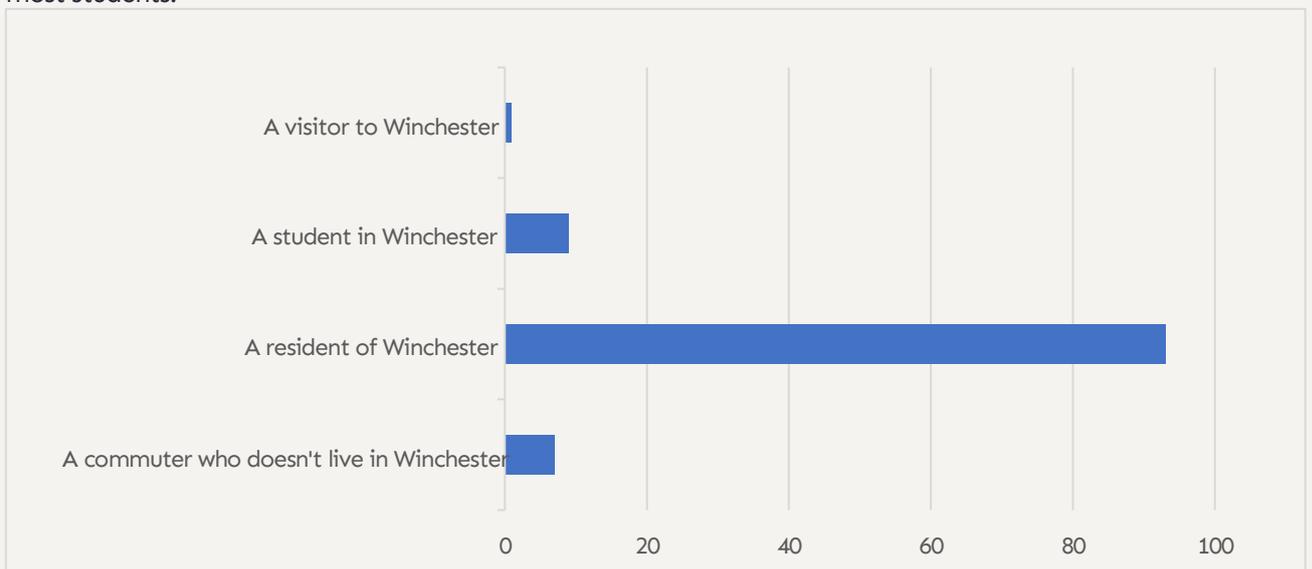
### 6.2 Survey demographics – under 35's

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.

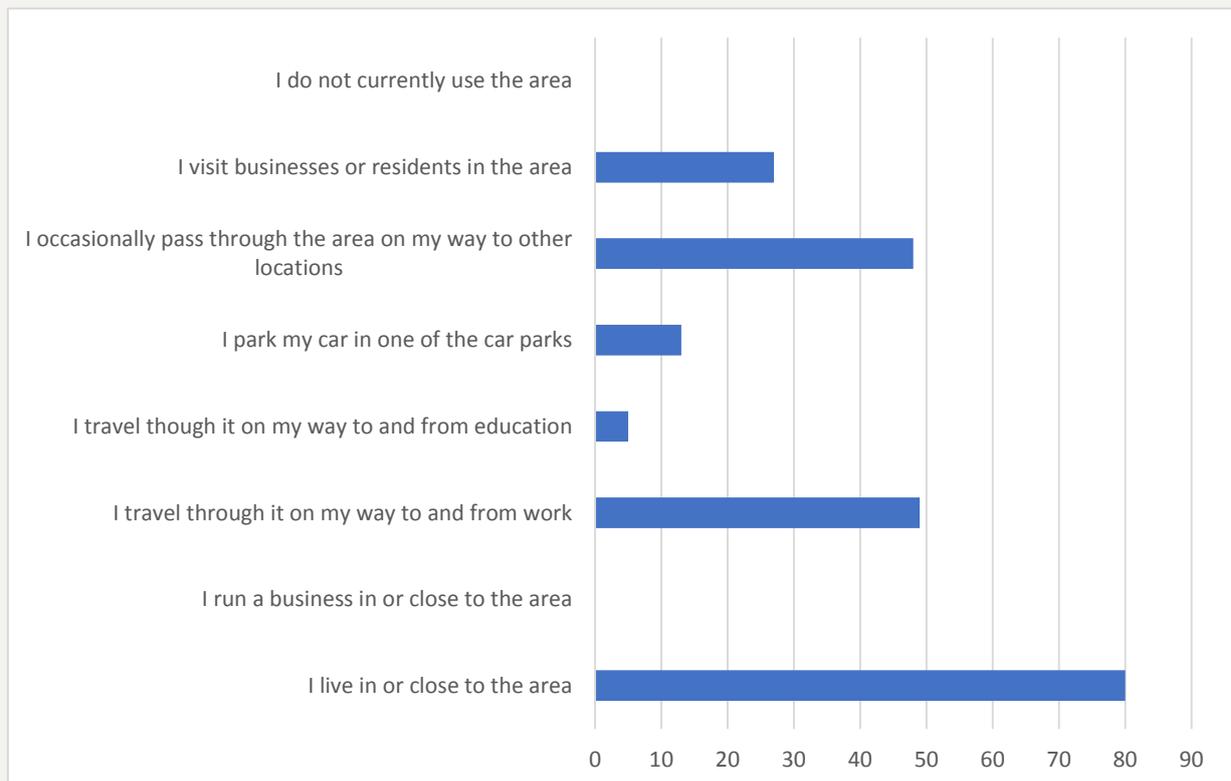


### 6.3 Development Principles – under 35’s

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.

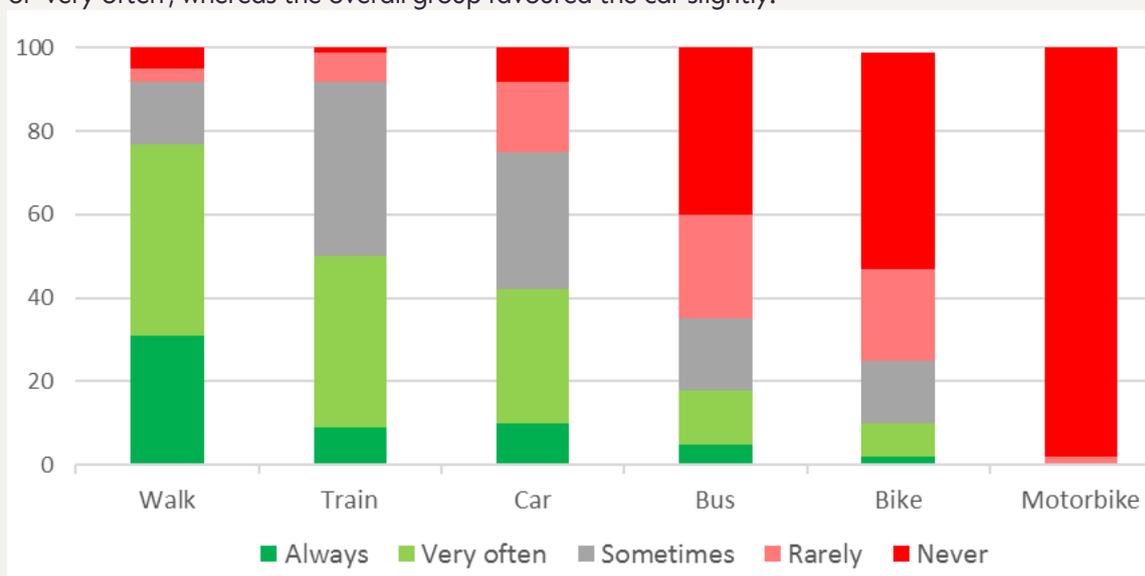


*Younger people were regularly using trains at a higher rate than older age groups*

#### 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.

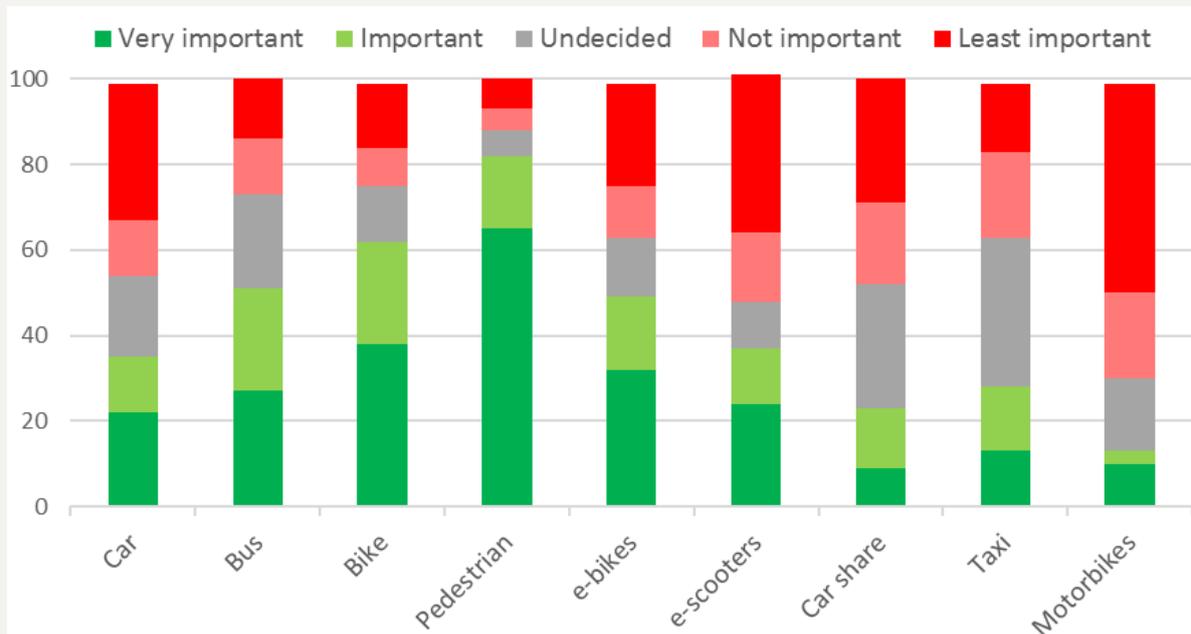
### 6.5 What under 35's want from the Station Approach area

#### 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.

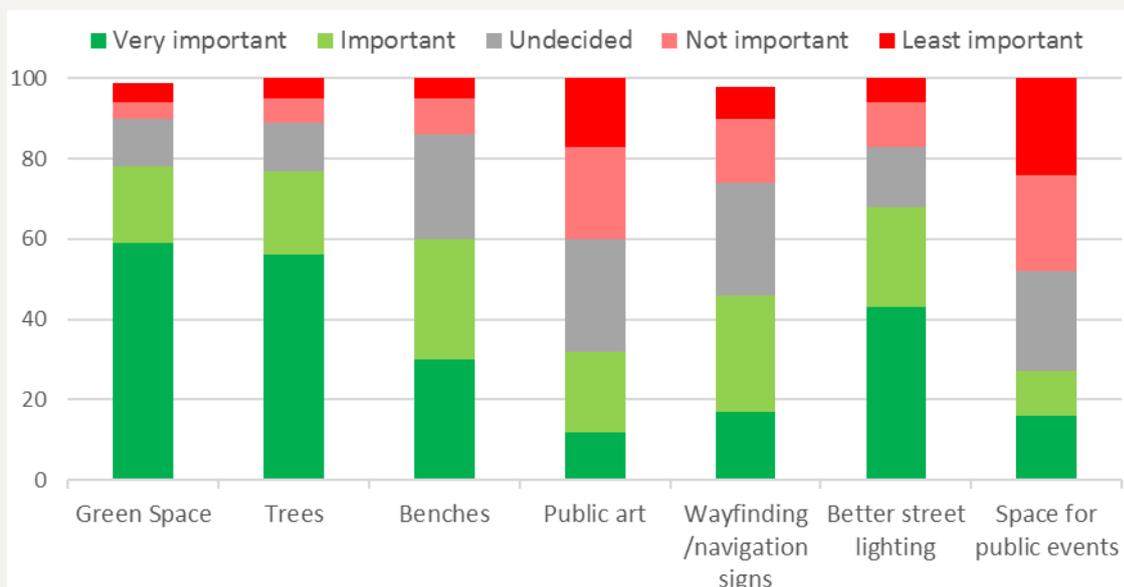
E-bikes came out next as the most popular at 49%, slightly higher than the overall group suggesting this method of transport is more relevant to younger people. Motorbike and e-scooter facilities came out the most unpopular with the highest percentage of 1-2 scores at 69% and 53%. Car share and car facilities 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

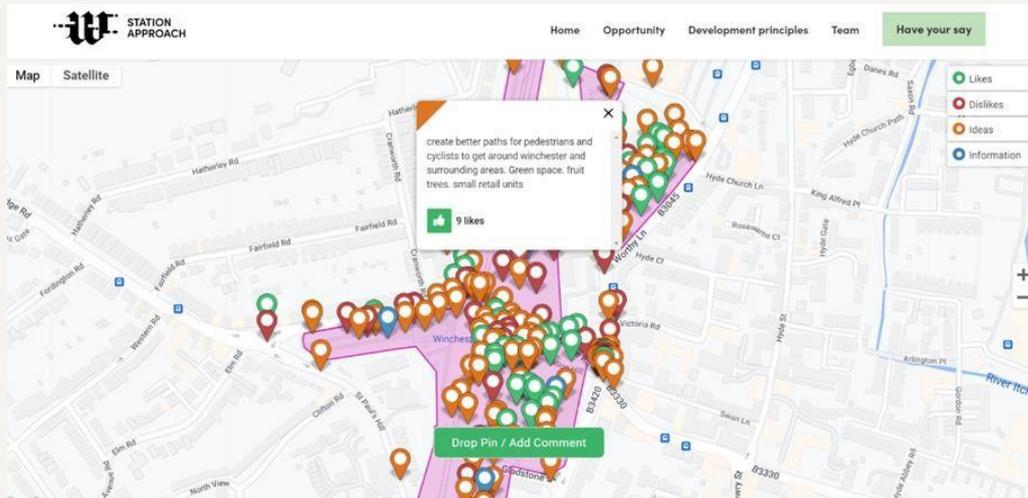
When concluding any major consultation, it is worth reflecting on the experience and exploring the key lessons learnt during the process. We achieved a satisfactory level of awareness beyond those who traditionally participate in the consultation process, and this was largely due to three key factors – 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.

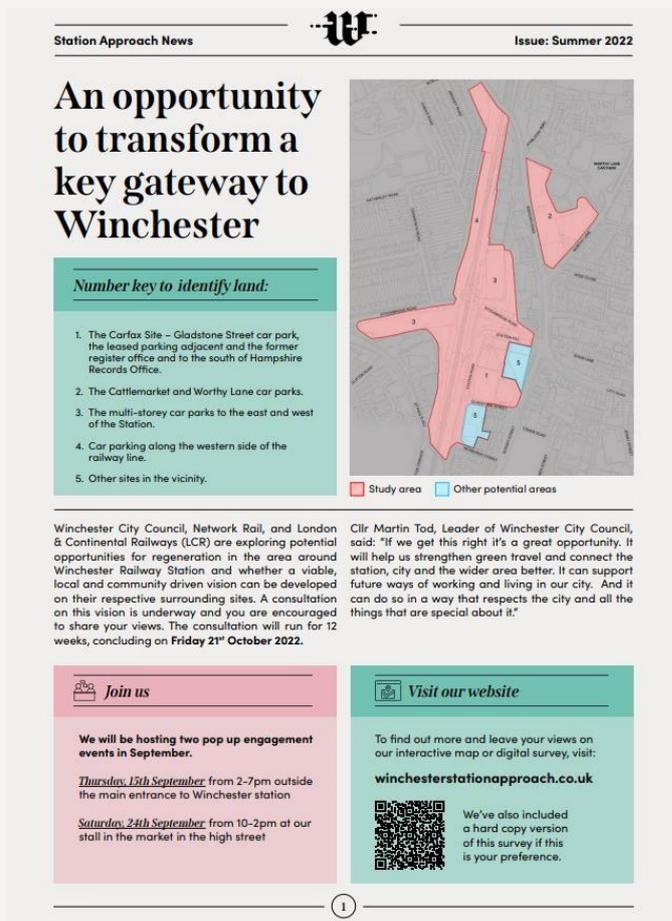
Through engaging with both the BID and the Chamber of Commerce we believe that the important voice of business has been heard through this consultation. Efforts to continue to work with businesses to understand their needs and requirements will continue alongside any further engagement with residents 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



Station Approach News

Issue: Summer 2022

# 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 cafes. 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.



# The future



Station Approach News

Issue: Summer 2022

# 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.



## 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.



## 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.



Further information about the development principles and more can be found on our website - [winchesterstationapproach.co.uk](http://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](http://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.



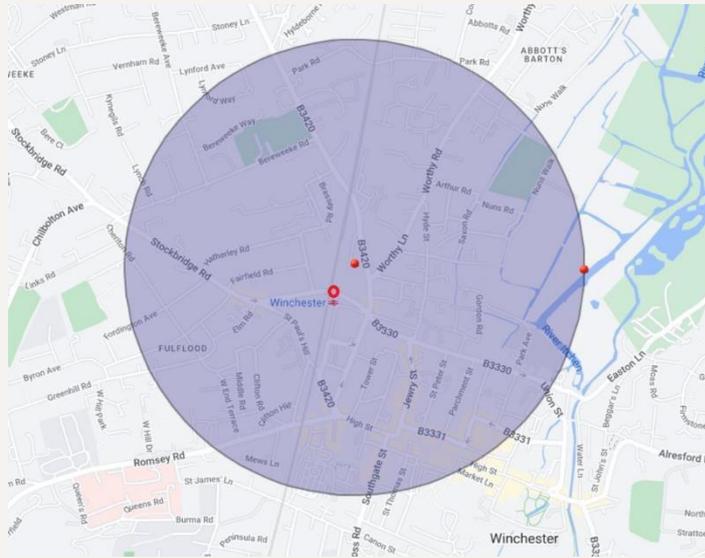
### Contact us

Email: [info@winchesterstationapproach.co.uk](mailto:info@winchesterstationapproach.co.uk)

Call: 0800 146 8911

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

10.3 Appendix C – 0.5-mile radius of newspaper circulation



10.4 Appendix D – example of survey form pages

8

**Help us reach all of the community**

We would like to hear from all the community. We can only do this if you help us by providing information about your background. If any group in the community is under-represented, we can initiate other outreach activities to ensure they are heard. The answers you provide here are options. You can answer some, all or none of them.

- What is your age?**
  - Under 18
  - 18 – 24
  - 25 – 34
  - 35 – 44
  - 45 – 54
  - 55 – 64
  - 65+
  - Prefer not to say
- Which of the following best describes your gender?**
  - Male
  - Female
  - Non binary
  - Other: \_\_\_\_\_
  - Prefer not to say
- How would you describe your ethnic origin?**
  - Asian or British Asian
  - Black or Black British
  - Mixed
  - White
  - Other ethnic group: \_\_\_\_\_
- Is your ability to move around the area limited because of a health problem or disability which has lasted, or expected to last, at least 12 months?**
  - Yes
  - No

This feedback form has been printed by MPC on behalf of Winchester City Council. This information is being collected on behalf of Winchester City Council and will be shared with them and the project team, securely stored and destroyed at the end of the planning process. All written feedback will be anonymised and shared with the Local Planning Authority, Winchester City Council. For further information about how we hold and use your data and your rights under General Data Protection Regulations please visit: [www.winchesterstationapproach.co.uk](http://www.winchesterstationapproach.co.uk)



**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](http://www.winchesterstationapproach.co.uk)



- 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
- 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: \_\_\_\_\_

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.

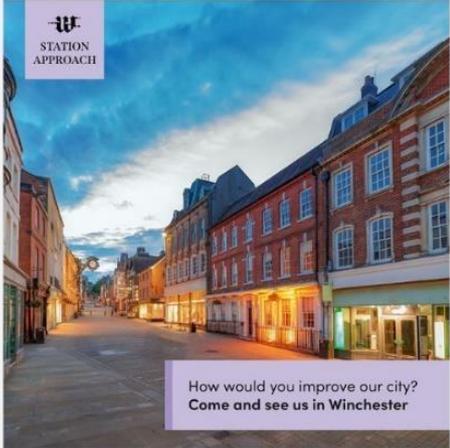


winchesterstationapproach.c...  
**Have Your Say**  
Winchester City Council, ... [Learn more](#)

Like Comment Share

**Meeting Place Communications**  
Sponsored · 🌟

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



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+												
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+												
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

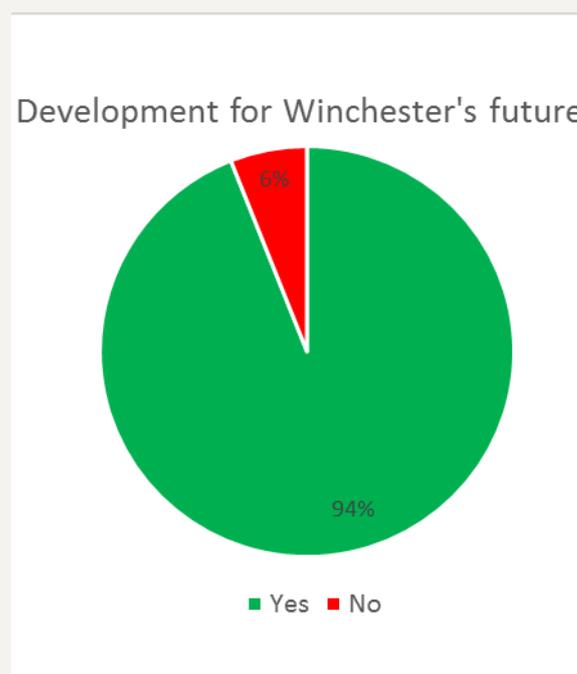
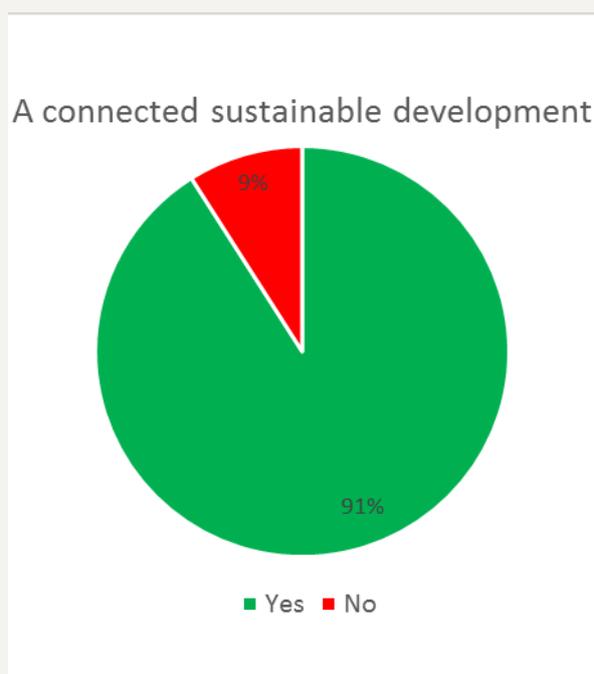
**10.10 Appendix J – Commercial Uses**

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%

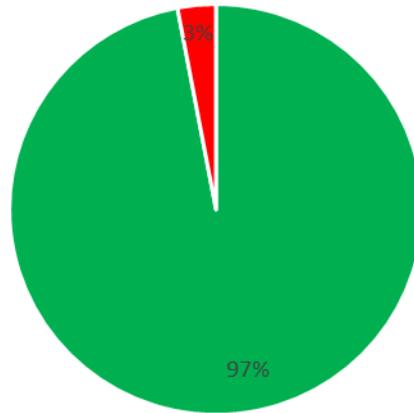
**10.11 Appendix K – Residential Uses**

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**

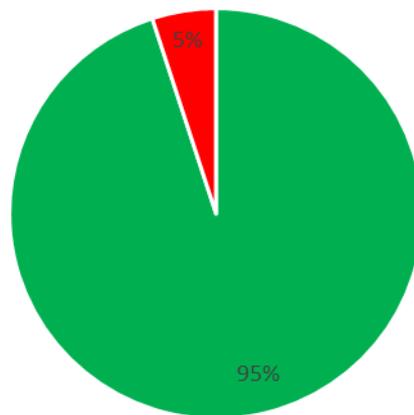


### High quality, positive placemaking



■ Yes ■ No

### Co-creating with residents, businesses and stakeholders



■ Yes ■ No

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**Equality Impact Assessment (EIA) Public consultation and engagement strategy for Station Approach Project**  
Section 1 - Data Checklist

		Yes/No	Please provide details
1	Have there been any complaints data related to the policy or project you are looking to implement?	No	
2	Have all officers who will be responsible for implementing the policy or project been consulted, and given the opportunity to raise concerns about the way the policy or function has or will be implemented?	Yes	All officers at WCC involved in the project and those in our partner organisations have been consulted and provided with opportunities to raise concerns regarding the communications strategy.
3	Have previous consultations highlighted any concerns about the policy or project from an equality impact perspective?	No	The first round of consultation with the public has not taken place yet.
4	Do you have any concerns regarding the implementation of this policy or project?  <i>(i.e. Have you completed a self-assessment and action plan for the implementation of your policy or project?)</i>	No	We have procured specialist public affairs advice and consultancy services to ensure this is a fair and robust engagement strategy.  We will re-assess the strategy once the first round of consultation and engagement activities have been completed.
5	Does any accessible data regarding the area which your work will address identify any areas of concern or potential problems which may impact on your policy or project?	No	
6	Do you have any past experience delivering similar policies or projects which may inform the	Yes	The Project Sponsor and Project Lead have relevant experience delivering public consultations and our

		Yes/No	Please provide details
	implementation of your scheme from an equality impact point of view?		consultants are specialists in this area.
7	Are there any other issues that you think will be relevant?	No	

## Section 2 - Your EIA form

<b>Directorate:</b> Place	<b>Your Service Area:</b> Regeneration	<b>Team:</b> Station Approach Project	<b>Officer responsible for this assessment:</b> Kirstin Shaw	<b>Date of assessment:</b> 31/05/2022
---------------------------	---	--	---	--

	<b>Question</b>	<b>Please provide details</b>
1	What is the name of the policy or project that is being assessed?	<b>Station Approach Consultation and Engagement Strategy</b>
2	Is this a new or existing policy?	New and project specific
3	Briefly describe the aim and purpose of this work.	<p>To provide a framework for the various elements of political and public consultation and engagement associated with the Station Approach project.</p> <p>To create a strategy for communication that spans the entire development journey of the project.</p> <p>To develop a holistic approach to consultation that ensures a broad representation of the population of Winchester is reached and given the opportunity to engage with the project.</p>
4	What are the associated objectives of this work?	<p>To define and schedule the opportunities for engagement and consultation of stakeholders during the lifecycle of this project.</p> <p>To provide multiple avenues for participation so that a wide reach can be achieved.</p> <p>To provide stakeholders with an up to date source of information about the project and a public engagement platform to get involved in.</p>

5	Who is intended to benefit from this work and in what way?	The public and other stakeholders will be given the opportunity to help shape the vision and development objectives for the Station Approach area. The project team will be able to work with the public and stakeholder groups to co-create a regeneration scheme that provides economic, social and environmental benefits to the city.
6	What are the outcomes sought from this work?	This work aims to use the 'you said, we did' approach. This will allow participants to see how their comments and suggestions have helped to shape the future of this development.
7	What factors/forces could contribute or detract from the outcomes?	The length of the proposed consultation events and the frequency of them throughout the project lifecycle allows for a wider range of participation. Use of targeted advertising and online outreach may enhance participation from previously underrepresented groups. There may be a highly vocal minority group opposed to development who could skew the conversation.
8	Who are the key individuals and organisations responsible for the implementation of this work?	Station Approach Project Team – John East (Sponsor), Emma Taylor (Lead), Kirstin Shaw (Project Manager) MPC Team – Nikki Davies (Managing Director), Joseph Baum (Senior Account Director), Rebekah Moll (Senior Account Executive)
9	Who implements the policy or project and who or what is responsible for it?	Regeneration Lead – Emma Taylor

		Please select your answer in <b>bold</b> . Please provide detail here.		
10a	Could the policy or project have the potential to affect individuals or communities on the basis of race differently in	Y	<b>N</b>	

	a negative way?			
10b	What existing evidence (either presumed or otherwise) do you have for this?	This has no bearing on race. However, we recognise that people of other races may not have English as their home language and language differences may make accessing consultation materials difficult. A translation of consultation materials can be made available should anyone request it.		
11a	Could the policy or project have the potential to affect individuals or communities on the basis of sex differently in a negative way?	Y	N	
11b	What existing evidence (either presumed or otherwise) do you have for this?	This has no bearing on a person's sex.		
12a	<p>Could the policy or project have the potential to affect individuals or communities on the basis of disability differently in a negative way?</p> <p><i>you may wish to consider:</i></p> <ul style="list-style-type: none"> <li>• <i>Physical access</i></li> <li>• <i>Format of information</i></li> <li>• <i>Time of interview or consultation event</i></li> <li>• <i>Personal assistance</i></li> <li>• <i>Interpreter</i></li> <li>• <i>Induction loop system</i></li> <li>• <i>Independent living equipment</i></li> <li>• <i>Content of interview)</i></li> </ul>	Y	N	
12b	What existing evidence (either presumed or otherwise) do you have for this?	The project team and MPC have specifically looked at using a broad range of consultation and engagement tools to ensure the broadest reach. Individuals with disabilities will be able to select how they choose to engage and all project information will be available from the comfort of their own homes through online platforms. Should an individual not have access to the internet at home, libraries are accessible and fully equipped with computers for public use. This would be a viable		

		alternative. Paper copies of consultation materials will be made available on request.		
13a	Could the policy or project have the potential to affect individuals or communities on the basis of sexual orientation differently in a negative way?	Y	<b>N</b>	
13b	What existing evidence (either presumed or otherwise) do you have for this?	This has no bearing on anyone's sexual orientation.		
14a	Could the policy or project have the potential to affect individuals on the basis of age differently in a negative way?	Y	<b>N</b>	
14b	What existing evidence (either presumed or otherwise) do you have for this?	This has no bearing on anyone's age. During the pop up in-person engagement events, the team will seek to engage with a wide range of age groups. However, we are aware that elderly persons might not be out at busy times and so will also engage with the appropriate stakeholder groups directly to inform them of the other means of engagement.		
15a	Could the policy or project have the potential to affect individuals or communities on the basis of religious belief differently in a negative way?	Y	<b>N</b>	
15b	What existing evidence (either presumed or otherwise) do you have for this?	This has no bearing on anyone's religious beliefs. The consultation events will not fall on any religious festival days that might prohibit participation for members of that faith.		
16a	Could this policy or project have the potential to affect individuals on the basis of gender reassignment differently in a negative way?	Y	<b>N</b>	
16b	What existing evidence (either presumed or otherwise) do you have for this?	This has no bearing on gender reassignment.		
17a	Could this policy or project have the potential to affect individuals on the basis of marriage and civil partnership differently in a negative way?	Y	<b>N</b>	
17b	What existing evidence (either presumed or otherwise) do you have for this?	This has no bearing on anyone on the basis of marriage or civil partnership.		
18a	Could this policy or project have the potential to affect			

	individuals on the basis of pregnancy and maternity differently in a negative way?	Y	N	
18b	What existing evidence (either presumed or otherwise) do you have for this?	This has no bearing or effect on pregnancy or maternity. If a member of the public is unable to attend an in person event due to pregnancy or childcare responsibilities, the information and opportunity for engagement will be available in an online format with a long time period, allowing plenty of time for the individual to participate in a manner that suits their circumstances.		

19	Could any negative impacts that you identified in questions 10a to 15b create the potential for the policy to discriminate against certain groups on the basis of protected characteristics?	Y	N											
20	Can this negative impact be justified on the grounds of promoting equality of opportunity for certain groups on the basis of protected characteristics? Please provide your answer opposite against the relevant protected characteristic.	Y	N	<table border="1"> <tr><td>N/A</td></tr> <tr><td>Race:</td></tr> <tr><td>Sex:</td></tr> <tr><td>Disability:</td></tr> <tr><td>Sexual orientation:</td></tr> <tr><td>Age:</td></tr> <tr><td>Gender reassignment:</td></tr> <tr><td>Pregnancy and maternity:</td></tr> <tr><td>Marriage and civil partnership:</td></tr> <tr><td>Religious belief:</td></tr> </table>	N/A	Race:	Sex:	Disability:	Sexual orientation:	Age:	Gender reassignment:	Pregnancy and maternity:	Marriage and civil partnership:	Religious belief:
N/A														
Race:														
Sex:														
Disability:														
Sexual orientation:														
Age:														
Gender reassignment:														
Pregnancy and maternity:														
Marriage and civil partnership:														
Religious belief:														
21	How will you mitigate any potential discrimination that may be brought about by your policy or project that you have identified above?	N/A												
22	Do any negative impacts that you have identified above impact on your service plan?	Y	N	N/A										

Signed by completing officer	Kirstin Shaw
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Signed by Service Lead or Corporate Head	Emma Taylor
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REPORT TITLE: KINGS WALK CONTRACT AWARD

9 MARCH 2023

REPORT OF CABINET MEMBER: Cllr Martin Tod, Leader and Cabinet Member for Asset Management

Contact Officer: Veryan Lyons Tel No: 01962 848596 Email vlyons@winchester.gov.uk

WARD(S): ALL WARDS

PURPOSE

Central Winchester Regeneration (CWR) is a once in a lifetime opportunity to transform the centre of our historic city, bringing homes for local families, providing jobs for local people, making a visit to this heritage city one which will be remembered. The council has a unique opportunity to bring forward sensitive development, adapting to the challenges faced by a new generation and critically to be delivered through the lens of responding to climate change.

Kings Walk forms part of the meanwhile uses for the Central Winchester Regeneration and implementation of meanwhile uses was recognised in the Central Winchester Regeneration (CWR) Supplementary Planning Document (SPD), which was adopted in June 2018.

The council has proposals to carry out improvement works at Kings Walk to bring activity and positive change to the area but, following a competitive procurement exercise, was unable to secure a contractor to carry out the work.

The council has subsequently, through direct discussions, found a contractor that will carry out a revised scope of work and this report seeks Cabinet approval for an exception to the council's Contract Procedure Rules to enable a direct contract award to enable the revised works to progress.

RECOMMENDATIONS:

That Cabinet Committee: Regeneration

1. Approves an exception to the council's Contract Procedure Rules in accordance with paragraph 41 to enable a direct award of the contract to Leaves Construction, subject to agreement to carry out the revised scope of works within the approved budget.
2. Authorise the Head of Programme Central Winchester Regeneration, in consultation with the Service Lead – Legal, to arrange for all the necessary agreements with the provider to be entered into on behalf of the council in accordance with Article 14 of the council's constitution.
3. Approves expenditure of up to £301,000 under Financial Procedural Rule 7.4.

IMPLICATIONS:1 COUNCIL PLAN OUTCOME

## 1.1 Tackling the Climate Emergency and Creating a Greener District

The city council has declared a Climate Emergency and addressing the climate crisis and reaching carbon neutrality is the city council's overarching priority. The proposed works at Kings Walk will contribute towards achieving the council's climate targets by keeping the existing building in use and bringing biodiversity net gain to the site.

## 1.2 Homes for all

## 1.3 Although there is no opportunity to bring forward residential during the meanwhile works at Kings Walk, the long-term proposals will work to deliver a variety of residential dwellings which will help to deliver the overall vision set out in the CWR SPD of a vibrant, mixed-use quarter.

## 1.4 Vibrant Local Economy

Following the pandemic new challenges face our business community. Our businesses need our support as they work to adapt in order to tackle increasing costs, labour shortages, climate change and the changing face of the high street. The work to improve Kings Walk will help to support existing local independent businesses in occupation and provide additional interest.

## Living Well

## 1.5 We want all residents to live healthy and fulfilled lives, to feel safe and secure in their neighbourhood, and enjoy the recreational and cultural opportunities that the district offers. The council is committed to investing in our public spaces and working hard with partners to deliver pride in place for our residents. The work at Kings Walk will provide additional opportunities for people to work and play in the centre of the city.

## 1.6 Your Services, Your Voice

## 1.7 The council is committed to ensuring that everyone from everywhere in the district, every background, income or life circumstance has the opportunity to make their voice heard, and that these views are carefully considered and acted upon. Proposals for the works at Kings Walk incorporate views expressed through wider CWR consultations and in discussions with the Kings Walk tenants.

2 FINANCIAL IMPLICATIONS

- 2.1 The budget for the meanwhile uses strategy (set out in CAB3281 and CAB3303) totals £385,000 and spend for the project was approved to deliver short term improvement works to the ground floor and associated public realm at Kings Walk.
- 2.2 Over the period of time it has taken to secure a contractor to carry out the works, costs have risen significantly and as a result the scope of work has been revised and no longer includes activation of the roof top of the former middle brook street multi-storey car park or creation of event space through activation of the loading bay.
- 2.3 From the £385,000 approved budget, £84,000 has been spent so far on architectural designs and drawings; emergency works to buildings / structure; planning fees; and lighting. The remaining budget for the project is £301,000 and this will be used to deliver the external greening; lighting; internal works alterations; enhanced connectivity and visibility to the High Street; and the creation of the courtyard garden.
- 2.4 Given the change in scope of the works, authority to spend is being re-sought.
- 2.5 The cost estimate for the revised works is currently £329,000 but a value engineering exercise will be undertaken ahead of entering in to the contract to ensure that no additional budget is required.

### 3 LEGAL AND PROCUREMENT IMPLICATIONS

- 3.1 In accordance with the council's Contract Procedure Rules (CPR's), the opportunity was originally tendered using a Hampshire County Council Framework agreement for minor works.
- 3.2 Despite initial supplier interest, zero bids were received. Feedback was requested from suppliers regarding their lack of response. The reason cited principally being the inability to source subcontractors.
- 3.3 The contract is primarily for a series of 'works' to refurbish Kings Walk. The proposed contract is significantly below the threshold at which works contracts must be competitively tendered in accordance with the Public Contract Regulations and the council is therefore not bound by the regulations.
- 3.4 Following an appraisal of procurement options with the service area, and in part due to timescales, a direct award has been identified as the preferred option, for the reasons set out in sections 11 and 12 below.
- 3.5 The council's Contract Procedure Rules provide that an exception to the CPR's can be made in exceptional circumstances, one of which is where it can be demonstrated that by applying the CPR, it would not be possible to satisfy the best interests of the Council in terms of delivering social, economic or well-being benefits.

In the present case, a benchmarking exercise of costs proposed by Leaves Construction has been undertaken to ensure submitted fees are competitive and the council will work with the contractor to ensure that the regeneration work is undertaken sustainably. The proposed works will enable the council to maintain income from the existing tenants, support the tenants in the challenging economic times and, by keeping the building occupied, prevent further deterioration and vandalism of the building in the short to medium term. Therefore, timely completion of the works is a key factor. For these reasons to appoint Leaves Construction directly is in the best interests of all stakeholders.

#### 4 WORKFORCE IMPLICATIONS

- 4.1 Existing council resource is considered sufficient to progress and manage the contractor to complete the works.

#### 5 PROPERTY AND ASSET IMPLICATIONS

- 5.1 The proposal for the council to bring forward the ground floor refurbishment of Kings Walk, as shown in appendix A, is a priority and is intended to create a sense of purpose and to kick start transformation and activity in the city centre ahead of the longer term CWR development.
- 5.2 The proposed works will enable the council to maintain income from the existing tenants, support the tenants in the challenging economic times and, by keeping the building occupied, prevent further deterioration and vandalism of the building in the short to medium term. This is a consideration in making the decision to adopt the recommendations as the council is experiencing increasing costs due to dealing with an increase in antisocial behaviour and vandalism across the property portfolio.

#### 6 CONSULTATION AND COMMUNICATION

- 6.1 Press and social media activity was undertaken to share the proposed plans with the public and to announce the appointment of the architectural practice, Studio Multi, including press releases with accompanying CGI images.
- 6.2 Follow up meetings were then held with tenants in May 2022 to present the final proposals and demonstrate how feedback had been incorporated. A meeting was also held with tenants at Kings Walk to discuss the revisions to the final plans in February 2023.

#### 7 ENVIRONMENTAL CONSIDERATIONS

- 7.1 The council has declared a Climate Emergency and is committed to sustainable development. Our Carbon Neutrality Action Plan ensures all

council activity is undertaken with a view to supporting our commitment to achieving net zero carbon emissions. The council will ensure that the Kings Walk regeneration works is undertaken sustainably.

- 7.2 The proposal states a creative re-use of buildings and landscape, with sustainable materials, creation of a new eco system, working with local businesses, rainwater re-use for irrigation, solar power for lighting where viable, and the introduction of planters and greenery on entrances to Kings Walk and within the courtyard.

## 8 PUBLIC SECTOR EQUALITY DUTY

- 8.1 The council has a statutory duty under section 149 of the Equalities Act 2010 that requires all public bodies to consider the needs of all individuals in their day-to-day work – in shaping policy; in delivering services; and in relation to their own employees. The Public Sector Equality Duty (PSED) is a duty on public bodies and others carrying out public functions.
- 8.2 Consultation and engagement to date on the wider concepts for Kings Walk have not given rise to representations that there will be adverse effects from the proposed works on protected groups.
- 8.3 The appointed contractor will have due regard for the duties of the council in relation to PSED but it is considered that further action is not necessary at this stage.

## 9 DATA PROTECTION IMPACT ASSESSMENT

- 9.1 *None.*

## 10 RISK MANAGEMENT

<b>Risk</b>	<b>Mitigation</b>	<b>Opportunities</b>
<p><i>Financial Risk</i></p> <p><i>Cost of works exceed budget available</i></p>	<p>Close monitoring of budget, potentially limit scope of works and value engineering to meet budget</p>	<p>Opportunity to show progress and change in the CWR area</p>
<p><i>Exposure to challenge</i></p> <p>Legal challenge to additional works being awarded direct to Leaves</p>	<p>The opportunity was originally tendered via a suitable framework</p>	<p>There is a requirement in a timely manner to undertake the works and</p>

Construction (i.e. without a competitive procurement exercise being undertaken).	compliant with Council Procedure Rules. The contract is below the UK threshold for 'works' as detailed in section 3.	it is in the best interests of the council to appoint direct rather than undertake a further procurement process.
<i>Reputation</i>  Council's reputation should a challenge be forthcoming after the variation has been issued.	The opportunity was tendered via a suitable framework compliant with Council Procedure Rules – no bids were submitted – comms prepared around progressing the CWR project	Opportunity to announce progress and change in the CWR area

## 11 SUPPORTING INFORMATION:

### Background

- 11.1 Kings Walk forms part of the meanwhile uses for the Central Winchester Regeneration. An architect was appointed, following a procurement exercise, to develop proposals to carry out improvement works to support the meanwhile use strategy. The council subsequently carried out a procurement exercise to find a contractor to implement the proposals
- 11.2 Following an initial expression of interest, 5 companies were interested in conducting the works, but no bids had been received at the end of the procurement process in September 2022. Following discussions with the procurement team, conversations were held with the bidders to ascertain the reasons why a tender was not submitted. The predominate reasons were, having trouble getting sub-contractors quotes, lack of interest from sub-contractors and being too busy currently. Other councils have advised of similar issues. Therefore, no contractor is in place to conduct the works and proposals were sought on how to proceed.
- 11.3 An options appraisal was carried out by the council's procurement team and the service area, section 12 outlines the other options considered and rejected. A direct award was identified as the preferred option as detailed in section 3.
- 11.4 Leaves Construction were approached and have provided a cost estimate for the works as outlined in section 2. Benchmarking work against the figure provided by Leaves Constructing has been carried out, demonstrating the

best choice for value for money would be to award the contract to Leaves Construction.

- 11.5 The approval to directly award Leaves Construction with the contract is therefore required.

## 12 OTHER OPTIONS CONSIDERED AND REJECTED

- 12.1 Retendering the works using a different framework. Whilst there is the possibility that different contractors on another framework may provide us with tenders, there is no guarantee that a tender would be received, and another significant period of time could be lost to receive the same result. Other councils have advised of similar issues of zero bids being submitted. Furthermore, retendering on the same framework could result in the contractors on the framework submitting uncompetitive pricing as it would be clear that no tenders were previously received.
- 12.2 Contracting out individual pieces of work. By simplifying the works to a particular trade, the probability of receiving a tender increases. As per the previous procurement exercise, managing and/or obtaining quotations from sub-contractors was the predominate reason why tenders were not being submitted. Also, this method places the burden of managing multiple sub-contractors onto WCC, which would require additional resources to manage, further inflating the total price for the project.
- 12.3 Do nothing: The reason for progressing at pace with the meanwhile use works is to bring improvements to the area as quickly as possible to bring a level of expectation and confidence in the local community and wider market. The changes will act as a test for the longer-term vision for Kings Walk and start to bring activity to the area to pave the way whilst reducing the decline and working to combat the incidents of antisocial behaviour. For this reason, the option not to progress the short-term works has been discounted.

### BACKGROUND DOCUMENTS: -

#### Previous Committee Reports: -

CAB3303 CWR Strategic Outline Business Case – July 2021

CAB3281 CENTRAL WINCHESTER REGENERATION (CWR) Development Proposals and Delivery Strategy

#### Other Background Documents: -

Planning approval 22/01681/FUL

Planning approval 22/01683/FUL

APPENDICES:

**Appendix A: Kings Walk Proposal.**

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# KINGS WALK PROPOSAL

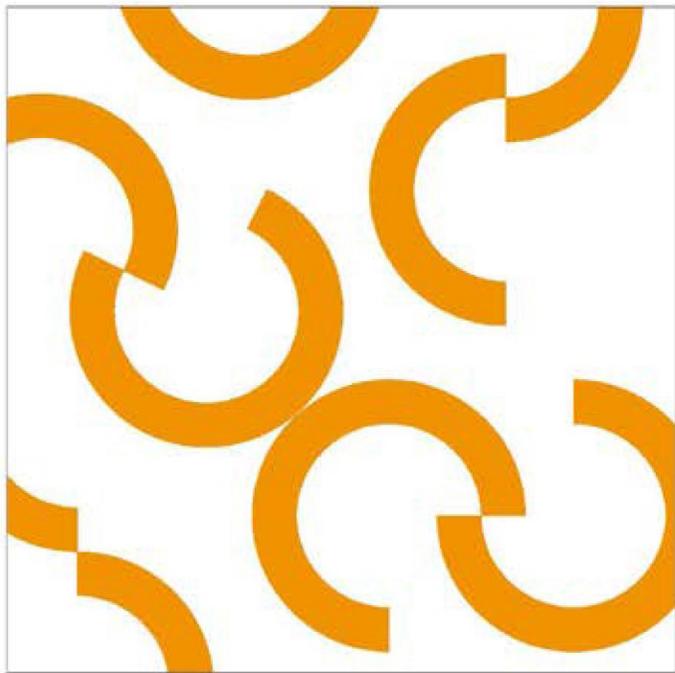


The vision set out in the Central Winchester Regeneration project (CWR) is for

*“a mixed-use, pedestrian friendly quarter that is distinctly Winchester and supports a vibrant retail and cultural / heritage offer which is set within an exceptional public realm and incorporates the imaginative re-use of existing buildings of historic interest”*

We believe we can achieve some of the objectives set out in the CWR through creating a vibrant environment that is attractive to artists, designers and makers.





1 Identity reboot



2 Supernature



3 Animation and amenity









## WHAT'S NEXT FOR KINGS WALK

- Regen Committee, 9<sup>th</sup> March 2023.
- Appointment of Contractor, subject to approval, March 2023.
- Kings Walk website design and review – April 2023.
- Kings Walk website launch – May 2023.
- Mobilisation of works – Spring 2023.
- Completion of works – Summer 2023.

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