



great

won

HOME
CULTURE
ECOLOGY
MOVEMENT
LIFETIMES

MOVEMENT

Winchester Vision 2020–2030
handbook **part 2: Target recommendations,**
following the four week working group
period, September and October 2020.

“There is an awareness that the process ahead needs to include the space to catch emerging ideas. It cannot be fixed or rigid. It needs to flex with changing times, changing attitudes, and changing technologies. But at its heart it needs a strong set of principles”

Exploring wellbeing and active travel.

Beginning in March 2020, the Winchester Vision project ran a series of listening initiatives, such as interviews, street audio recordings, social media interactions, digital walks. From this research, a series of five key targets emerged. These targets were described in Handbook Pt. 1 as starting points for working group activities.

This is Handbook Pt. 2 and is a record of the process of each working group. It explains how each group arrived at its key recommendations. These five working group reports will directly inform the final Winchester Vision 2020 - 2030

- 04 What is Movement?**
- 06 Recommended actions summary**
- 07 Movement assets map**
- 08 A city that works for all age groups**
- 10 Effective branding and promotion of experimental schemes**
- 12 Can we make 'complete streets' for the city?**
- 14 Catching emerging ideas**



onegreatwin.com

What is Movement?

The MOVEMENT group addressed getting around in Winchester. We considered what the specific barriers and opportunities are in Winchester to creating a sustainable travel network and explored the relationship between choices over how we move around and our physical and mental health.

The MOVEMENT group focused on Winchester specific issues that ranged from the fine detail to the big picture. The focus of the MOVEMENT group was on creating a city where access and movement patterns and behaviours are democratic, fair, and sustainable.



Key Findings & Action Points



Our 13 action points have at their heart a strong set of principles about why making a better environment and offering improved movement choices for everyone will benefit the whole of Winchester.

1 Use the Ancient Street Pattern

This should be a key lever for change. Unlike other cities, that have 20th Century road networks (such as Basingstoke) Winchester retains its narrow, charming streets that give it such quality and character. These streets should be a trigger for significant change.

2. Develop A Widespread Consensus

There is a need for widespread agreement that a reduction in traffic volume is a good thing before projects are proposed. This will help avoid the push back that is experienced before things are even started.

3. Small Businesses Need a Voice

These businesses often see a boost from car reduction in the city, but this is not widely reported. They need to be given a platform for supporting car-reduction.

4. Collaboration, Participation & Systemic Change

The process ahead needs to include the space to catch emerging ideas. It cannot be fixed or rigid. It needs to flex with changing times, changing attitudes, and changing technologies.

5. Never Waste A Good Crisis

Perhaps there are two crises already: The Covid-19 threat to the economy and air pollution, but both threats are invisible.

6. Demonstrator Projects That Look Good

While there is support for the current temporary reallocation of road space in the wake of the pandemic, this could look much better than it does.

7. Test-bed on Jewry Street

Packed with business, bars, and the theatre this is considered a great venue for a test project that explores new ways to use the space in the city centre.

Group facilitator's summary.

These key findings and action points have at their heart a strong set of principles about why making a better environment and offering improved movement choices for everyone will benefit the whole of Winchester.

This includes businesses, whose voices were represented on the Movement working group. There is often a sense in the local media or from existing organisations in the city that businesses do not want change with regards to how people move around the city, but the Movement group challenges this. There are many smaller businesses, whose voices are often underrepresented, that will benefit significantly from fewer cars in the city centre, but more people in the city centre.

Giving these voices a platform is an essential action and a means to build a widespread consensus that vehicle traffic reduction was a good thing before specific projects are proposed. The Movement group concluded the city had yet to reach a tipping point on such a consensus and research on how to get there is now critical to the success of future projects.



Movement recommendations

We know from our research that there is a widespread desire to see a city centre with fewer cars, or even no cars at all but finding out how to make this happen was part of our work. What are the blockages to making changes to the way people move around in the city?



8. Car Parks Attract Traffic

Reduce or remove city centre car parks and replace or rationalise towards the edges of the city and traffic volume reduction in the middle will come much more readily and quickly.

9. Identify a Champion

Which political leader is willing to take a stand to address these crises and make the changes that are needed? Individual councillors want to do something but fear alienating the small but shrill voices.

10. Avoid Misrepresentation

Councillors can project the wrong level of interest onto groups. Create an assembly of people to make it known what the public really thinks as they're almost always in favour of these changes to streets.

11. Commit to Who Will Make It Happen

There is a lack of consistency of technical officers working on Winchester projects. Council officers should be allowed to see projects through to completion.

12. Enable Cycling to School

This is something so basic but is still something Winchester has not made possible for a whole generation of children. This absolutely must be an objective moving forward.

13. Local Neighbourhood Centres

Much of the discussion focused on city centre issues but life in the outer neighbourhoods cannot be forgotten. How do they move and how and why do they access the city centre?



Mapping Movement Projects & Interventions

Create a cycle friendly radial routes into the city centre on the following streets:

1. Stockbridge Road
2. Andover Road
3. Romsey Road
4. St Cross Road

These radial routes are critical lifelines to get people from the residential neighbourhoods into and out of the city centre easily using bicycles. Without the introduction of high quality, segregated facilities they will continue to present an obstacle to convenient cycling in Winchester.

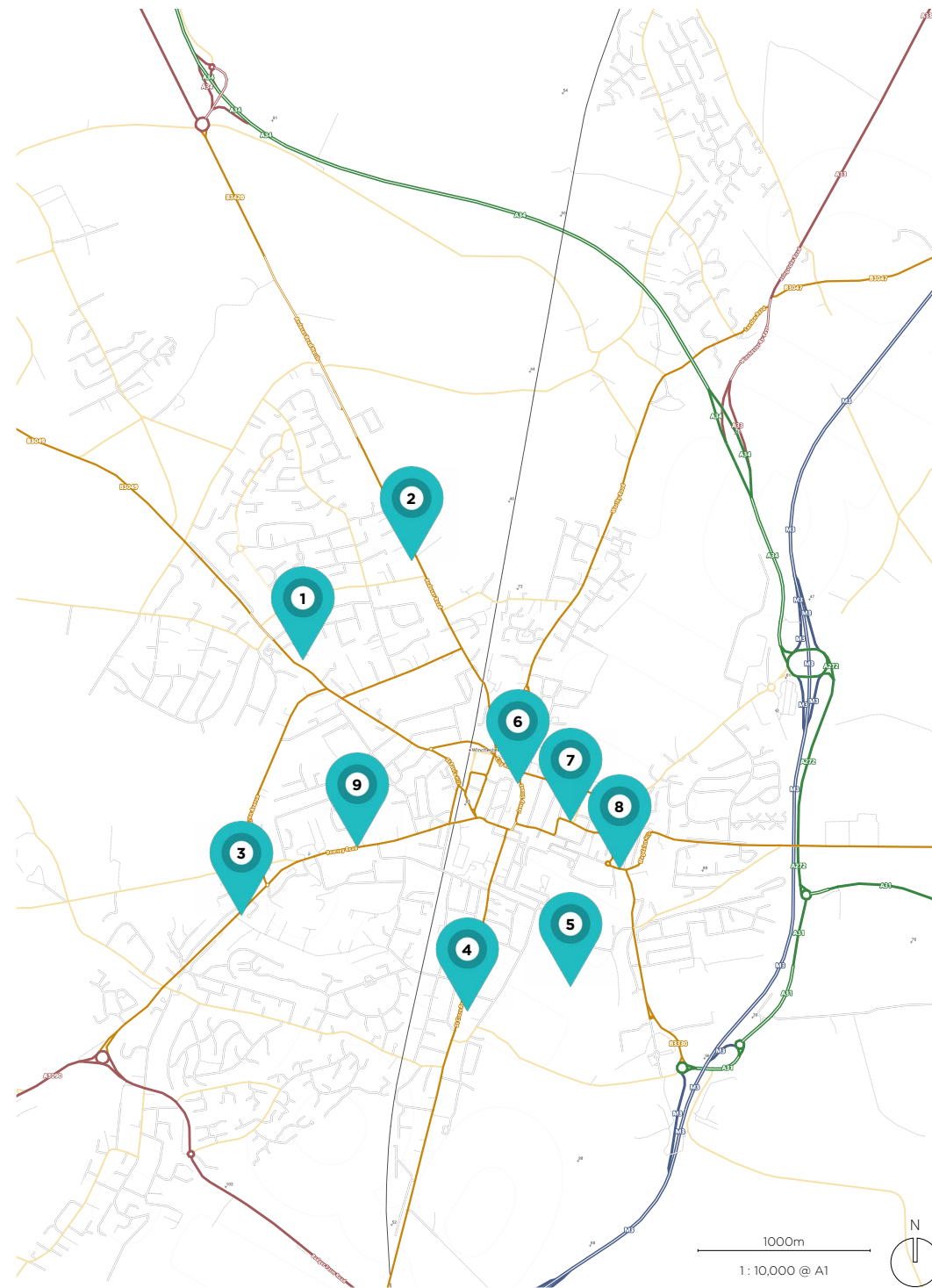
5. **Create off-road leisure route for cyclist following the River Itchen valley.** This route can be considered as companion piece to the St Cross Road corridor, a more leisurely green route for those less confident being on the road or those not in a hurry.

6. **Consider temporary pop-up traffic-free events on Jewry Street.** Full of bars, cafes and businesses, this street can become a showcase for spill-out activity on occasions when the road is closed to traffic.

7. **St Peters Street, Parchment Street and Upper Brook Street to accommodate two-way cycle movements.** The current restriction to one-way travel only make it difficult to traverse the city centre by bicycle.

8. **Remove the conflict between vehicles, cyclists, and pedestrians on Bridge Street.** This is a dangerous flashpoint between people and high speed vehicle movements. Solving this issue may mean taking cars off the network before they reach this point.

9. **Widen the pavement here.** It is currently difficult to reach the hospital easily on foot.



SECTION

1.

A city that works for all age groups.

By mapping out the movement challenges for Winchester at the start of the process, the group began to catalogue the range of issues that affect the people of the city as they move around.

While many topics were immediate and expected – such as cycling, walking and the need to reduce the impact of the car upon a historic city core – the diverse make-up of the group allowed lesser known topics to be discussed.

One such topic was the social aspect of public transport for elderly people. The daily bus ride into the city centre is a friendly and social affair for many older people and the loss of such services, or a reduced frequency, can have damaging impacts on levels of loneliness and mental health.

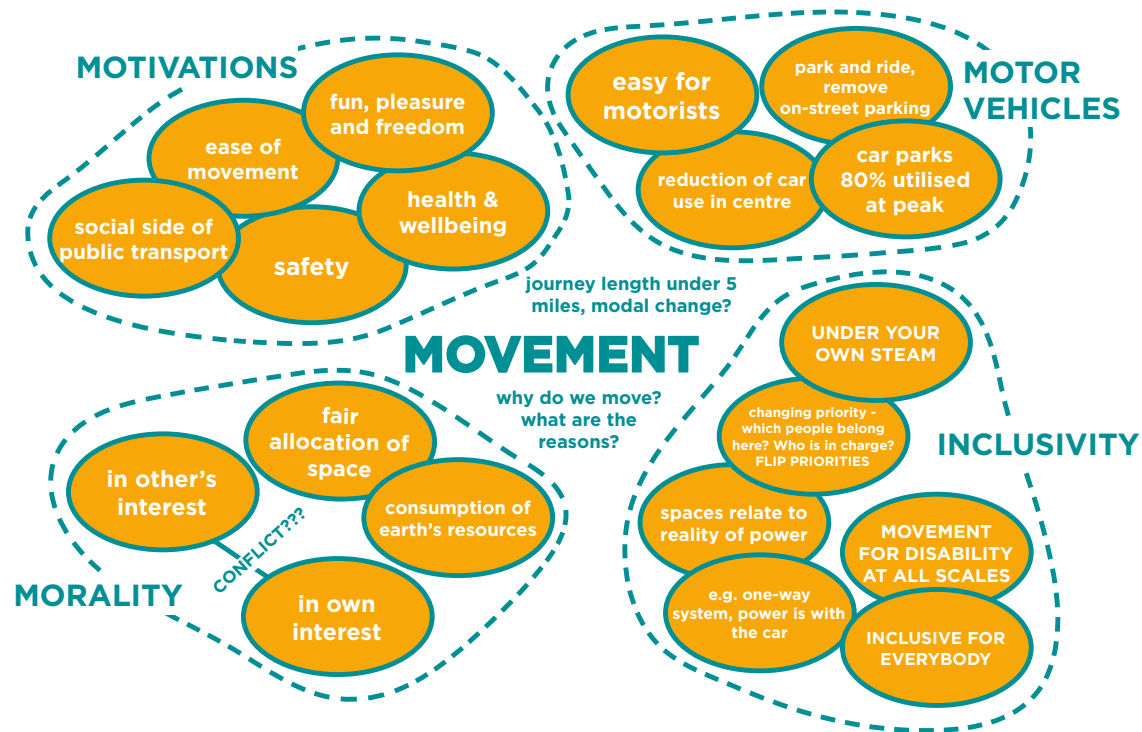
It was clear that the way a city chooses to move around has far reaching impacts on both the ecology of the city but also on different age groups. The group was therefore mindful of this across future weeks.



“The key to creating space for other modes is reducing the volume of traffic in central Winchester by encouraging people to park at the edge”



“Perhaps car drivers can park outside the walls and walk the last ten minutes? They do not all have to park in the city centre, it is just a habit”



Above: This mind map of issues was created by the working group membership during the first session and was used to steer the debate over subsequent weeks.

“A lot of thought was given to those who remain active but no longer choose to or are unable to drive or cycle”

Week 1 Blog extract:



“It was clear that understanding why people move is important especially as the events of the last six months will probably have a long-term impact on commercial and worker movements.

A lot of thought was given to those who remain active but no longer choose to or an unable to drive or cycle. Several the group use the city buses and were anxious to point out that they are an integrated part of their social interaction. The need for frequency of public transport was a common theme.”

READ THE WHOLE BLOG BY FOLLOWING THE QR CODE ABOVE >



COMMENTS:

Karen Baker on 28th September 2020 at 11:51 am

There are definitely challenges faced in working with the road structure of an historic city but there are opportunities too with wide avenues such as Chilbolton which could easily accommodate cycle lanes. This would facilitate safe commuting by bike from Weeke/Harestock to Kings' and the hospital and university on Romsey Road.



SECTION

2.

Effective branding and promotion of experimental schemes.

A key finding from the second week of the Movement group was that branding temporary initiatives as “car-free” may not be the most helpful way to get things done. Larger institutions across the city can often feel that such initiatives are a threat to their current business model and can push back against them.

So how can Winchester promote and market experimental schemes that can showcase the benefits of a car-free city? With assets that include a rich architectural heritage, a wide range of small businesses, often in the leisure and food and drink sector, and a deep and often unseen cultural sector, closing the city streets for a day or two to give these aspects of city life a fresh new platform and audience was considered something worth exploring further.

Some alternative approaches are far less likely to get push back for being a “car-free” experiment but could still begin the process of allowing the people of Winchester to see their city in a new light and help build that tipping point of consensus that change is required.



Possible branding and promotional ideas

Previous initiatives to create “car-free days” could, less divisively, become:

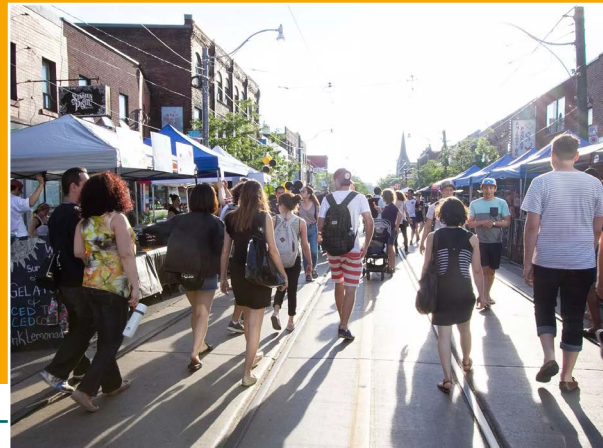
- **Architectural Heritage Day** – closing certain city streets to allow a greater appreciation of the adjacent architecture
- **Winchester Street Food & Drink Fair** – closing streets where there is a prevalence of bars, restaurants and cafes and allowing them to spill out into the street for a day or a weekend.
- **Cultural Parade or Festival** – Closing a series of streets to allow a parade or festival to take over the streets for a limited time. With the pandemic making indoor cultural events almost impossible and no sign yet when this may change, then creating conditions where outdoor culture is given greater opportunity is critical.



There's major road closures over the weekend!

Toronto has undergone a significant revival in recent years, in large part to way it has animated its public realm through cultural events for all ages. Over the weekend of 7-9th June 2019, the city closed up to 25 different streets in order to host nine different events.

1. Dundas West Fest
2. Beaches Arts and Crafts Show
3. Shoppers Love You Run for Women
4. DECA Danforth East Yard and Sidewalk Sale
5. Desifest
6. Grilled Cheese Challenge
7. World Partnership Walk
8. Toronto Challenge
9. Honda Indy



Week 2 Blog extract:



"The bottom end of Romsey Road and the Durngate Place (by the junction of North Walls and Union Street) were identified as some of the key crossing places in the city and the speed/volume of traffic here makes crossing the road safely difficult. These routes are important as they are necessary for many Winchester residents to access to the hospital and the leisure centre. What can we do to make this easier for people? We also discussed how the narrow pavements

in these areas cause additional problems for pedestrians, particularly those with disabilities and/or small children.



Contraflow-cycle lanes running north to south through St Peters Street, Parchment Street and Upper Brook Street were suggested as ideas that will provide improved access without significant investment or major change. The group was keen to celebrate the recent pedestrianisation of Great Minster Street."

[READ THE WHOLE BLOG BY FOLLOWING THE QR CODE ABOVE >](#)



Cathedral Thinking

The nearby cathedral city of Salisbury has recently launched a major reallocation of the street and road space within its historic core. Under the title "People Friendly Salisbury" this is an exciting and ambitious project to prioritise walking and cycling in the centre of the city.

The project will see several streets in the centre of the city prioritised for walkers and cyclists between certain times of the day, with motorised access to these areas for certain vehicles only, including emergency vehicles, buses, taxis and tourist coaches, by removing through traffic without significantly inconveniencing residents and businesses.

The scheme is subject to an Experimental Traffic Regulation Order (ETRO), which allows for changes to be made throughout the life of the project, so feedback from residents, businesses and local groups is encouraged

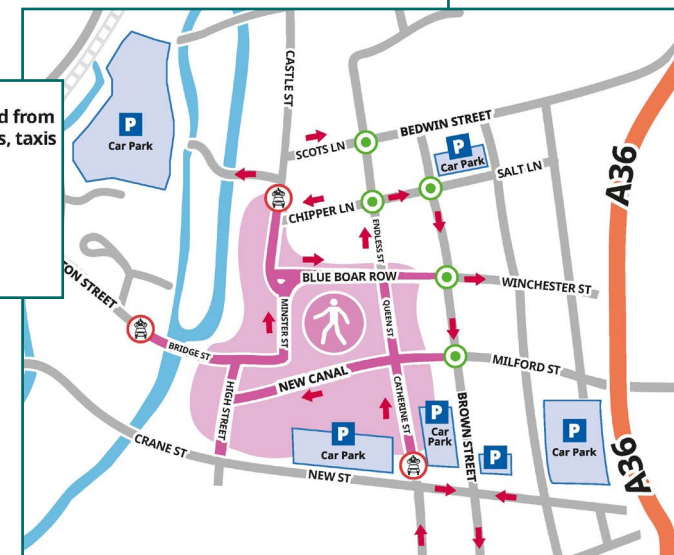
throughout the 18 months period of the ETRO. The city council will then make changes to the project based on this feedback to ensure it is bringing benefits for local people and businesses.

The scheme began on 21 October 2020. Residents and businesses that wish to access the Low Traffic Zone (LTZ) now need to apply for free permits to access the zone. The implementation of the scheme was preceded by a significant amount of consensus building across the local resident population and is supported by a fully costs business case.

This is a lead that Winchester should follow.

KEY:

- Motor vehicles prohibited from entering except for buses, taxis and permit holders
- No change to junction
- One way street
- People Friendly area



SECTION

3.

Can we make ‘complete streets’ for the city?

There are several great examples around the country of new street designs that successfully retain car movements but rebalance them with a greater awareness of the architectural heritage of an area and the needs of other road users, such as pedestrians and cyclists. These have been known as “shared space” but this term has fallen out of favour and “complete streets” is now a better way of thinking about them.

The reason for the name change was that groups representing blind and partially sighted people considered that many of the earlier schemes relied upon visual communication and eye-contact between the drivers of vehicles and other road users. The absence of signs, lights and paint gave these schemes a better visual quality but often made them reliant upon this eye to eye contact. In this sense, blind and partially sighted people often felt excluded from these spaces and sharing them was not possible.

However, much has been learned since about the wide range of needs of all groups and more recent designs are much better at accommodating these needs. There are award-winning street designs in Bexleyheath, Poynton and Bournemouth that have removed big, conventional bits of road infrastructure, such as roundabouts, railings, and splitter islands, and replaced them with landscape-led schemes that use attractive paving and fewer posts, poles, and other items of clutter.

While successful and widely admired, these schemes are expensive, take time to design and delivery and involve upheaval during the construction phase. Winchester needs some attractive, quick, and easy precursors to more permanent solutions, but the group were keen that schemes of this type should be a target for the longer term.

“Disabled groups, especially for blind people, continue to worry about sharing space with vehicles, so they need to be reassured schemes like the one in Poynton will work”





Taming traffic, reviving businesses

Poynton town centre suffered from a divisive and congested traffic at its centre. The space was unpleasant for pedestrians and caused frustration for drivers, with detrimental impact upon the wider public realm. To solve these issues, a “double roundel” system was introduced, allowing a steady flow of traffic at low speeds. The space was de-cluttered and new paving laid. Since the implementation of the scheme, residents can now walk across the space more easily and the number of collisions has fallen sharply. The improvements have also boosted local businesses via increased footfall. The design has encouraged drivers to be more aware of their surroundings and the slower, constantly moving traffic has resulted in reduced noise pollution and the project has won national awards.

This type of design approach should be considered for Andover Road – Station Hill – Stockbridge Road junction and North Walls – Hyde Street – City Road junction.



COVID-19
Stay 2m
apart



Week 3 Blog extract:



“Sharing space. What if all movement – buses, cars, cyclists, pedestrians – can share certain routes through our city, but in a different way? It has been done before elsewhere – successfully.



Lockdown in Winchester has created, inadvertently, some “pop-up” traffic changes. Changes, introduced for social-distancing reasons, which have had an impact on traffic flow; it is slowed on North Walls and is greatly reduced on Hyde Street. It has been an interesting experiment, but it is divided opinion; wonderful if you live on Hyde Street where you’re now enjoying the peace and quiet – but not if your car journey involves an increased loop to get from A to B.

How can we do this, how can we bring residents with us, business with us, authorities with us; and how can this be done in a holistic, home-grown, way?”

READ THE WHOLE BLOG BY FOLLOWING THE QR CODE ABOVE >

While pop-up cycle lanes have been introduced across the UK this year, including in Winchester, the use of visually intrusive clutter (such as that shown here in Reigate) can detract from a heritage street scene. It can also become counterproductive as it may fail to generate the necessary wider support for more permanent measures. Instead, the opportunity should be taken to use landscape-led objects and

materials to redistribute road space, such as these schemes in Toronto and San Francisco. Not only do they look visually more pleasing, they benefit the greening agenda for the city too. They can help pave the way for more aesthetically pleasing permanent schemes, such as the success project one in Poynton.

SECTION

4.

Catching emerging ideas.

The previous three weeks of research, discussion and debate provided a wealth of information for the final week. This session became a drawing together of the different threads into a plan for change and action.

A key prompt used by the group facilitator from the first week onwards was that the groups needs to find the answer to how we make change happen in Winchester, not necessarily what that change is. So this final week made a concerted effort not to talk about projects and outcomes, but to focus on mechanisms and means of getting there.

Collaboration, Participation and Systemic Change

A key finding on the final week was an awareness that the process ahead needs to include the space to catch emerging ideas. It cannot be fixed or rigid. It needs to flex with changing times, changing attitudes, and changing technologies. But at its heart it needs a strong set of principles about why making a better environment and offering improved movement choices for everyone will benefit the whole of Winchester.



More research is needed.

Research to build data and evidence of support for car reduction from smaller businesses not currently represented by the loudest lobby voices in the city. This research can be quantitative – the hard facts and figures, statistics, and percentages. But this only goes so far. We also need qualitative story-telling and the human angle to bring this data to life.



Build a consensus.

Collaborate with cultural, ecological, and business groups to become “content providers” for a car-free day. Closing certain streets to traffic for 24 or 48 hours to allow the city to be experienced in a different light will be easier if done for another reason. Implement survey and analysis work during the period of road closure – from interviews with participants to air quality monitoring.

Week 4 Blog extract:



“The key to all these ideas is to reduce the volume of traffic in central Winchester by encouraging people to park at the edge, outside the walls”

“The final week of the working groups was a drawing together of the threads from previous discussions. This coalesced around a series of 12 x action points that all flow from a common theme... a better environment and improved movement choices for everyone will benefit the whole of Winchester.

The public are almost always in favour of these changes to streets and spaces but how long before WCC catch up with public opinion? A political leader is needed to drive home the changes required.”

[READ THE WHOLE BLOG BY FOLLOWING THE QR CODE ABOVE >](#)



Streets should be beautiful.

Work with designers, landscape architects, community groups, schools, and colleges to develop cost-effective, easy to implement and most of all, good-looking moveable street furniture that can quickly create more space for walking and cycling. The end of the red and white plastic bollard.



The city must work for everyone.

Understand the effects of movement choices and street design decisions on all user groups. Young people in society of often find walking and cycling challenging and therefore get driven across the city by parents or carers. Meanwhile, the elderly can enjoy the sociability of bus travel but are often denied this opportunity because of cuts to services. Movement has direct links to the lifetime opportunities in Winchester.

“The future movement strategy for the city needs to include cycle routes to schools. Currently this has escaped the notice of those in control”

Commissioned by Winchester City Council
and Winchester Town Forum as part of
Winchester Vision 2020/2030.

Produced by:
Boyle + Summers
Feria Urbanism
Momo:zo
Støriie

**With sincere thanks to all our
working group members for their
time, insights and creativity:**

Liz Alcock
John Arthur
Emma Back
Edna Boden
Peter Brown
Silas Brown
Mike Caldwell
Colin Campbell
Betty Chadwick
Sue Coles
Jo Crocker
Peter Critoph
David Doyle
Tim Fell
Emma Findley
Mike Fisher
Phil Gagg
Mark Goodlet
Jool Heller Dixon
Chris Holloway
Victoria Hurley
Jolyon Nott
Laxmi Lama
Penny Lawrence
Dan Lloyd
Tom Lowe
Katerina Kremmida
Lesley McKinnon
Susan Millin
Brian Pitts
Hannah Portrays Ward
Bo Priestly
Elaine Ralph
Yannis Roussos
Paul Spencer
Rich Turner
Jeremy Tyrrell
Jack Vear
Surya Vishnu
Steve Willoughby
Martin Wilson
Wendy Wyatt
Sorcha Young