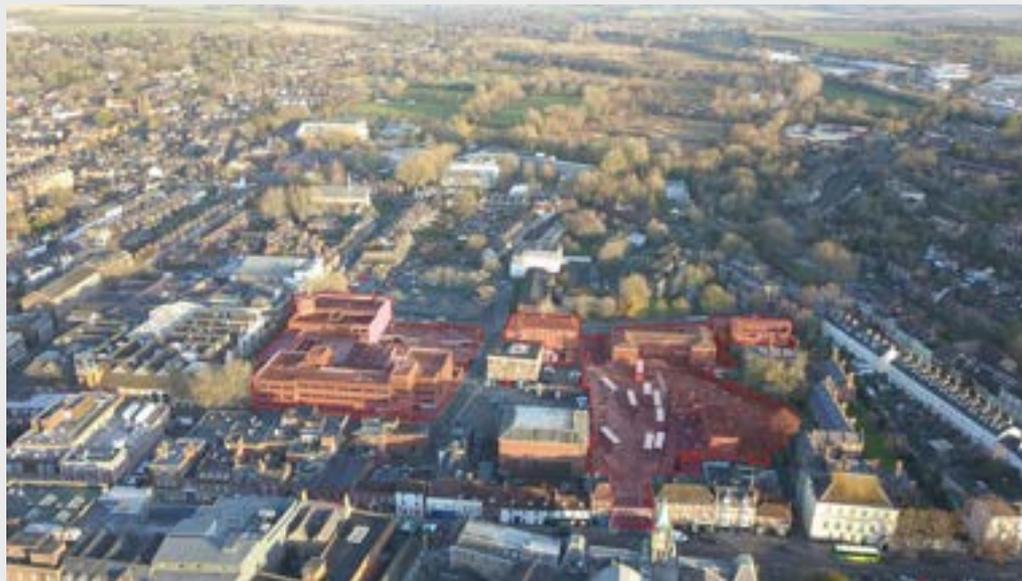


Introduction

This document provides an overview of the outcomes and insights gathered from a series of four themed workshops held in July 2023, focused on the Central Winchester Regeneration Opportunity (CWR). These workshops aimed to engage with the local community and stakeholders to start a collaborative dialogue to facilitate the identification of key themes, desired outcomes, and actionable steps for the project.

The workshops served as a platform to foster meaningful discussions and gather valuable input from participants representing diverse perspectives within the community. Through an inclusive and participatory approach, the sessions laid the first steps for shaping the future of this very important part of the city.

We invite you to add to this conversation by participating to a short questionnaire that reflects on some of the themes and ideas developed through the themed workshops.



Central Winchester Regeneration site boundary

Content



Attendees & Workshop Process



Workshop 1

Heritage & Culture



Workshop 2

Live, Play & Work



Workshop 2

Environment



Workshop 2

Movement



Initial Framework

N.B.:

CWR is used as an acronym throughout this document to designate the **C**entral **W**inchester **R**egeneration opportunity

Attendees

1

Heritage & Culture

19th July

Caroline Horrill
Richard Baker
Maddie Cowell
Deryck Newland
Andrew Loretto
Richard Rous
Andrew Gostelow
Paul McCulloch
Paul Sapwell
Harriet Morris

2

Live, Play & Work

25th July

Caroline Horrill
Eze Ekeledo
Neil Wyatt
Steve Lincoln
Andrew Gostelow
Simon Hendeby
Paul Spencer
Chris Edwards
Andy Von Bradsky
Simon Turpin
Andrew Palmer

3

Environment

25th July

Campbell Williams
Ottillie West
Steve Lincoln
Alex Clayton
Phil Gagg
Judith Sykes

4

Movement

26th July

Andy Hickman
David Jowsey
Mark Jackson
Chris Edwards
Phil Gagg
Adrian Jones
John Arthur
Andy Von Bradsky
Simon Turpin
Lizz Kessler
Stewart Wilson

Workshops Process

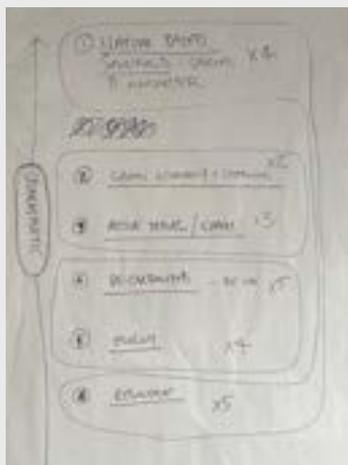


A



Illustrated Conversation

Each participant was invited to bring two images to the table that were linked for them to the theme of the respective workshop they were participating in. The images are used to trigger conversation and participants are encouraged to write key concepts, ideas or quotes that are mentioned during the workshop.



B



Defining sub-themes

Together, the participants and the project team think of sub-themes that could serve as conceptual umbrellas for the concepts that have been discussed during the illustrated conversation (Step A).



C



Associating conversation output to the sub-themes

Following the identification of the sub-themes, the participants are encouraged to distribute/classify the key concepts, ideas or quotes (Outputs of Step A) within each of the sub-themes identified in Step B.



D



Conceptual clusters

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



E

Future Actions & Ideas

Inspired by the conversations and the thematic organisation of ideas, the participant defines 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.

1

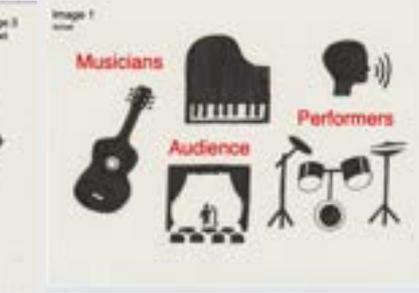
Heritage & Culture

WORKSHOP 1

Where we discuss the role that identity, tradition and inclusivity should play in the development of Central Winchester.



1 Heritage and Culture: Illustrated Conversation



Images brought by participants

1 Heritage and Culture: Defining Sub-themes / Action & Ideas

Data

Statement

Identifying what we have the need and growth potential. Data is going to inform the curation and brand by identifying the constituents and needs).

Action/Ideas

- liquidity/financial capacity
- demographics (age, gender, tastes)
- local, national and international visitors
- Tourism data

Curation

Statement

Creating a Platform (Curation in space and time for your constituency & needs and/or nudging the constituency of residents and visitors).

Action/Ideas

- Mapping (could be a part of Data collection - what have we got?)
- Building - Physical what is the cost of revealing some of the archaeological remains? (Basingstoke museum), Temporal, Activities, Complimentary
- Cherishing - linking our museums, theatres, cathedral and galleries together through wayfinding/map/digital/ticketing
- Sustaining - Management/coordination role... (York spend 4 million per annum)
- Exciting

Inclusive Vision

Statement

Accessible, Inclusive and Affordable for all, irrespective of need /age /gender /race /sexuality.

Action/Ideas

- Accessible - the city and CWR need to be both physically accessible and also culturally accessible. Participatory, not elitist.
- Inclusive - a safe, welcoming place for all 24/7.
- Affordable for creatives to working in, and for people to visit - need a programme of free activity.

Brand/USP

Statement

Winchester is distinctive not generic - we need to preserve this.

Action/Ideas

- Define what we have (links to Mapping) - more than a place with a Cathedral.
- Heritage - we have 2000 year of embodied memory - akin to embodied carbon - let's use it better!
- Physical - the landscape starts at the south downs and comes into the Itchen Valley and flows through the city - winchester is a green/garden city

Brand/USP CWR

Statement

CWR should evolve into an imaginative and vibrant creative district, fostering innovation and artistic expression.

Action/Ideas

- Experiential and Creative - CWR should nurture the city beyond F&B.
- CWR should Invest in being Bold, Brave and Distinctive to prioritise Culture and Creativity
- The best piece of Green Urbanism in the UK/Europe

Live, Work & Play

WORKSHOP 2

Where we explore the part that Central Winchester could play within the city as a whole, its potential for social change and its capacity to cope with a rapidly changing world.



2 Live, Work & Play Illustrated Conversation



Images brought by participants

2 Live, Work & Play Defining Sub-themes / Action & Ideas

Flexibility

Statement

CWR should prioritize flexibility in its design and infrastructure to adapt to changing needs and trends over time.

Action/Ideas

- CWR needs to be able, to be able, to respond over time
- Needs to be flexible enough to respond to today, tomorrow and the future
- needs to balance multiple design influences
- Financial viable without creating barriers
- build space that is not defined

Community

Statement

CWR should emphasise fostering a sense of community, encouraging social interactions, and creating spaces for residents to connect and collaborate with each other.

Action/Ideas

- Needs to create a variety of housing types and affordability
- maximise the range of uses of the spaces and buildings
- create opportunities for personal interaction
- improve the perception of Winchester as a safe place
- continually delight people

Curating

Statement

Striving for a distinctive character and personality, CWR should be an affordable, adaptable framework that nurtures personal and business growth, prioritizes high social value uses, and fosters spaces accessible to a variety of users.

Action/Ideas

- Make it different, a new kind of offer, a catalyst for change, a bold vision
- deliverable and affordable
- a framework for personal and business development (thriving)
- identify (prioritise) high social value uses
- create spaces that can be used by multiple users are interchangeable.

The Mix

Statement

CWR seeks to foster a vibrant and affordable cultural and entrepreneurial scene with integrated work and leisure opportunities. It should curate a harmonious blend of uses that honour both tradition and innovation.

Action/Ideas

- ENTERPRISE: Incubator spaces and infrastructure that gives flexibility for growth
- LIVING: Varied and Affordable
- CULTURE: needs evening live work and play
- PLACE: Mix of uses and mix of new and old

Missing Link

Statement

Designed as a place for adventure, CWR should aim to have a public realm and mix of uses that embrace inclusivity through a diverse offer of activities/possibilities. It should foster an ambience that is wonderfully vibrant even if at times a bit chaotic.

Action/Ideas

- A place for young adults to be adventurous
- Public realm for everyone and everything
- A place for more hours and more days of the week and the seasons
- A place to be bold
- a bit chaotic but wonderful

3

Environment

WORKSHOP 3

Where we imagine the part that Central Winchester could play to address the climate emergency



3 Environment Illustrated Conversation



Images brought by participants

3 Environment Defining Sub-themes / Action & Ideas

Nature-based solutions

Statement

CWR should make every effort to promote and incorporate solutions that are rooted in natural processes within its development.

Action/Ideas

- promote and reintroduce native species in an international ambition manner
- Encourage and promote accessibility to nature safely
- Use best practice for flood management
- green infrastructure should be at the heart of design for CWR

Green Economy and Sharing

Statement

CWR aims to champion sharing and reusing while offering dedicated green infrastructure that supports a thriving green economy.

Action/Ideas

- Engage young people as champions
- Promote the principles of sharing and reusing
- Provide space-specific green infrastructure that supports a green economy

Active Travel and Spaces

Statement

CWR should prioritize and emphasise active travel options, such as walking, cycling, and public transportation and promote healthier and more sustainable modes of transportation.

Action/Ideas

- End the dominance of the car
- Deliver infrastructure to promote and encourage active travel
- Provide (multi-)functional green space
- Be an exemplar and drive behaviour change
- Communicate a bold vision

3 Environment Defining Sub-themes / Action & Ideas

Decarbonised

Statement

CWR should become a worldwide example of genuinely carbon-neutral urban development

Action/Ideas

- Reflect ambition in the architecture
- Prioritise reuse
- Charismatic embodied carbon targets
- Lifestyle decarbonised [operational]

Energy

Statement

CWR should hold ambitious goals when it comes to energy efficiency, renewable energy adoption, and sustainable practices to minimize its environmental impact

Action/Ideas

- Passive Principles
- Design out cooling
- Deploy renewables to reduce energy costs
- Optimise the use of energy across the development
- Make it easy to manage energy in homes and buildings

Resilience

Statement

CWR should be designed to survive and thrive for centuries

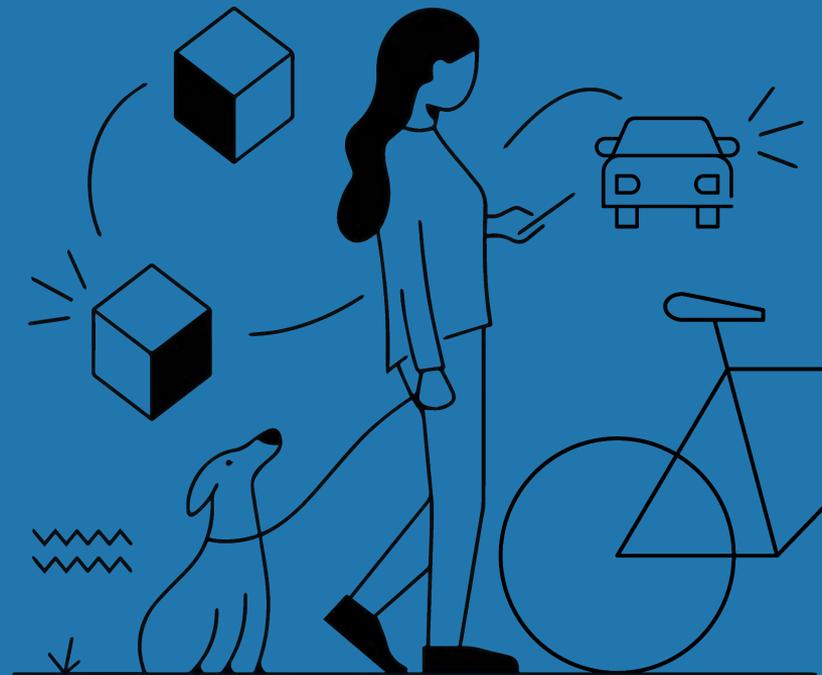
Action/Ideas

- Create a comfortable place to be during seasons and climate variations
- Places that promote social cohesion
- Create a city that engages and educate society about climate change
- Design and build for the worst-case climate scenario

Movement

WORKSHOP 4

Where we imagine the future of travel and connectivity for Central Winchester.



4 Movement Illustrated Conversation



Images brought by participants

Discourage Car use

Statement

We cannot continue as a car-dependent society, we need to create better places for us to live and thrive

Action/Ideas

- viable, attractive and convenient alternatives to the car that are "better and cheaper" to encourage take-up
- Change mindsets
- ensure new development is not car-centric

Consensus Building and Communication

Statement

To encourage political support and positive wins, otherwise, change might not happen.

Action/Ideas

- Remove physical barriers
- Exemplar model for sustainable living in a historic town
- Manage the public discourse
- How:
 - ◆ Learn from elsewhere
 - ◆ Build political support
 - ◆ Shape the vision
 - ◆ Promote the vision
 - ◆ Listen and respond to feedback.

Connections beyond the red line

Statement

CWR should augment the connection between the city's outskirts and its core, it should weave itself into the surrounding urban fabric.

Action/Ideas

- Improve and Expand EV charging by - identify funding for infrastructure - cycling infrastructure plan for the district
- identify now traffic neighbourhoods (LTN's) and safe routes to schools
- improve access from the edge of the city to the centre by reducing car traffic and improving buses, cycling and walking infrastructure.

Competing demands - Rebalance

Statement

We need to redress the imbalance between different modes of transport and the land this takes up. Everyone is a pedestrian at some point in their journey

Action/Ideas

- Encourage responsible and considerate cycling
- buses need priority
- need a variety of servicing strategies, but aimed at moving away from inert loading bays that destroy the streetscape - front/timed, micro consolidation
- lead to redirecting flows and apportioning the public realm towards the pedestrian/human scale

Permeability & Legibility

Statement

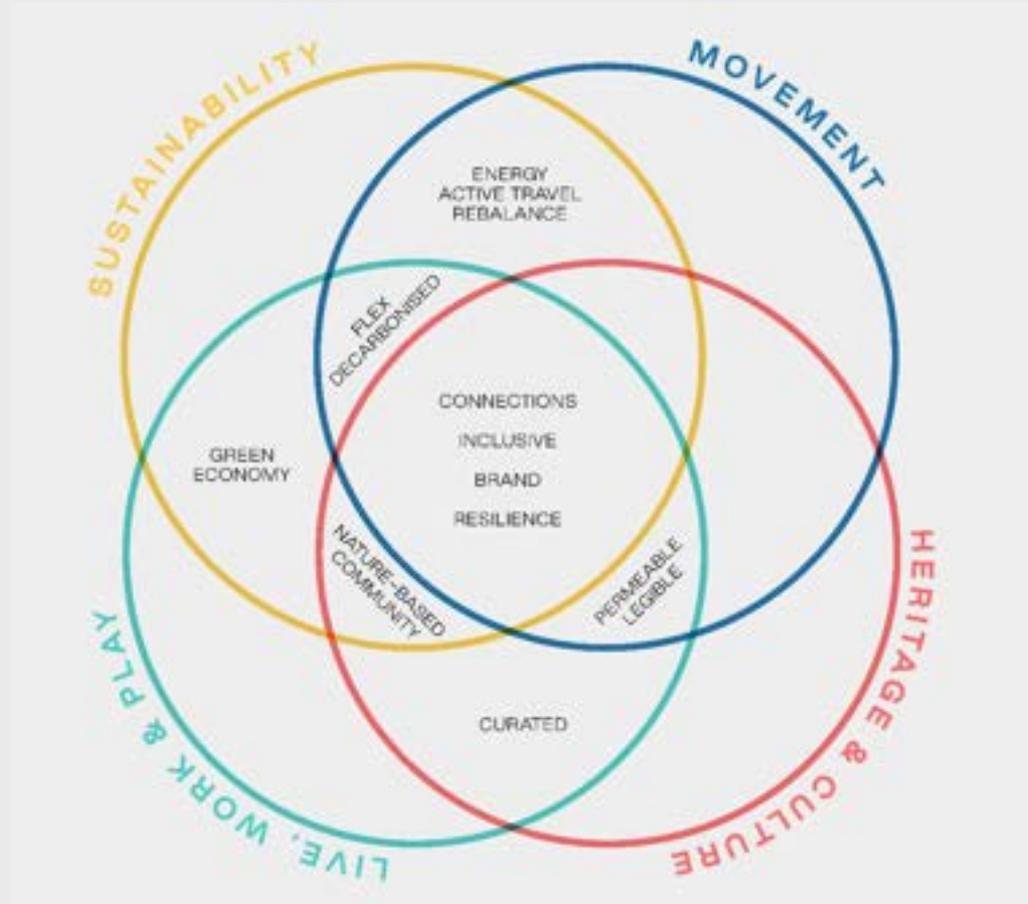
CWR should prioritize being easily navigable and accessible, with clear pathways, signs and connections, in order to create a permeable and legible urban environment

Action/Ideas

- Small changes to existing infrastructure - remove barriers to cycling more freely (micro rule-breaking sets up conflict/friction) and ensure that mobility scooters can navigate the city properly
- Focus on the sociability of the walking city - comfortable and safe spaces
- Focus on quality - wayfinding, lighting, signage etc
- Maintenance
- Landscape
- Hierarchy and Character

Initial Framework

Initial Framework



Initial Framework — Microplan Scale

As part of the workshops, the participants were encouraged to propose ideas that they would see as positive outcomes from the regeneration of Central Winchester. The project team has selected a few to represent some of the represented ambitions.

On the right are seven of the quick actions that have come out from the workshops. These were seen as positive projects to be undertaken in the upcoming year.

In the next **12 Months**, Central Winchester will...

- A have opened its own **outdoor cinema** destination
- B have developed **an open-air museum** across the neighbourhood
- C **have stopped mowing the grass** and reseed flowers
- D **have engaged the creative community** in locally developed visionary projects
- E have opened **a new cycling hub**
- F have installed **new attractive urban furniture** on Brooke Street
- G have identified **a group of young local champions**

Initial Framework — Masterplan Scale

As part of the workshops, the participants were encouraged to propose ideas that they would see as positive outcomes from the regeneration of Central Winchester. The project team has selected a few to represent some of the represented ambitions.

On the right are seven of the medium term ideas that would be seen as positive direct outcomes from the Central Winchester regeneration opportunity. These were seen as a visualisation of what good would look like in 10 years time in the neighbourhood.

In 10 years, Central Winchester will...

- A **have adapted and reused** its existing assets and buildings
- B have opened up and facilitated **access to the river** and make it a lively destination
- C have people living happily in **a variety of homes** they can afford
- D **celebrate walking as a method of transportation** and have developed a solid connection to wider public transport networks
- E have grown a **comfortable, inclusive and sociable** micro-climate and public realm
- F be **a place full of energy** that is creating an economic impact from people that want to sustain change
- G become a thriving destination with **a strong sense of belonging**

Initial Framework — Long Term Impact

As part of the workshops, the participants were encouraged to propose ideas that they would see as positive outcomes from the regeneration of Central Winchester. The project team has selected a few to represent some of the represented ambitions.

On the right are seven of the long term effect that the regeneration opportunity could have on the city as a whole. These were seen as desired outcomes and ambitious goals that the project should base itself on.

In **30 years**, with the benefit of the CWR programme, Winchester will...

- A have **busy streets** full of busy people
- B have **established thriving green spaces** (not dead) with an increase of **500% in biodiversity** across the city
- C **be 100% car free** with everyone cycling or walking
- D have **a vibrant city core** as a great place to live, work and play...
- E be widely seen as **a progressive historic city**
- F have **met all its climate targets**
- G have developed **a fantastic access** to home, work, shops, culture and nature

Questions for Commonplace

1 Heritage & Culture

Curation

How do you feel about the following statement: "CWR should be arranged in a way that makes it feel curated, planned and defined."?

An Inclusive Vision

How do you feel about the following statement: "CWR should be created in a manner that welcomes and accommodates everyone, regardless of their background or abilities."?

CWR Brand/USP

How do you feel about the following statement: "CWR should try to establish a unique and distinct identity, different to the rest of Winchester."?

2 Live, Play & Work

Flexibility

How do you feel about the following statement: "CWR should prioritize flexibility in its design: buildings should be able to be used for different things in the future if needed."

Community:

How do you feel about the following statement: "CWR should strive to encourage social interactions. It should be easy to stumble on people and to organise gatherings"

The Mix

Considering the current characteristics and needs of CWR, what mix of uses do you believe would be the most suitable and beneficial for the neighbourhood?

The Missing Link:

What important element is currently lacking in Winchester that CWR could contribute to enhancing the overall city experience? Name one.

3 Environment

Nature-based solutions

How do you feel about the following statement: "CWR should make every effort to promote and incorporate solutions that are rooted in natural processes."?

Decarbonised

How do you feel about the following statement: "CWR should strive to become a worldwide example of genuinely carbon neutral urban development."?

Energy

How do you feel about the following statement: "CWR should be bold when it comes to energy efficiency and renewable energy."?

Resilience

How do you feel about with the following statement: "CWR should be designed to survive and thrive for centuries."?

4 Movement

Connections beyond the red line

How do you feel about the following statement: "CWR should develop strong connections with the surrounding transport networks."?

Competing demands - Rebalance

Place the following modes of transport in the order that CWR should be prioritising them. (Cycling, Walking, Public Transport, Car)

Permeability/Legibility

How do you feel about the following statement: "CWR should be making it easy for people to get in the neighbourhood and to go through it." ?

Stakeholder Workshop Outputs

July 2023

Jigsaw

Partnerships  Places