



Information Day: Analysis of Feedback

Over 700 people attended the public Information Day, held on 31st January 2013 at the Winchester Guildhall, and 144 feedback forms and emails were subsequently received.

The feedback has been broken down into responses to each question, however, if a response did not correspond to the question then it has been placed elsewhere in order to provide a more accurate tally of responses. This was particularly the case for question one, which was often used as a space for general comments. In these instances, the answers have been redistributed.

Overall, the key themes that emerge from the feedback are:

- The importance of sustainable accessibility to and from the site, with footpaths and cycle paths leading into the city centre.
- A high importance on sustainability and energy efficiency for the homes.
- The impact on the road network of diverting Andover Road, as well as concern over the principle of the diversion itself.
- The importance of preserving green spaces within the site, with a particular emphasis on spaces for dog-walking.
- A lack of clear consensus as to what the development should look like, though a number of comments suggesting it should avoid replicating Badger Farm or Winnall.
- A preference for terraced and semi-detached houses over detached houses and apartments and a preference for both first-time buyer homes and family homes.
- A desire to see parks designed for children, sports facilities and cycle routes provided for the community.



Information Day: Analysis of Feedback

QUESTION ONE: Do you think that there is there anything missing from the vision statement CALA has created?

Answer	Response rate
Footpaths and cycle paths into the city and to important off-site destinations, easy access to countryside.	15
A true commitment to sustainability – design materials and energy efficiency.	10
Could not see it.	5
Food-growing space plan.	4
More detailed timescale of each phase / more information on Phase One.	4
Provision of secondary school.	2
It still requires more of the view and ideas from local people, particularly in regards to design.	2
Clarification of architectural aspiration in terms of variety, style, space, place-making and uniqueness.	2
Public transport links.	2
Waste Collection and disposal plan.	1
Freestanding clock in the main square.	1
Underpass (in the form of cycle or foot path) between Andover Road and Courtney Road.	1
Provision for Scouts (Scout Association buildings).	1
Multi-storey/underground car park.	1
A sports club.	1
Access to the east of the development.	1
Access to the railway station.	1

* Please note that figures include multiple responses



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QUESTION TWO: Are there any additional constraints or opportunities you feel CALA should take into account when developing the site?

Answers relating to highways and access

Answer	Response rate
Impact on surrounding roads (including Harestock Road, Wellhouse Lane, Park Road, Kingsworthy Road junction, Stockbridge Road): <ul style="list-style-type: none"> Requires a specific traffic management/parking plan. Main concern with increased traffic from new homes in combination with pedestrianised New Andover Road. 	61
Principle objection to the diversion of the road: <ul style="list-style-type: none"> Specific reference to concerns over pedestrianised area leading to built-up congestion. Concerns over safety issues relating to the road running by a primary school and housing. Proposed footbridge over Andover Road. Money could be saved and put towards walking & cycling provision; park & ride facility; other public transport. Road is inadequate for the volume of traffic. 	49
Access concerns: <ul style="list-style-type: none"> How will residents/customers of Andover Road and Andover Road North enter and exit their properties? Access to Grove Place, Mountbatten Court, A34; and Stockbridge Road. Access for emergency vehicles. 	17
Supports New Andover Road: <ul style="list-style-type: none"> Current Andover Road is a fast road and diversion will slow down traffic. It is a bold move and will need careful realisation. Will integrate development into Winchester. Enhances the original Roman road. 	10
Pedestrian lights should be installed at all traffic lights, particularly on the narrow railway bridge in Park Road.	2
A ring road should be constructed.	1
The railway crossing and City Road junction.	1
Difficulty moving from East to West (one car width bridges at Wellhouse Lane, Park Road and Down Farm Lane along with another difficult road junction).	1

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Answers relating to other aspects of the scheme

Answer	Response rate
Concern over development's impact on local resources, including: <ul style="list-style-type: none"> • Railway services between London & Winchester. • Concern over impact on resources, including hospitals and healthcare provision. • Sports facilities – "contribution should be made to sports and leisure centre Bar End" / "CALA should sponsor the improvements needed to increase provision of sports facilities". • Schools. • City centre car parks. 	19
It should be of a high-quality design and use of materials (inc. focus on sustainability / zero carbon development)	19
Park & Ride scheme is wholly inadequate in size	12
Previously there has been flooding in some areas of the development site, specifically opposite Stoney Lane and CALA should take this into account / houses should not be built on flood plain.	8
Impact on wildlife / environment.	6
Barton Farm should retain as many forest trees as possible and re-plant more trees.	5
Overlooking issues for some/ ensure privacy of homes.	3
Opportunity to develop "character" of Barton Farm should be maximised.	2
Use of wide range of architectural styles and varieties that exploits local resources / jobs and stimulates the local economy.	2
Evening entertainments facilities in main square.	1
Central power generation for heat and light of main square areas.	1
Better integration of Barton Farm into the existing network of streets and houses.	1
Provision of jobs to accommodate large influx of Winchester residents.	1
Barton Farm should be adaptable and accommodate all ages.	1
To reduce through-put of pedestrian traffic from Barton Farm east to Worthy Lane.	1
It would be a lost opportunity if standard house types were simply replicated across the development site without thought to the topography, orientation and linkage to surrounding context.	1

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QUESTION THREE: In regards to the design codes what do you think is important when designing new housing?

Answers	Response rate
'Green credentials' in terms of both materials used and energy efficiency / Highest possible code of 'sustainability' / Use of solar panels / 'Solar village'.	36
Large public green open spaces (for preservation of wildlife as well as for enjoyment for residents) / good landscaping.	18
Adequately-sized garden space for homes.	12
Good range / variety of architectural styles – design it so that it does not appear to be one major development, but more of a natural expansion.	12
Complementing and reflecting Winchester's heritage using traditional material.	11
Space between houses.	8
Mix of types and sizes of houses essential.	8
Generous interior space.	7
Modern design.	6
Design should discourage car ownership/ minimise car usage / "homezone" streets where pedestrians have precedence over cars.	6
Height of buildings.	3
Easy accessibility.	3
Passive Houses (RIBA).	3
Design should allow for lots of natural light into the homes (i.e. large windows, effective orientation).	3
Avoid individual plots of land being fenced off.	2
Consistent architectural style.	2
Dining area essential.	2
BedZED.	2
Focal point to open areas to create character.	2
Plenty of storage space.	2
Terraced housing.	2
Low-cost housing.	2
What is a design code?	2
Pitched roofs.	1
Open-plan ground floor.	1
No flats.	1
Red brick Georgian-style houses.	1
No high-rise flats.	1

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QUESTION FOUR: The design codes will help to create the character of the development. Are there specific areas or suburbs of Winchester or elsewhere that you would or would not like to see replicated at Barton Farm?

Avoid

Answer	Response rate
Avoid: Badger Farm.	15
Avoid: Winnall development.	11
Avoid: Stanmore estates.	7
Avoid: Harestock.	4
Avoid: Weeke development.	3
Avoid: Typical 60s/70s development.	3
Avoid: Chilbolton Avenue.	3
Avoid: Olivers Battery – bad road layout.	2
Avoid: Poundbury.	2
Avoid: Teg Down.	2
Avoid: Kings Worthy style of cul-de-sacs – because parking is restricted.	1
Avoid: Highcliffe.	1
Avoid: Abbots Wood.	1
Avoid: Abbots Barton.	1
Avoid: St Luke's Court.	1
Avoid: Lankhills School.	1
Avoid: Tower Street car park.	1
Avoid: The Brooks Centre.	1
Avoid: River Park Leisure Centre.	1
Avoid: Park Road.	1
Avoid: Sparkford Road.	1
Avoid: Shops on Stoney Lane / Harestock Road.	1
Avoid: Creating a "mock village".	1
Avoid: Road widths in and around development from being too narrow.	1

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Replicate

Answer	Response rate
Create something new and different to anything else in Winchester / create something innovative.	8
Replicate: Kings Worthy.	3
Replicate: Fulfood (Fairfield Road).	3
Replicate: Badger Farm.	2
Replicate: Springhill.	2
Replicate: Create a modern version of the central streets of Winchester.	2
Replicate: Springvale Road.	1
Replicate: Elan Court.	1
Replicate: Verwood Wear Ringwood, Hampshire.	1
Replicate: Poundbury in terms of material and mixed housing styles.	1
Replicate: Quarry Road in terms of light brick, square windows and brightly coloured doors.	1
Replicate: Harestock – the way that traffic has been prevented from redirecting to minor roads for a shortcut is good.	1
Replicate: Bushfield Camp.	1
Replicate: Construction in Abbots Barton.	1
Replicate: Icon, Lime Tree Square, Somerset.	1
Replicate: Hyde.	1
Replicate: Canon Street.	1

** Please note that figures include multiple responses*



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QUESTION FIVE: What types / sizes of houses do you think are most needed in Winchester? (Please rank in order of importance)

Answer	Response rate
- Terraced.	61 (Ranked #1)
- Semi-detached.	56 (Ranked #2)
- Detached.	43 (Ranked #3)
- Apartments.	28 (Ranked #4)
Other:	
Should have a mix of all types and sizes.	11 (Ranked #5)
Bungalows.	6 (Ranked #6)
Off-road parking/garages.	1 (Ranked #=7)
Avoid executive homes over £1m.	1 (Ranked #=7)
Executive 5-bed detached.	1 (Ranked #=7)
Answer	Response rate
- First-time buyers.	73 (Ranked #1)
- Family homes.	70 (Ranked #2)
- Older person homes.	53 (Ranked #3)
- Affordable housing.	10 (Ranked #4)
Other:	
Council housing with controlled rents.	6 (Ranked #5)
Self-build.	3 (Ranked #6)
Older person homes should be built closest to the town.	2 (Ranked #7)
Single-occupancy homes for one person designed for all age groups.	2 (Ranked #7)
Homes with disabled access.	1 (Ranked #8)

** Please note that as so many respondents simply ticked the boxes they felt were important rather than ranking in order of importance, this response box reflects what was both ticked or numbered as most important.*



Information Day: Analysis of Feedback

QUESTION SIX: What facilities do you think the public spaces should offer new and existing residents?

Answer	Response rate
Parks for outdoor leisure, particularly a playground / safe area for young children / MUGA.	44
Sports fields & courts, including: <ul style="list-style-type: none"> • Sports centre inc. swimming pool; tennis courts; football / cricket pitch. • Sports clubs. • Skate boarding. 	24
Well-thought out cycle routes, including: <ul style="list-style-type: none"> • Joined-up links to the city centre. • Link from Barton Farm to King's Worthy, St Catherine's Hill and beyond). 	23
Woodland & planted space (habitat for animals and birds) / landscaped public gardens.	19
Local shops, including: <ul style="list-style-type: none"> • Post office. • Coffee shops. • Supermarket. • Convenience shops. 	17
Adequate provision of off-road car parking for houses (some respondents specified at least one per home, others specified at least two).	17
Variety of walking routes (work in co-ordination with Wildlife Trust et al to establish these networks) inc. around perimeter of site.	17
Outdoor seating area, particularly catering for the elderly.	13
Village Hall / community centre / pavilion (space for events / community performances).	10
Bus services.	9
School.	8
Dog waste bins for dog walkers and plenty of space for dog walking.	6
Allotments / food-growing space specifically for children & young people.	6
A pub (like the Hyde Hub).	5
Library.	5
Well-lit open spaces /secure spaces and homes – inc. CCTV.	5
Medical centre.	4
A small lake/pond with model boats/ducks (incorporate into flood-risk areas).	4
Park and ride.	4
Restaurants (inc. takeaway).	3
One day market.	3



Information Day: Analysis of Feedback

Church.	3
Public toilets.	3
A bank.	2
Youth club (particularly for those aged between 10 and 15 years).	2
Cable broadband.	2
A good variety of facilities.	1
A bandstand.	1
Waste bins.	1
Cycle racks.	1
Happy with facilities proposed.	1

** Please note that the figures include multiple responses*



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QUESTION SEVEN: Do you have any further comments?

Answer	Response rate
Principle objection to any development at all.	14
It looks pretty good / this is an exciting development that should be built as quickly as possible.	9
Community cohesion essential: - The design of Barton Farm must be divided up into social and non-social housing which would encourage exclusivity/creation of ghettos.	5
Would like to see drainage strategy when known (in relation to concerns over previous flooding).	4
Concern over parked cars congesting roads.	3
Density needs to be decreased.	3
A three-dimensional model would have been really helpful.	3
What will happen to the land on the right-hand side of the railway line? / Hope to preserve this part as meadow land.	3
Event would have been better if all road names had been included on the plans.	3
Implement roundabouts not traffic lights.	2
New access to Henry Beaufort School / explore landscape linkages between this and the new school on the site.	2
Plans only partially reflect vision statement / some conflicting messages.	2
Needs to be high density and compact with lots of space.	2
Far too small a venue for the exhibition: could not see the boards / info day should have gone on for at least a week given the number of people attending.	2
Concerned that the sale of CALA Homes will see someone else develop the site and will create something far less attractive and of less quality.	2
Concern that cost constraints will result in lowering of standards.	2
Rear access to store wheelie bins away from road and out of sight.	1
Pedestrian crossings for new and existing schools.	1
Hold your next event in Weeke.	1
Please upload display boards onto website.	1
Retain off-road connection between Andover Road and Abbots Barton.	1
Ensure local people have first choice to social housing.	1
Close off existing footpath by Halls Farm Close.	1
Create small communities within estate.	1
Route for construction traffic is not well considered.	1
Link between Barton Farm with Worthy Lane for further integration.	1



Information Day: Analysis of Feedback

Integrate Barton Farm into the city by NOT having a cycle route.	1
Concerns over noise levels once Barton Farm has been built.	1
Barton Farm should be a stand-alone housing area.	1
Would like to be continually updated, not just to learn via the forum.	1
Bushfield Camp should have been used for this sort of development.	1
Clarification on provision of sports facilities / size of sports pitches.	1
The idea of a 'heart' which is the main car / lorry / bus route through the 'suburb' is unrealistic.	1
This development needs to provide choice, variety and greater use of off-site construction methods.	1
Design beyond Sustainable Code Five for first-time buyer homes.	1
Why was this event so badly advertised?	1
Students from Peter Symonds College will monopolise the Park & Ride and therefore encourage more people to drive from home, rather than use public transport.	1
Concerns over detail of private drive ownership – currently an issue (e.g. Verge on corner of Andover Road / Stoney Lane).	1
Measures must be taken to prevent gypsies coming onto the land.	1
Preserve meadowland between Colley Close end of Winchester and The Worthies.	1
Would like assurance that CALA Homes will not try and reduce 40% affordable housing.	1
Please influence Hampshire Highways fund for reducing speed limits.	1
Work with partners to incorporate ESCO arrangements for the operation of the energy centre for good-value, reliable energy to householders.	1
Please refer to the excellent design of the Vauban District, Freiburg and the Neumuehlen development, Verden – Germany.	1
We hope that the next stage of more detailed design can be accompanied by positive and informed engagement on the part of the community and the developer.	1
Your masterplan demonstrated a deep level of thinking about the idiosyncrasies of the site and provided an intelligent response.	1
Barton Farm development has no democratic backing.	1
The scale of the Barton Farm development is too large.	1
Avoid the situation where a row of shops becomes	1



Information Day: Analysis of Feedback

"concrete wasteland which is a magnet for disaffected youth".	
Total ban on concreting over front gardens.	1
Does not want to see Tesco on site.	1
Junction between New Andover Road and Stoney Lane must be controlled.	1
Peter Symonds College should increase number of students admitted.	1
Where will the social housing be located?	1

** Please note that the figures include multiple responses*