

Workshop Attendees

Day 01

14th May 2024

Winchester BID
WCC Economy & Community
WCC Historic Environment
WinACC
WCC Planning
WCC Urban Design
South Downs Social
Cycle Winchester

Day 02

16th May 2024

WCC Deputy Leader
Play to the Crowd
Design Engine
Sound Winchester
Walking Strategy Group
Open House Deli
Winchester Cathedral
WCC Environment
Winchester Science Centre
WCC Strategic Director
The Nutshell
WCC Economy & Tourism
Winchester Radio & Dementia Friendly Winchester
Urban Counsel
Bella Crafts

Day 03

17th May 2024

WCC Leader of the Opposition
Environment Agency
HCC, Assistant Director Regeneration & Growth
The Nutshell
University of Winchester Student Union
WCC Director of Regeneration
WCC Housing
Winchester School of Art
WCC Project Manager
Well Worn

Workshop Process

A Illustrated Conversation



Each participant brought images to the table that related to 3 key themes: People, Planet, Place. The images were used to spark a discussion and participants were encouraged to write key concepts, ideas or quotes that resonated during the workshop.

B Associating Conversation Output to Sub-Themes



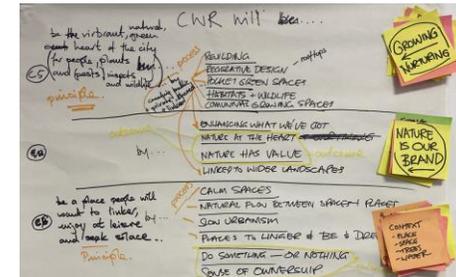
Participants then distributed/classified the key concepts, ideas and quotes (outputs of Step A) into 6 sub-themes that reflect the Footprint dimensions: Place, Wellbeing, Climate, Circular, Community, Nature.

C Conceptual Clusters



In smaller groups, the participants identified conceptual clusters within which the ideas could be segmented into.

D Future Actions & Ideas



Inspired by the conversations and the thematic organisation of ideas, the participants defined desired outcomes for each of the sub-themes in regard to the future neighbourhood and the impact it could have on the city as a whole.

Illustrated Conversation — Day 01

People

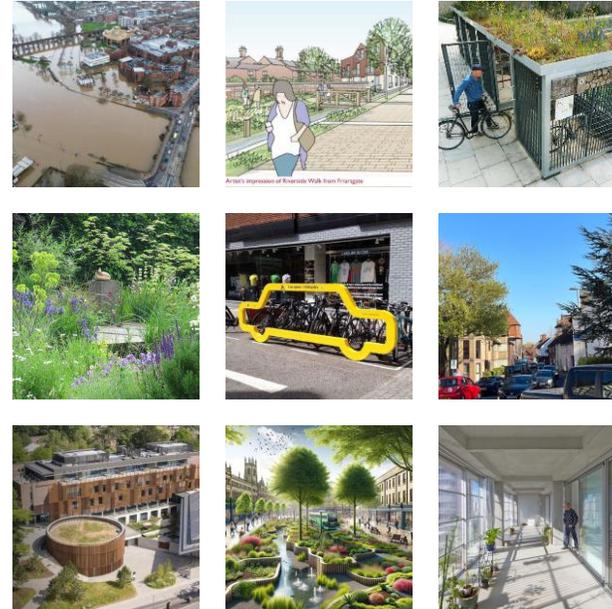
A person who might visit, live or work in CWR...



Participants discussed boosting tourism in Winchester through unique events, festivals, and improved pedestrian infrastructure. There was a focus on celebrating the city's creativity, supporting small businesses with low rents, and building on existing creative communities. Suggestions included more indoor activities, better event signposting, and greater inclusivity in the public realm. Affordable housing, transport, and business spaces were deemed crucial for supporting diverse demographics, including young people and the elderly.

Planet

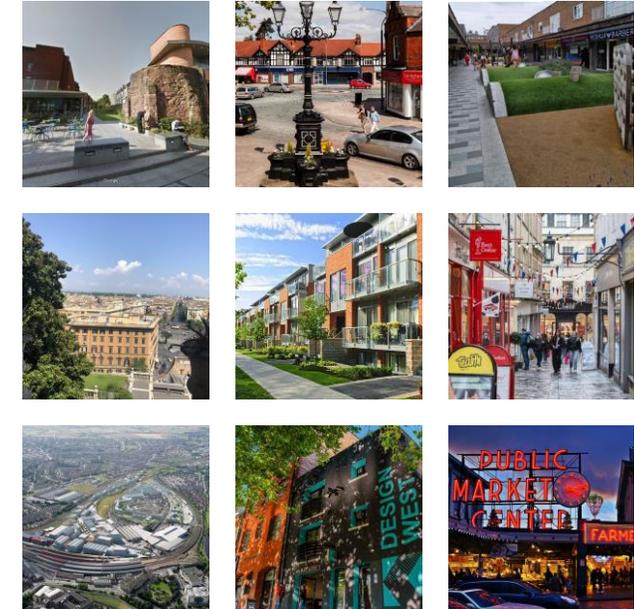
A picture that reflects the challenges of/how we can tackle the climate crisis in this location...



Participants emphasised the importance of addressing flood threats with better water management and natural solutions that celebrate Winchester's waterways. They advocated for placing nature and environment at the forefront of the regeneration, rewilding the city centre and employing sustainable building practices that balance high- and low-tech solutions. CWR must reduce emissions where possible, tackling congestion, promoting active travel, and retrofitting buildings. The masterplan should also integrate accessible, environmentally friendly spaces, with diverse attractions and amenities that encourage local discovery and sustainable transport.

Place

A place that might have similar qualities to the CWR we want to create...

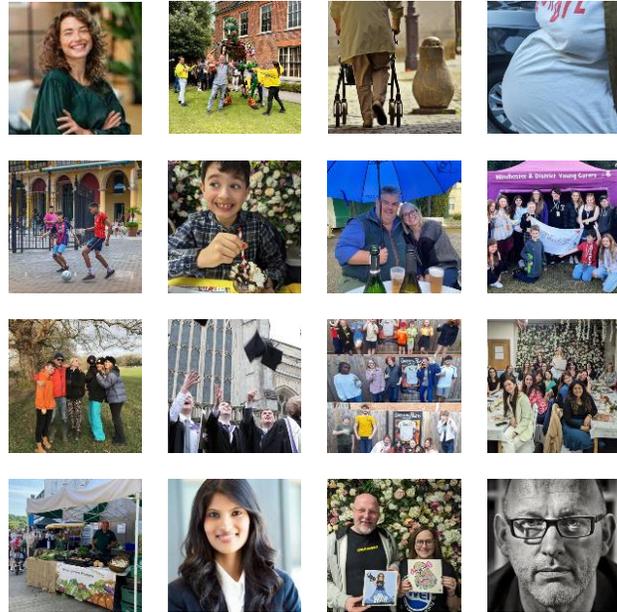


Participants were excited by Exeter's blend of historic and modern elements and Seattle's Pike Place Market's local, sustainable business model. Bristol was noted for its creative, multicultural spaces, and Bath's design principles of narrow, active streets were considered valuable and relevant. Participants discussed creating shared, multimodal public spaces and mixed-use developments in Winchester, that reflect the city's unique heritage. CWR must also have organic, inviting spaces, that embed the nature at every opportunity.

Illustrated Conversation – Day 02

People

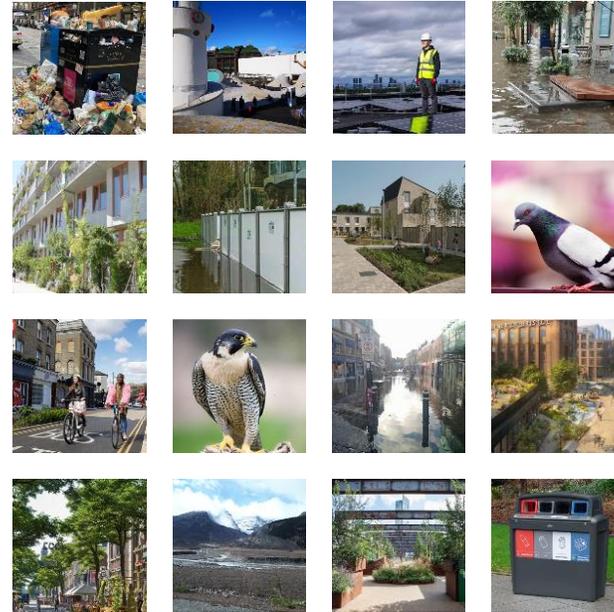
A person who might visit, live or work in CWR...



Participants envisioned a diverse range of individuals who may visit and live in Central Winchester, including cultural migrants, young professionals, graduates, market traders, and older adults. They emphasised the need for accessible, safe, and engaging public spaces that cater to various needs and preferences – doing so by ensuring affordability and a varied mix of housing types. Creating joyous, experiential everyday moments were seen as crucial for attracting and retaining residents and visitors in the city, and the discussions highlighted the importance of considering future generations and creating a legacy that values all demographics.

Planet

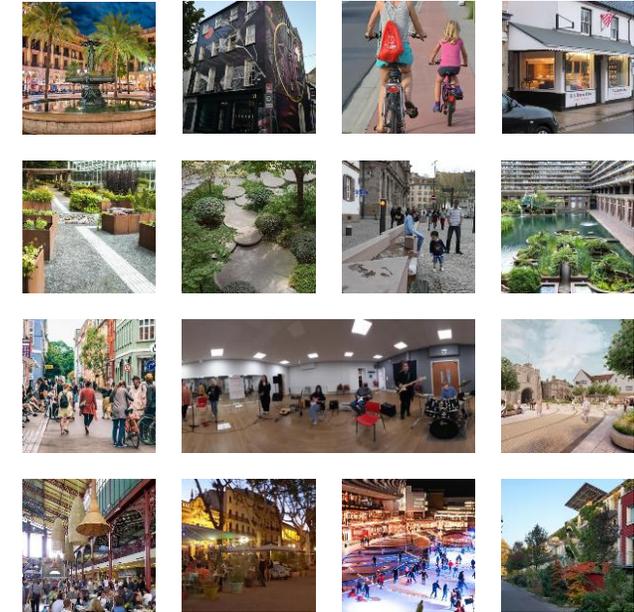
A picture that reflects the challenges of/how we can tackle the climate crisis in this location...



CWR must respect its natural and non-human environment and must employ innovative and sustainable practices from the outset to connect local and international climate goals. The regeneration must celebrate the city's heritage, finding creative ways to retrofit existing buildings, and where new buildings are essential, these must respect Winchester's heritage and aesthetics. Better waste management and recycling strategies for the centre need to be developed with businesses and residents, and improved infrastructure is needed to balance various modes of transportation. Flooding was highlighted as a real issue in Winchester – along with managing water flow, green landscaping was seen as integral to tackling this, as well as providing long-term health and environmental benefits.

Place

A place that might have similar qualities to the CWR we want to create...



Participants mentioned places like Waterford, with its mix of heritage buildings and art installations, and Bristol, known for its annual street art festival, as exemplar cities that CWR should look toward. They discussed creating vibrant, multifunctional public spaces, drawing inspiration from various successful projects across the UK, to create a place that has its own recognisable character. There is a clear need for a central, engaging public area in Winchester, akin to a civic square, and The Broadway was highlighted as the best place for this. It is essential that the urban fabric supports creative and community initiatives and carves out space for local events. CWR must work with local stakeholders to transfer ownership into the hands of the people, and foster a unique, flexible, and dynamic urban environment.

Workshop Outputs

Theme	Day 01	Day 02	Day 03	Actions + Outputs	SPD 1-9
Place	<ul style="list-style-type: none"> - Creating a range of spaces - Using innovative design - Relating well to Winchester - Learning from elsewhere - Considering the 5th elevation - Be sensitive to Winchester's physical heritage, assets and value people's relationship with them - Be a city centre waterfront development 	<ul style="list-style-type: none"> - Creating places that feel energising - Delivering spaces that are multi-functional - Art + Culture - Character + Fabric of Place - Public Space - Intuitive 	<ul style="list-style-type: none"> - Mid-Space - Mix of Uses - Creative, Contemporary Character - Social - Willing to Fail - Test Bed - Modular - Get the Basic Right - Movement 	MID-SPACE: A place and spaces that meets the missing need	1,3,4 (7)
				MODULAR: Mix of uses and a range of Space (public and Private) that can scale up and down	1,3,4, (7)
				CREATIVE: Contemporary character - a place for Art and Culture	4,8, (1,2)
				SOCIAL: Promotes interaction	1,3,4,8
				INNOVATIVE: Willing to fail - a test bed	1 + 9 (2)
				INTUITIVE: Getting the basics right	3 (2,4,5)
				OF WINCHESTER: Water, character (grain etc.)	2 (1 + 3)
Wellbeing	<ul style="list-style-type: none"> - Creating places where people want to linger in and use - Be a place people will want to linger, enjoy at leisure and seek solace - Be the 'go to' place for 24/7 rain or shine fun! - Be sensitive to Winchester's physical heritage, assets and value people's relationship with them 	<ul style="list-style-type: none"> - Empowering people - Safe Space - Housing - Emotive - Connection - Affordable / Accessible - Sensory - Play + Fun - Creative - Creating spaces that provoke a positive, emotional, physical, or psychological response - Places that work for calm and quiet reflection and places that work for group activities - facilities to be "alone, together" in shared space - Accessible, easy to get round spaces, safe, functional and fun 	<ul style="list-style-type: none"> - Active - Accessible/Equitable - Living Room for the City - safe - Public amenities 	ALWAYS: Active, Playful, Fun - 24/7 rain and shine	1,4,3,8
				EMPOWERING: Accessible / equitable (housing, commercial space, offer for visitors etc) - offering flexible lease options that support Winchester's independent spirit	7,1,4,(8)
				SAFE: Living Room for the city - a place people will want to linger, enjoy at leisure or seek solace	3 (4,8)
				FACILITATED: Public amenities and programming over time	8,3,4, (1)
				EMOTIVE - Sensory, creating spaces that provoke a positive, emotional, physical, or psychological response	1,2,3,4
				CONNECTED: Consciously build social capital	8,4

SPD Outcome - Legend

- **Must** = Output is aligned to SPD objective and must be included
- **Should** = Output should be included in support of SPD objective
- **(Could)** = Output could be included and would support some elements of the SPD objective

Workshop Outputs

Theme	Day 01	Day 02	Day 03	Actions + Outputs	SPD
Climate	<ul style="list-style-type: none"> - Reducing building energy use naturally - Building flood resilience solutions - Using technology intelligently in new construction for its energy strategy - Promoting walking and cycling - Reducing the need for the use of cars and CO2 coming from cars - Developing alternative to cars - Design buildings and spaces that naturally creates clean air and light 	<ul style="list-style-type: none"> - Climate Resilience - Transport - Sustainable Living - Low Energy Buildings - Think Global 	<ul style="list-style-type: none"> - Movement (Buses/parking) - Active Travel - Resilience 	HIERARCHY: Prioritise the public realm – people, bikes, bus and then cars	3,4,5,(1)
				ACTIVE: Travel and Urbanism	5,3, (9)
				RESILIENT	9,5, (7,8)
				NATURAL: Reducing building energy use naturally – Design buildings and spaces that naturally creates clean air and light	9,3,5, (2)
				INTELLIGENT: Using technology intelligently in new construction for its energy strategy	9,5,(7,4,1)
				THINK GLOBAL (ACT LOCAL): Be conscious about what we do here affects other places – make these connections	9,5, (8)
Circular	<ul style="list-style-type: none"> - Reducing building energy use naturally - Building flood resilience solutions - Using technology intelligently in new construction for its energy strategy - Promoting walking and cycling - Reducing the need for the use of cars and CO2 coming from cars - Developing alternative to cars - Design buildings and spaces that naturally creates clean air and light 	<ul style="list-style-type: none"> - Climate Resilience - Transport - Sustainable Living - Low Energy Buildings - Think Global 	<ul style="list-style-type: none"> - Movement (Buses/parking) - Active Travel - Resilience 	RE-USE: Working with existing	9,6,(2,4)
				PROCESS: Using human capital, building relationship, sharing things	8,9,(1,4)
				H₂O: Work with water	3,9,2,4,(8)
				ZERO WASTE: Waste does not exist; it is all material resource – use it	9,(5,6,8)
				ADAPTABLE: Design places that flex	3,1,9,(6,7)

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Workshop Outputs

Theme	Day 01	Day 02	Day 03	Actions + Outputs	SPD
Community	<ul style="list-style-type: none"> - Enabling a range of activities for all times and weather - Telling people what's going on 	<ul style="list-style-type: none"> - Being a platform to celebrate the different actors and groups that exist in Winchester - Understanding similarities between different residents (living room) - Offering flexible lease options that support Winchester's independent spirit - Who's it for? - Providing a variety of spaces for individual, and communal space 	<ul style="list-style-type: none"> - Food - Evening (meanwhile to long-term solutions) - Housing - Business (meanwhile to longer term solutions) - Spaces for communities (living Room) - Mixed Use - Communication - Multigenerational 	EDIBLE: Food to congregate around	8,4,9 (3)
				DUSK TILL DAWN: Evening economy (meanwhile to long-term solutions)	8,1,4
				LIVING ROOM FOR WINCHESTER: Variety of spaces/places for all communities (living Room)	1,8,3 (4)
				MIXED: Spaces and activities that meet the needs of specific groups (communities of interest) but also promotes the meeting of all communities	1,8,4,(3)
				COMMUNICATE: Listening to people and informing people	8, (4)
				O-100: Multigenerational / intergenerational	8,7 (5,1)
Nature	<ul style="list-style-type: none"> - Be the vibrant, natural, green heart of the city (for people, plants, insects and wildlife) 	<ul style="list-style-type: none"> - Nature completely embedded within the fabric of the build - Responding to the existing and also enhancing the natural environment and built heritage - Equitable outcomes for nature, residents, and other users of the spaces 	<ul style="list-style-type: none"> - Natural Spaces - High quality nature - Functional Nature - Integrating Nature 	A NATURAL PLACE: Be the vibrant, natural, green heart of the city (for people, plants, insects and wildlife)	3, (1,2,4,9)
				HIGH QUALITY	3,4 (5,7)
				FUNCTIONAL: It has to work, and not be a maintenance burden	3,6,(1,5)
				INTEGRATED: Nature completely embedded within the fabric of the build	9,3,(4)
				EQUITABLE: Shared outcomes for nature, residents, and other users of the spaces	8,1,4,(9)

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Workshop Outputs – Call to Action

Theme	Day 01	Day 02	Day 03	Actions + Outputs	SPD
Call to Action	CWR will provide an example of climate conscious and heritage sensitive regeneration which delivers...	CWR will harness what is already underway and will work with community and support groups [Powered By You]...	CWR will be active and restorative, a mid-space approach that accommodates modular, accessible, inclusive, affordable, jazzy spaces (for all)...	The Central Winchester Regeneration project will be a restorative, climate conscious, low carbon and heritage sensitive regeneration process building on what has already started with a multi-disciplinary and co-designed response to the needs of creative, active and invested communities that delivers equitable outcomes for nature, residents and community. It will be designed flexibly and built to last, a model for sustainable living, working and communities, with a focus on young businesses, talent and people. It will be integrated into Winchester and a place that citizens are proud of. It will provide sustainable movement choices and through design put inclusivity and diversity at the heart. It will retrofit buildings, not people.	-
	A model for sustainable living, working and community focused on young businesses, talent and people...	Integrated into Winchester town and a place that citizens are proud of...	That will create a green neighbourhood, supporting sustainable movement choices...		
	An unexpected place for people and nature to thrive, with spaces and activities that engender a true sense of joy, welcome, and belonging...	A multi-disciplinary and co-designed response to the needs of creative, active and invested communities that delivers (equitable outcomes for nature, residents and community)...	Through design inclusivity and diversity from the start. Do retrofit buildings. Do not retrofit people...		
		A low carbon exemplar, designed flexibly and built to last...			

Co-Creation Shared Call to Action

Output Statement

“The Central Winchester Regeneration project will be a restorative, climate conscious, low carbon and heritage sensitive regeneration process building on what has already started with a multi-disciplinary and co-designed response to the needs of creative, active and invested communities that delivers equitable outcomes for nature, residents and community. It will be designed flexibly and built to last, a model for sustainable living, working and communities, with a focus on young businesses, talent and people. It will be integrated into Winchester and a place that citizens are proud of. It will provide sustainable movement choices and through design put inclusivity and diversity at the heart. It will retrofit buildings, not people.”