

great
win

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HOME
CULTURE
ECOLOGY
MOVEMENT
LIFETIMES

Exploring landscape, buildings and roots
Winchester Vision 2020–2030 Working Group handbook

Exploring landscape,
buildings and roots.

ECOLOGY

Winchester Vision
2020–2030
handbook
part 1

“What’s the one
thing about being
part of Winchester
today that you
wish you could
share with your
great great great
grandchild?”

This is one of the questions that
was asked to help the project team
get a deeper insight into what
makes Winchester a special place
to live, work and visit

The Winchester Vision 2020–2030 project has involved a lot of close listening to the people of Winchester. The project team has asked them to share memories and ideas of living in the city. Where have we come from, and where do we want to go?

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Continue to share your thoughts and findings with our growing audience – we’re here to support you.

If you're reading this, then you obviously care about Winchester.

This handbook has been issued to the people who have generously offered to take part in one of the Winchester 2020 - 2030 working groups. Many people connected to the One Great Win project in different ways, and shared insights into life the city that the project team has found really helpful.

The project has revealed that Winchester has commonly recognised values - it is a healthy, likeable place, with a sense of history. It has a wide range of active clubs and interest groups. But it also became clear that translating ideas for change into workable action plans is a significant challenge.

The city needs to find fresh perspectives if it is to develop the right vision for the next decade. Therefore, the project team have assembled a series of 5 x working groups to help define what this ten year vision needs to be.

Welcome to the team.

“Designing a city is easy;
rebuilding a living one takes
imagination.”

JANE JACOBS journalist, author, activist, 1961

As the project team connected with more and more people, some key themes emerged about how Winchester's residents feel about the city. We turned those themes into five targets that working groups could aim for. In assembling the working group membership, the project team identified people with clear passion and insight for the issues arising under each topic.

The five targets we've identified are:

Home - exploring living, affordability and life in the city centre.

Culture - exploring arts, creativity and sense of place.

Ecology - exploring landscape, buildings and roots.

Movement - exploring wellbeing and active travel.

Lifetimes - exploring opportunities, engagement and retention.

You are helping to form the ECOLOGY working group.

Some topics are intrinsic to every target. The Climate Crisis is a concern that will be addressed in each group and will be a key consideration that will form an underlying principal for Winchester 2020-2030. Equally there is no economy group, or one for business, or young people or race, for example, because these are issues are common to all the themes. Each working group will need to consider economic and community dimensions of their target topic. >

6 **ECOLOGY** Exploring landscape, buildings and roots

1.

Using the handbook.

An introduction to some key thinking emerging from the vision project's listening and conversations.

How will you be using this handbook?

Your first job is to read it.

This handbook will introduce you to some key thinking emerging from our close listening conversations earlier in the project. Please make some notes based on what you read in the handbook (there is space at the back) and then please bring your copy handbook along with you to the first event in September when all the working groups will meet online before starting work. Over the course of four to six weeks, you will be exploring your target with your team, looking for some small practical first wins. One of the project team will be the group facilitator.

At the first event, your group will receive the second part to this handbook – a loosely structured folder of data, evidence, maps, structured tasks, and exercises to help you develop delivery strategies for your target.

Social network

Sharing is building. The project's social media channels are a place to ask questions of each other, post insights and find community feedback from a growing audience. Please use the project social channels and visit the website for all the latest insights:



Visit the website for all the latest insights:
onegreatwin.com #onegreatwin



Share ideas and questions on Twitter:
@onegreatwin #onegreatwin



Post pics, memories and vids on Instagram:
@onegreatwin #onegreatwin



Get into threads of debate on Facebook:
facebook.com/onegreatwin

These channels can host conversations between the Winchester public and the Winchester working group membership. The process will become more transparent, more open, and more engaging.

Lots of people took the time to share their One Great Win with the project team, across social platforms and conversations, blogposts and photos.

Since the launch of the vision project's One Great Win campaign, we've undertaken some 70 one-to-one interviews, along with digital walks, street interviews - before and after lockdown - garnering many hundreds of listens and thousands of engagements across social platforms, including online polls, guest blogs and direct contact via email.

Among all the ideas and personal stories, which were full of positivity for Winchester in many ways, we also heard one main message, again and again. >

2.

Hearing the key research finding.

Translating existing ideas for change into workable action plans is a significant challenge for Winchester.

“The city is good at talking about collaboration but less so at doing it”

“All the pieces of the puzzle are there, if you could pull them together.”

“Winchester could be something really special, but...”

“The links between projects aren't clear which undermines the logic”

“We need more forums like this that are about sharing ideas and problem solving”

“There's no strong and clear governance for the town itself”

“Some interest groups are not as broad or coherent as they might seem”

we're struggling to counter older voices

The younger generation don't tend to engage

“People in Winchester find it hard to work together and achieving this is key to moving forward”

“We don't hear enough from new residents or from outlying neighbourhoods”

“Collecting views is all that seems to happen in Winchester.”

“People get locked into talking about development but what about looking at what is already there and how that can be re-used”

“THERE ARE SOME BIG PERSONALITIES WHOSE VIEWS MAY NOT BE WIDELY SHARED”

“Winchester's number one issue is to catch up with its own demography.”

The project working groups are being formed in response to our key research finding of the listening phase. It is not what, but how.

Winchester is not lacking resources. The city is full of engaged people wanting to shape where they live. The problem that has been identified is how to get existing ideas and initiatives to align to create action plans that deliver change.

HOW HAS WINCHESTER BECOME STUCK? THERE ARE MANY FACTORS, BUT THREE BITS OF CONTEXT ARE WORTH NOTING FIRST:

A lot of effort in recent years has been spent trying to decide what new building or development to place on different sites across the city – for example, the Silver Hill/Central Winchester regeneration, the Station Approach site and what to do with the site of the old leisure centre now that a new one is being built. Identifying a definite new purpose for specific sites has become a preoccupation in Winchester. However, it became clear to the project team that this very pressure to identify what to put where can become a recipe for costly public mistakes. Therefore the new Winchester vision will not be about what to put where, but about how to make the best decisions for the city. It is not what, but how. >

Unsuccessful initiatives in the past.

Our findings elaborate on this elsewhere, but it's well known amongst the committed of Winchester that not all developments have worked out well here in recent years. Leaders and locals alike are feeling this keenly, as they peer into the vision development, looking forward. There is pressure upon new proposals to **"get it right"** and build things locals won't feel the need to protest in the streets about.

Consultation fatigue today.

There is also notable weariness with public research in Winchester. Many locals feel they've been asked their opinions much but that not much has come out of it. The idea that leadership surrounding the local authority is quite disconnected from grassroots development has grown. This is creating another pressure to **"get something done"**.

Daunting transitions ahead.

Around local experiences, more of us are becoming aware of global challenges and potential changes to life as we've known it – the climate crisis, clean energy demands, wellbeing needs, social upheavals. And that was before Covid 19 struck. Lockdown has perhaps highlighted things we were beginning to want to face up to but weren't sure how.

“Consultation fatigue arises from how impersonal we feel it is. How well are we being listened to?”



“Pushing a rock up a hill - if we can just get that one, big, transformational investment done, it will change everything for us all.”

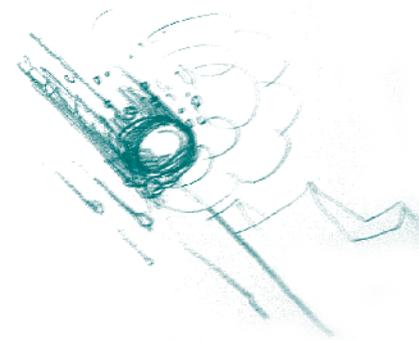
Our working groups evolved to test this How Not What working theory.

The challenge to overcome is not simply between the members and officers of Winchester City Council. Or between them and specific interest groups with clear ideas of the city's character and needs. It is also about listening to voices that can be systematically but unintentionally ignored.

Listening to these voices might help find elements that change the business as usual model that Winchester has evidently become stuck in.

The research phase revealed that many of the people sharing their personal One Great Win experiences could bring more than just new insights, they could create a vital new dynamic for the city. Therefore, the working groups have been formed to put together people into practical teams that represent a much broader perspective. The groups can test theories of change through a broader base of evidence.

N HOW. WHAT



“The snowball effect - our process starts from a state of small significance and builds upon itself, becoming larger and faster at every stage.”

“It became clear to us, in almost every conversation, that there was a sense of transition, transformation, moving forward being thwarted. That something was stopping the city from making changes - even small ones. That Winchester has a systemic problem with change.”

What will we be starting to look at in this group?

How a community sees its place in the future has much to do with where its people think they've come from.

Winchester is used to thinking of itself as "historic" but its heritage goes much deeper than the scale of its old streets. Those streets have a strong visible and social connection to the ancient landscape around the city centre, a natural environment that affects it directly – and may do so more often as the climate crisis unfolds.

How do we think a vision of the city's future should draw on its deeper past? How might its former outlook as a European, medieval capital eight centuries ago feed its place in the 21st? And how could the district develop a leading attitude to environmental challenges and opportunities?

The ECOLOGY group will explore the city's buildings, streets, squares, parks, and gardens. It will also explore the wider landscape beyond the city edges, along the river corridors, up St Catherine's Hill and out towards the South Downs National Park. >

3.

Approaching the theme of ECOLOGY

How will your group begin
to work into the issues of
landscape, buildings and roots?

“In an era of crisis and change, how might we find reliance from building more ancient futures?”

> The ECOLOGY group deliberate combines and integrates Winchester’s built form: its stone, brick, and concrete – with its softer, greener side: the parks, trees, rivers, and countryside. This deliberate combination of elements will help us understand the interrelated nature of city building.

Our research revealed that many people find the compact nature of Winchester to be one of its key strengths. Some told us it can feel like a village at times, where you can walk from a bustling city centre out into open countryside in a matter of minutes. Others told us that the ancient landscape setting of the city, these timeless rolling hills of central England, are as vital to its identity as the cathedral spire. Therefore, combining these built and unbuilt elements into a single ECOLOGY theme makes sense.

Too often, vision documents or planning strategies have a “landscape” chapter and a separate “heritage” chapter but we want to avoid this. Our research further revealed that heritage has perhaps been given too much attention in Winchester, at the expense of making positive and sensitive change happen. Our ECOLOGY group therefore wants to test new ideas and explore how heritage can be better positioned in the city’s future.

Topic tasks might include:

- 1. Landmark and background buildings, and how together these can help create a memorable and positive image of the city.**
- 2. New forms of expressive architecture and how this can help tell stories about Winchester.**
- 3. The streets, squares, and spaces that matter to people and how they are used both today and into the future.**
- 4. How the ancient landscape has shaped the city and the role this will play in future as nature plays a more important role in all our lives.**
- 5. What lies beneath our feet in the city – the layers of history that are there already and decide what new layer the current generation wants to leave behind.**

To help us get into the possibilities, we can look to examples of other successes around the country and elsewhere. From small community steps forward to larger scheme designs, here we share some ideas tested in the real world that have relevance to our hopes for Winchester. >

4.

Learning from other communities.

What has been successfully
tried elsewhere in the world?



Abbey 900 Festival Cirencester, Gloucestershire, UK

Cirencester's Abbey 900 festival celebrated the founding anniversary of the abbey and its consequent impacts on the historical development of the town.

The festival aimed to bring all members and ages of the community together through a variety of different events such as community suppers, the building of a bespoke lego model of the late abbey, a fashion show, music concerts and community talks.



Carshalton Environmental Fair Carshalton, South London, UK

This local and environmentally focused event hosts over 150 stalls, aiming to promote locally produced food, drink, crafts, music and art.

With attendance from multiple environmental and green organisations/ charities, the event also encourages people to try, purchase and get involved with more environmentally friendly, sustainable alternatives.





Dorchester Open Dor Dorchester, Dorset, UK

As part of Heritage Open Days, Dorchester closed its high street road and opened a number of different buildings as part of a day event.

This gave people free access to previously inaccessible historical buildings, historical talks and tours, and a chance to get involved in other creative street activities.

This event was volunteer run and strengthened the community atmosphere for the town.



Inside Lane Lenzie, Scotland, UK

Organised by 'Art Walk Projects', this event continues over a 2 month period, introducing people to and highlighting the qualities of lost, disconnected and hidden areas of Lenzie.

This will be achieved through different artist installations, temporary street interventions, writings, photography and conversations; all within the urban and rural context of Lenzie. Visitors will be encouraged to walk trails to discover the different pieces and to learn more about their local area.



We have formed the 5 x working groups around themes that cut across various practical issues. To escape previous ways of working and move towards more holistic, whole city planning, it is important we mix things up to make new connections.

Furthermore, without some precision of process, the risk of creating another open-ended talking shop for Winchester is very real and we would collectively fail to make a difference. Therefore, all events for each Working Group will involve a very structured plan with identified outputs for each session and often with goals for sub-sessions within each meeting.

The key dates for your diary are:

Working Groups launch event
Tuesday 22nd September 2020, via an online platform (please see your email invitation for details).

Subsequent Working Group meetings
Weekly meetings are expected, over a 4-5 week period but these may be more frequent or less, as each group feels is necessary.

One Great Win Symposium
This event will share the results that all working groups have found and be the launch event for the new Winchester Vision. Date and venue/platform to be confirmed.

5.

Starting the work

What will the structure of our activity period look like?

Social media reporting

Each working group will be asked to share a blog post on what they're up to each week. These posts will be shared on our social channels and on your own, to generate more engagement/feedback.

You should also be using #onegreatwin's hashtag and channels to pose questions and ideas being raised in your group. We'll create 'online galleries' of your works in progress as proof of action and being heard. We have also created a Facebook group for all the groups if you'd like to use that as a shared space, or you can set up your own messaging groups where you all wish.

Team roles

Important is to play to your strengths as a personality. This may or may not fit with your sense of qualification. All teams will need, for example:

a reporter
a fact-finder
an engager

a photographer
an organiser
a presenter

6.

Mapping the city >

Winchester in
different views

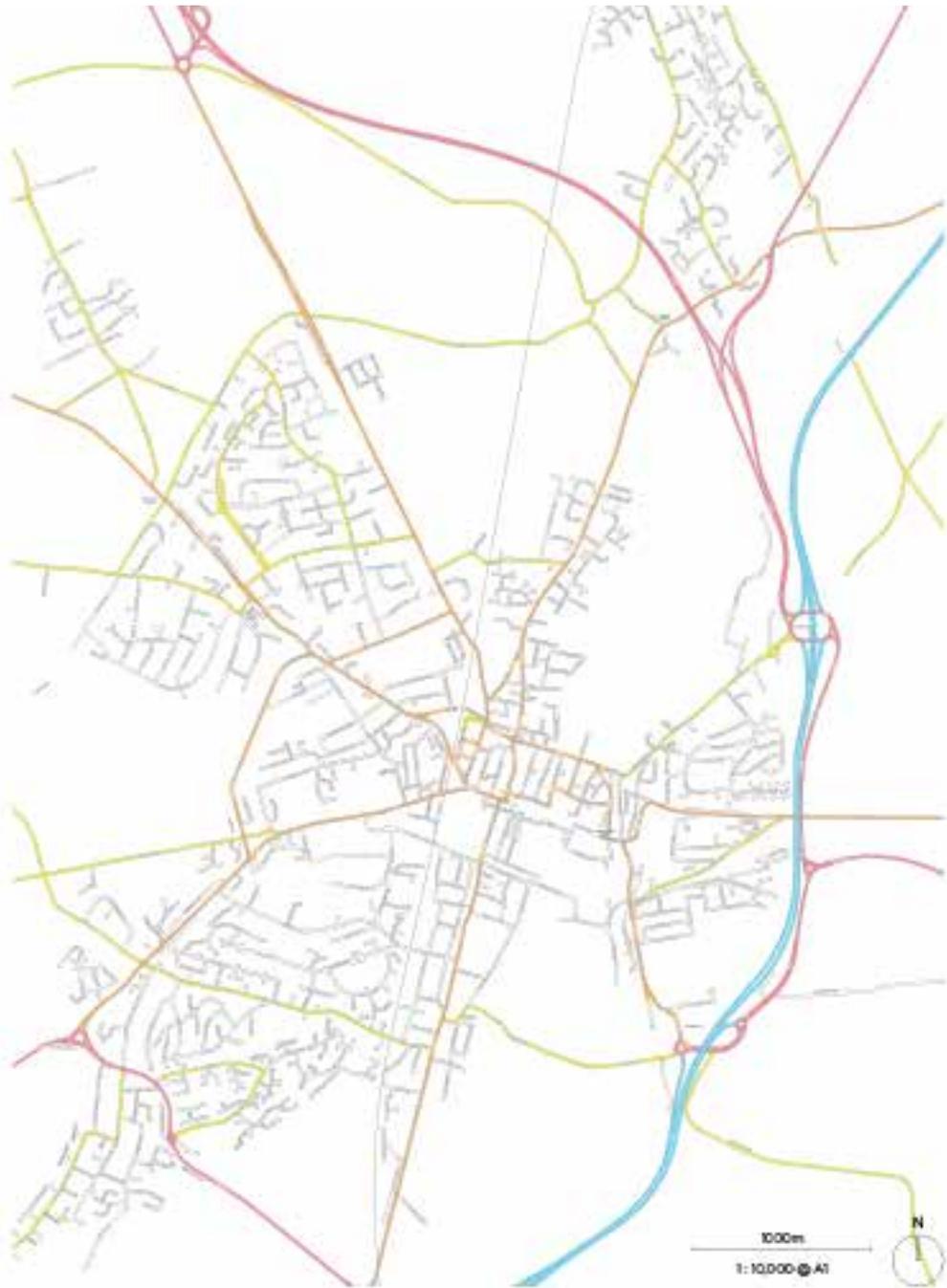
WINCHESTER Countours



WINCHESTER Green and blue areas



WINCHESTER Streets



WINCHESTER Figureground



