

## Appendix D

### Pop Up Stalls in Winchester

- i. Consultation materials
- ii. Results

## APPENDIX D Pop Up Stalls in Winchester:

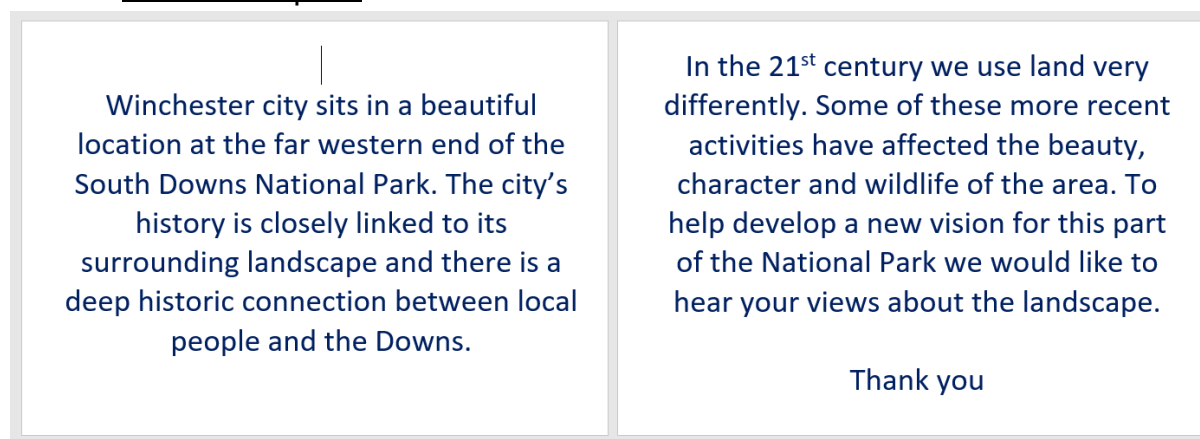
### i. Consultation materials

The following materials are reduced and copied from originals prepared by R4C Ltd for pop up consultation events with the general public in Winchester City Centre.

#### 1. Title board



#### 2. Introduction panel



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***A stakeholder plan for landscape restoration***  
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**3. About you**

Please indicate your **Age** and **Gender**

Age range	Female	Male
Under 16		
16 - 24		
25 - 34		
35 - 44		
45 - 54		
55 - 64		
65+		

Where are you from?¶

Winchester-¶	¶
The South Downs-¶	¶
Elsewhere in Hampshire-¶	¶
Elsewhere in the UK-¶	¶
Overseas-¶	¶

**4. Using the area**

**How would you describe your involvement in South Downs east of Winchester?** *Select all that apply*

I live in the area	
I work in the area	
I live nearby and have views of the area	
I visit the area	
I drive through the area	
I volunteer in the area	

I belong to a group that is involved in the area	
None of the above	
Other, please specify	





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##### Methodology

Pop-up consultation stalls were run at the following locations in Winchester on 16th & 17th April 2019, during the school Easter Holidays.

- Winchester Station
- Winchester Leisure Centre
- Winchester High Street Market

Each consultation ran for four hours. During this period people passing the stall were invited to participate in a consultation about the South Downs to the East of the City. The consultation stall had the following elements

1. Map of the project area - where people were asked to identify their favourite place and tell us why they liked it.

2. Six multiple choice questions, set out on pin boards where they are asked to express a preference by putting a pin against the appropriate answer. Questions covered the following:

- Age & Gender
- Where they live
- Their current relationship with the project area
- How do they enjoy experiencing the landscape
- Barriers to experiencing the landscape of the South Downs
- Ways to improve the connections between the city and the Downs

3. Opportunity to leave further comments. Comments either written directly by the participants themselves or were record by the team based on conversations they were having with the participants.

##### Reporting

The results are reported on the following 4 tabs

Overview - the key findings that I (personal opinion) feel need to be taken into the next stage of the project

Map results

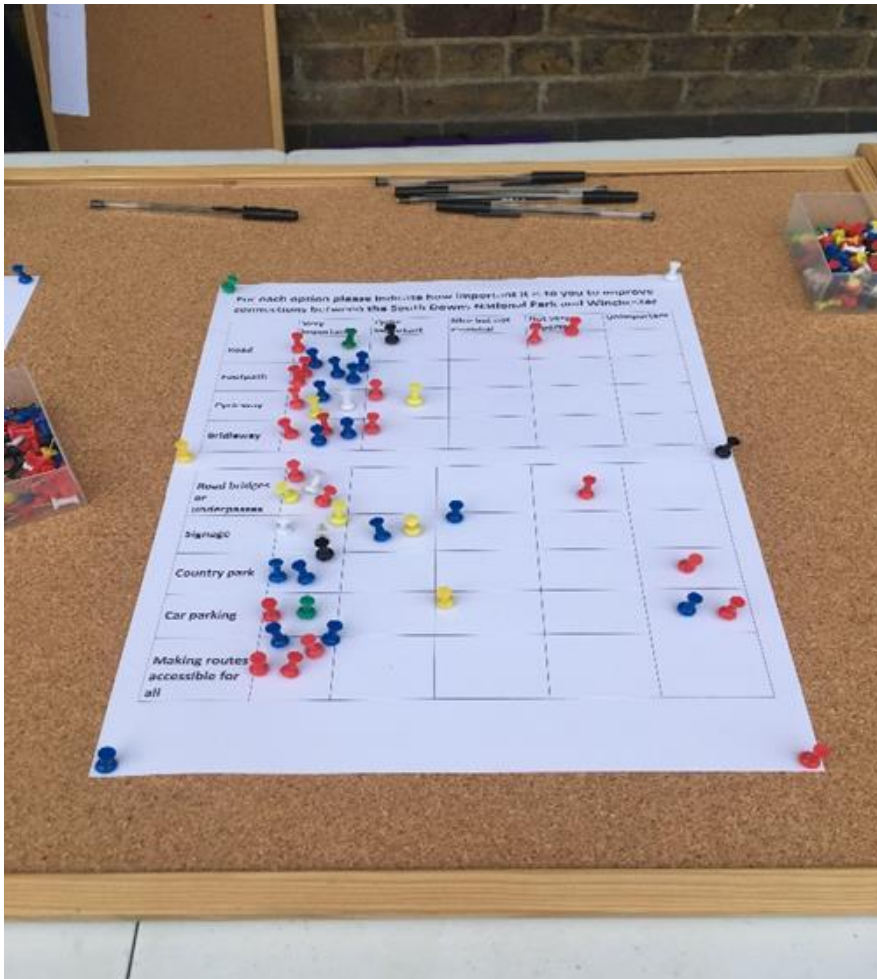
Quantitative results - answers to the multiple choice questions

Qualitative results - comments sorted into key themes



## Results

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## Headlines

The South Downs are foreign lands to the people of Winchester. They know of them, they look at them (and appreciate them as a back drop to the city) but they don't interact with them. The city tends to look west, not east.

Poor access out of the city is a key issue but once out onto the Downs providing circular walks connecting view points and providing the chance to experience wildlife is likely to prove popular

## Participants

We spoke to 273 people, 64% of whom lived in Winchester. There was a representation across genders and age ranges although older people were better represented in this sample, largely I suspect because they are the people who have time to 'stand & chat'. Their involvement in the project area was largely as a 'neighbour' with views of the landscape. Smaller numbers of people had a direct involvement in the area either by driving through it, visiting it or working in it.

## Favourite Places

This was perhaps the most surprising part of this consultation. Usually a map is a star attraction, most people love maps and like to be able to share their favourite places and their knowledge of them. In this instance people spent a lot of time looking at the map but less than 25% of them were able to identify a favourite place in the project area. Discussion with them suggested this is because they don't go there. For those who were able to identify a location, the river valley was important to many of them. With regard to typical Downland landscape Cheesefoot, Magdalen Down and St Catherines were the key locations. Away from the project area (not shown on the map) the most often mentioned location was Farley Mount Country Park to the west of the City.

## Experiencing the landscape

This is a generic question about how people would like to experience the landscape. The results suggest that for the majority of people a 'walk with views' would be their preferred landscape experience. Cycling/ mountain biking also features strongly which suggests that people are keen to be 'active' when out in the landscape. Watching Wildlife is also popular and experience from other 'landscape consultations' that this relates to the opportunity to experience wildlife while doing other things such as walking, rather than specifically sitting in a bird hide or something similar. It is interesting to observe that it is the 'natural' aspects of the landscape - views & wildlife - that are most important but at the same time we should not lose sight of the fact that for a significant minority of people 'cultural aspects' - heritage sites & villages are important.

## Barriers

Of the four barriers identified 'poor access' and 'lack of information' is seen as particularly important, although 'confidence' should not be dismissed as the comments suggest there are some important issues here about the conduct of the military area and the private nature of much of the land. Poor access seems to relate largely to the routes out of Winchester with busy roads, antisocial behaviour and low quality routes being highlighted in the comments as key issues. If people were able to use the current access routes to go onto the Downs then there seemed to be a lack of knowledge about where they could go and what they could do once they were out there. Poor signage and the lack of circular walks was often identified as issues in this respect

## Improving connections

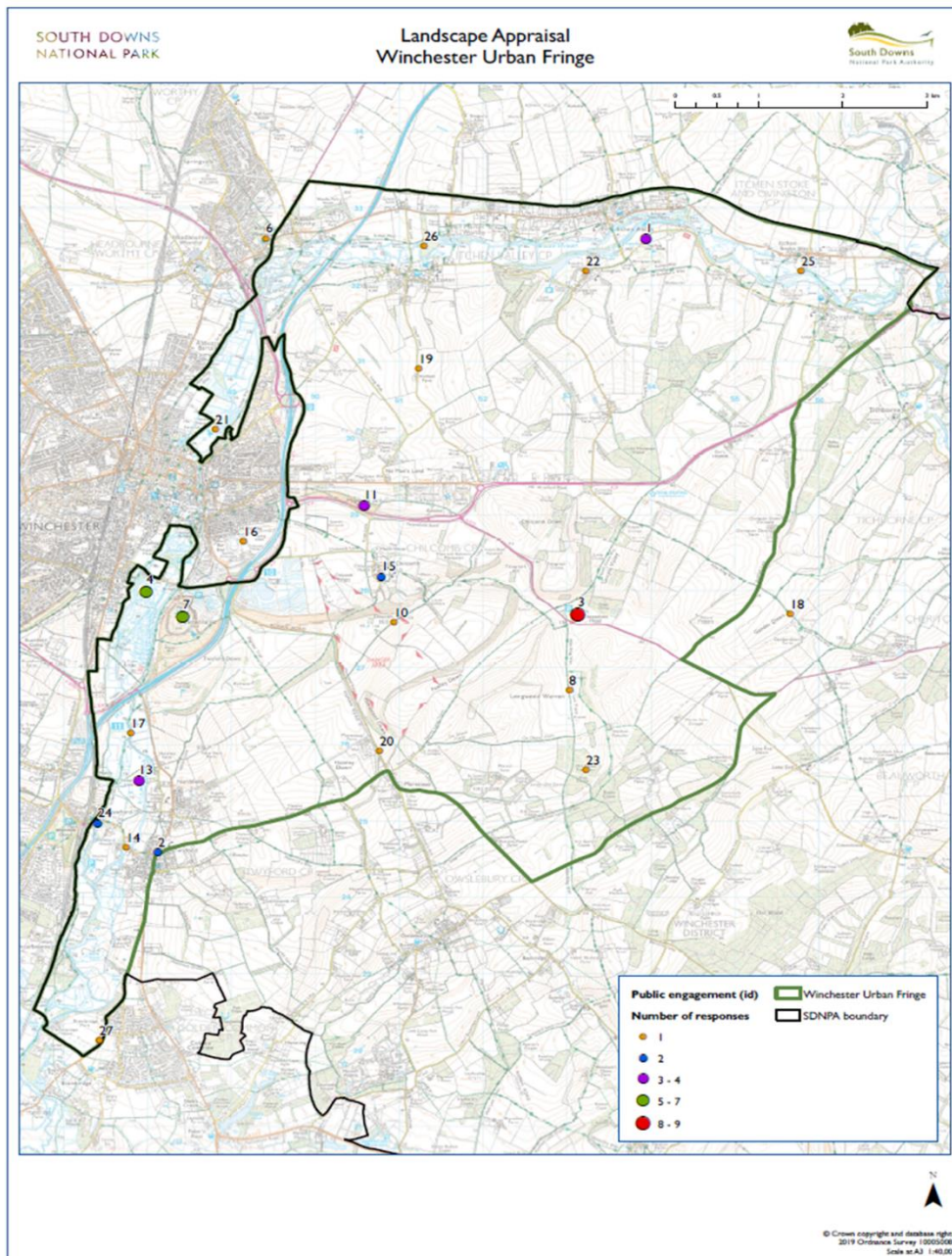
Not surprisingly for people who are keen on walking the most important way to improve the connections between Winchester and the South Downs would be through the provision of more and better footpaths. (cycleways for those keen on cycling). 'Better signage' and 'Road Bridges & Underpasses' support this enabling people to start from the city and follow a route out into the Downs. It is interesting to note that car based access 'roads' & 'car parks' do not feature that strongly in these results and comments from people alluded to the fact that they don't want more cars. There is also a real interest in improve access for people with a wide range of abilities. Paths that were designed for Mobility Scooters, Wheel chairs and buggy's and had plenty of benches and even access to toilets was seen as important.

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Id (label)	Map_no (from map sheets)	Pt_Code	Place	Reason_1	Reason_2	Reason_3	Reason_4	Reason_5
1	95	STN095	Itchen Valley	STN095: The river	MS078: Riverbank, tranquil, pub, vegetation	MS049: For cycling, quiet and SDW		
2	59	STN059	Twyford	STN089: Very pleasant and attractive	STN059: Favourite village			
3	42	STN042	Cheesefoot Head	STN042: Stop for a snooze	STN056: Lovely walks	STN035: Horse riding	STN058: Lovely view and good walks in several directions	LC089: Great vantage point, distant views, history, accessible (Boomtown)
4	37	STN037	Water meadows	STN037: Beautiful - water plants, insects, water fowl, fish	STN003: Safe, beautiful, bird life	STN010: Peaceful, shimmering and love the meadow areas with bird life and nature	LC005: Good dog walking/landscape/wildlife	LC040: Lovely walking, wildlife, tranquility
5	67	STN0067	Alresford	STN067: ???				
6	13	STN013	Kingsworthy	13: A peaceful country village				
7	5	STN005	St Catherine's Hill	STN005: ??? Winchester	STN049: Everything about it	STN026: The views	STN011: Open space	MS048: Peaceful
8	78	STN078	The Downs	78: Walking, cycling and nature				
9	63	STN063	Farley Mount	STN063: Beautiful place to walk	MS013: Great place for family walks	MS019: Walking and mountain biking with family		
10	82	STN082	Deacon Hill	STN082: Orienteering				
11	6	STN006	Magdalen Down	STN006: Open space, quiet, views, dog walking	MS045: Butterflies	MS082: Old American military base, butterfly reserves. Not recognised much anymore by locals		
12	48	STN048	Cheriton	STN048: Open spaces	STN090: 1645 battlefield, history, walking, great pub	MS022: House and Gardens, nature reserves		
13	57	STN057	Itchen Valley	STN057: Beautiful clear river and flora & fauna	STN062: Tranquil, beautiful, balance between nature and humanity. Favourite walk of John Keats!	LC037: Walk the river valley every day	LC011: Accessible, short, walking, views, beautiful	
14	22	STN022	Norris Bridge	STN022: Favourite dog walk				

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15	40	STN040	Chilcomb	STN040: Beautiful village/church. Great walk from Winchester	LC026: Favourite cricket pitch			
16	63	LC063	Site for new leisure centre	LC063: Have footbridge/canal (?) bridge from here - gateway to SDNP. Hotel - Intel site?				
17	42	LC042	Cycle path into Winchester	Use it regularly - peaceful, no traffic				
18	58	LC058	Gander Down	Good walking route - love the big slopes (?)				
19	57	LC057	Lanes	LC057: Cycling routes				
20	82	LC082	Morestead	LC082: Walking with family and friends				
21	78	LC078	Winnal Moors Nature Reserve	LC078: Close to wildlife. Visible and accessible. Sanctuary.				
22	62	LC062	Avington /Itchen river	LC062: Walking				
23	49	LC049	Old Downs Plantation	LC049: Walking				
24	58	MS058	Shawford	MS058: Lovely village	MS042: Long enough walk; pub at the end. Train link. Know the area, nice area, people around, safe to walk on own			
25	11	MS011	Itchen Stoke	MS011: Place I love, I love it!				
26	90	MS090	Itchen Way	We walk this when we visit from Lymington				
27	3	MS003	Bambridge	MS003: Lovely area to walk				

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Id (label)	Map_no (from map sheets)	Pt_Code	Place	Reason_5	Reason_6	Reason_7	Reason_8	Reason_9	Number of response s
1	95	STN095	Itchen Valley						3
2	59	STN059	Twyford						2
3	42	STN042	Cheesefoot Head	LC089: Great vantage point, distant views, history, accessible (Boomtown)	LC067: Openness, views, quiet, walk and sit (avoid when busy)	LC035: Views and walking; reminds me of Cornwall. Open.	LC022: Nice views but SDW is very boring! Steep and demanding	MS057: Nice walk from home; great views; links to other walk/bike routes	9
4	37	STN037	Water meadows	LC040: Lovely walking, wildlife, tranquility	LC003: Walking with elderly relative - flat, good surface, very pretty!	MS006: Remember the steam ???			7
5	67	STN0067	Alresford						1
6	13	STN013	Kingsworthy						1
7	5	STN005	St Catherine's Hill	MS048: Peaceful	MS012: Regular walk				6
8	78	STN078	The Downs						1
9	63	STN063	Farley Mount						3
10	82	STN082	Deacon Hill						1
11	6	STN006	Magdalen Down						3
12	48	STN048	Cheriton						3
13	57	STN057	Itchen Valley						4

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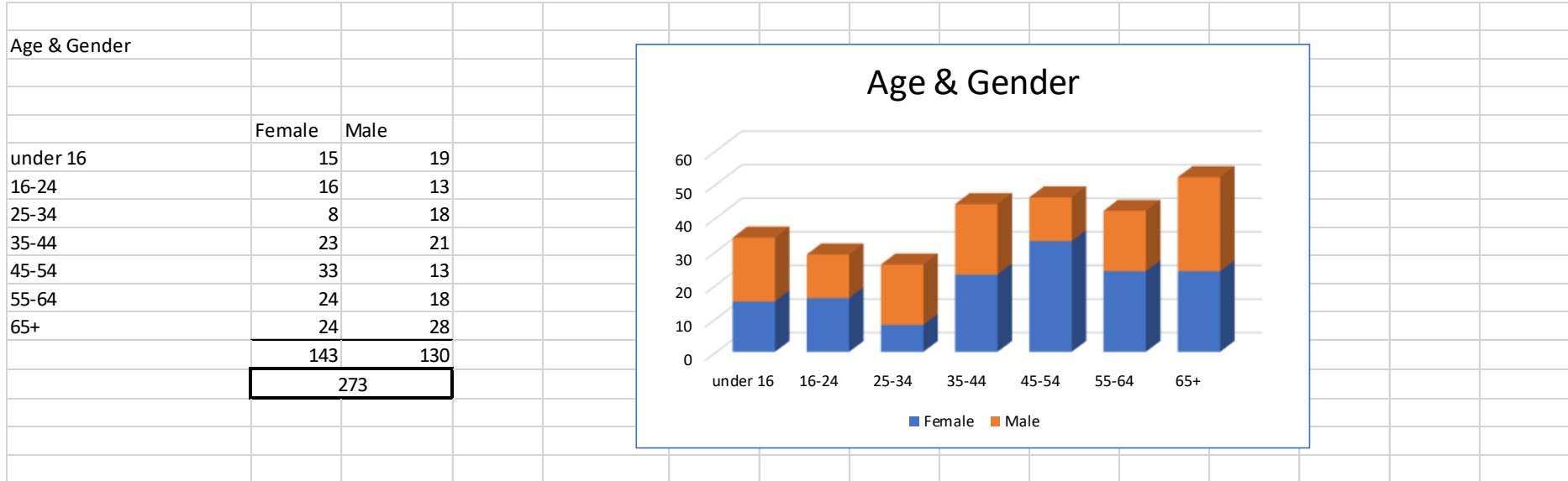
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14	22	STN022	Norris Bridge						1
15	40	STN040	Chilcomb						2
16	63	LC063	Site for new leisure centre						1
17	42	LC042	Cycle path into Winchester						1
18	58	LC058	Gander Down						1
19	57	LC057	Lanes						1
20	82	LC082	Morestead						1
21	78	LC078	Winnal Moors Nature Reserve						1
22	62	LC062	Avington /Itchen river						1
23	49	LC049	Old Downs Plantation						1
24	58	MS058	Shawford						2
25	11	MS011	Itchen Stoke						1
26	90	MS090	Itchen Way						1
27	3	MS003	Bambridge						1

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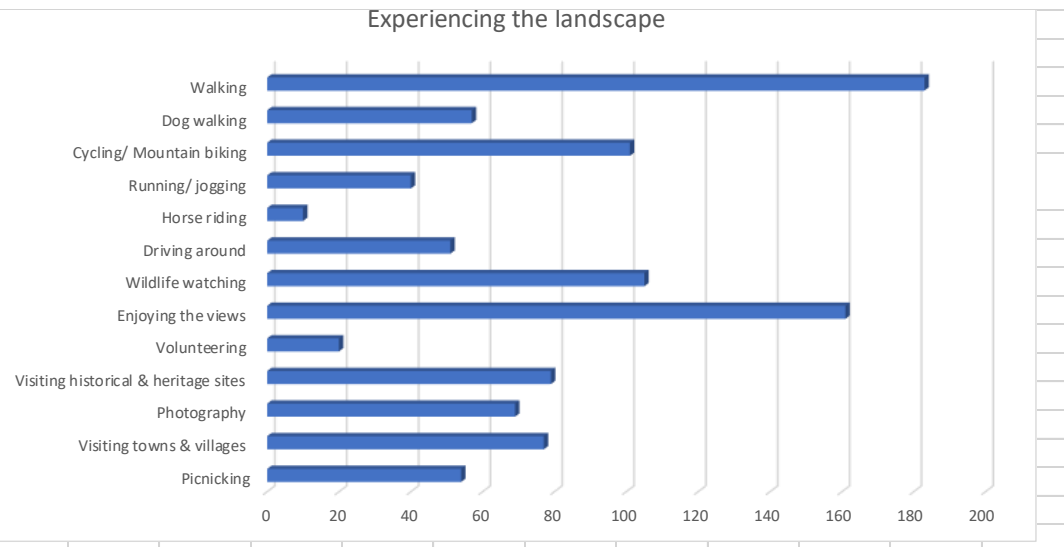
How would you describe your involvement in the area?

I live in the area	22
I work in the area	41
I live nearby and have views of the area	126
I visit the area	70
I drive through the area	75
I volunteer in the area	12
I belong to a group that is involved in the area	11
None of the above	6



In what ways do you most enjoy experiencing the landscape?

Picnicking	54
Visiting towns & villages	77
Photography	69
Visiting historical & heritage sites	79
Volunteering	20
Enjoying the views	161
Wildlife watching	105
Driving around	51
Horse riding	10
Running/ jogging	40
Cycling/ Mountain biking	101
Dog walking	57
Walking	183



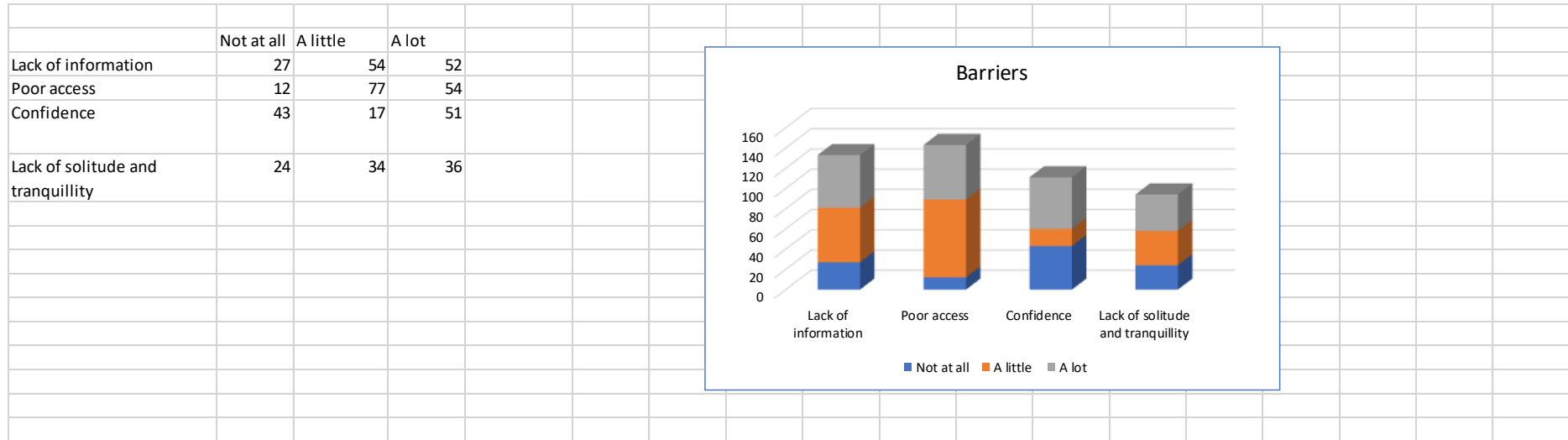


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For each option please indicate how important it is to you to improve connections between the South Downs National Park and Winchester



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#### The South Downs National Park & its relationship to Winchester

The National Park	<p>Its easier to get to the New Forest than the South Downs National Park and there is more to do when you get there</p> <p>What National Park? Where?</p> <p>No idea that it is a national park or what it does or why</p> <p>The National Park, its too bloody big!</p> <p>Do we really want more people using the park?</p>
The South Downs	<p>Don't go to the Downs as it is difficult to go there and there is nothing to do</p> <p>Used to visit the Downs a lot but now we have kids id feels 'inaccessible'</p> <p>Keep it people free - the wilder the better for me</p> <p>Don't want to see more litter if we have more people. They need to be well behaved.</p> <p>I don't want more people on the South Downs, they make a mess of it</p>
Winchester	<p>Where you live in Winchester determines where you go - West side; Farley. East side; Downs</p> <p>Farley Mount is the key outdoor recreational area for Winchester people</p> <p>Have lived here all my life; been to Farley a lot but not the Downs</p> <p>We live in Winchester but always go west when we go out</p> <p>Walk the dogs down by the river, never go onto the Downs</p> <p>Having spent a lot of time around the Itchen in Shawford as a child and then returning after 30 years the nature of the valley has changed completely. It still looks the same but the noise of the motorway means it is no longer anything like as tranquil</p> <p>I work here, not live here. Never been out onto the Downs. Should do though</p>

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### Barriers to visiting/ using the South Downs National Park

Access from Winchester	<p>Better access (to the Downs) for people on foot or bike must be a priority at junction 9</p> <p>Safety issues - walking and cycling not properly provided for. Entry points have to be clear, safe and visible</p> <p>Safety issues - perceived danger of getting children across bridges, broken stiles and fences</p> <p>Drug dealing around current access points - means we do not go there</p> <p>Access to the SDNP is obscure and via piddly paths that are hidden away. Needs to be more obvious and clearer</p> <p>Better connections needed from West Winchester to the SDNP to the East</p> <p>Access to the Downs from Winnall is gross - through underpasses that stink, don't go their because of this</p> <p>Paths along the Itchen are good for people who are less mobile - flat and good surfaces, but they don't take you up into the Downs</p> <p>Access to the Downs is all organised around the car</p> <p>Car parking is a big issue and will be more so with the new leisure centre at Bar End - make better use of Park &amp; ride with access points directly from those car parks</p> <p>Don't go to St Catherine's on my own, scared of the dogs</p> <p>Ethnic minorities unwelcome in the countryside - going to rural pubs is unpleasant for them</p> <p>Poor public transport out onto the Downs</p>
Moving around the landscape	<p>The firing range - lots of comments on this as a barrier to access, interrupts circular walks, causes fear. Military seem to use it in a thoughtless way</p> <p>Military training area - Red Flags are left up even when it is not being used. Should be better managed</p> <p>Some current access is off-putting; narrow and overgrown, near noisy and dangerous roads, unclear signage. Not easy to enjoy the Downs as a family.</p> <p>Poorly thought-out roads in this area (SDNP) as many go from fast to slow to fast over short distances - dangerous for cyclist</p> <p>Poor footpath signage - confusing</p> <p>Lack of confidence to go onto the Downs, feel vulnerable. Water Meadows feel safer, more friendly</p> <p>Footbridges quite good but then access for cyclists peters out onto roads</p> <p>Not enough way markers. Don't want to get lost, scared of landowners</p> <p>So much access is based on having a car (I don't) - instructions say 'start at this Car Park'</p> <p>Signposting in NP is lacking</p> <p>Lack of information - I hear more about HIWWT than I do the SDNP</p> <p>Must improve bus services</p>

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Needs/ Opportunities/ Ideas

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<p>Access from Winchester</p>	<p>Need alternatives to the car - should be better public transport that links to the train                  All we need is more footbridges                  Accessible paths                  Improve access                  A 'hub' of some sort, perhaps at the Science centre site                  A free bus service from Winchester Town centre to the Park would be excellent.                  Create links with new Leisure Centre - could be a hub or a stepping stone into the Park                  Need circular walks that start and finish in Winchester                  My top priority would be for a land bridge connecting St Catherine's Hill to the rest of the South Downs - this would hugely improve the experience of people from Winchester and help the wildlife.</p>
<p>Facilities for recreational walkers &amp; Cyclists</p>	<p>Create trails out of Winchester; 45mins to 2hrs, make it easy                  Short and long walks - provide lots of different options                  Need multiple use paths; walking, dogs, horses, electric scooters                  Better signage, giving direction and distance. Red &amp; green trails like in the Alps                  Need a 'centre' to start from and better access across the motorway                  Need even paths to appeal to older walkers                  Path for cyclists to help us avoid fast traffic &amp; dangerous parts of the route                  We need clearly marked 3 &amp; 5 mile walking routes where no map or ability to read one is required.                  More paths linking up to make circular walks like at Farley mount                  Better signage, especially for circular walks                  Cycling the SDW; convert the first section into a bridleway so cyclists can use it                  More cycle routes - need a hub for cycle hire, perhaps in Winchester with information about routes. Perhaps 2 hubs; one in the city and one in the villages                  Improve access for cycles at the start of the South Downs Way</p>
<p>Leisure visitor facilities</p>	<p>Need more litter bins                  More information boards - tell us where to go and what to do                  Better signage essential                  More signage                  Maintaining benches to encourage all ages to use the national park                  Footpaths with good surfaces, elderly and disabled friendly                  No more car parks but make better use of existing facilities e.g. @ pubs, village halls, farms, villages etc                  Better car parking and loos                  Access for all - mobility scooters need well-drained paths to help access                  Access for all is important but needs to be environmentally sensitive</p>
<p>Promotion/ publicity</p>	<p>Better publicity in local media                  More info on walking routes e.g. leaflets                  Use Social media to promote places to go - use photography                  A simple Walks Guide (booklet, online, Facebook etc to improve awareness of local routes                  Need a good narrative for the landscape - e.g. A272 'longest country road in England'                  Make sure that the attractions in the SDNP have better information and tell people that they are in the National Park                  More and better info about cycling &amp; walking</p>

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Other comments	Major development (entertainment complex) at Cheesefoot Head is a disgrace
	Stop visible development and up lighting
	Need for sustainable housing. Housing for rich/ wealthy only leads to further gentrification of the area. SDNP will become a museum
	Get rid of the festival - although my daughters will kill me for saying so
	Natural Orchid people at Winnall need to be involved - <a href="mailto:jane.ward@dementiafriendlyhampshire.org.uk">jane.ward@dementiafriendlyhampshire.org.uk</a>
	Enjoying the area is part of my physical recovery - being able to walk in the Downs
	Someone (City council) is having a consultation on electric scooters
	So important to engage the public in this way - a brilliant process - give people a voice
Really like this way of consulting - very visual	

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